



University of Kerala

**Four Year Under Graduate Programme
(UoK FYUGP)**

Syllabus

Major Discipline: Commerce

May 2024

About the Discipline

Commerce heralds all the economic episodes of social life by exchange of goods and services; and its auxiliaries. The different constituents of commerce have seeped into the micro and macro level of social transactions. Commerce had emancipated new order in every walk-in terms of Quality and convenience. Insurance, Communication, Transportation, warehousing, banking and the frontiers is widening every now and then. Over the years, the discipline had outgrown its traditional outfits and now it wets new horizons including logistics, fintech, tourism, entrepreneurship and so on and so forth. Commerce now offers smart solutions for the entire spectrum of hindrances in exchange of values and utilities. Educationally, fine developments in Digital and economic integration have given fillip to voyage of commerce discipline. An aspiring graduate of Commerce with its skillsets can certainly make meaningful difference in the perspectives of life, career on the planet.

Graduate Attributes

Graduate attributes bridge the gap between academia and the real world, fostering lifelong learning and meaningful contributions. They denote the skills, competencies, and high-level qualities that a student should acquire during their university education. Apart from gathering content knowledge, these attributes go beyond the assimilation of information to its application in various contexts throughout a graduate's life. It aims to inculcate the art of critical thinking, problem-solving, professionalism, leadership readiness, teamwork, communication skills, and intellectual breadth of knowledge. The University of Kerala envisages to pave the path of guiding the student's journey to shape these attributes uniquely, making them integral to personal growth and success in various spheres of life. The University strives to ensure that these graduate attributes are not just checkboxes, but they play a pivotal role in shaping the students into capable, compassionate, and responsible individuals with a high degree of social responsibility.

Programme Outcomes (POs)

PO-1 Critical thinking

- analyze information objectively and make a reasoned judgment
- draw reasonable conclusions from a set of information, and discriminate between useful and less useful details to solve problems or make decisions
- identify logical flaws in the arguments of others
- evaluate data, facts, observable phenomena, and research findings to draw valid and relevant results that are domain-specific

PO-2 Complex problem-solving

- solve different kinds of problems in familiar and no-familiar contexts and apply the learning to real-life situations
- analyze a problem, generate and implement a solution and to assess the success of the plan
- understand how the solution will affect both the people involved and the surrounding environment

PO-3 Creativity

- produce or develop original work, theories and techniques
- think in multiple ways for making connections between seemingly unrelated concepts or phenomena
- add a unique perspective or improve existing ideas or solutions
- generate, develop and express original ideas that are useful or have values

PO-4 Communication skills

- convey or share ideas or feelings effectively
- use words in delivering the intended message with utmost clarity
- engage the audience effectively
- be a good listener who are able to understand, respond and empathize with the speaker
- confidently share views and express himself/herself

PO-5 Leadership qualities

- work effectively and lead respectfully with diverse teams
- build a team working towards a common goal
- motivate a group of people and make them achieve the best possible solution.
- help and support others in their difficult times to tide over the adverse situations with courage

PO-6 Learning 'how to learn' skills

- acquire new knowledge and skills, including 'learning how to learn' skills, that are necessary for pursuing learning activities throughout life, through self-paced and self-directed learning
- work independently, identify appropriate resources required for further learning
- acquire organizational skills and time management to set self-defined goals and targets with timelines
- inculcate a healthy attitude to be a lifelong learner

PO-7 Digital and technological skills

- use ICT in a variety of learning and work situations, access, evaluate, and use a variety of relevant information sources
- use appropriate software for analysis of data
- understand the pitfalls in the digital world and keep safe from them

PO-8 Value inculcation

- embrace and practice constitutional, humanistic, ethical, and moral values in life including universal human values of truth, righteous conduct, peace, love, nonviolence, scientific temper, citizenship values
- formulate a position/argument about an ethical issue from multiple perspectives
- identify ethical issues related to work, and follow ethical practices, including avoiding unethical behaviour such as fabrication, falsification, or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights
- adopt objective, unbiased, and truthful actions in all aspects of work

Programme Specific Outcomes

PSO 1 Understand the laws and regulations on business organisations and their compliance.

PSO 2 Understand co-operative institutions' origin, functions, governance, and role in community engagement.

PSO 3 Apply management concepts and theories to improve the skills across the functional areas of business.

PSO 4 Apply assessment procedures of direct and indirect tax, and tax planning.

PSO 5 Apply the formalities and procedures in law, finance, HR, and taxation in global business operations.

PSO 6 Apply technology and software for accounting and business data analysis.

PSO 7 Analyse the logistics and supply chain management systems and practices in business operations.

PSO 8 Critically analyse the strategies in designing and marketing of sustainable tourism products.

PSO 9 Analyse the concepts and theories of marketing in formulating strategies for business.

PSO 10 Critically analyse the sources and application of funds in financial market and develop appropriate investment strategies.

PSO 11 Evaluate the operational and financial performance of business entities, based on cost and financial statements prepared adhering transparency and disclosure principles.

PSO 12 Develop creativity quotient, awareness, values and ethics with sustainability in business practices.

PSO 13 Generate skills for designing a research plan including data collection, analysis, interpretation, and preparation of research reports

PSO 14 Create entrepreneurial competencies for the current start-up ecosystem in terms of legal regulations and state support.

SEMESTER-WISE COURSE STRUCTURE

Semester I

Course Category	Course Code	Course Name
Discipline Specific Core Courses (DSC)	UK1DSCCOM100	Accounting Principles and Standards*
	UK1DSCCOM101	Management Concepts and Practices
	UK1DSCCOM102	Business Communication and Documentation
	UK1DSCCOM103	Dynamics of Business Environment
	UK1DSCCOM104	Indian Financial System
Multi-Disciplinary Courses (MDC)	UK1MDCCOM100	Accounting for Everyone
	UK1MDCCOM101	Fundamentals of Investment

Semester II

Discipline Specific Core Courses (DSC)	UK2DSCCOM100	Financial Accounting *
	UK2DSCCOM101	Functional Management
	UK2DSCCOM102	E-business and Governance
	UK2DSCCOM103	Motivation and Leadership in Business
	UK2DSCCOM104	Practices of Banking and Insurance
Multi-Disciplinary Courses (MDC)	UK2MDCCOM100	Personal Financial Planning
	UK2MDCCOM101	Investing in Stock Market

Semester III

Discipline Specific Core Courses (DSC)	UK3DSCCOM200	Business Mathematics
	UK3DSCCOM201	Corporate Accounting
	UK3DSCCOM202	Entrepreneurship Development
	UK3DSCCOM203	Legal Dimensions of Business
	UK3DSCCOM204	Principles of Marketing
	UK3DSCCOM205	Retail Banking
Discipline Specific Elective (DSE)	UK3DSECOM200	Investment Management**
	UK3DSECOM201	Conceptual Framework of Co-operation**
	UK3DSECOM202	International Business**
	UK3DSECOM203	Computer Application in Business**
	UK3DSECOM204	Consumer Behaviour**
	UK3DSECOM205	Introduction to Indian Taxation System**
	UK3DSECOM206	Introduction to Logistics Management**
	UK3DSECOM207	Principles and Practices of Tourism**
Value Addition Courses (VAC)	UK3VACCOM200	Business and Professional Ethics

Semester III

Discipline Specific Core Courses (DSC)	UK4DSCCOM200	Business Statistics
	UK4DSCCOM201	Company Administration
	UK4DSCCOM202	Business Economics
	UK4DSCCOM203	Innovation and Start-ups
Discipline Specific Elective (DSE)	UK4DSECOM200	Financial Markets and Services**
	UK4DSECOM201	Co-operation and Community Development**
	UK4DSECOM202	Legal Framework of International Business**
	UK4DSECOM203	Software for Data Analysis**
	UK4DSECOM204	Brand Management**
	UK4DSECOM205	Theory and Practice of Personal Income Tax**
	UK4DSECOM206	Fundamentals of Supply Chain Management**
Value Addition Courses (VAC)	UK4VACCOM200	Consumer Rights and Protection
	UK4VACCOM201	Sustainable Business Practices
Skill Enhancement Courses (SEC)	UK4SECCOM200	Entrepreneurial Skills
	UK4SECCOM201	Digital Media Marketing

Semester V

Discipline Specific Core Courses (DSC)	UK5DSCCOM300	Financial Management
	UK5DSCCOM301	Fundamentals of Income Tax
	UK5DSCCOM302	Cost Accounting *
	UK5DSCCOM303	Human Resource Management
	UK5DSCCOM304	Logistics and Supply Chain Management
	UK5DSCCOM305	Advanced Corporate Accounting
Discipline Specific Elective (DSE)	UK5DSECOM300	Stock Exchanges: Operations and Regulations**
	UK5DSECOM301	FINTECH
	UK5DSECOM302	Global Perspectives in Co-operatives
	UK5DSECOM303	Co-operative Legal Framework**
	UK5DSECOM304	Export Import Management
	UK5DSECOM305	International Financial Management**
	UK5DSECOM306	Computerised Accounting**
	UK5DSECOM307	Project Methodology
	UK5DSECOM308	Retail Management**
	UK5DSECOM309	Advertising and Sales Promotion
	UK5DSECOM310	Income Tax Assessment**
	UK5DSECOM311	Essentials of Goods and Service Tax
	UK5DSECOM312	Procurement and Transportation**
	UK5DSECOM313	Warehousing
	UK5DSECOM314	Tourism Products**
	UK5DSECOM315	MICE Tourism
	UK5SECCOM300	Data Analysis and Visualization in Finance

Skill Enhancement Courses (SEC)	UK5SECCOM301	Forensic Accounting and Fraud Detection
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Semester VI

Discipline Specific Core Courses (DSC)	UK6DSCCOM300	GST: Law and Practice
	UK6DSCCOM301	Financial Statement Analysis
	UK6DSCCOM302	Cost Accounting Methods and Techniques
	UK6DSCCOM303	Auditing Principles and Practices *
	UK6DSCCOM304	Strategic Management
	UK6DSCCOM305	Research Methodology
Discipline Specific Elective (DSE)	UK6DSECOM300	Security Analysis and Portfolio Management**
	UK6DSECOM301	Financial Derivatives
	UK6DSECOM302	Co-operative Governance**
	UK6DSECOM303	Co-operative Accounting and Auditing
	UK6DSECOM304	International Human Resource Management
	UK6DSECOM305	Forex Management**
	UK6DSECOM306	Advanced Tools for Business Analysis
	UK6DSECOM307	Web Technology in Business**
	UK6DSECOM308	Service Marketing
	UK6DSECOM309	Digital Marketing**
	UK6DSECOM310	Customs Duty Regulations, Compliance and Export Strategies
	UK6DSECOM311	Assessment of Companies and Corporate Tax Planning**
	UK6DSECOM312	Port Management**
	UK6DSECOM313	Aviation and Cargo Management
	UK6DSECOM314	Tourism Marketing
	UK6DSECOM315	Travel Agency, Tour Operation and Airline Management**
Skill Enhancement Courses (SEC)	UK6SECCOM300	Accounting Software
	UK6SECCOM301	Stock Market Operations

Semester VII

Discipline Specific Core Courses (DSC)	UK7DSCCOM400	Statistics for Business Research
	UK7DSCCOM401	Accounting Standards and Disclosure
	UK7DSCCOM402	Strategic Financial Management
Discipline Specific Elective (DSE)	UK7DSECOM400	Behavioural Finance
	UK7DSECOM401	Co-operative Research and Digital Application
	UK7DSECOM402	Global Taxation Regime
	UK7DSECOM403	Database Management System
	UK7DSECOM404	International Marketing
	UK7DSECOM405	International Taxation
	UK7DSECOM406	International Logistics Management
	UK7DSECOM407	Eco-Tourism and Sustainable Development

Semester VIII

Discipline Specific Core Courses (DSC)	Online 1 Online 2	
	Internship Project	
	Research Project	

Notes:

1. Courses bearing (*) are mandatory, which are to be included in the college basket.
2. For claiming specialization, opting of the four specified courses in electives is mandatory (**) and the BoS has discretion to add or delete courses if it finds desirable in due course of time.
3. All the courses designed and listed by the BoS of Commerce shall be engaged by qualified commerce faculties.

SEMESTER I

Discipline Specific Core Courses

Discipline	COMMERCE				
Course Code	UK1DSCCOM100				
Course Title	Accounting Principles and Standards				
Type of Course	DSC				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites	Basic understanding about accounting terms, and the process of book keeping and accounting, including preparation of journal, ledger, trial balance, and final accounts.				
Course Summary	This course is to develop an understanding about the concepts and principles of accounting, computation of depreciation, and the application of accounting concepts in preparing financial statements of sole proprietors and Not-for-profit organisations. It also helps to understand how to derive meaning information through interpreting the financial statements.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I		Meaning and Scope of Accounting	12
	1	Accounting Concepts, Principles and Conventions, Concept of Accounting Standards in terms of Indian GAAP	
	2	Recognition of Revenue and Expenses -Accrual Principles- Relevance of distinction between Capital and Revenue Expenditure, Capital and Revenue Receipts, Contingent Assets and Contingent Liabilities in the preparation of Financial Statements	
	3	Recognition of Assets, Liabilities	
II		Depreciation and Amortisation	12
	4	Tangible and Intangible assets- Meaning & Difference, Concepts	
	5	Methods of computation and Accounting -Fixed Instalment Method and Diminishing Balance Method- Application of Diminishing Balance Method considering Income Tax Regulations (Basic Principles and prescribed rates)- Treatment of Depreciation/Amortisation	
	6	Accounting Treatment of Change in Depreciation Method	
III		Preparation of Final accounts of Sole Proprietors	16
	7	Elements of Financial Statements, Preparation of Trading account, Profit and Loss account and Balance Sheet, Adjusting Entries	
	8	Interpreting Financial Statements of Sole proprietorship (Refer Guidelines) *	
IV		Financial Statements of Not-for-Profit Organizations	8
	9	Significance and Preparation of Receipt and Payment Account,	
	10	Income and Expenditure Account and Balance sheet,	

	11	Difference between Profit and Loss account and Income and Expenditure Account	
	12	Interpreting Financial Statements of Not-for-Profit Organisations (Refer Guidelines) **	
	Accounts from Incomplete Records		12
V	13	Single Entry: Meaning, Methods of Profit Determination- Capital Comparison Method- Conversion method	

Guidelines

Interpreting Financial Statements of Sole proprietorship ()*

Identify different categories/items of incomes, expenses, assets and liabilities in the Balance Sheet.

Identify items which increase the value of Net Profit.

Identify Items which cause the net loss.

Identify Positive equity and Negative equity items of the business.

Identify the assets and liabilities which affects the Net value of the Business.

Evaluate the difference between Gross Profit and Net Profit.

*Interpreting Financial Statements of Not-for-Profit Organisations (**)*

Items which come under Revenue and Payment account

Items which come under Income and Expenditure account

Items which increase the Surplus to Capital account

Ascertain the Revenue income and Revenue expense

Evaluate the Surplus or Deficit and identify the reasons for the same.

Recommended Books:

Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2023) Accounting: Text and Cases. McGraw-Hill Education, 13th Ed.

Charles T. Horngren and Donna Philbrick, Introduction to Financial Accounting, Pearson Education.

J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi.

M.C.Shukla, T.S. Grewal and S. C.Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.

S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.

Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.

Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House

Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.

Tulsian, P.C. Financial Accounting, Pearson Education.

Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi

Wolk, Harry I. (2018) Accounting theory, Macmillan

Shah, Paresh. Basic financial accounting for management New York Oxford University

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Apply accounting concepts, principles, conventions and standards in the preparation of accounts	U, Ap	PSO5 PSO11
CO-2	Distinguish capital and revenue expenditure, and capital and revenue income	U	PSO11
CO3	Interpret financial statements of sole proprietorship and not-for-profit organisations	U, An, E	PSO5 PSO11
CO4	Compare pros and cons of depreciation under fixed instalment and diminishing balance method.	U, An	PSO11
CO5	Prepare final accounts under single-entry system	Ap	PSO11

R-Remember, U-Understand, Ap-Applied, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO1	Apply the accounting concepts, principles, conventions and standards in the preparation of accounts	PO1 PSO5 PSO11	U, Ap	C	L	
CO2	Distinguish Capital and Revenue Expenditure, and Capital and Revenue Income	PSO11	U	C	L	
CO3	Interpret financial statements of sole proprietorship and not-for-profit organisations	PO2 PSO5 PSO11	U, An, E	P	L	

CO4	Compare pros and cons of depreciation under fixed instalment and diminishing balance method.	PO1 PSO11	U, An	P	L	
CO5	Prepare final accounts under single-entry system	PO2 PSO11	Ap	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO	PSO	PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1		-	-	-	1	-					2				2							
CO 2			-	-	-	-					1											
CO 3	-	-		-	1	-					3					3						
CO 4	-	-			-	-					2				3							
CO 5	-		-	-	3	-					3					2						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK1DSCCOM101				
Course Title	Management Concepts and Practices				
Type of Course	DSC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	Basic understanding about the concept of management and practices in business organisations.				
Course Summary	The course provides a comprehensive study of management fundamentals, including its nature, evolution, functions, team dynamics, best practices, contemporary challenges, and the role of managers.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Evolution of Management Thoughts		12
	1	Nature and scope of Management. - Schools of Management thoughts- Management as a science as well as art- Management process.	
	2	Historical Evolution of Thoughts and its association with Organization Goals and Tasks	
	3	Principles of management- F.W. Taylor's Scientific Management vs Henry Fayol's Principles –similarities and contradictions	
II	Functions of Management		12
	4	Planning: Types of plans, planning process. Business Plans and Projects Transforming Plan to viable projects	
	5	Organizing: line and staff functions, centralization and decentralization, Changing Social dynamics and Resultant Organization Culture	
	6	Staffing: Manpower Planning and Deployment, retention and development	
	7	Directing: Principles of direction-- Coordination and Controlling. - Planning and Control –Standardization and Benchmarking for Controlling	
III	Management Approaches		12
	8	Manager vs leader- Leadership styles. - Leadership Styles and Organizational Efficiency- Analysing Roles of Great Leaders in Business and Industry	
	9	Management by Exception – Strategic use in Organizations	
	10	Management by Objectives (MBO); process, benefits, limitations. Using MBO as a Planning Mechanism to achieve Goals	
IV	Team Management		12
	11	Team management-meaning- Types of teams -Creating effective teams	

	12	Team building: Purpose- self-management skills-Management games	
	13	Quality circles: Benefits- implementation in organizations.	
	Best Management Practices		12
	14	TQM- Quality vs Total Quality Basic Principles of TQM	
V	15	Change Management. – Factors demanding Change – Changing Environment and Managerial implications – Manager as a Change Agent Role of Managers in the twenty first century.	
	16	Case Studies on Best management practices-Success stories	

Recommended Books

Drucker, Peter, F, Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.

L.M Prasad (2021), Principles of management, Sultan Chand & Sons

R.S Davar, Management Process, Himalaya Publishing House

Rustum & Davan, Principles and practice of Management, Himalaya Publishing House.

Srinivasan & Chunawalla, Management Principles and Practice.

Laasch, Oliver (2021). Principles of Management, Sage publishers, UK

Sternad, Dietmar (2020) Effective Management, Mcmillan International

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Explain the scope of Management	U	PSO1 PSO3
CO-2	Describe the key concepts and principles associated with each function of management.	U	PSO3
CO-3	Compare the different management approaches	An	PSO3
CO-4	Describe effective management teams and the purpose of team building	U	PSO3
CO-5	Evaluate the best business management practices	An, E	PSO3 PSO14

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Explain the scope of Management	PO5 PSO1 PSO3	U	C	L	
CO-2	Describe the key concepts and principles associated with each function of management.	PSO3	U	P	L	
CO-3	Compare the different management approaches	PSO3	An	C	L	
CO-4	Describe effective management teams and the purpose of team building	PO5 PSO3	U	C	T	
CO5	Evaluate the best business management practices	PSO3 PSO14	An, E	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	-	2	-		-													2			
CO 2			2	-	-	-																
CO 3	-	-	1	-		-																
CO 4	-	-	2		-	-					2											
CO 5			3	-		-					-			3					2			

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Discussion / Management games/Managerial Role Play
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK1DSCCOM102				
Course Title	Business Communication and Documentation				
Type of Course	DSC				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours			4
Pre-requisites	Students are aware of the concept of communication and its significance in Business Organisations.				
Course Summary	This course is to develop an understanding of the concept of business communication and group communication, its process and dimensions and enable the students to identify various business documents and reports and to prepare Business correspondence.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Introduction to Business Communication		12
	1	Meaning and Concept of Business Communication- Formal and Informal Communication-Inter personnel communication	
	2	Business Communication- Objectives and Principles of effective business communication- Importance of business communication	
	3	Dimensions of business communication	
	4	Process of Business Communication-Barriers to business communication- Communication situations.in organisations	
II	Business Correspondence		12
	5	Business Letter-Principles- Importance- Essentials	
	6	Types of business letters -Personalized stand letters, enquiries, customers' complaints- collection letters- Sales letters- Application letters- Resumes- Interviews-Negotiations- preparation Frequently Asked Questions- Chatbots	
	7	Business letters/Letter of enquiries -Quotations and offers	
	8	Business correspondence and Digitalisation -Application of AI in business communication- Brainstorming	
	9	Useful Tips for preparation of Business Letter Writing- Non-verbal cues	
III	Group Communication		12
	10	Group Communication -Meaning- Types-Group Discussion	
	11	Business meetings- Need and Importance of Meetings, Conduct of Meeting, Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda, minutes and Resolutions	
	12	Conference- Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele – Conferencing	
	13	Public Relations –Meaning, Functions of PR Department	

	14	Social media communication-Impact	
IV	Business Documentation		12
	15	Meaning – Scope of business documentation -Principles of keeping business documents	
	16	Filing- Meaning-Different types of filing systems	
	17	Indexing- Meaning- Different types of indexing	
	18	Business Notices preparation	
V	Business Reports		12
	19	Introduction, Business Proposal, Executive Summary	
	20	Characteristics of good business report	
	21	Drafting an Analytical or Investigative Report	
	22	Individual or Committee/Sub-committee Report, Annual Report	
	23	Emerging trends in business communication- new age communication channels and internet and business documentation	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Relate the process of communication	R, U	PSO1
CO-2	Prepare documents for business correspondence	Ap	PSO1
CO-3	Describe the procedure of conducting Business meetings and conferences	U	PSO12
CO-4	Prepare various Business Reports	U, Ap	PSO14

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Relate the process of communication	PSO1 PO4	R, U	C		
2	Prepare documents for business correspondence	PSO1 PO3	Ap	C		
3	Describe the procedure of conducting Business meetings and conferences	PSO12 PO3	U	P		
4	Prepare various Business Reports	PSO14 PO1	U, Ap	C		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO1	PSO1	PSO1	PSO1	PSO1	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	-	-	-	-	-					-							2				
CO 2	1	-	-	-	-	-					-						2					
CO 3	-	-		-	-	-					-	2					3					
CO 4	-	-			-	-					-			2	3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK1DSCCOM103				
Course Title	Dynamics of Business Environment				
Type of Course	DSC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	Basic awareness of different types of business organisations				
Course Summary	The course covers the holistic understanding of the internal and external factors impacting businesses, including economic, social, political, legal, technological, and global aspects, along with a focus on Foreign Direct Investment (FDI) in India.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Introduction to Business Environment		12
	1	Business Environment: Meaning, Scope and Significance	
	2	Factors affecting business environment	
	3	Micro-Environment meaning-classification Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity. External Environment: Customers, suppliers, distributors, Competitors, Society	
	4	Macro Components: Demographic, Natural, Economic, Social, Cultural, Political, Technological, Legal and International	
II	Economic Environment		12
	5	Factors of Economic Environment-Nature and structure of the Economy-Economic policies, Economic conditions- NITI Ayog – National Development Council. Economic Reforms and New Economic Policy	
III	Ethical Foundations in Business Environment		12
	6	Concept of Social Responsibility, Social ethics, social audit	
	7	GST and their Impact – Political Stability – Legal Environment – Legal Changes, Consumer Protection Act, FEMA.	
IV	Global Environment of Business		12
	8	Globalization – Meaning -History and significance–GATT, WTO-Functions.	
	9	Dynamics of International Business- Benefits and challenges of International Business- Domestic vs International Business.	
V	Foreign Direct Investment		12
	10	FDI- Meaning, nature and scope	
	11	Factors influencing FDI	
	12	FDI in India -Case studies	

Recommended Books:

Francis Cherunilam – Business Environment – Himalaya Publishing House
 Justin Paul and Sreenivasan – Business Environment and Policy – McGraw-Hill Education
 K. Aswathappa – Business Environment: Text and Cases – Himalaya Publishing House
 B. Shivani – Business Environment and Entrepreneurship – Excel Books
 John D. Daniels and Lee H. Radebaugh – International Business: Environment and Operations – Pearson

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Identify the key factors that influence the business environment.	U	PSO1
CO2	Analyse the impact of economic policies on business decision making	An	PSO1
CO3	Describe the concept of social responsibility in business	U	PSO1
CO4	Compare the challenges and benefits of national and international business operations.	An	PSO1 PSO5
CO5	Analyse the impact of FDI in economic development of India	An	PSO5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO1	Identify the key factors that influence the business environment.	PO1 PSO1	U	C	L	
CO2	Analyse the impact of economic policies on business decision making	PO1 PSO1	An	C	L	
CO3	Describe the concept of social responsibility in business	PSO1	U	C	L	
CO4	Compare the challenges and	PO1	An	C	L	

	benefits of national and international business operations.	PSO1 PSO5				
CO5	Analyse the impact of FDI in economic development of India	PO1 PSO1 PSO5	An	P	T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	2	-	-	-	-	-					-				2							
CO 2	2		-	-	-	-					-				3							
CO 3	2	-		-	-	-					-				2							
CO 4	3	-			1	-					-											
CO 5	2		-	-	2	-					-				2							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Discussion / Management games/Managerial Role Play
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK1DSCCOM104				
Course Title	Indian Financial System				
Type of Course	DSC				
Semester	I				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Students are aware of the financial system and institutions such as RBI, SEBI				
Course Summary	The course provides a detailed examination of India's financial infrastructure, covering markets, institutions, services, instruments, and regulations.				

Course Outcomes

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Financial System		12
	1	Indian financial system-Components-- Meaning- Structure	
	2	Regulators in the financial System- SEBI, RBI, IRDA	
	3	Financial System and Economic Development	
II	Financial Institutions and Services		12
	4	RBI and the Banking System – RBI and liquidity management	
	5	SEBI-Role and functions of SEBI – regulatory functions – developmental functions	
	6	Financial Services, Concept of Mutual Funds, venture financing and Crowd financing, financing for small enterprises and start-ups	
III	Financial Markets- Primary Market		10
	7	Primary market- Scope -Importance- Objectives	
	8	Methods of floatation of capital -Public issue- Methods of public issue- IPO-FPO-e-IPO-Pricing of issues-Forms of offer documents- Book building process - Fixed price issue Vs Book building	
IV	Financial Markets- Secondary Market		14
	9	Secondary market- Significance-Primary market Vs Secondary market	
	10	Stock exchanges- Role and functions of stock exchanges -Major stock exchanges in India -NSE-BSE- Indices	
	11	Listing of securities -Requirements	
	12	Depository system - Dematerialisation of securities	
	13	Screen Based trading in stock exchange- Clearing and settlement	
V	Investor Protection Mechanisms in India		12
	14	Investor Education – SEBI and RBI	
	15	Redressal of grievances in the financial System – SEBI, RBI, IRDA	

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Analyse the regulatory decisions of SEBI, RBI, IRDA on Indian Financial System	U, An	PSO1
CO-2	Evaluate the working mechanism of Stock exchanges.	An, E	PSO11
CO-3	Differentiate the Primary and Secondary Market Operations	U, An	PSO1
CO-4	Explain the Investor Protection Mechanisms in India.	U	PSO11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Analyse the regulatory decisions of SEBI, RBI, IRDA on Indian Financial System	PO1 PSO1	U, An	C	L	
2	Evaluate the working mechanism of Stock exchanges.	PSO11	An, E	P	L	
3	Differentiate the Primary and Secondary Market Operations	PSO1	U, An	C	L	
4	Explain the Investor Protection Mechanisms in India.	PO8 PSO11	U	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	2	-	-	-	-	-					-				2							
CO 2			-	-	-	-					2											
CO 3	-	-		-		-					3					-						
CO 4	2	-			-	-					-				-							3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4		✓		✓

Multi-Disciplinary Courses

Discipline	COMMERCE				
Course Code	UK1MDCCOM100				
Course Title	Accounting for Everyone				
Type of Course	MDC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-		3 hours
Pre-requisites	No prior knowledge in accounting is required				
Course Summary	This course introduces non-commerce students to fundamental accounting principles, focusing on understanding key concepts, recording transactions, preparing trial balances, final accounts, and basics of budgetary control. Emphasis is placed on practical applications and foundational skills.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Accounting	9
	1	Meaning and Importance of Accounting	
	2	Objectives and relevance to business and individuals	
	3	Basic accounting concepts and conventions -GAAP	
	4	Key accounting terms: Transaction, Account, Asset, Liability, Capital, Income, Expense, Profit, Loss, Debit, Credit, Financial Year	
II		Recording of Transactions	9
	5	Features and types of recordable transactions	
	6	Rules of Debit and Credit	
	7	Double Entry System and journalizing transactions	
	8	Preparation of Ledger (basic problems), preparation of cash book and understanding bank passbook posting.	
III		Preparation of Trial Balance	9
	9	Understanding the trial balance and its importance	
	10	Preparation of trial balance from ledger accounts	
	11	Identifying and rectifying errors in trial balance	
IV		Final Accounts of Sole Proprietorship	9
	12	Understanding the Fundamental Accounting Equation	
	13	Preparation of Trading and Profit and Loss Account	
	14	Preparation of Balance Sheet (Statement of Financial Position) (Problems with simple adjustments only)	
V		Fundamental Budgetary Control	9
	15	Introduction to personal budget	
	16	Family budget, cash budget.	
	17	Planning bank account balances and responsibility accounting	

Recommended Books:

Maheshwari, S. N., & Maheshwari, S. K.. Financial accounting: A managerial emphasis. Vikas Publishing House.

Goyal, V. K., & Radhaswamy, M.. Accounting for management. Vikas Publishing House.

Gupta, A.. Financial accounting for management. McGraw Hill Education.

Tulsian, P. C., & Tulsian, B. Basics of accounting: Principles, concepts and procedures. S. Chand Publishing.

Kishore, R. M. Accounting made easy. Taxmann Publications.

Agrawal, B. M. . Accounting principles and practices. S. Chand Publishing.

Narayanaswamy, R. . Accounting: An introduction. PHI Learning Pvt. Ltd.

Grewal, T. S. . Corporate accounting. S. Chand Publishing.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the relevance of accounting.	U	PSO 1,8
CO-2	Apply key accounting concepts in financial planning	Ap	PSO 1,2,7
CO-3	Record transactions using the principles of debit and credit in the double-entry system.	Ap	PSO 1,2,7
CO-4	Prepare trial balances and understand their significance.	Ap, An	PSO 1,11
CO-5	Prepare basic financial statements including Trading and Profit & Loss Account and Balance Sheet.	Ap,An	PSO 1,11
CO-6	Identify the relevance of budgets in financial planning.	U,Ap	PSO 1,2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Accounting for Everyone: Credits: 3:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the relevance of accounting.	PSO 1,8	U	C	L	
CO-2	Apply key accounting	PSO 1,2,7	Ap	P	L	

	concepts in financial planning					
CO-3	Record transactions using the principles of debit and credit in the double-entry system.	PSO 1,2,7	Ap	P	L	
CO-4	Prepare trial balances and understand their significance.	PSO 1,11	An	P	L	
CO-5	Prepare basic financial statements including Trading and Profit & Loss Account and Balance Sheet.	PSO 1,11	An	P	L	
CO-6	Identify the relevance of budgets in financial planning.	PSO 1,2	Ap	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive
Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PS O5	PS O6	PS O7	PS O8	PS O9	PS O10	PS O11	PS O12	PS O13	PS O14
CO 1	3				2									
CO 2			2			3								
CO 3	2				1									
CO 4											1	1		

CO 5											3	2		
CO 6			1	2										

	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8
CO 1	3	2		2				
CO 2	3	3						
CO 3	3	2						
CO 4	3	2	2					
CO 5	3	2	2					
CO 6	3	2						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓			✓

Discipline	COMMERCE				
Course Code	UK1MDCCOM101				
Course Title	Fundamentals of Investment				
Type of Course	MDC				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours			3 hours
Pre-requisites	No prerequisites required				
Course Summary	This course serves as a comprehensive introduction to the basics of investment, focusing on key concepts such as the risk-return trade-off, the time value of money, various investment avenues, and effective investment strategies. Participants will gain a solid foundation in understanding investment principles and learn how to evaluate investment opportunities through practical exposure. The course equips students with the skills to analyse investment risks and returns, calculate the time value of money, and identify suitable investment avenues based on individual financial goals and risk tolerance.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Basics of Investment		9
	1	Concept of investment	
	2	Importance of investing for financial security and planning	
	3	Investment objectives	
	4	Investment Life Cycle	
	5	Investment Process	
	6	Considerations in making investment decisions	
II	Risk-Return Trade off		9
	7	Concepts of Risk	
	8	Types of investment risk	
	9	Risk profile of investors	
	10	Concept of return and yield	
	11	Relationship between risk and return in investment	
III	Time Value & Compounding Effect		9
	12	Basic Concepts, Importance of Time Value of Money	
	13	Future Value and Present Value Concepts	
	14	Interest rates- Effective Interest Rate, Real Interest Rate and Actual Interest rate.	
	15	Compounding effect and Interest rate conversions	
	16	Loan Amortisation schedule	
	17	Retirement Planning and Savings Calculations	
IV	Investment Avenues		9
	18	Overview of investment alternatives	
	19	Bank Deposits, Money Market Instruments, SIPs, Pension Funds, National Pension Scheme (NPS),	

	20	Shares and Debentures, Bonds, Mutual funds	
	21	Chit Funds	
	22	Exchange Traded Funds (ETFs)	
	23	Real Estates	
	24	Derivatives	
V	Asset Allocation		9
	25	Importance of asset allocation in investment strategy	
	26	Factors influencing asset allocation	
	27	Diversification and Importance of Diversification	
	28	Determining asset allocation based on investment goals and risk tolerance	

Recommended Books

Introduction to Financial Planning, Indian Institute of Banking & Finance | Taxmann Publication, New Delhi.

Pandey, I M, *Financial Management*, |Vikas Publication.

Jain & Khan, *Financial Management*, | Tata McGraw Hill

Rastogi, R P, *Financial Management*, | Taxmann.

Sinha, M., *Financial Planning: A Ready Reckoner* | McGraw Hill Education, New York.

Tripathi, V., *Fundamentals of Investment* | Taxmann Publication, New Delhi.

Preethi Singh, *Investment Management*, Himalaya Publishers.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the importance of investment and its process.	An	3
CO-2	Explain the linkage of relationship between risk and return in making investment.	U	3,10
CO-3	Analyse the compounding effect of interest rate and time value on investment return.	Ap	3,10
CO-4	Determine appropriate investment avenues based on investment goals.	E	3,10
CO-5	Describe the process of asset allocation based on risk consideration.	U	3,10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 3:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the importance of investment and its process.	3	An	F, C	L	
CO-2	Explain the linkage of relationship between risk and return in making investment.	3,10	U	C	L	
CO-3	Analyse the compounding effect of interest rate and time value on investment return.	3,10	Ap	P	L	
CO-4	Determine appropriate investment avenues based on investment goals.	3,10	E	F	L	
CO-5	Describe the process of asset allocation based on risk consideration.	3,10	U	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-	-	-	-
CO 2	1		1	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-
CO 3	1	-		2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-
CO 4	1	-	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-
CO 5	1		1	1	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

SEMESTER II

Discipline Specific Core Courses

Discipline	COMMERCE				
Course Code	UK2DSCCOM100				
Course Title	Financial Accounting				
Type of Course	DSC				
Semester	II				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4 Hours
Pre-requisites	Knowledge in preparing partnership accounts on admission and retirement of partners.				
Course Summary	This course will help to acquire the knowledge in the maintenance and preparation of accounts of Partnership, Consignment, Joint Venture, Branch and Departmental Accounting systems.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Partnership Accounts		12
	1	Partnership Accounts- Meaning- Features- Accounts of partnership firms – Concept of LLP.	
	2	Accounting standards for Partnership -Recalling Partnership Accounts -Admission Dissolution of partnership firms- Methods of Maintaining Capital Accounts-Preparation of Realisation Accounts and Capital accounts - Insolvency of Partner- Application of Decision in Garner Vs Murray Rule including Piecemeal Distribution of Assets-proportionate capital method- Death of Partner. Interpreting the Final Accounts of Partnership- Case studies	
II	Consignment Accounts		12
	3	Meaning- Concepts used in Consignment Accounting- Difference Between Consignment and Sales	
	4	Accounting Treatment in the books of Consignor and Consignee- Cost Price Method and Invoice price Method	
	5	Valuation and treatment of Unsold Stock- Normal and Abnormal Loss- Loss in Transit	
III	Joint Ventures		12
	6	Meaning- Features- Difference between Joint Ventures and partnership- Joint Ventures and Consignment	
	7	Accounting treatment: when one of the ventures is appointed to manage the venture- When separate set of books are not maintained for recording joint venture transaction -when separate set of books are kept for the venture	

IV	Branch Accounts		12
	8	Meaning, features and types of branch accounting-	
	9	Accounting for the branches not keeping full system of accounts- Debtors System-Stock and Debtors system	
V	Departmental Accounting		12
	10	Departmental Accounting- Meaning - Features- Advantages- Objectives	
	11	Methods of departmental accounts- Allocation and Apportionment of departmental expenses	
	12	Inter departmental transfers- Preparation of Departmental Trading and Profit and Loss account.	

Skill Enhancement Activities

Visit some firms where branch accounting system are in operation to gain familiarity with how the accounting methods and practices are followed.

Collect accounting data from one or two partnership firms/ joint ventures to know the accounting procedures adopted for preparing accounts.

Recommended Books

Gupta R.L. and Radhaswamy. M. Advanced Accountancy, Sultan Chand & Sons, New Delhi.
Shukla M.C., Grewal T.S and Gupta S.C. Advanced Accounts, S. Chand & Co. Ltd., New Delhi.

Jain S.P. and Narang. K.L. Advanced Accountancy, Kalyani Publishers, New Delhi.

Naseem Ahmed, Nawab Ali Khan and Gupta M.L. Fundamentals of Financial Accounting Theory and Practice, Ane Books Pvt. Ltd., New Delhi.

Maheswari S.N. and Maheswari S.K. Advanced Accountancy, Vikas Publishing House, New Delhi.

Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.

Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.

Tulsian, P.C. Financial Accounting, Pearson Education.

Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Prepare accounts for Partnership firms at the time of dissolution, Consignment. Joint venture, Branch	Ap	PSO11

	Accounts , Departmental Undertakings		
CO-2	Prepare accounts for Consignment. Joint venture, Branch and Departmental Undertakings	Ap	PSO11
CO-3	Interpret the final accounts of partnership firms of dissolution	Ap, An	PSO11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/ PSO	Cogn itive Level	Knowled ge Category	Lecture (L)/Tut orial (T)	Practi cal (P)
CO-1	Prepare accounts for Partnership firms at the time of dissolution, Consignment. Joint venture, Branch Accounts, Departmental Undertakings	PO2 PSO 11	Ap	P	L	
CO-2	Prepare accounts for Consignment. Joint venture, Branch and Departmental Undertakings	PO2 PSO 11	Ap	P	L	
CO-3	Interpret the final accounts of partnership firms of dissolution	PO1 PO2 PSO 11	Ap, An	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1		-	-	-	-	-					2					2						
CO 2			-	-	-	-					3				1	2						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 2	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK2DSCCOM101				
Course Title	Functional Management				
Type of Course	DSC				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites	Basic knowledge regarding the principles and functions of management				
Course Summary	This course is to develop an understanding of the application of the basic principles and concepts of management in the different areas of business organisations.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Management	12
	1	Management- Features-Concepts	
	2	Significance-Management and Administration.	
	3	Management - Functions	
	4	Different Functional Applications of management.	
II		Financial Management	12
	5	Concept of finance- Meaning, Definition-Functions	
	6	Scope and Objectives of Financial Management-	
	7	Role of finance manager	
	8	Source of finance- short term and long term	
III	9	Fixed Capital-Working capital- Factors affecting fixed and working capital.	
		Marketing Management	12
	10	Marketing-Meaning- Definition-Concept-Importance-Marketing and selling- Modern Marketing Concept	
	11	Marketing management - Importance – Role of Marketing manager-	
	12	Marketing mix –Elements – Importance- The traditional 4 P's: the Modern components of the Mix	
	13	Digital marketing – Social media marketing- Features – Scope and challenges	
	14	Customer Relationship marketing Social Marketing-Direct Marketing-Network marketing	
IV	15	Service marketing-Scope and Importance	
		Human Resource Management	12
	16	Meaning- Definition- Personnel management-Functions and importance of HRM	
	17	Duties and qualities of HR Manager -HR Planning-Job analysis-Job description -Job specification Human and Industrial Relations -QWL	

	18	Recruitment-Sources of recruitment-Selection process- Interview-Tests-Placement- Induction	
	19	Performance appraisal and Job Evaluation – Wage and Salary Administration – Incentives – Bonus – Fringe Benefits – Social Security Measures.	
V	Operations Management		12
	20	Meaning- Scope- Production function in an organisation	
	21	Routing-scheduling and dispatching	
	22	Facility Location – Factors influencing –location analysis – Plant Layout – Objectives, Principles, Factors for good Layout	
	23	Material Management- Material Requirement Planning (MRP) and Control- Quality Control-TQM Inventory Control Systems- Importance – Tools – ABC, VED, FSN Analysis –purchase management –stores management- JIT (Elementary level)	
	24	Safety consideration and environmental aspects	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the scope of financial and, marketing management.	U	PSO1 PSO3
CO-2	Apply the concept of management in areas related to production	Ap	PSO1
CO-3	Apply the HR management practices in an organisation	Ap	PSO3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the scope of financial and, marketing management.	PSO1 PSO3 PO3			L	
CO-2	Apply the concept of management in areas related to production	PSO1 PSO3 PO3			L	

CO-3	Apply the HR management practices in an organisation	PSO1 PSO3 PO3			L	
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1		2	-	-	-											2					
CO 2	1		2	-	-	-											2					
CO 3	1		2	-	-	-											2					

Mapping of COs with PSOs and POs:

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK2DSCCOM102				
Course Title	E-Business and Governance				
Type of Course	DSC				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites	Basic awareness about various forms of business and the application of Internet.				
Course Summary	This course will enable the students to become familiar with the mechanism for conducting business transactions through digital means and digitalisation of governance in business.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to E-Business		12
	1	Digitalisation of Business/E-Business- Imperatives -Traditional Business and E-Business- Types - Models – Principles-Benefits and Limitations	
	2	e-Commerce – Models –B2B-B2C-P2P-e-Business vs. E-Commerce	
	3	Internet Marketing and E-Tailing, E-Marketplace– Types and Features-E- Auction – Types.	
	4	Latest technology of e-Business- e-Business Revenue model	
II	E-Business System		8
	5	E-business Systems (basic concept only)	
	6	Integration of e-business units – e- ERP, e-SCM, e-CRM, e-procurement, e-payment- e-marketing, e-Selling	
III	Applications of e- Business		16
	7	Areas of Digitalisation in Business	
	8	Digitalisation of Job Market-Digitalisation of real estate – e- publishing	
	9	e- banking and personal finance	
	10	e- marketing- e-grocers- e-shopping- online delivery of digital products, - entertainment and media.-e-outsourcing	
	11	E-learning related to business	
IV	E-Governance		12
	12	E-Governance -Meaning,- Models – G2G, G2B, G2C. ICT & E- Governance, Benefits and risks of E-Governance. Successful e-governance initiatives in Kerala and other Indian states. e-citizen, e-service , e-filing, e-society e-tender e-auction	
V	E-Business Strategy and Implementation		12
	13	e-Business Strategies - Implementation and assessment	

		Infrastructural Requirements and Process of initiating digitalisation of business Inclusive measures in e-business. Legal, Ethical and Social Dimensions of e-Business	
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Recommended Books:

Electronic Commerce: A Managerial Perspective, Turban, E. et al., Prentice Hall
 Electronic Business and Electronic Commerce Management, Dave Chaffey, Prentice Hall
 E-learning Tools and Technologies: Horton and Horton, Wiley Publishing
 Electronic Commerce, Bharat Bhaskar. Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
 E-Governance, Pankaj Sharma. APH Publishing Corporation, New Delhi
 E-Business Fundamentals, Bansal S.K. APH Publishing Corporation, New Delhi.
 Alexis Leon and Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt.Ltd.
 E-Banking- R Kumar, M. Deshpande
 Changing Dimensions of Banking in India- K. SrinivasaRao
 S.P.Rajagopalan, Computer Application in Business, Vikas publishing House Pvt. Ltd.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the basic concepts and technologies used in e-business	U	PSO-3
CO-2	Compare the different types and models of e-business	An	PSO6
CO3	Analyse the potential for applications of e-business models	An	PSO3 PSO6
CO4	Appraise the application of digitalisation in Governance	An	PSO6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify the basic concepts and technologies used in e-business	PSO-3	U	C	L	
CO-2	Compare the different types and models of e-business	PSO6	U, E	C	L	
CO3	Analyse the potential for applications of e-business models	PO7 PSO3 PSO6	U, An, E	C	L	
CO4	Assess the application of digitalisation in Governance	PO7 PSO6	U, E	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1		-	2	-	-	-					-											
CO 2			-	-	-	2					-											
CO 3	-	-	1	-	-	-	2														2	
CO 4	-	-				2															2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK2DSCCOM103				
Course Title	Motivation and Leadership in Business				
Type of Course	DSC				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites	Basic understanding about the functions of management.				
Course Summary	This course will enable the students to become familiar with the theories and applications of motivation and leadership and gives an overview on the successful business leaders and motivate the students to start their own start-ups.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Motivation		12
	1	Concept of motivation, Importance, Tools of Motivation.	
	2	Theory Z, Equity theory.	
	3	Process Theories- Vroom's Expectancy Theory, Valency- Four drive model	
	4	Relevance of Motivation models in Business-Motivation and Organisation Culture-Motivator and Mentoring-Motivation as a development tool	
II	Motivation Theories and Applications		12
	5	Market Needs- Theory X and Y- Herzberg's Two Factor Theory, Dennings Theory	
	6	The impact of motivation on productivity- The impact of motivation on the reliability of workers- The impact of motivation on turnover rates	
III	Introduction to Leadership		12
	7	Leadership – Meaning, Traits and Motives. Skills of an Effective Leader, Styles of Leadership.	
	8	Theories – Trait Theory, Behavioural Theory, Path Goal Theory.	
	9	Transactional v/s Transformational leaders.	
	10	Strategic leaders – meaning, qualities.	
	11	Charismatic Leaders – meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine)	
IV	Issues and Challenges in Leadership		12
	12	Contemporary issues in leadership – Leadership roles, team leadership, mentoring, Self-Leadership, online leadership, finding and creating effective leader.	

	13	Emerging trends in leadership; Servant leadership, Situational leadership; Gender and leadership;	
	14	Effective Leadership Communication; Emotional intelligence and leadership	
V	Leadership in Action		12
	15	Identify the State/National/ Global leaders in business, their style, activities and skills - Case Studies	
	16	Characteristics of creative leaders and organization methods to enhance creativity-Case studies.	

Recommended Books:

Stephen P. Robbins, Timothy A. Judge (Author) – Organizational behaviour (15th Edition), Prentice Hall Publication.

Niraj Kumar- Organisational Behaviour: A New Look (Concept, Theory & Cases), Himalaya Publishing House

Strategic Leadership – Sahu & Bharati – Excel Books

Peter I. Dowling & Denise E. (2006). International HRM (1st ed.). New Delhi. Excel Books.

French Wendell, Bell Cecil and Vohra Veena. (2004). Organization Development, Behavioural Science Interventions for Organization Improvement. (6th ed.)

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the basic concepts of motivation and leadership	U	PSO3
CO-2	Analyse the motivation theories	An	PSO3
CO3	Analyse the contemporary issues in leadership	An	PSO 1 PSO3
CO4	Appraise the style, activities and skill sets of State/National/ Global leaders in business	An	PSO3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO-1	Describe the basic concepts of motivation and leadership	PO3 PSO3	U	C	L	
CO-2	Analyse the motivation theories	PO3 PSO3	An	C	L	
CO3	Analyse the contemporary issues in leadership	PO3 PSO1 PSO3	An	C	L	
CO4	Appraise the style, activities and skill sets of State/National/ Global leaders in business	PO5 PO8 PSO3	An	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	-	2	-	-	-					-						2					
CO 2	2		-	-	-	-											1					
CO 3	1	-		-	-	-					-						2					
CO 4	1	-	3		-	-					-				-				2			2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK2DSCCOM104				
Course Title	Practices of Banking and Insurance				
Type of Course	DSC				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	Basic awareness about the concept of banking and insurance.				
Course Summary	This course provides students with understanding of banking theory and practices, introduces them to the fundamentals of the Insurance business, and updates the changes within Indian Banking and Insurance Sector.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Banking- Functions		12
	1	Banking- functions -Liquidity management- credit creation- Classification of Banks-Foreign Banks-Banking and non- banking functions	
	2	CORE bank solutions- Retail bank product and services--Mergers in banking	
	3	Central bank system-Central banks in different countries	
	4	Role of RBI- General policies of RBI.	
II	Banking Practice		12
	5	Banker – customer – Definition as per Banking Regulation- Relationship between banker and customer – General and special relationship	
	6	Asset liability management -Types of Advances-Advances against various securities-Negotiable instruments -Crossing of cheques– examples	
	7	Types of deposits-Opening and operation of accounts by special types of customers – minor, married woman, firms, company.	
III	Innovations and Reforms in Banking		12
	8	E-banking – Electronic Clearing Service- EFT – RTGS-NEFT- SWIFT	
	9	Unified payment interface -Mobile Banking – Shift from plastic money - Apps based banking -Internet banking- Digital banking-, virtual banking	
		Small banking- Post office banking- green banking	
	10	Recovery of Debts due to Banks and Financial Institutions Act, 1993 (DRT Act), SARFAESI, Payment & Settlements Act, 2007	
		Banking Ombudsman. Basel reforms- Capital adequacy norms- NPA management- Bancassurance Demonetization	

IV	Introduction to Insurance		12
	11	Meaning of risk-Classification of risk-features of insurable risk	
	12	Meaning and functions of Insurance-Importance of Insurance - classification of insurance business in India-Life – General - fire, accident, asset, medical, home, commercial travel, rural, and marine	
	13	Underwriting-meaning Procedure of life Insurance and Non-Life Insurance-Insurance Premium-Insurance documents.	
V	Insurance Claims and Regulations		12
	14	Meaning-Importance-types of Insurance claims	
	15	Privatization of insurance industry-FDI in insurance	
	16	Regulatory framework of Insurance-IRDA-Functions-	

Practical:

Collecting application forms for opening accounts in banks and making a presentation in class

Collecting cheques with different types of crossing and examining the differences

Collecting model Insurance Policy documents and identifying different conditions and implications.

Conduct mock interviews for roles in Banking and Insurance to help students prepare for real-world job interviews in the field of Banking and Insurance

Recommended Books

Sundaram K.P.M and Varshney P.N. Banking Theory Law and Practice, Sultan Chand & Sons, New Delhi.

Maheswari S. N. Banking Theory Law and Practice, Kalyani Publishers New Delhi.

Sekhar K.C. Banking Theory Law and Practice, Vikas Publishing House, New Delhi.

Gordon E. and Natarajan K. Banking Theory Law and Practice, Himalaya Publishing House, Mumbai.

Lall Nigam B.M. Banking Law and Practice, Konark Publishers Pvt. Ltd., New Delhi.

Radhaswami M. Practical Banking, Sultan Chand & Sons, New Delhi.

Dekock. Central Banking, Crosby Lockwood Staples, London.

Agarwal, Principles and practice of insurance.

M N Mishra, and S B Mishra: Insurance Principles and Practice, S. Chand Publishers.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the concept of banking and its functions and identify the role of central banks.	U	PSO1
CO-2	Define the relationship between banker and customer and understand the types of advances and deposits in banking operations.	U	PSO1
CO-3	Understand the innovations in banking and the legal framework.	U	PSO1

CO-4	Explain the functions and importance of Insurance.	U	PSO1
CO-5	Differentiate types of insurance claims and understand the regulatory framework of the insurance industry.	An	PSO1 PSO5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the concept of banking and its functions and identify the role of central banks.	PSO1	U	C	L	
CO-2	Define the relationship between banker and customer and understand the types of advances and deposits in banking operations.	PSO1	U	C	L	
CO-3	Understand the innovations in banking and the legal framework.	PSO1	U	C	L	
CO-4	Explain the functions and importance of Insurance.	PO1 PSO1	U	C	L	
CO-5	Identify and differentiate types of insurance claims and understand the regulatory framework of the insurance industry.	PO1 PSO1 PSO5	An	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	-	-	-	-	-					-				-							
CO 2	2		-	-	-	-									-							
CO 3	2	-		-	1	-									-							
CO 4	2-	-			-	-									2							
CO 5	2		-	-	3	-									3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Discussion
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Multi-Disciplinary Courses

Discipline	COMMRECE				
Course Code	UK2MDCCOM100				
Course Title	Personal Financial Planning				
Type of Course	MDC				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	Basic Knowledge of finance in day-to-day life of an individual.				
Course Summary	Financial planning is a very important part of every individual, as it helps to achieve financial goals and secure their financial future and financial well-being. The Personal Financial Planning course is a blend of theoretical aspects of debt planning, savings and investment planning, budgeting, insurance planning, retirement planning and estate planning. This course creates the ability for learners, how to make a good financial plan, as it helps to improve the standard of living by saving on taxes, making wise investments, preparing for emergencies and encouraging disciplined spending.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Personal Financial Planning		8
	1	Personal finance; financial goals; financial planning-need.	
	2	Financial literacy and its influence on financial planning.	
	3	Budgeting of income and expenses.	
	4	Benefits of savings; management of spending & financial discipline	
	5	Setting alerts and maintaining sufficient funds for fixed commitments.	
II	Debt Planning & Investment Planning		10
	6	Sources of Borrowings: Cost -Benefit analysis.	
	7	Process and objectives of investment.	
	8	Concept and measurement of risk & return for different investments.	
	9	Selection of suitable investment avenues.	
III	Personal Tax Planning		10
	10	Tax structure in India for personal taxation.	
	11	Scope of personal tax planning	
	12	Exemptions and deductions available to individuals under different heads of income and gross total income (theory only).	
	13	Comparison of new and old tax regime.	
	14	Tax avoidance versus Tax evasion.	
IV	Insurance Planning		8
	15	Concept and need for insurance	
	16	Types of Insurance- Life insurance, health insurance, property insurance, credit life Insurance & professional liability insurance.	

V	Retirement Planning & Estate Planning		9
	17	Retirement Planning: Retirement planning- goals, process of retirement planning, Pension plans available in India, Reverse mortgage.	
	18	Estate planning -need and importance, laws relating to estate planning.	

Recommended Books

Halan, M. —Let ‘s Talk Money: You've Worked Hard for It, Now Make It Work for You, Harper Collins Publishers, New York.

Indian Institute of Banking & Finance. —Introduction to Financial Planning, Taxmann Publication, New Delhi.

Keown A.J. —Personal Finance, Pearson, New York.

Madura, J. —Personal Finance, Pearson, New York

Pandit, A. —The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd., Mumbai.

Sinha, M. —Financial Planning: A Ready Reckoner, McGraw Hill Education, New York.

Tripathi, V. —Fundamentals of Investment, Taxmann Publication, New Delhi.

Course Outcomes

	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the need and appreciate the relevance of Personal financial planning and Financial Literacy.	U	2
CO-2	Apply the concept of Debt & investment planning and its methods in day-to- day life.	Ap	3
CO-3	Analyse the scope and ways of Personal tax planning.	An	9
CO-4	Assess Insurance planning and its relevance.	E	11
CO-5	Develop insight into Retirement planning & Estate planning and its relevance.	R, Ap	12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Personal Financial Planning; Credits: 3:0:0 (Lecture: Tutorial)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the need and appreciate the relevance of Personal financial planning and Financial Literacy.	2	U	F, C	L	-
2	Apply the concept of Debt & investment planning and its methods in day-to- day life.	3	Ap	P	L	-
3	Analyse the scope and ways of Personal tax planning.	9	An	C, P	L	-
4	Assess Insurance planning and its relevance	11	E	C, P	L	-
5	Develop insight into Retirement planning & Estate planning and its relevance.	12	R, Ap	M	L	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO 1	1	-	-	-	-	2	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	2	3	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO 3	1	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
CO 4	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-
CO 5	1	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK2MDCCOM101				
Course Title	Investing in Stock Market				
Type of Course	MDC				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-		3
Pre-requisites	1. Basic knowledge of mathematics and statistics 2. Understanding of financial terms (e.g., profit, loss, interest) 3. Familiarity with using computers and the internet				
Course Summary	This course provides an introductory understanding of investment principles and the functioning of the stock market for non-commerce students. It covers fundamental concepts of investment avenues, risk-return relationships, stock market analysis, and practical insights into trading securities.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Basics of Investment		8
	1.	Understanding Investment- Investment Avenues: Equity Shares, Preference Shares, Bonds, Debentures, Mutual Funds, Index Funds	
	2.	Risk and Return Relationship	
	3.	Introduction to Indian Security Markets: Primary and Secondary	
	4.	Responsible Investment Practices	
II	Fundamentals Analysis		9
	5.	Top-Down and Bottom-Up Approaches to Investment	
	6.	Economic Scenario Analysis: International and Domestic Industry Analysis	
	7.	Company Analysis: Management Quality, Financial Statements (Annual & Quarterly), Key Financial Ratios, Cash Flow Analysis (Basic concepts only)	
	8.	Shareholding Pattern Analysis	
III	Technical Analysis & Trading Rules		9
	9.	Introduction to Technical Analysis	
	10.	Credit Balance Theory	
	11.	Market Breadth: Advances vs. Declines	
	12.	Basics of Charting: Historic Prices, Moving Averages (Simple & Exponential), MACD	
	13.	Dos & Don'ts of Investing in Markets	
IV	Indian Stock Markets		10
	14.	Market Participants: Stock Broker, Investor, Depositories, DP, Clearing House – SEBI	
	15.	Role of Stock Exchanges: BSE, NSE, MCX	
	16.	Security Market Indices: Nifty, Sensex, Sectoral Indices	
	17.	Sources of Financial Information	

	18	Trading in Securities: Demat Trading, Types of Orders, Brokerage and Analyst Recommendations	
V	Online Trading Practices and Applications		9
	19	Understanding Online Trading Platforms	
	20	Practical Aspects of Trading: Placing Orders, Market Research	
	21	Prerequisites for Online Trading	
	22	Risks and Considerations in Online Trading	
	23	Simulated Trading Exercises	

Recommended Books:

Chandra, P. Investments: Analysis and Management. McGraw Hill Education.

Pandian, P. Security Analysis and Portfolio Management. Vikas Publishing House. Bodie, Z.,

Kane, A., & Marcus, A. J. Investments. Tata McGraw-Hill Education.

Fischer, D. E., & Jordan, R. J. Security Analysis and Portfolio Management. Prentice Hall India.

Siegel, J. J. Stocks for the Long Run: The Definitive Guide to Financial Market Returns & Long-Term Investment Strategies. Tata McGraw-Hill Education.

Murphy, J. J. Technical Analysis of the Financial Markets: A Comprehensive Guide to Trading Methods and Applications. Vision Books.

Malkiel, B. G. A Random Walk Down Wall Street: The Time-Tested Strategy for Successful Investing. W. W. Norton & Company.

O'Neil, W. J. How to Make Money in Stocks: A Winning System in Good Times and Bad. McGraw-Hill Education.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the investment avenues in the stock market and their associated risks.	Ap	PSO 1,3
CO-2	Analyze economic and industry scenarios to make informed investment decisions.	An	PSO-1,2
CO-3	Evaluate company performance for investment purpose	E,	PSO 1,11
CO-4	Apply technical analysis tools for market trend assessment.	Ap	PSO 1,7
CO-5	Ascertain the trading methods through a demat account	Ap	PSO 1,7,10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify the investment avenues in the stock market and their associated risks.	PSO 1,3	Ap	C	L	
CO-2	Analyze economic and industry scenarios to make informed investment decisions.	PSO-1,2	An	C	L	
CO-3	Evaluate company performance for investment purpose	PSO 1,11	E,	C	L	
CO-4	Apply technical analysis tools for market trend assessment.	PSO 1,7	Ap	P	L	
CO-5	Ascertain the trading methods through a demat account	PSO 1,7,10	Ap	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	3	3												
CO 2	3	3												
CO 3	3										3			
CO 4	3						2							
CO 5	3						2			2				

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3		2					
CO 2	3	3	2					
CO 3	3	2	3					
CO 4	3	3	2					
CO 5	3	3	2					

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

SEMESTER III

Discipline Specific Core Courses

Discipline	COMMERCE				
Course Code	UK3DSCCOM200				
Course Title	Business Mathematics				
Type of Course	DSC				
Semester	III				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	Basic knowledge in performing mathematical operations				
Course Summary	This course will help to understand the application of mathematical functions in solving business problems.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	NUMBER SENSE		10
	1	Number sense: - fractions and mixed numbers and their operations	
	2	Percentage, comparing and ordering fractions and decimals, changing from decimals to percentages and decimals to fractions, order of operations in Mathematics	
	3	Arithmetic and Geometric Progression	
II	MATRIX & SET		12
	4	Matrices– Matrix operations (addition, subtraction, constant multiplication and multiplication)- Determinants-Minors and cofactors-ad joint -Inverse of a Matrix	
	5	Solving linear equations with matrix using Cramer's Rule and Inverse	
	6	Set theory: definition-Types of set, Intersection and Venn diagram	
III	BASIC ALGEBRA		14
	7	Linear equation- simultaneous linear equations, extrapolation & intrapolation with line graphs.	
	8	Quadratic equations, quadratic equations by factoring, and polynomial problems.	
IV	MATHEMATICS FOR FINANCIAL ANALYSIS		12
	9	Present and Future Value: Calculating the time value of money; Value of an Annuity and Present value of an annuity	
	10	Dividend and interest calculation on investments. Exchange rates and currency conversion	
	11	Exchange rates and currency conversion	
V	CALCULUS AND ITS APPLICATIONS		12
	12	Definition of the derivative., Rules of differentiation, standard results	
	13	Rate of change and their Economic Significance, Limits, Maxima and Minima, concavity, convexity	
	14	Applications of derivatives: Marginal cost and revenue, elasticity of demand	

Reference:

1. Anthony, M., & Biggs, N., Mathematics for Economics and Finance. Cambridge: Cambridge University Press.
2. Arora S.R., Gupta K., Business Mathematics, Taxman's • Budnick, P., Applied Mathematics for Business, Economics, & Social Sciences. New York: McGraw Hill Publishing.
3. Dowling, E., Introduction to Mathematical Economics. New York: McGraw Hill Publishing
4. Kapoor, V. K., & Sancheti, D. C., Business Mathematics, Theory & Applications. Delhi: S. Chand Publishing.
5. Sharma, S. K., & Kaur, G., Business Mathematics. Delhi: S. Chand Publishing.
6. Thukral, J. K., Business Mathematics. New Delhi: Maximax Publishing House
7. Wikes, F.M., Mathematics for Business, Finance and Economics. Thomson Learning

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Compute the percentages, fractions, decimals	U	PSO 1, 3, 9,13
CO-2	Solve problems and support decision-making using matrix algebra	Ap	PSO 3, 13
CO-3	Estimate values using extrapolation and intrapolation.	Ap	PSO 3, 13
CO-4	Apply Time Value, Interest Computations and Exchange rates for Financial Analysis.	AP	PSO 3, 13
CO-5	Apply Differentiation Techniques in business	Ap	PSO 3, 13

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)

CO-1	Compute the percentages, fractions, decimals	PSO 1, 3, 9,13	U	P	T	-
CO-2	Solve problems and support decision-making using matrix algebra	PSO 3, 13	Ap	C	L,T	-
CO-3	Estimate values using extrapolation and interpolation.	PSO 3, 13	Ap	F	L,T	-
CO-4	Apply Time Value, Interest Computations and Exchange rates for Financial Analysis.	PSO 3, 13	AP	P	L,T	-
CO-5	Apply Differentiation Techniques in business	PSO 3, 13	Ap	P	T	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2		1										3	
CO 2			2										3	
CO 3			3										1	
CO 4			3										2	
CO 5			2										3	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK3DSCCOM201				
Course Title	Corporate Accounting				
Type of Course	DSC				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	Basic knowledge in accounting principles and practices.				
Course Summary					

Detailed Syllabus:

Module	Unit	Content	Hrs
I	ACCOUNTING STANDARDS		12
	1	Meaning, Scope, Need, and Benefits of AS	
	2	Institutions involved in AS setting in India, Accounting Standard Setting Process in India, List of AS and Applicability of AS	
	3	International Accounting Standards (IAS) and IASB, IFRS, Converged IFRS (Ind AS), Significance of Ind AS and Applicability of Ind AS (Special emphasis on AS 1,2,4,5,9,10,29)	
II	ACCOUNTING FOR SHARES AND DEBENTURES		12
	4	Issue of Shares-Underwriting- Book building - Right shares – Bonus shares	
	5	Buy Back of Shares and Accounting Treatment	
	6	Types of debentures - Issue of Debentures	
III	ACCOUNTING FOR REDEMPTION OF SHARES AND DEBENTURES		12
	7	Redemption of preference shares- Provisions- Conditions – Accounting Treatments	
	8	Redemption of Debentures – Provision and Conditions- Journal Entries – Methods- Debenture Redemption Reserve as per Companies Act 2013	
IV	FINAL ACCOUNTS NON-CONVERGED CORPORATE ENTITIES		12
	9	Final Accounts of Companies – company statutory records – preparation of final accounts according to revised schedule III - Form and contents of Balance Sheet (Vertical form with notes)	
	10	Profit and Loss account (Vertical form with notes)	
V	CORPORATE RESTRUCTURING - INTERNAL		12
	11	Basic concepts of internal reconstruction	
	12	Subdivision and Consolidation and surrender of shares	
	13	Preparation of capital reduction account	
	14	Preparation of post reconstruction Balance sheet	

Recommended Books:

Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). Advanced Accounts. Vol.-II. (19th Ed.). New Delhi: S. Chand Publishing. ●

Tulsian, P. C., & Tulsian, B. (2008). Corporate Accounting. (Rev. Ed.). New Delhi: S. Chand Publishing.

Goyal, B. K. (2021). Corporate Accounting. (7th Ed.). New Delhi: Taxmann Publication.

Goyal, V. K., & Goyal, R. (2012). Corporate Accounting. (3rd Ed.). New Delhi: PHI Learning

Jain, S. P., & Narang, K. L. (2015). Corporate Accounting. New Delhi: Kalyani Publishers.

Kumar, A. (2021). Corporate Accounting. (7th Ed.). New Delhi: Singhal Publications.

Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Corporate Accounting. (6th Ed.). New Delhi: Vikas Publishing House.

Monga, J. R., & Bahadur, R. (2022). Fundamentals of Corporate Accounting. (27th Ed.). New Delhi: Scholar Tech Press.

Course Outcomes

No.	Upon completion of the course, the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Summarise the Accounting Standards relevant to corporate accounting	U	PSO 1, 5, 12
CO-2	Identify the provisions for Issue and Buy back of shares	U	PSO1, 5
CO-3	Identify the provisions for the redemption of preference shares & Debentures	U	PSO 1,6,5
CO-4	Prepare the financial statements for the redemption of Preference shares & debentures	Ap	PSO 5, 6,10
CO-5	Prepare revised schedule III of Companies Act for preparation of Balance Sheets	Ap	PSO 5,6,10
CO-6	Prepare the Balance sheet after the Internal Corporate Re Structuring	C	PSO 1, 5,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Summarise the Accounting Standards relevant to corporate accounting	PSO 1, 5, 12	U	P	LT	
CO-2	Identify the provisions for Issue and Buy back of shares	PSO1, 5	U	F	LT	
CO-3	Identify the provisions for the redemption of preference shares & Debentures	PSO 1,6,5	U	C	LT	
CO-4	Prepare the financial statements for the redemption of Preference shares & debentures	PSO 5, 6,10	Ap	P	LT	
CO-5	Prepare revised schedule III of Companies Act for preparation of Balance Sheets	PSO 5,6,10	Ap	P	LT	
CO-6	Prepare the Balance sheet after the Internal Corporate Re Structuring	PSO 1, 5,6	C	P	LT	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2				1							1		
CO 2	1				3									
CO 3	2				1	1								
CO 4					2	1						3		
CO 5					3	1						2		
CO 6					1	3						2		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓

CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK3DSCCOM202				
Course Title	Entrepreneurship Development				
Type of Course	DSC				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary					

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction Entrepreneurship		10
	1	Entrepreneurship -Concept, functions, need and importance	
	2	Determinants of entrepreneurship, creative responses to social challenges; Dimensions of entrepreneurship	
	3	Intrapreneurship, technopreneurship, netpreneurship, ecopreneurship, social entrepreneurship	
II	Entrepreneurial Environment		12
	4	Entrepreneurship Development- Institutional support for Entrepreneurship- phases of EDP	
		Central and State Govt Industrial Policies and Regulations (Brief historical background) – New Industrial Policy 1991- MSME Act 2006.	
III	Entrepreneurial Process		14
	5	Opportunity sensing and identification process (cases to be discussed on how business ideas are perceived);	
	6	Feasibility study- Basic considerations in setting up a business enterprise	
	7	Preparation of a business plan in the form of a project report on specific business proposal(practical work on devising of a plan is to be assigned to the students)	
IV	Entrepreneurship Support System		12
	8	Social support system for entrepreneurship, public and private system of stimulation	
	9	Availability of finance, marketing, technological and managerial support systems; Marketing Promotion Schemes – International Cooperation Scheme, Procurement and Marketing Support System	
	10	Role of trade and industries association (FICCI, CII, Chamber of Commerce); (Entrepreneurial support for MSME) or Entrepreneurs' self-help group.	
V	Launching of Small Business		12
	11	Finance and Human Resource Mobilization- Operations Planning- Market and Channel Selection- Product Launching- Growth Strategies	

	12	Incubation, Venture Capital, startups-Techno parks -Industrial Estates-Incentives-Institutional Support Subsidies-DIC- SIDBI-SISI-KVIC-NIESBUD-Single window	
	13	Margin Money-Seed Capital-Registration Stories of successful entrepreneurs (Case study, identify and prepare a list of lead entrepreneurs (Global, national and regional) and prepare a note on organisation with key features).	

Recommended Books;

Baron, R. A., & Tang, J. (2021). The Role of Entrepreneurs in Society: An Action Perspective. Edward Elgar Publishing.

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2021). Entrepreneurship. McGraw-Hill Education.

Kuratko, D. F., & Neck, H. M. (2017). Entrepreneurship: Theory, Process, and Practice. Cengage Learning.

Shane, S. A. (2017). A General Theory of Entrepreneurship: The Individual-Opportunity Nexus. Edward Elgar Publishing.

.Shepherd, D. A., & Patzelt, H. (2020). The New Field of Sustainable Entrepreneurship: Studying Entrepreneurial Action Linking "What Is to Be Sustained" with "What Is to Be Developed". Springer.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the concept of Entrepreneurship and its types	U	PSO 3, 9,14
CO-2	Ascertain the institutional support for the Entrepreneurship Development	E	PSO 10, 14
CO-3	Identify the key features of State and Central Industrial policies	U	PSO 10, 14, 3
CO-4	Design a business plan with a project report	C	PSO 10, 13, 14
CO-5	Ascertain the funding options available for entrepreneurs.	E	PSO 10,14

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the concept of Entrepreneurship and its types	PSO 3, 9,14	U	C	L,T	
CO-2	Ascertain the institutional support for the Entrepreneurship Development	PSO 10, 14	E	F	T	
CO-3	Identify the key features of State and Central Industrial policies	PSO 10, 14, 3	U	P	L,T	
CO-4	Design a business plan with a project report	PSO 10, 13, 14	C	C	T	
CO-5	Ascertain the funding options available for entrepreneurs.	PSO 10,14	E	P	T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1			3						2					1
CO 2										2				2
CO 3			1							3				1

CO 4										2			1	1
CO 5										1				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK3DSCCOM203				
Course Title	Legal Dimensions of Business				
Type of Course	DSC				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours/Week
	4	4 hours			4
Pre-requisites	1. Basic civic awareness on Indian law and regulations 2. Fundamental knowledge on business concepts				
Course Summary	Legal Dimensions of Business is a foundational course designed to provide B. Com students with a thorough understanding of key legal frameworks governing business activities in India. This course encompasses the Indian Contract Act, Sale of Goods Act, Intellectual Property Rights, and E-commerce Laws and Regulations in India, offering students a comprehensive grasp of legal principles essential for navigating the business landscape. This course covers major areas of legal regulation to which businesses are subject. This course examines the formulation, interpretation, and application of law to business.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Indian Contract Act		12
	1	Genesis of Indian Contract Act 1872 Nature and Essentials of Contract – Classification of Contracts – Contract Vs Agreement	
	2	Offer – Definition – Forms of offer – Requirements of a Valid Offer. Acceptance – Meaning -Legal rules as to a Valid Acceptance. Consideration – Definition – Types - Essentials. Capacity of Parties – Definition – Persons Competent to contract. Free consent – Coercion – Undue Influence – Fraud –Misrepresentation - Mistake. Legality of object - Void agreements Unlawful Agreement	
II	Indian Contract Act II- Performance and Breach of Contracts		12
	3	Performance of Contracts – Actual Performance – Attempted Performance - Tender. Quasi Contract – Definition and Essentials.	
	4	Discharge of Contract: Discharge of Contract-Modes of Discharge – Breach of Contract – Remedies available for Breach of Contract	
III	Laws Regarding Special Contracts		12
	5	Indemnity and Guarantee: Meaning, Parties, Duties of Parties	
	6	Agency: Meaning, Parties and Duties of Parties	
	7	Bailment: Meaning, Parties and Duties of Parties	

	8	Sale of Goods Act 1930: Conditions and Warranties – Transfer of title- Passing of Property.	
IV	Cyber Laws and Regulations in India		12
	9	Introduction to Cyber law, Importance of Cyber Law in regulating online transactions.	
	10	Legal Issues in E-Commerce: Privacy and Data Protection, Contractual Agreements in Digital Formats, Cross-Border Transactions.	
V	Intellectual Property Rights		12
	11	Introduction to IPR: Meaning of property, Origin, Nature, Meaning of Intellectual Property Rights	
	12	Introduction to TRIPS and WIPO	
	13	Kinds of Intellectual property rights—Copy Right, Patent, Trade Mark, Trade Secret and trade dress, Design, Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge.	

Recommended Books:

S S Sreevastava, Law of Contract I and II, 7th Edition, Central Law Publication.

N D Kapoor, *et.al* Elements of Business Law,. Sulthan Chand Publication.

Sushma Arora, Business Laws, 8th Edition, Taxmann's Publication.

Akhileshar Pathak, Legal aspects of Business, 8th Edition, Mc Graw Hill.

Avtar Singh. Business Law, 11th Edition, EBC.

Ammu Charles, E-Commerce Laws: Law and Practice, 2019, EBC.

Dr. Anjali Dixit, E-Commerce in India: A Legal Analysis, ABS Books.

V K Ahuja. Law Relating to Intellectual Property Rights, 3rd Edition,

ICSI, Intellectual Property Rights –Law & Practice,

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PO/PSO addressed
CO-1	Understand the legal framework for doing ethical business	U	PO1/PSO1
CO-2	Understand agreements and its enforceability to take the shape of a contract	U	PO4/PSO5
CO-3	Relate the legal requirements of business with the recent issues in contract.	E	PO2/PSO14
CO-4	Analyse the consequences of breach of contracts	An	PO5/PSO1
CO -5	Appreciate the law governing the special contracts	E	PO2/PSO5

CO -6	Understand the legal issues related to e- commerce	U	PO7/PSO6
CO -7	Aware the rights of persons for the protection of invention	Ap	PO8/PSO12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the legal framework for doing an ethical business	PO1	U	F, C	L	
2	Understand the agreements, its enforceability to take the shape of a contract	PO4	E	F, C	L,T	
3	relate the legal requirements of business with the recent issues in contract.	PO2	E	C		
4	to analyse the consequences of breach of contracts	PO5	An	C		
5	Appreciate the law governing the special contracts	PO2	E	C		
6	Understand the legal issues surrounding e- commerce	PO7	U	F		
7	Aware the rights of persons for the protection of invention	PO8	U	P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1										1			3	1		1				1
CO2	1				3							1			1	1		3				1
CO3	1	1									1			3	1	2		1			2	1
CO4	3				1										1			1	2			
CO5	1				1	3					1				1			1			3	
CO6	1	1										3			1			1				3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK3DSCCOM204				
Course Title	PRINCIPLES OF MARKETING				
Type of Course	DSC				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours			4
Pre-requisites					
Course Summary					

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Marketing Environment		12
	1	Introduction – Nature-Scope- Importance of marketing	
	2	Evolution of marketing- Core marketing concepts- Identification of Elements in Marketing Mix	
	3	Marketing environment-Macro and Micro environmental factors	
II	Consumer Behaviour		12
	4	Consumer Behaviour: Consumer buying process; Factors influencing consumer buying decisions-an overview.	
	5	Market segmentation: Concept, Importance, and Bases; Target market selection; Positioning concept, importance and bases	
	6	Product differentiation vs. market segmentation	
III	Product Mix		12
	7	Meaning and importance; Product classifications; Concept of product mix	
	8	Branding, packaging and labelling; After-sales services (Practical assignments in designing a product, branding it and evaluating the effect of packing in influencing purchase decision)	
	9	Product life-cycle; New Product Development (an overview).	
IV	Pricing, Distribution and Promotion		12
	10	Pricing: Significance; Factors affecting price of a product; Pricing policies and strategies.	
	11	Distribution: Channels of distribution - meaning and importance; Types of distribution channels- Wholesaling and retailing; Factors affecting choice of distribution channel; Distribution	
	12	Promotion: Nature and importance of promotion; Promotion Tools: advertising, personal selling, public relations & sales promotion – concept and their distinctive characteristics; Communication process; Promotion mix; Factors affecting promotion mix decisions.	
V	Trends in marketing		12
	13	Trends in marketing- Global Marketing- Service Marketing- Social Marketing or Cause Marketing- Online Marketing -Sustainable Marketing- Micro marketing-Relationship Marketing- Direct marketing - Customised Marketing-Green marketing- Digital marketing	

Recommended Books:

Principle of Marketing- Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Pearson Publication

Principles of Marketing – Robert H. Utaraid and Brajendra Kr Gupta

Principles of Marketing – Charles W Lamb, Cengage India Learning P Ltd

Principles of Marketing – Dr Amit Kumar, Sahitya Bhawan Publications

Marketing – Grewal and Levy, Mc Graw Hill Publication

Marketing management-Philip Kotler, Kevin Lane Keller, Abraham Koshy and Jha, Pearson Publications.

Saxena Rajan, (2017) Marketing Management, Tata McGraw Hill Publishing Company Ltd., New Delhi. Fifth Edition.

Marketing Management: A Global Perspective" by Masaaki Kotabe and Kristiaan Helsen (1st Edition, Wiley India, 2020)

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental of marketing mix	U	PSO 3,7, 8,9, 14
CO-2	Relate the consumer behaviour process and the factors influencing the behaviour	U	PSO 3, 5
CO-3	Identify the steps in Product Development.	C	PSO 3,9
CO-4	Identify the product customisation techniques adopted in daily use products	An	PSO 3 , 9
CO-5	Compare the marketing mix of different companies in terms the 4 Ps.	E	PSO 3 , 9
CO-6	Understand the recent trends in marketing	U	PSO 3 , 9

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the fundamental of marketing mix	PSO 3,7, 8,9, 14	U	C	L	
CO-2	Relate the consumer behaviour process and the factors influencing the behaviour	PSO 3, 5	U	P	L	
CO-3	Identify the steps in Product Development.	PSO 3,9	C	F	L	
CO-4	Identify the product customisation techniques adopted in daily use products	PSO 3 , 9	An	F	L	
CO-5	Compare the marketing mix of different companies in terms the 4 Ps.	PSO 3 , 9	E	M	L	
CO-6	Understand the recent trends in marketing	PSO 3 , 9	U	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1			2				3	1	1					2
CO 2			2		3									
CO 3			3						1					
CO 4			2						1					
CO 5			2						3					
CO 6			1						2					

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK3DSCCOM205				
Course Title	Retail Banking				
Type of Course	DSC				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. Students are aware of concepts such as interest rates, loans, savings, and basic financial instruments. 2. Students are aware of banking operations and terminology, such as deposits, withdrawals, lending.				
Course Summary	This course provides a comprehensive understanding of the principles, practices, and challenges in the retail banking sector. It covers various aspects including products and services offered, marketing of retail banking products, customer relationship management, regulatory frameworks, and technological advancements impacting retail banking operations.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Retail Banking		8
	1	Banking- Meaning – Kinds - Corporate Banking Vs Retail Banking	
	2	Retail Banking –History-Meaning-Significance -Advantages, Disadvantages	
	3	Applicability of retail banking in India	
	4	RBI Guidelines for retail banking	
II	Retail Banking Products		14
	5	Retail Banking Products- Asset Products and Liability Products	
	6	Processing of retail loans- Eligibility, Purpose, Security, Disbursement, repayment and Collection	
	7	Asset Products -Home Loans, Vehicle Loans , Educational Loans Personal Loans, Credit cards	
	8	Liability products –Saving Deposits, Current Deposits, Recurring Deposit, Term Deposits – Debit Cards - Innovative Deposit Products	
	9	Remittances- Fund Transfer- Methods- NEFT- RTGS-UPI-IMPS	
III	Marketing of Retail Banking Products		14
	10	Marketing of retail banking products -Strategies; Linkage with Institutions for Personal loans/ Credit cards/ Educational loans	
	11	Marketing through Authorized Dealers for Auto/ Vehicle loans, with Builders/ Developers for Home loans	
	12	Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking.	
	13	Selling Process in retail products - Direct Selling Agents	
	14	Customer Relationship Management	

IV	Challenges of Retail Banking		12
	15	Challenges - Technological Advancements- Cyber security Threats- Regulatory Compliance- Fintech Disruption- Branch Network Management- Data Analytics and Personalization	
	16	Recovery of retail loans- Defaults – rescheduling – recovery process	
	17	SARFAESI ACT- Provisions	
	18	Credit Scoring –Concepts and methods	
V	Trends in Retail Banking		12
	19	Insurance, Demat services-Property services- Investment advisory/ Wealth management	
	20	e-banking - Internet- online- M-Banking	
	21	Reverse Mortgage — Working of Reverse Mortgage Loan	
	22	Cross selling in Banking - Techniques- Advantages	
	23	Methods of Reduction of Operating Cost	

Case Studies and Practical

1. Present students with case studies of real-life retail banking scenarios, such as a bank introducing a new digital banking platform or facing a security breach. Ask students to analyze the case, identify the key issues, and propose solutions or strategies for the bank.
2. Analyze how a retail bank segments its customer base and tailors its products and services to different customer segments. Case studies could explore how banks target high-net-worth individuals, small businesses, or other specific demographics.
3. Examine how retail banks are leveraging technology to enhance customer experience, streamline operations, and remain competitive. Case studies might include the adoption of mobile banking apps, online account opening processes, or digital payment solutions.

Recommended Books

1. "Banking Theory Law and Practice", Maheswari S.N , Kalyani Publishers New Delhi.
2. "Retail Banking: Strategies for Success" Penelope M. Mills, Wiley
3. "Retail Banking: Delivering Customer Value" John A. McKee and Richard Sullivan , Wiley
4. "Retail Banking: A Practical Approach", Prof. N.C. Garg and Dr. B. M. Sarda, Taxmann
5. "Retail Banking: Principles and Practice", Tannu Singal, Pearson
6. "Retail Banking: The Indian Perspective" , Sudhir Joshi , McGraw Hill Education

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Discuss the Basic Concepts of Retail Banking	U	
CO-2	Identify the Retail Banking Products and Product and its features	U	
CO-3	Analyze the Marketing Strategies of Retail Banking Products	U, An	
CO-4	Identify the Challenges in the Retail Banking Sector	U	
CO-5	Describe the Recent Trends in Retail Banking Sector	U	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO-1	Discuss the Basic Concepts of Retail Banking	PSO1	U	C	L	
CO-2	Identify the Retail Banking Products and Product and its features	PO1 PSO3	U	C	L	
CO-3	Analyze the Marketing Strategies of Retail Banking Products	PO2 PSO1	U, An	P	L	
CO-4	Identify the Challenges in the Retail Banking Sector	PO8 PSO1 PSO3	U	C	L	

CO-5	Assume the Recent Trends in Retail Banking Sector	PO7 PSO3 PSO5	U,An,E	P	L	
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	-	-	-	-	-					-				-							
CO 2			-	-	-	-		2			-				2							
CO 3	-	-		-	-	-		2			-					1						
CO 4	2	-			-	-		2			-				-							1
CO 5	-		1	-	-	-		2			-					-					1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓

Discipline Specific Electives

Discipline	COMMERCE				
Course Code	UK3DSECOM200				
Course Title	Investment Management				
Type of Course	Discipline Specific Elective (DSE)				
Semester	III				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-		4 hours
Pre-requisites	Basic understanding on financial concepts.				
Course Summary	This course is an introductory course in investment that focuses on theoretical as well as practical knowledge on conventional and modern Investment Avenues. It provides basic information on Investment opportunities, various factors influencing Investment, Principles of Investing, Investment Risk and the importance of Socially Responsible Investing. This course will equip the students with the knowledge and skills needed to become Investment Professionals or help them to become good decision makers in individual investment.				
Detailed Syllabus:					
Module	Unit	Content			Hrs
I	Introduction to Investment			12	
	1	Investment- Introduction to Investment, Concept, Features, Objectives, Need and Importance, Investor & Types, Elements, Process, Savings Vs. Investment, Concept of Risk and Return.			6
	2	Investment Management – Concept - Importance			3
	3	Speculation and Gambling: -Investor Vs. Speculator, Investment Vs. Speculation, Investment Vs. Gambling.			3
II	Investment Environment			10	
	4	Factors affecting Investment, Principles of Investment, Time value of money.			3
	5	ESG (Environmental, Social, and Governance) Factors in investment decisions. Sustainable Investing-Socially Responsible Investing (SRI), Impact Investing.			3
	6	Emerging dimensions in Online Investments Portal, Key features of modern investor portals, Impact of investor portals on investor relations.			4
III	Investment Avenues			14	
	7	Bank Deposits – Fixed – Recurring Deposits			7
	8	Post Office Schemes			
	9	Insurance as an investment tool: Meaning of Insurance, Types of insurance policies, Evolution and growth of Unit Linked Insurance Plan (ULIP), Insurance and Retirement Planning.			
	10	Real Estate Investments			
	11	Gold Investments – Physical gold – Gold ETF - SGB			

	12	Shares and Debentures	7
	13	Money Market Products and its types	
IV	Mutual Funds		12
	14	Mutual Funds - Characteristics, Types, Asset Management Company, Classification of Mutual Funds.	6
	15	SEBI guidelines for mutual fund - Schemes as per SEBI guidelines	3
	16	RBI Guidelines on Mutual funds - AMFI	3
V	Investment Risks		12
	17	Concept, Types –Systematic risk, Unsystematic risk. Risk Management process, Risk identification, Risk evaluation, Risk mitigation, Risk handling.	6
		Risk Governance - Importance and Scope of Risk Governance	6

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the different types of investment opportunities available.	U	10,
CO-2	Analyse the importance of Socially Responsible Investing.	An	10,12
CO3	Examine and distinguish the various factors influencing investment	Ap, An	10,4
CO4	Evaluate the Risk associated with various investment avenues.	E	10,4
CO 5	Choose a suitable combination of investments based on socially Responsible investing	E	10,12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify the different types of investment opportunities available.	PO-1,2 PSO-10	U			
CO-2	Analyse the importance of Socially	PO-1,2,8	An			

	Responsible Investing.	PSO-10, 12				
CO3	Examine and distinguish the various factors influencing investment	PO-1,7,8 PSO-10,4	Ap, An			
CO4	Evaluate the Risk associated with various investment avenues.	PO-1,2,7 PSO-10,4	E			
CO 5	Choose a suitable combination of investments based on socially Responsible investing	PO-1,2,8 PSO-10,12	E			

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1										3				
CO 2										3		2		
CO 3				1						3				
CO 4				2						3				
CO 5										3		2		

Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	2	1						
CO 2	3	2	1					
CO 3	2							
CO 4	3	2					1	
CO 5	2	3						2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK3DSECOM201				
Course Title	Conceptual Framework of Co-operation				
Type of Course	DSE				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	1. Basic organisational Understanding				
Course Summary	This course equips students with the knowledge, skills, and attitudes necessary to understand, engage with, and contribute to the cooperative movement, empowering them to become agents of positive change in their communities and beyond.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Principles of Co-operation		14
	1	Introduction to Cooperation - Principles Evolution and Development of Co-operatives- International Co-operative Alliance: Objectives – Role – Membership – Governing Bodies - Sectoral organisations and functioning of ICA	7
	2	The Rochdale Principle – Stages of Cooperative Principles by ICA - ICA Cooperative Identity Statement, Definition, Values, and Principles – Cooperative Flag, Slogan and Logo-The Role of Cooperatives in Social and economic development.	7
II	Co-operatives and Other Forms of Economic System		8
	3	Economic Systems - Comparative analysis of cooperation and Other Economic Systems.	4
	4	Economic Organisations - Comparative analysis of cooperation and Other Economic Organisations	4
III	Co-operative Education and Training		8
	5	Co-operative Education and Training - Need and Importance of Co-operative Extension- Member, Employee, Board of Directors, Prospective members- Training, Pre-service and on-service, National Level Organisations and State Cooperative Union.	4
	6	Cooperative knowledge and attitude of members - Member participation in cooperatives- Interview format of ICA- Conduct interviews in Different Cooperatives.	4
IV	Structure and History of Co-operatives		12
	7	History of Cooperatives in India and its structure – Credit and Non-Credit Cooperatives- Two tire Vs three Tire	4
	8	History of Cooperatives in Kerala - Structure of Cooperatives in Kerala - Credit and Non-Credit Cooperatives	8

V	Credit Co-operatives and Financial Inclusion		12
	9	Definition and dimensions of financial inclusion - Role of agricultural cooperatives in rural financial inclusion among underserved populations	3
	10	Digital financial services and mobile banking for rural and urban areas - Role of fintech start-ups in enhancing financial inclusion through cooperative partnerships - Social impact investing and philanthropic initiatives supporting financial inclusion projects (Case studies on the effectiveness of microfinance cooperatives, Community development projects and initiatives - Partnerships with NGOs, Local self-governments, governments, and international organizations)	9

Course Outcomes

No.	Upon completion of the course the graduate will be able to:	Cognitive Level	PSO addressed
CO-1	A foundational and comprehensive understanding of cooperatives principles, evolution, and role of cooperatives. Its significant contribution to social and economic development globally.	U, An	PSO-2, 3
CO-2	Cooperatives' unique position as a force for balanced and inclusive economic development, promoting a "third way" in the economic landscape.	U, An	PSO-1, 3
CO3	Gain insights into the importance and various levels of cooperative education and training in India, including the role of national institutions in fostering cooperative development.	U, An, E	PSO-1, 2, 3
CO4	Basic understanding about the structure of cooperatives in India and Kerala	U, E	PSO- 1, 2
CO5	Explores the multifaceted dimensions of financial inclusion, examining the pivotal role of cooperatives in providing financial services to underserved populations leading to poverty reduction and economic empowerment. Also explore real-world case studies showcasing the effectiveness of microfinance cooperatives and collaborative initiatives with NGOs and governments.	E, An, Ap	PSO- 2, 3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Recommended books:

Hajela T.N., (1994) Cooperation: Principles, Problems and Practice, Konark Publishers, New Delhi.

Krishnaswamy O.R. and Kulandhiswamy V., (2000) Cooperation: Concept and Theory, Arudra Academy, Tamil Nadu.

Mathur B.S., (1994) Cooperation in India, Sahitya Bhawan, Agra.

Sharada V, (1986) Theory of Cooperation, Himalaya Publishing House, Bombay.

Bedi R.D., (1980) Theory, History and Practice of Cooperation, Loyal Book Depot, Meerut.

Cooperative Education and Training: Significance - Organizational Efforts in India - Various Programmes of Cooperative Training.

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	A foundational and comprehensive understanding of cooperatives principles, evolution, and role of cooperatives. Its significant contribution to social and economic development globally.	PSO-2, 3	U, An	F, C	L	-
CO-2	Cooperatives' unique position as a force for balanced and inclusive economic development, promoting a "third way" in the economic landscape.	PSO-1, 3	U, An	P	L	-
CO-3	Gain insights into the importance and various levels of cooperative education and training in India, including the role of national institutions in fostering cooperative development.	PSO-1, 2, 3	U, An, E	P	L	-
CO-4	Basic understanding about the structure of cooperatives in India and Kerala	PSO-1, 2	U, E	P	L	-
CO-5	Explores the multifaceted dimensions of financial inclusion, examining the pivotal role of cooperatives in providing financial services to underserved	PSO-2, 3	E, An, Ap	C	L	-

F-Factual, C- Conceptual, P-Procedure al, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	3		2	2	-	-	-	-	3	-	2	3	-	-	-
CO 2	1		-	-	-	-	-	2	-	3	-	-	-	-	-	-	2	3	-	-	-
CO 3	1	-	-	-	-	2	-	-	2	2	-	-	-	-	-	-	3	3	-	-	-
CO 4	1	-	-	-	-	-	-	2	2	2	-	-	-	-	-	-	3	3	-	-	-
CO 5	1	-	-	-	-	-	-	-	2	3	-	-	-	-	-	-	3	3	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK3DSECOM202				
Course Title	International Business				
Type of Course	DSE				
Semester	I11				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites					
Course Summary	International Business provides a fundamental and structured understanding of the concept and theories of International Business, ensuring graduates to acquire a sound understanding of modes of entry into foreign market, International Business Environment and recent trends in international business and also highlighted the origin and development of MNC's and their problems, prospects from the point of view of both host countries and Parent countries				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to International Business		12
	1	International Business: Meaning, Nature, scope, importance, functions Evolution, Principles, Drivers of International Business: International Business Vs Domestic Business. Cases and Reports on International Business	6
	2	Types of International Business-Export trade, Import trade, Entrepôt trade. Stages of internationalization of business, Factors influencing international business, Understanding the challenges in International Business.	6
II	Theories of International Business		12
	3	Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage- Theory of Opportunity Cost- Heckscher Ohlin Theory- Market Imperfections Theory	6
	4	Product Life Cycle Approach Transaction Cost Approach-Dunning's Eclectic Theory.	6
III	Multi-National Corporation (MNC)		12
	5	Concepts - Emergence and Growth - Types of MNCs- Factors behind growth of MNCs- Problems and benefits from MNCs, Problems posed by MNC's to host countries	6
	6	Different Methods of entry into foreign markets: Exporting, Licensing, Franchising- Joint Ventures-Wholly owned subsidiary, Strategic Alliances-Subsidiaries and Acquisitions, Management contract, Marketing Contract, Foreign Direct Investment, Turnkey project, Counter trade, Mergers, Acquisition, Piggybacking, Green field Investment	6

IV	International Business Environment		12
	7	Framework for analysing international business environment- Domestic - Foreign and Global Environment, Benefits -Scope of International business Environment, Factors affecting International Business Environment.	8
	8	Recent trends and Challenges of the International Business Environment.	4
V	Emerging trends in International Business		12
	9.	Major trends and Developments in International Business-Sustainability-Commerce, Digital transformation, Supply chain, technology, Artificial Intelligence, Hybrid work nature, Remote employment, Speed of Innovation, Talent management, Broader blockchain application. Recent trends and its impact in India-Opportunities and Challenges.	12

Recommended Books

Aswathappa, International Business, Tata Mc Graw Hill publications, New Delhi.

Ball, Donald A. (2008) *International business: the challenge of global competition*. 11th ed. Boston, Mass: McGraw-Hill/Irwin

Charles W. L. Hill, Chow How Wee & Krishna Udaya Sankar, International Business: An Asian Perspective- Mc Graw Hill, New York

Francis Cherunilam, International Business: Text and Cases- PHI Learning Pvt. Ltd. New Delhi.

Gosh, Biswanath, Economic Environment of Business, South Asia Book, New Delhi.

John Daniels, Lee Radebaugh, Daniel Sullivan, International Business: Environments & Operations- Prentice Hall, New Delhi.

McDonald, Frank and Burton, Fred (2002) *International business*. London: Thomson

Paul R. Krugman & Maurice International Economics: Theory and Policy - Obstfeld Pearson Education Singapore

P. Subba Rao, International Business: Text and Cases- Himalaya Publishing House Pvt. Ltd. Mumbai

Sumati Varma, International Business. Ane Books Pvt Ltd, New Delhi, 2011.

V.K. Bhalla, - S. Chand & Company Pvt. Ltd. New Delhi. International Business

.K. Aswathappa, International Business Tata McGraw Hill Publishing Company Limited. New Delhi.

Websites

<http://www.naftanow.org/>

www.wto.org

<https://islamicmarkets.com/education/challenges-posed> by MNCs

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Compare and contrast the different types of International Business	Understand	PSO-1

CO-2	Relate the various theories of international business	Understand	PSO -1
C03	Identify the benefits and challenges of internationalisation	Understand	PSO 1,5
CO4	Identify the various modes of entry into International Business	Understand	PSO-1
CO5	Analyse the role and impact of political, economic, social and cultural variables in international business	Analyse	PSO-1
CO6	Compare the opportunities and challenges of international business Vs Domestic Business	Remembering Understand	PSO-1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/P SO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Compare and contrast the different types of International Business	1/1	U	F, C	--	-
2	Relate the various theories of international business	1/1	U	F	-	-
3	Identify the benefits and challenges of internationalisation	1/5	U	C	-	-
4	Identify the various modes of entry into International Business	1/1	U		-	-
5	Analyse the role and impact of political, economic, social and cultural variables in international business	1/1	A	P	-	-
6	Compare the opportunities and challenges of international business Vs domestic business	1/11	R, U	P, M	-	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1											
CO 2	1											
CO 3	1				5							
CO 4	1											
CO 5	1											
CO 6	1											

Mapping of COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
PO 8	1	-	-	-	-	-	-	-
-	1	-	-	-	-	-	-	-
-	1	-	-	-	-	-	-	-
-	1	-	-	-	-	-	-	-
-	1	-	-	-	-	-	-	-
CO 6	1	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			
CO 2	✓			
CO 3	✓			
CO 4				✓
CO 5				✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK3DSECOM203				
Course Title	Computer Application in Business				
Type of Course	DSE				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	Basic understanding about the fundamentals and peripherals of computer				
Course Summary	This course helps to develop skills to use computer networks, mobile technology and to practice office automation and get familiar with cyber ethics				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to computer network		12
	1	Computer network - meaning, definition, structure. Topologies – Types of topologies. TCP/IP Protocol. Network Models – OSI Models.	8
	2	Wireless network - cellular wireless technology - mobile phone technologies - purchase of technology - license, guarantee, warranty. Free Software - Latex	4
II	Presentation Technology		12
	1	Microsoft Power point- Introduction to power point, creating presentation from templates & Blank presentation, formatting background, adding sound, setting animation & transition, adding & playing audio clips, creating hyperlinks in presentation, converting presentation into video clips.	8
	2	Advance uses of Power point- Creating Master Slides, Adding AI technology in presentation	4
III	Office Automation		15
	1	Microsoft Word- Introduction to word processing, Creating documents, Page formatting- header, footer, page numbers, setting margins, tab setting, justifying texts, line spacing and paragraph settings. Creating tables- Entering text , inserting rows & columns	7
	2	Advanced uses of MS Word- Resume preparation -mail merge-creating mail document - creating mail merge document - modifying records in data source - merging the main document with data- sending the merged documents to printer - creating document using templates - adding and removing digital signature in documents	8
IV	Designing documents		9
	1	Rotating text-writing multi line text- formatting numbers as text-text superscript/subscript- changing row height or column width- applying conditional formatting- highlighting negative numbers – assigning formats by formula- hyphenation - vector graphics - flow chart – ODF	

V	Cyber Ethics		12
	1	Information overload- cyber ethics - cyber addiction - digital signature - digital certificate - authentication of electronic records - IT Act 2000 - Electronic contracts - electronic evidences.	6
	2	E-commerce and Digital payments- Elements of e-commerce security, E- commerce treats, Mode of digital payments – UPI, E-Wallet, USSD, RBI guidelines on digital payments and consumer protection in unauthorised banking transactions.	6

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe computer network technology & mobile phone technologies.	U	PSO-6,12,13
CO-2	Make use of presentation technology in business activity	Ap	PSO 6,12,13
CO-3	Construct functional features of office automation technology in business	Ap	PSO 6,3,13
CO-4	Apply knowledge of designing technology in enterprises	Ap	PSO 6,3,13
CO-5	Illustrate cyber space and authentication of electronic records.	U	PSO 6,13,14

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:2 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Describe computer network technology & mobile phone technologies.	PSO 6 PSO 7 PSO 8 PO1 PO2	U	C	L	
2	Make use of presentation technology in business activity	PSO 6 PSO 7 PSO 8 PO1 PO2	Ap	P	L	P

3	Construct functional features of office automation technology in business	PSO 6 PSO 9 PSO 13 PO3 PO7	Ap	P	L	P
4	Apply knowledge of designing technology in enterprises	PSO 3 PSO 6 PSO 13 PO3 PO7	Ap	P	L	P
5	Illustrate cyber space and authentication of electronic records.	PSO 6 PSO 8 PSO 9 PO3	U	C	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PS O1	PS O2	PSO 3	PSO4	PS O5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	-	1	1	3						
CO 2			-	-	-	1	1	2						
CO 3	-	-		-	-	1			1				1	
CO 4	-	-			-	1			3				1	
CO 5	-		-	-	-	1		1	2					

	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8
CO 1	1	3-	-		-	-		
CO 2	1	2	-		-	-		
CO 3	-	-	1		-	-	1	
CO 4	-	-	3		-	-	1	
CO 5	-		2		-	-		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam/Practical Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Recommended Books

Computer Networking: A Top-Down Approach, Global Edition Paperback

Rajpal Singh , Sukhjinder Kaur , Mukesh Kumar Windows Operating System and Office Automation,

Nilakshi Jain , Ramesh Menon, Cyber Security and Cyber Laws

Fundamentals of Information Technology, A and Leon M,Leon, Vikas 2012

Discipline	COMMERCE				
Course Code	UK3DSECOM204				
Course Title	Consumer Behaviour				
Type of Course	Discipline Specific Elective (DSE)				
Semester	III				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0 hours	4
Pre-requisites					
Course Summary	The objective of this course is to equip students with a comprehensive understanding of Consumer Behaviour, focusing particularly on its applications in modern marketing contexts. Through theoretical study and practical analysis, students will develop the skills necessary to critically analyse and evaluate consumer behaviour practices, enabling them to make informed decisions in marketing strategies and tactics.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Introduction to Consumer Behaviour		8
	1	Overview of Consumer Behaviour	1
	2	Evolution of Consumer Behaviour	1
	3	Basic Concepts and Models	2
	4	Internal and External Influences; Cultural, Social, and Personal Factors	2
	5	Perception and Learning	2
II	Consumer Decision-Making Process		9
	6	Consumer Decision-Making Models	3
	7	Problem Recognition and Information Search- Evaluation of Alternatives	2
	8	Purchase Decision; Post-Purchase Evaluation	2
	9	Factors Affecting Decision Making	2
III	Psychological Aspects of Consumer Behaviour		15
	10	Motivation and Needs	3
	11	Personality and Self-Concept	3
	12	Attitudes and Attitude Change	3
	13	Perception and Consumer Behaviour	3
	14	Consumer Learning Theories (Behavioural Learning Theories Classical Conditioning and Operant Conditioning; Cognitive Learning Theories Social Learning Theory and Information Processing Theory; Experiential Learning Theory)	3

IV	Consumer Behaviour and Marketing Strategies		16
	15	Segmentation, Targeting, and Positioning	4
	16	Product and Service Attributes	4
	17	Pricing Strategies	4
	18	Promotion and Advertising	4
V	Socio-Cultural Influences on Consumer Behaviour		12
	19	Culture and Subculture	2
	20	Social Class and Reference Groups	2
	21	Family Influences; Social Influence and Opinion Leadership	3
	22	Cross-Cultural Consumer Behaviour	3
	23	Consumerism, consumer ethics, green marketing, consumer rights and protection, web rooming show rooming	2

Recommended Books

Solomon, M. R. (2019). Consumer Behavior: Buying, Having, and Being (12th ed.). Pearson Education.

Schiffman, L. G., & Kanuk, L. L. (2017). Consumer Behavior (11th ed.). Pearson Education.

Kotler, P., & Armstrong, G. (2016). Principles of Marketing (16th ed.). Pearson Education.

Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). Consumer Behavior (10th ed.). Thomson/South-Western.

Consumer Behavior: Building Marketing Strategy" by Del I. Hawkins, David L. Mothersbaugh, and Roger J. Best (14th ed.). Pearson Education.

Consumer Behavior: A Framework" by Sreenivasan Jain and Kunal V. Bhatt. (2018). Tata McGraw-Hill Education.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental theories and models of consumer behaviour	U	PSO 9,3
CO-2	Analyze the internal and external factors influencing consumer decision-making processes	An	PSO 9,3
CO-3	Evaluate the psychological, Socio-Cultural, and economic influences on consumer behaviour	Ev	PSO 9,8
CO-4	Apply consumer behaviour principles to develop effective marketing strategies	Ap	PSO 9,8
CO-5	Critically assess real-world consumer behaviour phenomena and trends	Cr	PSO 9,12

U-Understand, An-Analyse, Ev-Evaluate, Ap-Apply, Cr-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the fundamental theories and models of consumer behaviour	PO 1 PSO 9,3		F, C		
2	Analyze the internal and external factors influencing consumer decision-making processes	PO 6 PSO 3 PSO 9		P		
3	Evaluate the psychological, Socio-Cultural, and economic influences on consumer behaviour	PO 3 PSO 9 PSO 8				
4	Apply consumer behaviour principles to develop effective marketing strategies	PO 3 PSO 9 PSO 8				
5	Critically assess real-world consumer behaviour phenomena and trends	PO 3 PSO12 PSO 9				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12
CO 1	-	-	1	-	-	-	-	-	3	-	-	-
CO 2	-	-	2	-	-	-	-	-	3	-	-	-
CO 3	-	-	-	-	-	-	-	1	3	-	-	-
CO 4	-	-	-	-	-	-	-	1	3	-	-	-
CO 5	-	-	-	-	-	-	-	-	3	-	-	1

Mapping of COs with POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	-	-	-	-	-	-	-
CO 2	2	3	-	-	-	-	-	-
CO 3	-	-	1	-	-	-	-	-
CO 4	-	-	-	3	-	-		
CO 5	-	-	-	-	-	-	3	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK3DSECOM205				
Course Title	Introduction to Indian Taxation System				
Type of Course	DSE				
Semester	III				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	Basic Understanding of Economy				
Course Summary	This course enables the learner in attaining a broad understanding of taxation system in India. It provides basic knowledge about various direct and indirect taxes in India and its administration.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Overview of Indian Tax System		12
	1	Introduction to the structure of the Indian tax system	3
	2	Historical background and evolution of taxation in India	2
	3	Legal framework of taxation in India	3
	4	Tax Reforms in India	2
	5	Role of taxation in economy	2
II	Classification of Tax		8
	6	Direct tax, Meaning – Income Tax, STT, Capital Gain Tax, Corporate Tax, Property Tax	2
	7	Indirect tax, Meaning – GST, Customs Duties, Excise Duties on Petroleum Products. Types, Value addition concept, Direct Vs Indirect Tax	2
	8	Features of direct and indirect taxes levied in India	4
III	Direct Taxes in India		15
	9	Basic concepts of income tax- Assessee, Deemed Assessee, Assessee in default, PAN, MMR	4
	10	Assessment Year, Previous Year, Income Tax general rule and Exemptions to the General Rule	4
	11	Person – Individual, HUF, Firms and LLP, AOP, BOI, Artificial Juridical Persons, Companies	3
	12	Income, Types of Incomes, Gross Total Income, Total Income,	2
	13	Income tax rates- old regime, new regime	2
IV	Indirect Taxes in India		13
	14	Introduction to indirect taxes, Goods and Services Tax (GST), Taxable Supply, Goods, Service	3
	14	Types of GST – CGST, SGST, IGST, UTGST.	2
	15	Input Tax Credit	1
	16	GST registration and filing of returns	4

	17	Customs duty, Basic Customs duty, Protective Duty - Safeguard duty, Countervailing duty, Anti-Dumping Duty	3
V	Tax Administration and Compliance		12
	18	Role of the Income Tax Department	3
	19	Compliance procedures, Overview of tax audits, Assessments, and Dispute resolution	3
	20	Income Tax authorities and Powers, CBDT, Adjudication Authority	3
	21	GST- CBIC, GST Council, Goods and Services Tax Network (GSTN), Taxes imposed by local self-governments	3

Recommended Books

Mehrotra & Agarwal, Income Tax and GST, Sahitya Bhawan Publication, Agra
Mehrotra and Goyal, Taxation Law & Practice, Sahitya Bhawan Publication, Agra
Vinod K. Singhania & Monica Singhania, Direct Tax Law and Practice, Taxman publication pvt. Ltd. New Delhi
Girish Ahuja & Ravi Gupta, Systematic Approach to Income Tax, Bharat Law house pvt. Ltd. New Delhi
Girish Ahuja and Ravi Gupta: Professional Approach to Direct Taxes Law & Practice; Bharat Law House, New Delhi.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basic concepts of taxation system in India	U	PSO4 PSO5
CO-2	Distinguish the Direct tax and Indirect tax	An	PSO4
CO-3	Explain the basic concepts of Income Tax	U	PSO4
CO-4	Explain the basic concepts of Indirect tax – GST, Customs Duty	U	PSO4 PSO5
CO-5	Identify Tax administrative authorities and compliance	Ap	PSO4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	PSO4 PSO5	U	F, C	L, T	
CO-2	PSO4	An	F, C, P	L, T	
CO-3	PSO4	U	F, C, P	L, T	
CO-4	PSO4 PSO5	U	F, C, P	L, T	
CO-5	PSO4	Ap	F, C	L, T	

Mapping of COs with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO-1	-	-	-	3	1	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	3	2	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	3	1	-	-	-	-	-	-	-	-	-

Mapping of COs with POs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO-1	3	2	1	-	-	-	-	-
CO-2	3	1	2	-	-	-	-	-
CO-3	3	2	1	-	-	-	-	-
CO-4	3	2	1	-	-	-	-	-
CO-5	2	3	1	-	-	-	-	-

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	✓	-	✓
CO 5	✓	✓	-	✓
CO 6	✓	✓	-	✓

Discipline	COMMERCE				
Course Code	UK3DSECOM206				
Course Title	Introduction to Logistics Management				
Type of Course	DSE				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	1. 2.				
Course Summary	The course intends to provide an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Basics of Logistics		12
	1	Logistics: introduction, definition, Meaning & Evolution	
	2	Concept of Logistics	
	3	Scope & functions	
	4	Nature and Importance	
II	Logistics Management		12
	5	Introduction, Concept of Logistics Management	
	6	Objectives of LM, Principles of LM	
	7	Components & Functions of Logistics management	
	8	Competitive advantages of LM	
III	Logistics Systems & Network		12
	9	Logistics Network	
	10	Logistics Management –Types: Business logistics & marketing logistics	
	11	Logistics Design	
	12	Logistics and customer services	
	13	Physical supply and distribution	
IV	Integrated Logistics		12
	14	Integrated Logistics system - meaning	
	15	Elements & Evolution of purchasing and integrated logistics	
	16	Integrated logistical activities	
	17	Strategic integrated logistics management	
V	Emerging Trends & Developments in Logistics Management		12
	18	Logistical Competency	
	19	Logistical Mission & Logistics Service, Total Cost	
	20	Logistical Renaissance Technological Advancement	
	21	Regulatory Change	
	22	IT Revolution in logistics and supply chain- ERP, AI application	
	23	TQM initiatives, customer service in logistics	

Activity: - Students have to visit a logistic firm and prepare a report on the logistic design and TQM initiatives.

Recommended Books

Donald J Bowersox, David J Closs, Logistical Management, TMH

Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.

K. Shridhara Bhat, “Logistics Management”, Himalaya Publishing House, Mumbai, 2008

Bowersox, Donald J., David J. Closs and Owner K. Helfferich, “Logistical Management”, Macmillan, New York, 1986

Pierre David, “International Logistics”, Biztantra.

Ailawadi C Sathish & Rakesh, (2005), Logistics Management, Prentice Hall, India,

Agrawal D K, (2003), Logistics & Supply Chain Management, Macmillan India

Coyle et al., (2004) The Management of Business Logistics, Thomson, 7th ed.

Krishnaveni Muthiah, (2010) ‘Logistics Management and Seaborne Trade’, Himalaya Publishing House

Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Describe the logistics management concepts	U	PSO 7, PSO 1, PO 1
CO-2	Justify the relevance of logistics in the current business Scenario	An	PSO 7, PO 2
CO-3	Dissect the different dimensions of logistics management	An	PSO 7, PSO 1, PO1
CO-4	Evaluate the recent changes in logistics management.	E	PSO 7, PO 2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the logistics management concepts	PSO 7, PSO 1, PO 1		F	L	

CO-2	Justify the relevance of logistics in the current business scenario	PSO 7, PO 2		C	L	
CO-3	Dissect the different dimensions of logistics management	PSO 7, PSO 1, PO1		C	L	
CO-4	Evaluate the recent changes in logistics management.	PSO 7, PO 2		P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2								2						3							
CO 2		2													3							
CO 3	2								1						3							
CO 4		2													3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK3DSECOM207				
Course Title	PRINCIPLES AND PRACTICES OF TOURISM				
Type of Course	DSE				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	No prior knowledge in connection with the same discipline				
Course Summary	The course is designed to give a basic knowledge about tourism industry				

DETAILED SYLLABUS:

MODULE	UNIT	CONTENTS	HRS
I	INTRODUCTION TO TOURISM		13
	1	Tourism: - Concept - Meaning - Definition	
	2	Features - Scope – Characteristics	
	3	Tourist - Traveller - Visitor and Excursionist: -Meaning- Definition Differentiation: - Transit Visitor – Same day Visitor	
	4	Leisure, Recreation and Tourism interrelationship – 3Rs of Tourism	
	5	Classification of Tourism: - Types of Tourism - International Tourism – Inbound – Outbound, Domestic Tourism – Foreign Tourism, Inter regional, Intra regional, Recreational Tourism, educational tourism, Sports, Adventure, Health, Culture, CIT.	
	6	Forms of Tourism: - GIT, FIT, AIT (Alert independent travel) Passive Tourism, Receptive tourism & Mode of travel opted.	
	8	Recent Trends in Tourism: E-Tourism – Virtual Tourism - Soft Tourism, Pro - poor Tourism, Village Tourism, Responsible Tourism	
II	TRAVEL AND TOURISM THROUGH DIFFRENT AGES		10
	1	Emergence of Modern Mass Tourism: - Leisure Development in Tourism & Travel in 16 th Century – Pleasure Travel concept – Spas & seaside Resorts - Religion as a Motivation – Trade & Commerce - 'Renaissance' and 'Age of Grand Tours' – Annual Holidays - Paid Holidays – World Wars – Industrialization - Mass tourism – E-Tourism	
	2	Factors affecting the Growth of Modern Tourism	
III	TOURISM INDUSTRY - COMPONENTS & DISTRIBUTION		13
	1	Components: - Basic Components (3As) – Major Components - (6A's Attraction, Accessibility, Accommodation, Amenities, Ancillary services and Activities). Elements of Tourism: - Pleasing weather, Scenic Attractions, Historical & Cultural Factors – Accommodation, Ethnic Factors	
	2	Tourism System: - Elements of system (Leiper's Model) – TGR-TDR – TRR – Industry Components	

	3	Introduction to Tourism Demand & Supply – Types of demands - Measuring Tourism demand - Tourism Statistics – Methods of Tourism Statistics	
	4	Push & Pull Strategy in Tourism - Tourism Motivation – McIntosh Motivation factors.	
IV	TOURISM IMPACTS		12
	1	Positive Impacts of Tourism – Linkages – Economic – Social Cultural – Environmental- Political	
	2	Negative Impacts of Tourism – Leakages - Economic – Social Cultural – Environmental- Political	
V	INTERNATIONAL TRAVEL REQUIREMENTS, TOURISM LAWS & TOURISM ORGANIZATIONS		12
	1	International travel requirements (Passport, Visa, Health Certificates & Insurance)	
	2	Inbound and outbound travel regulations – Forex Regulations – Customs Act 1962 - The Passports Act 1967 - Principles and practices in Tourism business ethics -	
	3	Tourism Conservation and Preservation Act 1998.	
	5	Travel & Tourism Organizations – National and International: -ITDC, FHRAI, IATO, TAAI, UNWTO, IATA, UFTAA, PATA.	

Recommended Books:

1. P.N Seth: Successful tourism Management (Vol. 1 & 2), Sterling Publishers, New Delhi
2. A.K Bhatia: International Tourism Management, Sterling Publishers,
3. A.K Bhatia: Tourism Development: Principles and Practices, Sterling Publishers,
4. Christopher. Hollway; Longman; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. A.K Bhatia: The Business of Tourism concept and strategies, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. M.R Dileep: Tourism: (2018), Concepts, Theory & Practices, IK International Publishers
9. Vasudevan Venu, B. Vijaykumar & B.R Saroop Roy: (2017), An Introduction to the Business Tourism, SAGE Publishers
10. Nair. G. Aravind & C.S Abhinand (2023), Tourism Principles & Practices – Edition 1, Vani Publishers, Ernakulam

Suggested Websites:

1. <https://www.studocu.com/in/home?origin=content-sidebar>
2. <https://epathshala.nic.in/>
3. <https://www.unwto.org/>

4. <https://www.wttc.org/>
5. <https://www.tmi.org.uk/>
6. <https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>
7. https://www.academia.edu/5758965/Tourism_Notes
8. <https://studylib.net/doc/25607574/trave-and-tourism-notes>
9. <https://www.slideshare.net/ashiyanakhan90/tourism-notes>
10. <https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>

COURSE OUTCOMES

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO Addressed
CO-1	Classify tourism based on its types & forms	U	1,2,5,8
CO-2	Analyse the historical development of travel and tourism through different ages.	An	1,2
CO-3	Describe the components and distribution of the Tourism Industry	U	2,3,5
CO-4	Analyse the impacts of tourism on destinations, environments, economies, and communities	An	8, 2
CO-5	Explain of the legal and regulatory frameworks governing international travel and tourism.	U	1,5
CO-6	Discuss the tourism organizations, roles, and their contributions to industry development and governance	C	1,5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	CO-1	1,2,5,8	U	P	L	-

2	CO-2	1,2	An	F	L	-
3	CO-3	2,3,5	U	P	L	-
4	CO-4	8	An	F	L	-
5	CO-5	1,5	U	F	L	-
6	CO-6	1,5	C	P	L	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	0	1	0	1	0	1	1	1	0	0	0
CO 2	0	2	0	0	0	0	3	0	0	0	0	0
CO 3	1	1	1	0	2	0	1	1	0	1	0	0
CO 4	1	1	2	0	1	0	1	3	1	1	1	1
CO 5	3	2	1	0	1	0	2	1	1	1	0	0
CO 6	3	2	1	0	1	0	1	0	0	1	0	0

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓	✓	

Value Addition Courses

Discipline	COMMERCE				
Course Code	UK3VACCOM200				
Course Title	Business and Professional Ethics				
Type of Course	VAC				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-		3
Pre-requisites	No pre-requisites are required				
Course Summary	This course introduces students to the fundamental principles of business and professional ethics. It covers topics such as ethical decision-making, corporate responsibility, and ethical considerations within various business functions. Students will explore real-world ethical challenges faced by organizations and develop critical thinking skills to navigate these complexities.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Human Values		8
	4.	Morals, Values and Ethics, Integrity and Academic Integrity	
	5.	Work Ethics and Service Learning	
	6.	Respect for Others and Living Peacefully	
	7.	Courage, Cooperation, and Commitment	
II	Business Ethics and Organizational Values		9
	8.	Introduction to Business Ethics	
	9.	Values and Morals in Management	
	10.	Formulating Corporate Code of Ethics	
	11.	Marketing Ethics and Consumer Rights	
	12.	Ethical Issues in HRM (Human Resource Management)	
	13.	Ethics in Finance and Investment Practices	
III	Responsibilities and Rights.		9
	14.	Collegiality and loyalty – Managing conflict- Respect for authority	
	15.	Collective bargaining	
	16.	Confidentiality- Role of confidentiality in moral integrity	
	17.	Conflicts of interest- Occupational crime	
	18.	Professional rights- Employee right- IPR Discrimination	
IV	Ethics & Professionalism		10
	19.	Profession and Professionalism- Models of professional roles	
	20.	Theories about right action –Self interest	
	21.	Customs and Religion- Uses of Ethical Theories	
	22.	Plagiarism and academic writing	
	23.	Customs and Religion- Uses of Ethical Theories	
V	Globalization and Business Ethics		9
	24.	Ethics in Multinational Corporations- Environmental Ethics- Computer Ethics -Role in Technological Development	

	25.	International Codes of Business Conduct	
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Recommended Books:

Pillai, M. S.. Human Values: Morals, Values, and Ethics. S. Chand & Company Ltd.

Murthy, C. S. V. Business Ethics and Organizational Values. Himalaya Publishing House.

Ramaswamy, B.. Responsibilities and Rights in Business Ethics. McGraw Hill Education.

Chakraborty, S. K.. Ethics & Professionalism: Models of Professional Roles. PHI Learning Private Limited.

Singh, R. K. Globalization and Business Ethics. Oxford University Press.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Develop morals, values, and ethics in professional contexts.	Ap	PSO-12,11
CO-2	Analyze the importance and relevance of ethical principles in modern business	E	PSO-11
CO-3	Understand ethical considerations across key business functions.	Ap	PSO-3
CO-4	Explore the relationship between professionalism and ethical behavior.	U,E	PSO-1,11
CO-5	Apply ethical theories to professional challenges.	An,E	PSO-9,11
CO-6	Examine global ethical issues and the impact of globalization on business ethics.	An	PSO-5

R-Remember, U-Understand, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Develop morals, values, and ethics in professional contexts.	PSO-12,11	Ap	P	L	
CO-2	Analyze the importance and	PSO-11	E	P	L	

	relevance of ethical principles in modern business					
CO-3	Understand ethical considerations across key business functions.	PSO-3	Ap	P	L	
CO-4	Explore the relationship between professionalism and ethical behavior.	PSO-1,11	U,E	P	L	
CO-5	Apply ethical theories to professional challenges.	PSO-9,11	An,E	P	L	
CO-6	Examine global ethical issues and the impact of globalization on business ethics.	PSO-5	An	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive
Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	-	-	-	-	-	-	-	-	-	-	2	3	-	-
CO 2	-	-	-	-	-	-	-	-	-	-	3	-	-	-
CO 3			3	-	-	-	-	-	-	-	-	-	-	-
CO 4	3	-	-	-	-	-	-	-	-	-	2	-	-	-
CO 5	-	-	-	-	-	-	-	-	3	-	2	-	-	-

CO 6	-	-	-	-	3	-	-	-	-	-	-	-	-	-
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Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam
-

Mapping of COs to Assessment Rubrics :

	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8
CO 1	3	2						
CO 2	3							3
CO 3	3							3
CO 4	3				2			
CO 5	3							3
CO 6	3							3

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓

SEMESTER IV

Discipline Specific Core Courses

Discipline	COMMERCE				
Course Code	UK4DSCCOM200				
Course Title	BUSINESS STATISTICS				
Type of Course	DSC				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites					
Course Summary					

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Statistics		12
	1	Introduction to statistics (recall on: Meaning, definition, functions, and importance of statistics. Data collection, Classification, Tabulation and Frequency Distribution, Presentation of statistical data- measures of central tendency)	
	2	Presentation of statistical data in business report.	
	3	Dispersion- Meaning – Absolute and Relative dispersion, mean deviation, Standard Deviation, Co-efficient of variation, Karl Pearson and Bowley's Co-efficient of Skewness	
II	Correlation		12
	5	Correlation - Meaning and definition- correlation and causation – types of correlation – methods of measuring correlation for ungrouped data -, -	
	6	Karl Pearson's co-efficient of correlation and its interpretation, Probable error, Coefficient of determination	
	7	Spearman's rank correlation- co-efficient of Concurrent deviation- application of different measures of correlation,	
		Business applications of correlations.	
III	Regression		12
	8	Regression analysis – Meaning, definition and types -Regression lines- determination of simple linear regression-.	
	9	Regression equations and their application in business. Properties of correlation and regression co-efficient – Comparison of regression and correlation- Business applications of regression.	
IV	Index numbers		12
	10	Index numbers - Meaning and importance-Problems in construction of index	

	11	Numbers Methods of constructing of index numbers- Simple aggregative, Average of Price relatives, Laspeyer's, Paasche's, Dorbisch- Bowley's, Marshall-Edge worth's and Fisher's ideal index numbers,	
	12	Test of Consistency: Time Reversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of Base year. Cost of living Index and its use in determination of wages –Wholesale Price Index Number, Population index, inflation index, Operational indices- Sensex and Nifty.	
V	TIME SERIES ANALYSIS		12
	13	Time series data: trend, seasonality, and cyclical variations	
	15	Methods for forecasting time series data: moving averages, method of least squares, Simple exponential smoothing.	
	16	Applications of time series analysis in business forecasting and decision-making	

Recommended Books

Gupta, S.P., and Archana Agarwal. Business Statistics, Sultan Chand and Sons, New Delhi.

Vohra N. D., Business Statistics, McGraw Hill Education.

Murray R Spiegel, Larry J. Stephens, Narinder Kumar. Statistics (Schaum's Outline Series), McGraw Hill Education.

Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House.

Anderson, Sweeney, and Williams, Statistics for Students of Economics and Business, Cengage Learning.

Levin, Richard, David S. Rubin, Sanjay Rastogi, and HM Siddiqui. Statistics for Management. 7th ed., Pearson Education.

David M. Levine, Mark L. Berenson, Timothy C. Krehbiel, P. K. Viswanathan, Business Statistics: A First Course, Pearson Education.

Siegel Andrew F. Practical Business Statistics. McGraw Hill Education.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the relevance of measures of central tendency and its associated dispersion.	U	PSO 1, 3, 9,13
CO-2	Compute the variability of data using appropriate statistical measures.	A	PSO 3, 13

CO3	Compare association between variables and its implications in informed decision-making.	E, A	PSO 3, 13
CO-4	Estimate predictable values from known values using regression and taking decisions based on the same.	E	PSO 3, 13
CO-5	Compute index number that have applications in business.	A	PSO 3, 13
CO-6	Apply time series analysis to forecast future trends	AP	PSO 3, 13

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify the relevance of measures of central tendency and its associated dispersion.	PSO 1, 3, 9,13	U	F	L,T	
CO-2	Compute the variability of data using appropriate statistical measures.	PSO 3, 13	A	C	L,T	
CO3	Compare association between variables and its implications in informed decision-making.	PSO 3, 13	E, A	P	L,T	

CO-4	Estimate predictable values from known values using regression and taking decisions based on the same.	PSO 3, 13	E	P	L,T	
CO-5	Compute index number that has applications in business.	PSO 3, 13	A	P	L,T	
CO-6	Apply time series analysis to forecast future trends	PSO 3, 13	AP	F	L,T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2		1						3				1	
CO 2			2										3	
CO 3			1										3	
CO 4			2										1	
CO 5			3										1	
CO 6			2										1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				
CO 2				
CO 3				
CO 4				
CO 5				
CO 6				

Discipline	COMMERCE				
Course Code	UK4DSCCOM201				
Course Title	Company Administration				
Type of Course	DSC				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary					

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Company		12
	1	Nature & Features of a company; Concept of corporate veil; Administration of Company Law- National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts	
	2	Types of companies- private and public company, government company, foreign company, one person company, small company, associate company, dormant company, and producer company; Association not for profit; Illegal association;	
	3	Formation of company, Procedure, promoters, their legal position	
	4	Online registration of a company.	
II	Corporate Documents		10
	5	Relevance of Memorandum of Association, Articles of Association, Doctrine of constructive notice, Doctrine of ultra vires, and indoor management;	
	6	Prospectus, Shelf and Red herring prospectus, misstatement in prospectus; book building; Allotment and Forfeiture of share.	
	7	Sweat Equity, ESOPs, Bonus issue, Right Issue, buyback, and provisions regarding buyback; Membership of company.	
III	Management		12
	8	Classification of directors-Additional, Alternate, and Casual directors, Women directors, Independent director, Small shareholder's director; Director Identity Number (DIN); Appointment, Disqualifications, Removal of directors, Legal positions, Powers and Duties;	
	9	Key managerial personnel, Managing director, Manager and Whole Time Director;	
IV	Corporate Meeting		14
	10	Frequency, Convening and Proceedings of Board and Committee meetings; Agenda Management; Management Information System; Meeting Management; Resolution by Circulation; Types of Resolutions	

	11	Annual General Meeting; Extraordinary general Meetings; Other General Meetings; Notice, Quorum, Poll, Chairman, Proxy; Meeting and Agenda; Process of conducting meeting;	
	12	Virtual Meetings: Technological Advancement in conduct of Board Committee & General Meetings; e-AGM.	
	13	Voting and its types-vote on show of hands, Poll, E-Voting, Postal ballot; Secretarial Standard	
V	Corporate Re-Structuring and Winding Up		12
	14	Corporate Restructuring- Meaning- Modes of Winding Up	
	15	Circumstances in which company may be wound up by Tribunal	
	16	Circumstances in which company may be wound up voluntarily	
	17	Winding up of unregistered companies	

Recommended Books:

BARE ACT- THE COMPANIES ACT, 2013

Bhushan, Bharat. Kapoor, N.D., Abbi, Rajni, "Elements of Company Law". Sultan Chand & Sons Pvt. Ltd.

Chadha R. & Chadha, S.(2018). Company Laws. Scholar Tech Press, Delhi.

Hicks, Andrew & Goo S.H., (2017) Cases and Material on Company Law, Oxford University Press.

Kumar, A., (2019)Corporate Laws, Taxmann Pvt Ltd

Sharma, J.P.(2018). An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., New Delhi

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Ascertain the legal provisions in the formation and functioning of companies under the Companies Act 2013.	U	PSO 1, 4, 11
CO-2	Identify the objectives of MOA, AOA and Prospectus of a company	AP	PSO 3,11
CO-3	Describe the role and responsibilities of a company's management personnel.	U, R	PSO 5, 11,12

CO-4	Identify corporate procedures for company meetings, and decision-making processes.	AP, U	PSO 5, 3,7
CO-5	Identify the situations that would demand corporate restructuring and winding up of a company.	U,C	PSO 3,4,5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Ascertain the legal provisions in the formation and functioning of companies under the Companies Act 2013.	PSO 1, 4, 11	U	P	L,T	
CO-2	Identify the objectives of MOA, AOA and Prospectus of a company	PSO 3,11	AP	C	T	
CO-3	Describe the role and responsibilities of a company's management personnel.	PSO 5, 11,12	U, R	F	L,T	
CO-4	Identify corporate procedures for company meetings, and decision-making	PSO 5, 3,7	AP, U	F	T	

	processes.					
CO-5	Identify the situations that would demand corporate restructuring and winding up of a company.	PSO 3,4,5	U,C	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	3			2							1			
CO 2			3								2			
CO 3					3						1	2		
CO 4			2		3		1							
CO 5			3		2		1							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				
CO 2				
CO 3				
CO 4				
CO 5				
CO 6				

Discipline	COMMERCE				
Course Code	UK4DSCCOM202				
Course Title	Business Economics				
Type of Course	DSC				
Semester	IV				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Knowledge about the basic concepts in economics and business operations				
Course Summary	This course is designed to provide students with a comprehensive understanding of economic principles and their practical applications in the business world. It includes demand and supply dynamics, production costs, market structures and impact of digital economy on business decisions.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Business Economics		10
	1	Economics: Meaning -Nature and Scope	
	2	Micro and Macro Economics	
	3	Business Economics - Meaning – Nature and Scope	
	4	Role of business economist in decision making	
	5	Concept of Accounting profit and economic profit	
	6	Public goods and economic role of Government	
	7	Business cycle- meaning- phases	
II	Theory of Demand and Supply		13
	8	Utility Analysis –Types utility – Law of diminishing marginal utility	
	9	Law of Equi-Marginal Utility- Consumer Equilibrium	
	10	Concept of Demand-Demand curve, Determinants of Demand	
	11	Law of Demand - Elasticity of Demand	
	12	Demand Forecasting- Methods	
	13	Law of Supply - Supply Curve- Elasticity of Supply	
	14	Applications of elasticity of demand and supply to Business issues	
III	Theory of Production, Cost and Revenue		13
	15	Production Function- Meaning – Types	
	16	Returns to Factor, Law of diminishing return, Law of Returns to Scale,	
	17	Cost Concept and Cost Curves	
	18	Cost reduction through experience - Learning curve	
	19	Economies of Scale – Meaning- Types- Advantages	
	20	Revenue Concepts and Revenue Curves	

	21	Producers' Equilibrium	
IV	Market Structure		12
	22	Forms of Markets – Perfect and imperfect market	
	24	Perfect competition and Monopoly as a limiting case of market imperfection, Public policy towards monopoly power	
	25	Forms of imperfect competition- Monopolistic competition and Oligopoly- Price determination	
	26	Decision making in oligopoly market	
		Price determination under different market structure- Case studies	
V	Digital Economy		12
	27	Concept of Digital Economy- Nature and Scope- Elements	
	28	Digitalization vs Traditional Economy	
	29	Impact of Technology on Digital Economy - Data surveillance- Artificial Intelligence and Machine Learning	
	30	Digital Business Models-Meaning –Types - Advantages	
	31	Challenges in governance of Digital Economy	

Case Studies and Practical

1. Students could analyze case studies of companies facing demand fluctuations due to factors such as changes in consumer preferences, economic conditions, or technological advancements.
2. Analyzing market structures using real-world examples. This could involve examining industries like smartphones, airlines, or pharmaceuticals to understand how firms compete, pricing strategies, and market dynamics.

Recommended Books

1. "Indian Economy", Ramesh Singh, McGraw Hill Education
2. "Managerial Economics", D.N. Dwivedi, Vikas Publishing House Pvt Ltd
3. "Business Economics", Andrew Gillespie, Oxford University Press India
4. "Managerial Economics: Analysis, Problems, Cases" P.L. Mehta - Publisher: Sultan Chand & Sons
5. "Microeconomics: Theory and Applications" D.N. Dwivedi, Vikas Publishing House Pvt Ltd
6. "Digital Economy: Emerging Technologies and Business Innovation", Niall Hayes, Routledge
7. "Digital Economy: Impacts, Influences, and Challenges" John Doe & Jane Smith, Wiley
8. "Digital Economy: Opportunities and Challenges for India" Jaijit Bhattacharya SAGE Publications

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Explain the basic concepts related to the application of Economic theories, tools and methodologies in business decision making.	U	PSO1, 3
CO-2	Describe the types, elasticity and methods of forecasting the demand.	U	PSO 1,3, 5
CO- 3	Discuss the theoretical concepts of production, Cost and Revenue.	U	PSO3, 11, 12
CO-4	Differentiate the various forms of market and price determination under various market conditions	U	PSO1, 3, 10
CO-5	Describe the Basic Concepts of Digital Economy and its impact on business	U	PSO 14, 3, 1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Explain the basic concepts related to the application of Economic theories, tools and methodologies in business decision making.	PSO1, 3	U	C	L,T	
CO-2	Describe the	PSO 1,3,	U	F	L,T	

	types, elasticity and methods of forecasting the demand.	5				
CO- 3	Discuss the theoretical concepts of production, Cost and Revenue.	PSO3, 11, 12	U	P	T	
CO-4	Differentiate the various forms of market and price determination under various market conditions	PSO1, 3, 10	U	C	T	
CO-5	Describe the Basic Concepts of Digital Economy and its impact on business	PSO 14, 3, 1	U	F	L,T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	3		2											
CO 2	2		1		1									
CO 3			2								1	3		

CO 4	1		1							3				
CO 5	2		3											1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				
CO 2				
CO 3				
CO 4				
CO 5				
CO 6				

Discipline	COMMERCE				
Course Code	UK4DSCCOM203				
Course Title	INNOVATION AND START-UPS				
Type of Course	DSC				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours/Week
	4	4 hours			4
Pre-requisites					
Course Summary					

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Innovation Eco-system		12
	1	Innovation Eco System- Meaning-Generating and exploiting new opportunities – Idea generation, Feasibility study, basic considerations in setting up a business enterprise – Business Incubation.	
	2	The Policy Framework – Department for Promotion of Industry and Internal Trade (DPIIT) recognition – Bharat Strat-up ecosystem Registry	
	3	Linking Innovation with IPR	
II	Innovation in Business		12
	4	Types of innovation – innovation in organisations - innovation drivers – Innovation Process	
	5	Bottom up and Top down innovations - Horizontal Vs. Vertical innovations	
	6	Case studies in Business Innovation	
III	Sources of capital for Emerging business and Start ups		12
	7	Raising of Finance for Start-ups- Sources of finance for start-ups –Stages of start-ups and source of funding	
	8	Types of start up funding – Bootstrapping - Angel Investors - Venture Capitalists - Crowd Funding Incubators/Accelerators	
	9	Debt financing from Banks, Non-Banking Financial Institutions - Government Loan Schemes	
	10	Grants from Central Government, State Governments – Start-up India Funding Support – SIDBI Fund of Fund Scheme, Start-up India Seed Fund Scheme, Credit Guarantee Scheme for Start-ups – Central Govt. Schemes and Policies	
IV	Development of Business Plans and Functional Plans		12
	11	Business Environment Analysis for Start-ups – Strategic Planning	
	12	Importance of Business plan for Start-ups - Preparation of Start-up Business Plan	
	13	Preparation of functional plans – Product development, Marketing, Operations and logistics, Finance, Human resource, Customer support	

V	Start-up survival and Growth		12
	14	Start-up life cycle – Growth strategies of Start-ups	
	15	Importance of Entrepreneurial Support system - Social support system for Start-ups – Financial and non-financial support systems – Marketing, Technological, Managerial Role of Entrepreneurs associations and incubators	
	16	Start-up India Investor connect programme	

Recommended Books:

- 1.Startup Finance 360°, Rahul Saria, Zebra Learn Pvt Ltd
- 2.Design Your Startup, Abhishek Kapoor, Paramount Publishing House
- 3.Technology, Innovation, Entrepreneurship, and Start-up, Mr. Narender Chinthamu, et.al, Alpha International Publication.
- 4.Entrepreneurship, Innovations & Start-Ups in India, Joshi Savita Dr, New Century Publications
- 5.Innovation and Entrepreneurship, Peter F. Drucker , Harper Business

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the dynamics of the innovation ecosystem and its components.	U	PSO 1, 12, 14
CO-2	Analyse the roles of Government and Industry in fostering innovation.	An	PSO 1, 14
CO-3	Understand the process of innovation	U	PSO1,14
CO-4	Examine successful examples of collaboration and innovation within ecosystems	E	PSO1,14
CO-5	Identify the source of fund to Start-ups	U	PSO1,5,14
CO-6	Evaluate the advantages and disadvantages of each funding source	U	PSO 1,14
CO-7	Formulate the strategies for scaling up operations and achieving sustainable growth	Ap	PSO1,12,14
CO-8	Prepare functional plans to guide startup development.	Ap	PO1,12,14

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the dynamics of the innovation ecosystem and its components.	PSO 1, 12, 14	U	C	L	
CO-2	Analyse the roles of Government and Industry in fostering innovation.	PSO 1, 14	An	P	T	
CO-3	Understand the process of innovation	PSO1,14	U	C	L	
CO-4	Examine successful examples of collaboration and innovation within ecosystems	PSO1,14	E	F	T	
CO-5	Identify the source of fund to Start-ups	PSO1,5,14	U	P	T	
CO-6	Evaluate the advantages and disadvantages of each funding source	PSO 1,14	U	F	L,T	
CO-7	Formulate the strategies for scaling up operations and	PSO1,12, 14	Ap	P	L,T	

	achieving sustainable growth					
CO-8	Prepare functional plans to guide startup development.	PO1,12,14	Ap	P	T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2											1		3
CO 2	1													2
CO 3	2													1
CO 4	2													3
CO 5	2				3									1
CO 6	2													1
CO 7	3											2		1
CO 8	2											3		3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				
CO 2				
CO 3				
CO 4				
CO 5				
CO 6				

Discipline Specific Electives

Discipline	COMMERCE				
Course Code	UK4DSECOM200				
Course Title	Financial Markets and Services				
Type of Course	Discipline Specific Elective (DSE)				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-	-	4 Hours
Pre-requisites	Understanding on various investment opportunities. Basic idea on financial markets and various financial services.				
Course Summary	The objective of the course is to familiarise the students with the Indian Financial System, its components and the financial services offered, so that they are well equipped with the functional aspects of the various types of financial products and services available in our country.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Financial Markets		10
	1	Introduction to Financial System- Structure	2
	2	Financial Markets –Meaning – Concept – Classification	3
	3	Functions of Financial Markets- Instruments	3
	4	Global Financial Market - Instruments	2
II	Money Market and Capital Market		12
	5	Money Market – Meaning – Segments – Instruments	2
	6	Capital Market – Meaning – Constituents – Instruments	2
	7	OTCEI – Features – Benefits	2
	8	Depository Services – Demat Account-Dematerialisation and Rematerialisation	2
	9	Role of CDSL and NSDL	2
III	Primary Market and Secondary Market		14
	10	New Issue Market –Meaning- Functions- Methods of flotation of capital	2
	11	Concept of Book Building – Procedure – Price Band – Reverse Book Building	4
	12	Intermediaries in the New Issue Market- Present Scenario	2
	13	Secondary market-Meaning-Difference between Primary and Secondary Market	2
	14	Stock Exchanges –Functions- Structure of stock exchanges- BSE- NSE.	2
	15	Trading procedure -Online trading -Clearing and settlement	2
IV	Financial Services		12
	16	Financial Services-Meaning – Concept – Types	3
	17	Fund Based Services – Venture Capital – Hire Purchase – Factoring – Capital Restructuring – Bills Discounting – Mutual Fund – Underwriting – Leasing- Merchant Banking	5

	18	Fee Based Services – Credit Rating – Portfolio Management	4
V	Regulatory Framework for Financial Markets		12
	19	Regulatory Institutions - Role of RBI in Financial Markets	4
	20	SEBI guidelines for Primary and Secondary Market	4
	21	The Securities and Exchange Board of India –Objectives- Functions – Powers	2
	22	Investor Protection of SEBI	2

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the role and functions of Indian Financial markets	U	5, 10
CO-2	Describe the key areas relating to management of financial products and services.	U	10
CO-3	Enhance their awareness on recent trends in financial markets.	U	5,10
CO-4	Analyse functioning of financial services in India.	An	10
CO 5	Analyse the regulatory framework for Financial Markets.	An	10

S-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the role and functions of Indian Financial markets	PO-1 PSO-5, 10	U			
CO-2	Describe the key areas relating to management of financial products and services.	PO-1,4 PSO-10	U			
CO3	Enhance their awareness on recent trends in financial markets.	PO-4,5 PSO-5,10	U			
CO4	Analyse functioning of financial services in India.	PO-1,2 PSO-10	An			
CO 5	Analyze the regulatory framework for Financial Markets.	PO-2,8 PSO-10	An			

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PS O 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1					1					3				
CO 2										3				
CO 3					2					3				
CO 4										3				
CO 5										3				

Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	3							
CO 2	2			3				
CO 3				1	2			
CO 4	3	1						
CO 5		3						2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓	✓		

Discipline	COMMERCE				
Course Code	UK4DSECOM201				
Course Title	Co-operation and Community Development				
Type of Course	DSE				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	1. An awareness about community development				
Course Summary	This course explores how cooperatives empower communities, from fostering social change to driving rural development in India. You'll analyse successful initiatives and government programs that leverage cooperatives for community progress.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Role of Co-operatives in Community Development		12
	1	Introduction to Community Development - Role of cooperatives in grassroots organizations in community mobilization and advocacy Civil society actors- Their contributions to social change	6
	2	Challenges and opportunities in building and sustaining grassroot organisations - Financial management and sustainability of community based organizations - Historical role of cooperatives in community empowerment- Cooperatives as agents of economic development and social change (Analysis of successful cooperative-led community development initiatives, Group discussions and peer feedback on the effectiveness and sustainability of showcased projects)	6
II	Rural Development in India		12
	3	Introduction, Current Scenario of Rural Development of India, Nature of Rural Economy- The problems and Challenges for Rural Development in India	6
	4	Rural sector composition, issues involved, causes, implication and remedies Rural resource depletion – Rural infrastructure – Rural indebtedness	6
III	Rural and Urban Cooperatives		12
	7	Organizational Structures of Rural Credit Cooperatives - Types of rural cooperatives - agricultural cooperatives, marketing and processing cooperatives - Challenges Facing Rural Cooperatives - Short and medium term and long term credit structure agricultural credit cooperatives- Primary Agricultural credit societies, Primary Co-operative Agricultural and Rural Development Banks - State Cooperative Agricultural and Rural Development Banks.	8

	8	Overview of urban cooperative banks (UCBs) – Scheduled and Non-scheduled UCBs, Housing cooperatives and consumer cooperatives in urban areas Challenges and opportunities in urban cooperative development.	4
IV	Co-operatives in Different Sectors		12
	5	Women and youth programmes and their relevance to community development. Woman Cooperatives – (SEWA Cooperatives case study)- Youth Cooperatives.	
	6	Adivasi cooperatives- Multi-purpose cooperatives in India- Schedule caste and schedule tribe cooperatives in Kerala – Large-sized Adivasi Multi-purpose Cooperatives (LAMPS)- Functions – Reasons for failure- Corrective measures	
V	Co-operatives in Community Development Programmes		12
	9	Role of government in rural development, Government Initiatives – Ministry of Rural Development, objectives, structure and function, Micro Finance, SHG – Bank Linkage Programmes – Rural Development Programmes, Integrated rural development programme (IRDP)	
	10	Khadi and Village Industries Corporation (KVIC)– Jawahar Rozgar Yojana (JRY) – Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)- Technology in Rural Development	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	By examining cooperatives and grassroots movements, this course equips you to analyse how communities achieve social and economic change and also to analyse the current state of rural development in India.	U	PSO-2
CO-2	Will equip the students to understand the challenges and opportunities of rural development in India, analysing issues like resource depletion, infrastructure, and debt.	U	PSO- 2
CO3	Deepen their understanding of the cooperative landscape in India. Will explore the structures and challenges faced by both rural cooperatives (agricultural, credit, marketing) and urban cooperatives (housing, consumer). This knowledge will be valuable for careers in rural development, financial services, or cooperative management.	U, An	PSO- 2,3
CO4	This course explores how targeted programs empower women and youth, driving community development.	An, E	PSO- 3

	You'll analyse successful initiatives like women's cooperatives (SEWA case study) and tribal cooperatives (Adivasi, LAMPS) to understand their strengths, challenges, and importance for inclusive community progress.		
CO5	Examines the Indian government's role in rural development through programs like MGNREGS and institutions like KVIC. You'll analyse how these initiatives address challenges like poverty and unemployment, fostering inclusive growth in rural areas.	U, An	PSO-1, 2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Recommended Books

Pawar I.D and Vaze A.T., (1999) Cooperative Banking, Pragati Prakashan, Mumbai.
Hajela T.N., (2010) Cooperation, Principles, Problems and Practice, Ane Books Private Ltd.
Palanetrappa M.C., (1999) Cooperative Banks and the Banking Regulation Act 1949, Sree Dyamalamba Publications, Bangalore.
Nikkiran, (2007) A Treatise on Cooperative Management, Rainbow Publications, Coimbatore.

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	By examining cooperatives and grassroots movements, this course equips you to analyse how communities achieve social and economic change and also to analyse the current state of rural development in India.	PSO-2	U		L	-
CO-2	Will equip the students to understand the challenges and opportunities of rural development in India, analysing issues like resource depletion, infrastructure, and debt.	PSO-2	U		L	-
CO-3	Deepen their understanding of the cooperative landscape in India. Will explore the structures and challenges faced by both rural cooperatives (agricultural, credit, marketing) and urban	PSO-2,3	U, An		L	-

	cooperatives (housing, consumer). This knowledge will be valuable for careers in rural development, financial services, or cooperative management.					
CO-4	This course explores how targeted programs empower women and youth, driving community development. You'll analyse successful initiatives like women's cooperatives (SEWA case study) and tribal cooperatives (Adivasi, LAMPS) to understand their strengths, challenges, and importance for inclusive community progress.	PSO-3	An, E		L	-
CO-5	Examines the Indian government's role in rural development through programs like MGNREGS and institutions like KVIC. You'll analyse how these initiatives address challenges like poverty and unemployment, fostering inclusive growth in rural areas.	PSO-1, 2	U, An		L	-

F-Factual, C- Conceptual, P-Procedure al, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	1		-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO 5	1	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK4DSECOM202				
Course Title	Legal Framework of International Business				
Type of Course	DSE				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4hours	-	hours	4
Pre-requisites					
Course Summary	To expose the students to the legal and Regulatory framework and their implications concerning global business operations and to have a better understanding of the functioning and objectives of various world organizations. The course also introduces students to the issues of intellectual property protection.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Legal framework of International Business		12
	1	International law, Meaning-Nature- Laws applicable to International Business-Legal framework of International Business: Nature and complexities: Different types of Legal systems in International business -civil law,-common law-customary law- religious law- and hybrid or mixed system	6
	2	Implications of International business law, International Business- legal provisions, Payment terms. Regulations and Treaties relating to Licensing; Franchising; Joint Ventures, Patents and trademarks.	6
II	Multi-Lateral Agreements and Institutions		12
	1	GATT-Functions-Basic principles and charter of GATT- WTO-Regulatory Framework of WTO - Implications of WTO to important sectors – WTO Rounds of Trade negotiations-Geneva Round-Annecy Round -Torquay Round-Geneva II Round-Dillon Round-Kennedy Round-Tokyo Round-The Uruguay Round- Doha Round, GATS- TRIPs and TRIMs.	8
	2	Role played by IMF and World Bank & its affiliates in International Trade – IFC-MIGA and ICSID-ADB.	4
III	Economic Integration and Regional Blocks		12
	1	Economic Integration –Advantages-Disadvantages Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Economic Integration	5
	2	Regional Blocs: Developed and Developing Countries- NAFTA- EU-SAARC, ASEAN-BRICS -OPEC	7
IV	Indian Laws and Regulations		12

	1	Indian Laws and Regulations - Governing International Transactions: FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.	8
	2	IPR-Intellectual Property Laws in India -Intellectual Property Issues in International Business	4
V	Regulatory Framework and Taxation		12
	1	Regulatory Framework and Taxation - Electronic Commerce – Cross Border Transactions – On-line Financial Transfers – Legal Safeguards – International Regulations and Treaties Relating to Licensing; Franchising; Joint Ventures, Patents and trademarks; Technology transfer, Telecommunications. Framework relating to Electronic Commerce.	12

Recommended Books

Daniels, John, Ernest W. Ogram and Lee H. Redebungh, International business, Environments and Operations.

Jain.T.R.et.al. (2018) International Business,VK Global Publication

Kapoor ND, Commercial Law; Sultan Chand & Co., New Delhi

Lew, Julton D.M and Clive Stand brook (eds), International Trade Law and Practice, Euromoney Publications, London.

Motiwal OP, Awasthi HI, International Trade – the Law and Practice, Bhowmik and Company, New Delhi.

Schmothoff C.R: Export Trade, The Law and Practice of International trade.

Websites

www.worldbank.org

www.imf.org

www.wto.org

<http://saarc-sec.org>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Compare and contrast different types of legal systems in international business	Understand	PSO-1
CO-2	Describe the different WTO Rounds of Trade negotiations	Understand	PSO 1, PSO-5
CO3	Identify the benefits and challenges of Economic Integration	Understand	PSO-1

CO4	Apply legal methods, organise and implement in research projects in various areas of international commerce and Business Law	Apply	PSO-1
CO5	To understand the current world trade and business law development tendencies and on-going process	Understand	PSO-1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Compare and contrast different types of legal systems in international business	1/1	U	F		
2	Describe the different WTO Rounds of Trade negotiations	1/5	U	P		
3	Identify the benefits and challenges of Economic Integration	1/1	U	F		
4	Apply legal methods, organise and implement in research projects in various areas of international commerce and Business Law	1/1	A	P		
5	To understand the current world trade and business law development tendencies and on-going process	1/1	U	F		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1				-							
CO 2	1				5							
CO 3	1											
CO 4	1											
CO 5	1											

Mapping of COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4	✓		✓	✓
CO 5	✓		✓	✓

Discipline	COMMERCE				
Course Code	UK4DSECOM203				
Course Title	Software for Data Analysis				
Type of Course	DSE				
Semester	IV				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	1. Understanding of data analysis 2. Basic knowledge about tools of data analysis				
Course Summary	This course helps to acquire knowledge about how to use software package for data analysis				

Detailed Syllabus

Module	Unit	Content	Hrs
I		Data	12
	1	Introduction to data analytics- Data science, Meaning. Types of data – Qualitative data Quantitative data, Various sources of data- Primary & secondary data. Data Quality	7
	2	Data processing cycle– information vs. data– value of information in decision making– Data analytics Life cycle- Kinds of data analytics ,data processing software	5
II		Microsoft Access	12
	1	Features of MS Access, Databases- creating a new database, creating tables using Design view, editing tables, entering data into a table, editing data in a table, relationship between tables- Creating a simple form; modifying a form, adding control to a form, searching, sorting	6
	2	Creating and using select queries, types of queries, returning to query design, Multilevel sorts, finding incomplete matches ; Creating a report; types of reports, printing reports-	6
III		Introduction to Software Package for Data Analysis	12
	1	Uses of SPSS, Features and limitations of SPSS. Comparison of SPSS with other Software's.	2
	2	.Starting SPSS -Creating and editing data files, Importing data. Terminology –Case. Variables- types and levels- System missing and user-defined missing values -Identification numbers and case numbers– Procedure	10
IV		Technology for Data Sampling	12
	1	Fundamental definitions– sample, descriptive statistics,	4
	2	nominal scales, ordinal scales, interval scales, ratio scales, quantitative data, categorical or frequency data	8
V		Testing of Data	12
	1	Association: Chi square test	4
	2	Comparing Means:- one sample T-Test, Paired sample T-Test, Independent sample T-Test, One Way Anova	8

Recommended Books:

Cox et.al. , 2007. MS Office step by step, PHI, New Delhi.

Jeremy: SPSS for windows, Sage Publications, New Delhi

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basic concept of data	U	PSO-6,3
CO-2	Use base software for Data Base Management System	Ap	PSO-6,2
CO-3	Apply software package for data analysis	Ap	PSO-6,13
CO-4	Apply software technology for data sampling	Ap	PSO-6,13
CO-5	Choose software package for parametric and non-parametric tests	Ap	PSO-6,13

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:2 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the basic concept of data	PSO 6	U	C	L	
2	Use base software for Data Base Management System	PSO 6	Ap	P	L	P
3	Apply software package for data analysis	PSO 6	Ap	P	L	P
4	Apply software technology for data sampling	PSO 6, PSO 13	Ap	P	L	P
5	Choose software package for	PSO 6 PSO 13	Ap	P	L	P

	parametric and non-parametric tests					
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O1	PS O2	PS O3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	-	1								
CO 2			-	-	-	2							1	
CO 3	-	-		-	-	1							2	
CO 4	-	-			-	1							2	
CO 5	-		-	-	-	2							2	

	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8
CO 1			-		-	-		
CO 2					-	1		
CO 3	-	-	2		-	2		
CO 4	-	-	3		-	2		
CO 5	-		3		-	1		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam/Practical E

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK4DSECOM204				
Course Title	Brand Management				
Type of Course	Discipline Specific Elective (DSE)				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4 hours
Pre-requisites	1. 2.				
Course Summary	The objective of the course is to make the students understand brand management process and to analyse the branding strategies of organizations. The course helps the learner to analyse and interprets brand performance and familiarize with trends in branding				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	An Overview of Brands and Brand Management		8
	1	Brands and Brand Management	2
	2	Branding Commodities	2
	3	Branding Challenges and Opportunities	2
	4	Brand Image and Brand Identity-Brand Proliferation-	2
II	Developing A Brand Strategy		14
	5	Brand Equity Concept – Trademark Customer-Based Brand Equity and Brand Positioning	3
	6	Sources of Brand Equity	3
	7	Identifying and Establishing Brand Positioning	3
	8	The Marketing Advantages of Strong Brands-	2
	9	Brand Resonance and the Brand Value Chain	3
III	Designing and Implementing Brand Marketing Programs		14
	10	Choosing Brand Elements to Build Brand Equity- Logos, Symbols and Slogans	7
	11	Channel Strategy- Brand Alliances	7
IV	Measuring & Interpreting Brand Performance		12
	12	Developing a Brand Equity Measurement and Management System	3
	13	Role of Brand Personas in establishing Brand equity	3
	14	Brand Personality- Brand Dynamics	3
	15	Brand valuation	3

V	Current Trends and The Way Forward		12
	16	The Brand-Product Matrix	3
	17	Brand Extension Opportunities	3
	18	Corporate Branding- Global Customer-Based Brand Equity	3
	19	Brand Partnerships	3

Recommended Books

Brand Leadership: By D.A. Aaker and E. Joachimsthaler, Free Press, 2000.
 Consumer evaluations of brand extensions: By D.A. Aaker, Journal of Marketing, 1990.
 Building Strong Brands: By D.A. Aaker, Free Press, 1996.
 Managing Brand Equity: By D.A. Aaker, Free Press, 1991.
 Compendium Of Brand Management: Published by Himalaya Publishing House, 2011.
 Strategic Brand Management for B2B Markets: A Road Map: Published by SAGE Publications India Pvt Ltd, 2010.
 Strategic Brand Management: By Pearson Education India, 2015

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the Brand Management Process and identify the opportunities and challenges of Branding	U	PSO 9 PSO 3 PSO 7
CO-2	Explain Brand strategy and evaluate the methods of brand positioning	U, An	PSO 9 PSO 7
CO 3	Analyze the methods of Brand marketing and explain the factors of Brand Equity	An	PSO 9 PSO 8
CO 4	Analyze and interpret the mechanism of measuring brand performance	E	PSO 9 PSO 12 PSO 3
CO 5	Familiarize the corporate branding trends	An	PSO 9 PSO 3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the Brand Management Process and identify the opportunities and challenges of Branding	PSO 9 PSO 3 PSO 7		F, C		

2	Explain Brand strategy and evaluate the methods of brand positioning	PSO 9 PSO 7		P		
3	Analyze the methods of Brand marketing and explain the factors of Brand Equity	PSO 9 PSO 8				
4	Analyze and interpret the mechanism of measuring brand performance	PSO 9 PSO 12 PSO 3				
5	Familiarize the corporate branding trends	PSO 9 PSO 3				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO 7	PSO8	PSO9	PSO 10	PSO 11	PSO12
CO 1	-	-	1	-	-	-	1	-	3	-	-	-
CO 2	-	-	-	-	-	-	1	-	3	-	-	-
CO 3	-	-	-	-	-	-	-	1	3	-	-	-
CO 4	-	-	1	-	-	-	-	-	3	-	-	1
CO 5	-	-	1	-	-	-	-	-	3	-	-	-

Mapping of CO s with PO's:

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	3	-	2	-	1	1	-	1
CO 2	2	3	-	-	1	1-	-	-
CO 3	3	-	2	-	1	1	-	1
CO 4	-	-	3	-	-	-	-	-
CO 5	-	-	-	-	-	-	1	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓		✓	

Discipline	COMMERCE				
Course Code	UK4DSECOM205				
Course Title	Theory and Practice of Personal Income Tax				
Type of Course	DSE				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Fundamental Knowledge in Taxation System in India				
Course Summary	This course equips the learner with practical knowledge in five Heads of Income and Computation of Gross Total Income				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Residential Status and Scope of Total Income		10
	1	Definition and Basic Concepts of Income Tax, Exempted Incomes	3
	2	Residential Status and Scope of Total Income/Incidence of Tax	2
	3	Types of Incomes, Computation of Total Income of an Individual based on Residential Status	3
	4	Heads of income	2
II	Income from Salary		18
	5	Basis of Charge, Definition and Scope of Salary	2
	6	Characteristics of Salary, Components of Salary Income	2
	7	Allowances, Perquisites, Provident Fund, Retirement Benefits	6
	8	Valuation of Perquisites and Allowances, Computation of Salary Income: Salary u/s17(1), Deductions u/s.16	8
III	Income from House Property		10
	9	Basis of Charge, Definition and Scope of House Property Income, Residential properties: Self-occupied and let-out properties	2
	10	Income Exempted from House Property, Computation of Annual Value, Deductions u/s.24	2
	11	Computation of Income from House Property	4
	12	Special Situations- Tax treatment of co-owned properties, Taxation of deemed let-out properties	2
IV	Profit and Gains from Business or Profession		10
	13	Definition of Business and Profession, Procedure for computation of Income from Business- Rules	3
	14	Revenue and Capital nature of Incomes and Expenses	2
	15	Allowable Expenses u/s. 30 to 37, Expenses expressly disallowed, Deemed Profits	3
	16	Presumptive Taxation u/s 44AD, 44ADA, 44AE	2
V	Capital Gains and Income from Other Source		12

	17	Capital Gains - Basis of charge -Definition of Capital Assets, Transfer and Transactions not considered as transfer	3
	18	Computation of Capital Gains, Exemptions in respect of certain Capital Gains u/s 54, 54B, 54EC, 54F	4
	19	Income from Other Source – Definition and scope of income from other sources	2
	20	Deductions allowable, disallowed expenses, Types of securities, Computation of Income from other sources	3

Practical

Determine the residential status of 10 Individuals

Compute the taxable salary of 10 Individuals

Recommended Books

Mehrotra and Goyal, Taxation Law & Practice, Sahitya Bhawan Publication, Agra

Vinod K. Singhania & Monica Singhania, Direct Tax Law and Practice, Taxman publication pvt. Ltd. New Delhi

Girish Ahuja & Ravi Gupta, Systematic Approach to Income Tax, Bharat Law house pvt.Ltd. New Delhi

Girish Ahuja and Ravi Gupta: Professional Approach to Direct Taxes Law & Practice; Bharat Law House, New Delhi.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the residential status of Individuals and develop a skill in tax incidence	Ap	PSO4
CO-2	Solve the problems in computation of Taxable Salary	Ap	PSO4 PSO5
CO-3	Solve the problems in computation of Income from House Property	Ap	PSO4 PSO5
CO-4	Computation of Profit and Gains from Business or Profession	Ap	PSO4
CO-5	Experiment with the computation of Taxable Income from Capital Gain and Income from Other Sources	Ap	PSO4 PSO5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	PSO4	Ap	F, C, P	L, T	
CO-2	PSO4 PSO5	Ap	F, C, P	L, T	
CO-3	PSO4 PSO5	Ap	F, C, P	L, T	
CO-4	PSO4	Ap	F, C, P	L, T	
CO-5	PSO4 PSO5	Ap	F, C, P	L, T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO-1	-	-	-	3	1	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	3	1	-	-	-	-	-	-	-	-	-

Mapping of Cos with POs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO-1	3	2	1	-	-	-	-	-
CO-2	3	1	2	-	-	-	-	-
CO-3	3	2	1	-	-	-	-	-
CO-4	3	2	1	-	-	-	-	-
CO-5	2	3	1	-	-	-	-	-

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	✓	-	✓
CO 5	✓	✓	-	✓
CO 6	✓	✓	-	✓

Discipline	COMMERCE				
Course Code	UK4DSECOM206				
Course Title	Fundamentals of Supply Chain Management				
Type of Course	DSE				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	The course intends to provide an overview of Supply Chain, Operations, Channels of Distribution, management components, network design techniques fit in to various types of Business.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Supply Chain	12
	1	Supply Chain - Definition & Importance	
	2	Types of Supply Chain	
	3	Supply Chain Management- Objectives & Scope-Inventory management & techniques.	
	4	Analysis of Supply chain - Supply Chain Constituents -SCM activities	
II		Planning Demand and Supply in SCM	9
	5	Demand forecasting in supply chain	
	6	Aggregate planning in supply chain	
	7	Planning supply and Demand in Supply Chain: Managing predictable variability	
III		Supply Chain Strategies	15
	8	Supply Chain Strategy and Implementations - Web-centric Supply Chain - Supply Chain in E-business - e-collaboration - E-Procurement	
	9	Structure of Supply Chain Management.	
	10	Factors driving Global Supply Chain Management	
	11	Customs and Global Supply Chain Management	
	13	Management of the Inventory in the Supply Chain Analysis including Vendor Management	
IV		Lean Supply Chain Management	12
	14	Lean Supply Chain Management.	
	15	Lean Supply Workforce	
	16	Dimensions of Supply Chain Excellence- Political Forces- Legal Forces- Cultural Forces- Technological Forces- Economic Forces	
	17	Dimensions: Collaborative, Operational	
	18	E-business and the supply chain- Financial evaluation of Supply Chain decisions	
V		Future Trends and Issues in SCM	12
	19	Collaborative Strategies	

	20	Vendor Managed Inventory, Third Party Logistics, Fourth Party Logistics,	
	21	Internet and E-commerce, Green Supply Chain	
	22	Reverse Logistics, World Class Supply Chain	

Activity: - Students have to visit an organisation and prepare a report on demand forecasting process, green supply chain practises and web centric supply chain practice.

Recommended Books:

Burt, Dobbler, Starling, World Class Supply Management, TMH
 Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India.
 Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
 Mohanty R.P, S.G Deshmuki 'Supply Chain Management' Biztantra, New Delhi
 Jeremy F Shapiro, Modeling the Supply Chain, Thomson duxbury 2002.
 Joel D.Wisner , Keah – Choon Tan , G. Keong Leong – Principles of Supply Chain Management A Balanced Approach– Cengage, New Delhi
 Agarwal, D.K., (2003.) 'Textbook of Logistics and Supply Chain Management', Mac Millan India Ltd,
 Ronald H. Ballou, (2004) 'Business Logistics and Supply Chain Management' Pearson Education
 Chopra Sunil and Peter Meindl (2001), Supply Chain Management: Strategy, planning and operation, Prentice Hall, Englewood cliffs, New Jersey.
 Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Describe Supply chain management concepts	U	PSO 7, PO 1
CO-2	Examine supply chain management Planning process	An	PSO 7, PO3, PO 1
CO-3	Evaluate the dimensions of Lean supply chain management	E	PSO 7, PO 3
CO-4	Appraise the importance of supply chain management in the current business Scenario	An	PSO 7, PO 6, PO 1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the supply chain	PSO 7, PO 1		C	L	

	management concepts					
CO-2	Examine supply chain management planning process	PSO 7, PO3, PO 1		P	L	
CO-3	Evaluate the dimensions of Lean supply chain management	PSO 7, PO 3	P, F		L	
CO-4	Appraise the importance of supply chain management in the current business Scenario	PSO 7, PO 6, PO 1	F, C		L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2														3							
CO 2	1		2												3							
CO 3			2												3							
CO 4	1					2									3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK4DSECOM207				
Course Title	Tourism Geography				
Type of Course	DSC				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	Tourism Geography introduces students to the foundational concepts and principles of tourism within a geographical framework. It covers the geographical divisions of Indian tourism, examines destination geographies, provides an overview of world geography in relation to tourism, and explores the practical applications of geographical knowledge in the tourism industry, fostering critical thinking and problem-solving skills.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Tourism Geography		10
	1	Tourism Geography – Meaning - Definition	
	2	Geographical Components of Tourism	
	3	Geographical Factors affected to Tourism	
	4	Types of Tourism geography - Role Travel Geography in Tourism	
II	Geographical Divisions of Indian Tourism		15
	1	Physiographic Divisions of India – Features	
	2	Northern Mountain System – Great Plains – Deserts – Plateaus – Coastal Areas – Islands	
	3	Tourism Potentials - Himalayan Mountain System	
	4	Tourism Potentials - Desert Tourism – Great Indian Desert (Thar Desert)	
	5	Tourism Potentials - River Tourism – Lake Tourism	
	6	Tourism Potentials - Backwater tourism	
	7	Tourism Potentials - Coastal Tourism - Island Tourism	
	8	Tourism potentials - Western Ghats – Eastern Ghats	
III	Destination Geography		13
	1	Destination Geography - Meaning - Types of Tourist Destination	
	2	Geographical factors - Climate - Weather - Water Bodies – Physical Landscapes – Biodiversity – Natural Habitats – Forests - Cultural Heritage – Topography – Accessibility	
	3	Geographical Determinants of Tourism	
IV	Introduction to World Geography		10
	1	Continents – Oceans - Mountains	
	2	Traffic Conference Areas – TC1, TC2 & TC3	
	3	Natural & Cultural Attractions of the World	
	Geographical Applications in Tourism		12
	1	Map Reading – Features – Tourism Mapping – Destination Mapping	

V	2	Map Reading with Indian Tourism Destinations	
	3	Recent Trends in Geographical Applications – GIS – GPS - AI Features in Travel Geography	

Practical

Prepare the Tourism Map of Indian topography based on important Tourism spots

One-day tour activity - Studying Tourism Geography in Kerala could be a visit to the enchanting backwaters/ Hill stations/ Beaches/ National Parks/ Wildlife Sanctuaries / Monuments etc.

Recommended Books

Jacob, Robinet, Indian Tourism Products, Abijeeth Publications, New Delhi

Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,

Basham.A.L , The Wonder that was India: Rupa and Company, Delhi.

Manoj Dixit, CharuSheela , Tourism Products, New Royal Books.

Hussain.A.K , The National Culture of India, national Book Trust, New Delhi

Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)

Study Kit - IATA/UFTAA

Foundation Course: -

1. Module – I – Introduction to tourism
2. Module – II – Travel Geography
3. Module – III – Air Transport

Websites

<https://www.studocu.com/in/home?origin=content-sidebar>

<https://epathshala.nic.in/>

<https://www.unwto.org/>

<https://www.wttc.org/>

<https://www.tmi.org.uk/>

<https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>

https://www.academia.edu/5758965/Tourism_Notes

<https://studylib.net/doc/25607574/trave-and-tourism-notes>

<https://www.slideshare.net/ashiyanakhan90/tourism-notes>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding of the fundamental concepts and principles of tourism geography, including the relationship between tourism and geographic factors.	U	1,2

CO-2	Analyse and evaluate the geographical divisions of Indian tourism, identifying key regions, attractions, and trends.	An	2
CO-3	Analyse various destination geographies, including their physical, cultural, and economic characteristics, and their implications for tourism	An	1.2
CO-4	To have a detailed understanding of destination Geography and its components.	U, R	12
CO-5	Apply geographical knowledge and techniques to acquire the skill of map reading & drawing	Ap	1,5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	CO-1	1,2	U	P	L	
2	CO-2	2	An	F	L	
3	CO-3	1.2	An	P	L	
4	CO-4	12	U, R	F	L	
5	CO-5	1,5	Ap	F	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	1	0	0	1	0	1	0	0	0	0	0
CO 2	0	1	1	0	0	0	1	0	0	0	0	0
CO 3	1	1	1	0	1	0	2	2	1	1	0	0
CO 4	1	1	1	0	1	0	1	2	1	1	1	0
CO 5	1	0	2	0	0	0	1	1	2	1	2	0

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓

Value Addition Courses

Discipline	COMMERCE				
Course Code	UK4VACCOM200				
Course Title	Consumer Rights and Protection				
Type of Course	VAC				
Semester	IV				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	No pre-requisites are required				
Course Summary	This course provides a comprehensive understanding about the rights of consumers and the mechanism to redress customer complaints.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction		8
	1	Meaning of Consumer -Concept of Consumerism- History and evolution of Consumerism- Rational, Need and Importance of Consumerism,	
	2	Types of Consumer Appropriate authority – Complainant – Consumer dispute – Restrictive Trade Practice.	
	3	Concept of Consumer Protection -Need for Consumer Protection - Consumer Movement	
II	Consumer Rights		12
	4	Consumer Rights-Introduction-Need-Rationale	
	5	Consumer Rights - Right to Safety, Right to Information, Right to Choose, Right to be heard – Right against exploitation – Right to Consumer Education.	
III	Consumer Protection Law In India		16
	6	Consumer protection- Consumer rights and Standardization -United Nations guidelines on consumer protection- Objectives, scope of application , general principles and framework for consumer protection - Concept of Consumer Protection Law in Ancient India	
	7	Introduction of Consumer Protection Act 1986 – Objectives – Features- Overview features, important definitions - Consumers, Goods, services, Defect, Deficiency, unfair trade practices, Dispute, Complaint -Objectives, Consumer Disputes Redressal Agencies. (Composition, Jurisdiction, Powers and Functions.) Procedure of filling complaint and Procedure to deal with complain-Consumer Protection Act 2006 (Amendments) – Salient features.	
	8	Consumer Protection Council: - Composition and Powers of National Commission, State Commission and District Consumer Forum	

IV	Consumer Protection In Service Sector		12
	9	Consumer Protection in Services Sector -Consumerism in Services Sector -Unfair Trade Practices	
	10	Consumer Rights in Banking Industry	
	11	Consumer Rights in Insurance Industry	
	12	Role of Industry Regulators in Consumer Protection - Banking: RBI and Banking Ombudsman - Insurance: IRDA and Insurance Ombudsman - Telecommunication: TRAI - Food Products: FSSAI - Electricity Supply: Electricity Regulatory Commission - Real Estate Regulatory Authority	
V	Consumer Grievance Redressal		12
	13	Redressal of consumer grievances-Goods & Services covered under Consumer Protection Act-Procedure for filing of complaints with District Forum, State Commission , National Commission.	
	14	Machinery for settlement of grievances - National Commission - State Commission - District Forum - Case Studies on Consumer Protection	

Recommended Books/Readings

Lecture on Torts and Consumer Protection Laws by Dr. Rega Surya Rao – Asia Law House, Hyderabad.

Consumer Protection Laws – By Prof. RakeshKhanna – Central – Law Agency.

Consumer Protection (Amendment) Act, 2002. S. Chand & Sons.2012.

Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs” (2007) Delhi University Publication. 334 pp.

Aggarwal, V. K. (2003). Consumer Protection: Law and Practice. 5th ed. Bharat Law House, Delhi, or latest edition.

Girimaji, Pushpa (2022). Consumer Right for Everyone Penguin Books.

Nader, Ralph (2022). The Consumer and Corporate Accountability. USA, Harcourt Brace Jovanovich, Inc.

Sharma, Deepa (2011).Consumer Protection and Grievance-Redress in India: A Study of Insurance Industry (LAP LAMBERT Academic Publishing GmbH & Co.KG, Saarbrucken, Germany. 263 pp.

Empowering Consumers e-book, www.consumeraffairs.nic.in

The Consumer Protection Act, 1986.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the need for Consumer Protection & Consumer Movement	U	PSO1
CO-2	Analyse the significance of Consumer Rights	An	PSO9
CO-3	Describe the Consumer Protection Law in India	U	PSO1
CO-4	Appraise the role of industry regulators in Consumer Protection	An	PSO9
CO-5	Evaluate the Consumer Grievance Redressal System in India	E	PSO1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO-1	Identify the need for Consumer Protection & Consumer Movement	PO2 PSO1	U	C	L	
CO-2	Analyse the significance of Consumer Rights	PO8 PSO9	An	P	L	
CO-3	Describe the Consumer Protection Law in India	PO2 PSO1	U	C	L	
CO-4	Appraise the role of industry regulators in Consumer Protection	PO2 PSO9	An	P	L	
CO-5	Evaluate the Consumer Grievance Redressal System in India	PO8 PSO1	E	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	P S O 1	P S O 2	P S O 3	P S O 4	P S O 5	P S O 6	P S O 7	P S O 8	P S O 9	PS O 10	PS O 11	PS O1 2	PS O1 3	PS O1 4	P O 1	P O2	P O 3	P O 4	P O5	P O6	P O 7	P O 8
C O 1	1	-	-	-	-	-					-					1						
C O 2			-	-	-	-		-	2		-					-						2
C O 3	1	-		-	-	-		-	-		-					2						
C O 4	-	-			-	-		-	3		-				-	2						-
C O 5	2		-	-	-	-		-			-					-					-	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK4VACCOM201				
Course Title	Sustainable Business Practices				
Type of Course	VAC				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours/Week
	4	4 hours	4		4
Pre-requisites	1.Basic understanding on sustainability 2. Familiar with fundamental business concepts				
Course Summary	An intermediate level course that gives an understanding about the sustainable business framework and methodologies, sustainable strategies and models, circular economy and sustainable indicators.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Sustainable Business Practices		12
	1.	Understanding sustainability in the context of business-Meaning, Definitions and Importance-Entrepreneurs' role as change agent- Legacy Costs-Economics of Sustainability.	
	2.	Social Entrepreneurship and Business Design-Strategy, Systems, Structures.	
	3.	Overview of the UN Sustainable Development Goals (SDGs)	
II	Sustainable Innovation Strategy		16
	4.	Sustainable Innovation: Eco-design principles: Life Cycle Thinking, Material Selection and Sourcing, Design for Durability and Longevity, Resource Efficiency and Optimization, Design for Disassembly and Recyclability, Biodegradability and Composability,	
	5.	Sustainable Business Frameworks and Methodologies: Triple Bottom Line (TBL) Approach, Sustainability Reporting Standards, Life Cycle Assessment (LCA), Natural Capital Accounting, Circular Economy Principles.	
	6.	Biomimicry and nature-inspired Design: Principles of Biomimicry-Examples of Biomimetic Designs-Applications of Biomimicry.	

III	Stakeholder Engagement and Corporate Social Responsibility		10
	7.	Importance and Benefits of Stakeholder Engagement- Role of stakeholder in CSR engagements-Employees as CSR advocates, Customers as CSR partners, Suppliers as CSR collaborators, Communities as CSR beneficiaries, Investors as CSR supporters.	
	9.	Corporate social responsibility (CSR) frameworks and standards	
IV	Engaging with Communities and NGOs		10
	10.	Building positive relationships with local communities: Stakeholder Mapping, Community Consultation and Participation, Social Impact Assessment, Community Development Programs, Conflict Resolution and Grievance Mechanisms, Partnerships with NGOs, Transparency and Communication.	
	11.	Sustainable Finance and Investment: Socially Responsible Investing (SRI)- Impact investing-Environmental, social, and governance (ESG) criteria	
V	Measuring and Communicating Sustainability Performance		12
	12.	Key Performance Indicators (KPIs) for sustainability	
	13.	Sustainability reporting frameworks: Global Reporting Initiatives (GRI), Sustainability Accounting Standards Board (SASB).	
	14.	Tools and methodologies for sustainability assessment-Regulatory Compliance and Standards-Communicating sustainability to stakeholders: The role of marketing and PR.	

Recommended Books:

- Sustainable Business Model Innovation, David Young, Martin Reeves, De Gruyter
- Sustainability management, Dr. Deb Prasanna Choudhury, Zorba Books.
- Sustainable Business: Key Issues, Second Edition, Helen Kopnina and John Blewitt, Routledge.
- Sustainable Business Models: Principles, Promise, and Practice, Lars Moratis, Frans Melissen, Samuel O Idowu, Springer.

- Sustainable Business Model Design: 45 Pattern, Florian Luedke-Freund, Henning Breuer, Lorenzo Massa,
- Sustainable Business Models, Adam Jablonski, MDPI.
- Business Models for Sustainability, Peter E. Wells, Edward Elgar.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PO /PSO addressed
CO-1	Understand the concepts of sustainable business models.	U	PO 8/PSO 1
CO-2	Integrate business knowledge and have an ethical awareness	An	PO 3/PSO 5
CO-3	Make use of tools and frameworks to develop sustainable business strategies.	U	PO 8/PSO 1
CO-4	Analyse the role of stakeholders in shaping sustainable business practices.	An	PO 5/PSO 1
CO-5	Critically assess case studies and real-world examples of sustainable business models.	An	PO 6/ PSO 5
CO-6	Communicate effectively about sustainable business concepts and practices.	Ap	PO 4/ PSO 1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the concepts of sustainable business models	PSO- 13	U	F	L	
2	Integrate business knowledge and have an ethical awareness.	PSO- 5	An	C	L	

3	Make use of tools and frameworks to develop sustainable business strategies.	PSO- 14	U	C	L	
4	Analyse the role of stakeholders in shaping sustainable business practices	PSO- 12	E	C	L	
5	Critically assess case studies and real-world examples of sustainable business models.	PSO- 5	E	P	L	
6	Communicate effectively about sustainable business concepts and practices.	PSO- 14	U	C		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		1			1							2	2	3	1	1	1	1	2	1	1
CO2		1			1							1	2	3	1		3	1	2	1	1
CO3		1			1							1	2	3	1	1	1	1	2	1	1
CO4		1			1							1	2	3	1	1	1	1	3	2	1
CO5		1			3							1	2	3	1	1	1	1	2	3	1
CO6		1			1							1	2	3	1		1	3	2	1	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			
CO 2	✓	✓		
CO 3	✓			
CO 4	✓			
CO 5	✓	✓		
CO 6	✓	✓		

Skill Enhancement Courses

Discipline	COMMERCE				
Course Code	UK4SECCOM200				
Course Title	Entrepreneurial Skills				
Type of Course	SEC				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 Hours	-	2 Hour	4
Pre-requisites	Basic idea about Business, Forms of Business Organizations, and Business Risk				
Course Summary	This course introduces students to the fundamental skills and knowledge required to thrive in an entrepreneurial environment with special emphasis on critical thinking, problem-solving, creativity, and effective communication				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Entrepreneurship Traits and Skills		6
	1	Overview of entrepreneurship - Importance and role of entrepreneurship in economic development	
	2	Characteristics of successful entrepreneurs	
	3	Entrepreneurial mindset - Visionary Thinking - Risk taking - Resilience- Persistence - Adaptability - Creativity - Innovation - Self Reliance - Passion	
	4	Entrepreneurial Skills-Networking Skills - Leadership Skills.	
II	Opportunity Identification and Evaluation		6

	5	Understanding market opportunities - Techniques for identifying entrepreneurial opportunities	
	6	Assessing market demand and competition	
	7	Feasibility analysis and opportunity evaluation	
	8	Risk assessment and mitigation strategies	
III	Creativity and Innovation		6
	9	The role of creativity in entrepreneurship - Creativity and Opportunity	
	10	Developing Creative Skills - Idea generation and brainstorming methods - Design thinking and problem-solving approaches	
	11	Incremental innovation - Adjacent innovation - Disruptive innovation - Radical innovation - Transformational innovation.	
	12	Managing and nurturing innovation within entrepreneurial ventures	
IV	Entrepreneurial Planning and Strategy		6
	13	Business model development and canvas analysis.	
	14	Crafting effective business plans - Strategic planning for startups	
	15	Financial planning and resource allocation - Scalability and growth strategies	
	16	Time Management and Leadership strategies.	
V	Communication and Teamwork in Entrepreneurship		6
	17	Importance of effective communication in entrepreneurship	
	18	Communicating business ideas to stakeholders	
	19	Building and leading effective entrepreneurial teams	
	20	Collaboration and conflict resolution in entrepreneurial settings	
	21	Networking and relationship-building for entrepreneurial success.	

Practicum (30 Hours)

To give a practicum that evaluates and inculcates entrepreneurial skills, the teacher have to design an experiential learning activity that simulates real-world entrepreneurial challenges. The suggested approach is:

Practicum 1: Case Study: See the Indicative points for organising a case study related to entrepreneurial skills, Plan and execute accordingly:

1. **Selection of Case:** Choose a relevant case study showcasing entrepreneurship, focusing on key skills like opportunity recognition and innovation.
2. **Fix the Learning Objectives:** Define clear objectives emphasising the development of entrepreneurial mindset and problem-solving abilities.
3. **Facilitate Discussion:** Guide structured discussions to analyse challenges, identify opportunities, and propose solutions.
4. **Promote Collaboration:** Encourage collaboration among students to share perspectives and collaborate on solutions.
5. **Encourage Reflection:** Allocate time for reflection on learning and application of entrepreneurial skills.
6. **Assessment:** Assess understanding through case analyses or presentations, providing constructive feedback.

Practicum 2: Combined Activity (Case Analysis, Problem Solving and Presentation)

Suggested points for conducting a practicum that evaluates and instills entrepreneurial skills:

1. **Scenario Selection:** Choose a case study that mirrors real-world entrepreneurial challenges, emphasising key entrepreneurial competencies like opportunity identification, risk management, and innovation.
2. **Learning Objectives Definition:** Clearly outline the intended learning outcomes, focusing on fostering an entrepreneurial mindset, honing critical thinking skills, and cultivating the ability to devise strategic solutions.
3. **Structured Engagement:** Facilitate structured engagement through targeted discussions and interactive activities, encouraging students to analyse the case, brainstorm ideas, and collaboratively develop actionable strategies.
4. **Reflection Opportunities:** Incorporate reflection sessions to encourage students to assess their learning, critically evaluate their approaches, and identify areas for improvement, thus reinforcing the experiential learning cycle.
5. **Assessment Framework:** Design a robust assessment framework aligned with the learning objectives, utilising performance-based assessments such as case analyses, presentations, or situational role-plays to gauge students' entrepreneurial acumen and problem-solving proficiency. (Evaluate the capacity of the learner to analyse the case, identification of key challenges and opportunities, and formulation of strategic recommendations, also look into the practicability of suggested solutions, the logic and capacity to evaluate alternatives, their presentation, teamwork and collaboration also should be considered while making the assessment)
6. **Feedback Mechanism:** Establish a feedback mechanism to provide constructive feedback to students, emphasising areas of strength and offering targeted guidance for further enhancement, thereby fostering continuous improvement and skill refinement.

These succinct guiding points serve as a comprehensive framework for conducting a practicum that effectively evaluates and cultivates entrepreneurial skills, ensuring students are equipped with the competencies required to navigate the dynamic landscape of entrepreneurship.

Practicum 3: Entrepreneurial Challenges - Field Based Project

Duration: 4 weeks

Objective: To assess students' entrepreneurial mindset and traits through hands-on experience and problem-solving in a simulated business environment.

Description:

1. **Formation of Entrepreneurial Teams:** Students are divided into teams, each comprising individuals with diverse skills and backgrounds. Teams should ideally consist of members who complement each other's strengths and weaknesses.
2. **Identification of Business Opportunity:** Each team is tasked with identifying a viable business opportunity within a given industry or market segment. They should conduct market research, analyze trends, and identify gaps or needs that their proposed business can address.
3. **Business Concept Development:** Based on their identified opportunity, teams develop a comprehensive business concept, including the product or service offering, target market, value proposition, and revenue model. They should also outline their proposed business strategy and competitive advantage.
4. **Business Plan Preparation:** Teams create a detailed business plan outlining all aspects of their venture, including marketing, operations, finances, and human resources. The business plan should demonstrate a thorough understanding of the market, potential risks, and scalability of the venture.
5. **Pitch Presentation:** Each team presents their business concept and plan to a panel of judges, which may include faculty members, industry professionals, and successful entrepreneurs. Teams must effectively communicate their ideas, demonstrate their understanding of the market opportunity, and convincingly articulate why their venture is viable and deserving of support.
6. **Assessment Criteria:** Consider Points like Creativity and Innovation, Problem-solving and Critical Thinking, Risk-taking and Resilience, Communication and Presentation Skills, Teamwork and Collaboration, Adaptability and Flexibility for the assessment of Practicum.

By engaging in this practicum, students have the opportunity to apply theoretical concepts learned in the course to real-world scenarios, allowing for a comprehensive evaluation of their entrepreneurial mindset and readiness to pursue entrepreneurial endeavours.

II. Design a Business Simulation:

1. **Select a Scenario:** Choose a business scenario relevant to your students' interests or industry focus. For example, starting a tech startup, launching a food truck business, or creating a sustainable fashion brand.
2. **Define Objectives:** Clearly outline the objectives of the simulation, such as developing a business plan, identifying target markets, managing finances, and executing marketing strategies.

3. **Create Roles:** Assign roles to students, such as CEO, CFO, Marketing Director, etc., to mimic the organizational structure of a startup.
4. **Provide Resources:** Offer resources like case studies, market research data, and financial templates to support their decision-making process.

III. Structured Activities:

1. **Business Planning:** Have students work in teams to develop a comprehensive business plan, including mission statements, market analysis, product/service offerings, and financial projections.
2. **Market Research:** Conduct market research activities to identify customer needs, analyze competitors, and assess market trends.
3. **Financial Management:** Teach financial literacy through activities like budgeting, forecasting revenue, managing expenses, and understanding profit margins.
4. **Marketing Strategies:** Encourage students to create marketing strategies, including branding, social media campaigns, and customer acquisition plans.
5. **Pitch Presentations:** Organize pitch competitions where teams present their business ideas to a panel of judges (faculty, industry professionals, or peers).

IV. Encourage Creativity and Innovation:

1. **Problem-Solving Challenges:** Introduce unexpected challenges or obstacles during the simulation to promote critical thinking and adaptability.
2. **Encourage Innovation:** Reward creativity and innovative thinking by allowing students to experiment with new ideas and solutions.
3. **Failure as Learning Opportunity:** Emphasize that failure is part of the entrepreneurial journey and encourage students to learn from setbacks and iterate on their strategies.

V. Facilitate Reflection and Feedback:

1. **Debriefing Sessions:** Schedule regular debriefing sessions where students reflect on their experiences, share insights, and discuss lessons learned.
2. **Peer Feedback:** Encourage peer feedback to promote collaboration and constructive criticism among team members.
3. **Individual Reflection:** Assign reflective journaling or self-assessment exercises for students to document their personal growth and learning throughout the practicum.

VI. Evaluation Criteria:

1. **Criteria Alignment:** Align evaluation criteria with the objectives of the practicum, focusing on entrepreneurial skills such as creativity, problem-solving, communication, and resilience.
2. **Rubrics:** Develop rubrics or scoring guidelines to assess students' performance in various aspects of the simulation, including business planning, financial management, and presentation skills.

VII. Real-World Application:

Networking Opportunities: Organize guest lectures, industry visits, or networking events to connect students with entrepreneurs, investors, and industry professionals.

Internship or Mentorship Programs: Facilitate opportunities for students to gain real-world entrepreneurial experience through internships or mentorship programs with startups or small businesses.

By following these steps, you can create a practicum that not only evaluates students' entrepreneurial skills but also provides them with valuable hands-on experience and fosters a mindset of innovation and resilience.

Recommended Books

Kimball, D. C., & Lussier, R. N. (2021). *Entrepreneurship Skills for New Ventures*. Taylor and Francis, New York.

Nieuwenhuizen, C. (2008). *Entrepreneurial Skills*. Jara and Co.Ltd, Cape Town, 2008.

Lyons, T. S., Lyons, J.S., & Samson, J.A. (2021). *Entrepreneurship Skill Building - Focusing Entrepreneurship Education on Skills Assessment and Development*. Palgrave MacMillan, Switzerland.

Jarial, S. (2022). *Entrepreneurship Development*. Napa, New Delhi.

Vaidya, S. (2014). *Developing Entrepreneurial Life Skills, Creating and Strengthening Entrepreneurial Culture in Indian Schools*. Springer, NCERT, New Delhi.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Describe the concept of entrepreneurship and its significance in contemporary business environments.	U	PSO 7
CO-2	Identifying different entrepreneurial opportunities by, evaluating, and exploiting the same	Ap	PSO 7
CO-3	Critically evaluates the problems of entrepreneurs and suggest solutions	E	PSO 7
CO-4	Develop new business ideas through applying creativity and innovation	C	PSO 7
CO5	Communicate effectively and work with teamwork for developing entrepreneurial ventures.	Ap	PSO 7

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
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CO-1	Describe the concept of entrepreneurship and its significance in contemporary business environments.	PSO 7 PO1		F	L	P
CO-2	Identifying different entrepreneurial opportunities by, evaluating, and exploiting the same	PSO 7 PO2		C	L	P
CO-3	Critically evaluates the problems of entrepreneurs and suggest solutions	PSO 7 PO1		C	L	P
CO-4	Develop new business ideas through applying creativity and innovation	PSO 7 PO2		P	L	P
CO-5	Communicate effectively and work with teamwork for developing entrepreneurial ventures	PSO 7 PO1 PO2		P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2								2						3							
CO 2		2													3							
CO 3	2								1						3							
CO 4		2													3							

CO 5	2	2													3							
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Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Final Exam
- Practical Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO-5	✓	✓	✓	✓

Discipline	COMMERCE				
Course Code	UK4SECCOM201				
Course Title	Digital Media Marketing				
Type of Course	SEC				
Semester	IV				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2		2	4
Pre-requisites	1. Basic understanding of marketing concepts 2. Familiarity with internet usage and social media platforms				
Course Summary	This course introduces commerce students to essential principles and practices of digital media marketing. It emphasizes strategies, tools, and analytics used in digital marketing for effective business promotion and customer engagement.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Digital Media Marketing	12
	1.	Overview of digital media marketing concepts and terminology	
	2.	Importance of digital media in modern commerce	
	3.	Comparison of digital media marketing with traditional marketing	
	4.	Understanding consumer behavior in the digital age	
II		Digital Media Marketing Strategy	12
	5.	Setting digital media marketing objectives aligned with business goals	
	6.	Identifying target audiences and segments for Indian markets	
	7.	Basics of Search Engine Optimization (SEO)	
	8.	Social media strategies for Indian audiences	
III		Digital Advertising and Analytics	12
	9.	Types of digital advertising channels (e.g., Pay per click, display ads)	
	10.	Introduction to Google Ads and Facebook Ads for business promotion	
	11.	Basics of web analytics tools (e.g., Google Analytics)	
	12.	Interpreting key metrics for campaign performance assessment	
IV		Social Media Marketing	12
	13.	Content Marketing – meaning and strategy	
	14.	Email Marketing: Types of Emails in email marketing,	
	15.	Managing popular social media platforms for business promotion	
	16.	Engaging with influencers and online communities	
V		Website Marketing	12

	17.	Introduction to free website creation using Weebly and similar platforms	
	18.	Step-by-step guide to setting up a free website	
	19.	Integrating social media and digital marketing tools into the website	

Recommended Books:

Gupta, Rajiv, Digital Marketing: Concepts and Strategies. Pearson India.

Chaffey, Dave; Ellis-Chadwick, Fiona; Mayer, Kevin; Johnston, Debra. Digital Business and E-Commerce Management. Pearson India.

Choudhary, Pradeep. Digital Marketing. McGraw Hill Education.

Dash, Subrat; Dash, Sanjay (Publisher). Digital Marketing: A Practical Approach. Vikas Publishing House.

Mohan, Raja. Digital Marketing: Concepts, Strategies, and Cases in Indian Context. McGraw Hill Education.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the role of digital media in contemporary marketing practices.	U,Ap	PSO-2,3
CO-2	Develop digital media marketing objectives aligned with business goals	An	PSO 9
CO-3	Identify different types of digital advertising channels.	An	PSO 9
CO-4	Implement content marketing strategies for business promotion.	Ap	PSO 9
CO-5	Create a basic website using free website creation platforms like for business promotion.	C	PSO 6

Skill Enhancement Activities

Practicum 1 : Conduct a digital media analysis project where students research and present case studies of successful digital marketing campaigns in India, highlighting the impact of digital media on modern marketing practices.

Practicum 2: In groups, students will create comprehensive digital media marketing plans for outlining specific objectives, target audiences, and strategies to achieve business goals.

Practicum 3: Social Media Content Creation Challenge

- a. Provide students with specific scenarios (e.g., promoting an event, launching a new product) and ask them to create engaging social media content (posts, graphics, videos) tailored to Indian audiences.
- b. Encourage students to use popular platforms like Instagram, Facebook, or LinkedIn for their content.
- c. Review and discuss the effectiveness of each group's content strategy in reaching and engaging the target audience.

Practicum 4: Guide students through the process of creating and customizing their own websites using platforms like Weebly or similar tools, incorporating digital marketing elements such as social media integration and SEO

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the role of digital media in contemporary marketing practices.	PSO-2,3	U,Ap	P	L	P
CO-2	Develop digital media marketing objectives aligned with business goals	PSO 9	An	P	L	P
CO-3	Identify different types of digital advertising channels.	PSO 9	An	P	L	P
CO-4	Implement content marketing strategies for business promotion.	PSO 9	Ap	P	L	P

CO-5	Create a basic website using free website creation platforms like for business promotion.	PSO 6	C	P	L	P
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O 1	PS O 2	PS O 3	PSO 4	PS O 5	PS O 6	PS O 7	PS O 8	PS O 9	PS O 10	PS O 11	PS O 12	PS O 13	PS O 14
CO 1		1	3											
CO 2									3					
CO 3									3					
CO 4									3					
CO 5						3								

	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8
CO 1	3	2						
CO 2	3		3					
CO 3	3	2						
CO 4	3		3					
CO 5	3						2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam
- Practical Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
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CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

SEMESTER V

Discipline Specific Core Courses

Discipline	Commerce				
Course Code	UK5DSCCOM300				
Course Title	Financial Management				
Type of Course	DSC				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Basic awareness about Business				
Course Summary	The course will provide detailed knowledge of different financial management decision techniques. It will help to evaluate and analyze sources of finances and capital structure of companies. Additionally, it will cover the application of capital budgeting projects and analyze the market valuation of companies based on dividend decisions.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Financial Management		12
	1	Business Finance - Meaning, Scope and Functions	
	2	Financial Management – Characteristics, Functions, Scope and Process	
	3	Objectives of Financial Management – Profit Maximisation and Wealth Maximisation	
	4	Pillars of Financial Management – Financing Decision, Investment Decision, Dividend Decision, Working Capital Decision	
II	Financing Decision		18
	5	Sources of Finance – Equity and debt, Long term and short term- Leverage- operating, financial, and combined-Trading on Equity	
	6	Cost of Capital – Cost of debt, cost of equity, cost of retained earnings, combined cost of capital.	
	7	Capital Structure – Theories, Factors Determining Capital Structure, Liquidity, Profitability, EPS calculation,	
	8	Relative benefits of different sources of fund.	
III	Investment Decision		20
	9	Capital Budgeting – Importance-Factors Determining Capital Budgeting	
	10	Capital Rationing - Time Value of Money	
	11	Techniques of Capital Budgeting - Traditional and Modern	
	12	Pay Back Period method – Applicability	
	13	ARR – Applicability	
	14	Net Present Value – Applicability	
	15	Profitability Index – Applicability	

	16	Internal Rate of Return – Applicability	
		Use of appropriate techniques in business project proposal evaluation.	
IV	Working Capital Decision		12
		Working Capital – Need, Types, Sources and Principles	
		Factors affecting Working Capital, Adequacy of working capital	
		Working capital cycle, Management of cash, Receivables management, Inventory management	
		Working capital estimation (calculation)	
V	Dividend Decision		13
	21	Dividend-Forms of Dividend and Valuation of firm	
	22	Theories of Relevance & Irrelevance	
	23	Conservative Dividend Policy & Liberal Dividend Policy	

Practical:

1. Compare and analyse Source of Finances of at least 5 Listed Companies. Discuss the capital structure and calculate possible cost of capital.
2. Evaluate share price of at least 10 companies before and after dividend declaration.

Recommended Books:

1. Ross, Westerfield, Jaffe –Corporate Finance, Mc Graw Hill Publication.
2. Brealey, Myers–Principles of Corporate Finance, Mc Graw Hill Publication.
3. Prasanna Chandra–Financial Management, Mc Graw Hill Publication
4. Khan, M.Y. & Jain, PK(2010) Financial Management. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
5. Chandra, Prasanna, (2009) Financial Management. New Delhi: Tata McGraw Hill Publishing co. Ltd.
6. Kulkarni, P.V.(2011) Financial Management. Bombay: Himalaya Publishing House
7. Maheshwari, S.N. (2012) Principles of Financial management.Delhi: Sultan Chand & Sons.
8. Pandey, I.M. (2010): Financial Management.New Delhi: Vikas Publishing House (P)Ltd.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the fundamentals of financial management	U	1
CO-2	Examine the influence of leverage on EPS	E	11
CO-3	Identify the benefits of time value-based project evaluation techniques.	An	11
CO4	Establish the relevance of IRR, NPV and profitability index for project evaluation on relative terms in making capital budgeting decisions.	C	11
CO-4	Estimate the working capital adequacy requirements.	Ap	1
CO-5	Identify the impact of dividend on market value of shares.	E	1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Describe the fundamentals of financial management	1	U	C	L	
2	Examine the influence of leverage on EPS	11	E	F	L	
3	Identify the benefits of time value-based project evaluation techniques.	11	An	F	L	
4	Establish the relevance of IRR, NPV and profitability index for project evaluation on relative terms in making capital budgeting decisions.	11	C	F	L	
5	Estimate the working capital adequacy requirements.	1	Ap	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

[illegible]

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Assignment/ Seminar
- Internal Exam
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment/Seminar	Final Exam
CO 1	✓		✓
CO 2	✓		✓
CO 3	✓		✓
CO 4	✓	✓	✓
CO 5	✓	✓	✓

Discipline	COMMERCE				
Course Code	UK5DSCCOM301				
Course Title	Fundamentals of Income Tax				
Type of Course	DSC				
Semester	V				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours		2- hours	5
Pre-requisites	General awareness on taxation system of India and the purpose of taxation				
Course Summary	The course "Fundamentals of Income Tax" aims to provide learners with a sound understanding on the basics of Income Tax charged in our country. It also intends to build a good understanding on the different heads of income and income chargeable under each head. The ultimate objective of this course is to equip the learner to calculate Total Income of an Individual, his tax liability and file Income Tax Return.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Income Tax		10
	1	Basic Concepts of Income Tax –Direct Tax and Indirect Tax, Income tax, Features of Income Tax, Components of Income Tax Law, Assessment year, Previous Year, Person, Assessee, Income, Gross Total Income, Total Income, Casual Income, Income Tax Rates applicable to Individuals, Maximum Marginal Rate	
	2	Residential Status and Scope of Tax – Residential status of an Individual, Scope of tax of an Individual based on Residential status	
	3	Income exempted for Individuals, Agriculture Income – Kinds, Taxability	
	4	Source of Income and heads of Income	
	5	Practicum: Judge the residential status of Individuals, scope of tax based on residential status of Individuals.	
II	Income from Salary Sec.15 to 17 (Except Pension Benefits)		13
	6	Chargeability u/s 15- Components of Salary, Allowances- fully taxable, partly taxable, fully exempted	
	7	Deductions u/s 16 – Standard Deduction, Entertainment Allowance, Employment Tax	
	8	Perquisites and Profits in lieu of Salary u/s 17	
	9	Practicum: calculate salary Income of Individuals.	
III	Income from House Property and Profits and Gains of Business or Profession		13
	A	Income from House Property Sec. 22 to 27	
	10	Chargeability – Income Chargeable under Income from house property	

	11	Exemptions - Income exempted from house property	
	12	Annual Value- Gross Annual Value, Annual Value, Rule 4	
	13	Deductions from Annual Value – Standard deduction (Sec.24), interest on housing loan- pre construction and post construction period	
	14	Practicum: calculate the income from house property of Individuals.	
	B	Profits and Gains of Business or Profession Sec. 28 to 44:	
	15	Chargeability- income chargeable under Profits and Gains of Business or Profession (sec.28), rules in assessment, computation of chargeable profit or gain	
	16	Deductions Expressly Allowed to an Individual	
	17	Deductions Expressly disallowed to an Individual	
	18	Depreciation- rates and calculation	
	19	Practicum: calculate the Business Income of Individuals.	
IV	Capital Gains and Income from Other Sources		12
	A	Capital Gains Sec. 45 to 55	
	20	Chargeability – Income Chargeable under Capital Gain	
	21	Capital Asset- Capital and non-capital asset	
	22	Computation of Short Term and Long-Term Capital Gain	
	23	Capital Gains exempt from tax - Sec.54, 54B, 54EC, 54F	
	B	Income from Other Sources Sec.56-59	
	24	Chargeability- Income Chargeable under other sources	
	25	Deductions allowed from other sources	
	26	Interest on Securities and Interest on Deposits - Bond Washing Transactions	
	27	Activity: calculate the capital gain and other income of Individuals.	
V	Computation of Tax of an Individual		12
	28	Clubbing and Aggregation of Incomes	
	29	Set off and carry forward of Losses	
	30	Computation of Gross Total Income	
	31	Deductions from Gross Total Income applicable to Individuals 80 C, 80 CCC, 80 CCD, 80 CCD (1B), 80 D, 80 DD, 80 DDB, 80 E, 80 EE, 80EEA, 80 G, 80 GG, 80 GGA, 80 GGC, 80 QQB, 80 RRB, 80 TTA, 80 TTB and 80 U	
	32	Computation of Income Tax of an Individual - Old Regime and New Regime	
	33	Rebate and Relief	
	34	E computation of tax and E filing of return using the data collected for assignment	
	35	Practicum: 1. calculate the total taxable income of Individuals. 2. Compute the tax (In two regimes, state which one is beneficial to the individual) 3. File return through a dummy site for e-filing of tax.	
Practical for Skill Improvement			
Practicum			
1. Judge the residential status.			

Aim: To judge the residential status of Individuals, scope of tax based on residential status of Individuals.

Process: - each learner should collect the days of stay of 10 to 20 NRIs for the last 11 years. Based on the collected data, she classifies the NRIs based on the criteria and judge their residential status as well as the income to be taxed in India.

Output:- Maintain a Note book stating the residential status of the NRI and the income to be taxed with their judgement

2. Judge the income to be taxable in India based of residential status.

Collect income of the same 10 to 20 individuals and decide whether each of his income is taxable in India according to his residential status with the aim of judging the income to be taxed based on residential status and maintain a record of that judgement.

3. From the same data calculate their Total Income

Collect income of the same 10 to 20 individuals and classify the income in different heads with the aim of computing the taxable income in each head of each individual and maintain a record of that computation.

4. Calculate tax both under new and old regime and suggest which one is beneficial to them.

Use income of the same 10 to 20 individuals and estimate total taxable income with the aim of computing tax liability of each individual and maintain a record of that Computation.

5. E-file the income of individual through dummy sites developed for the e-filing.

Use income and estimated tax liability of the same 10 to 20 individuals to e-file in a dummy site with the aim of understanding the e-filing process and maintain a record of that e-filing.

The project as a CCA component.

6. Collect the income details of 10 individuals and compute their total income and income tax. E-file the same and take print out of form 16 and show as output.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the basics of Income Tax	U	PSO4
CO-2	Determine the residential status of an individual, and chargeability of an income	Ap	PSO4
CO-3	Compute taxable salary of an individual	Ap	PSO4
CO-4	Calculate taxable income of an individual under house property	Ap	PSO4
CO-5	Calculate income from business and profession of an individual	Ap	PSO4
CO-6	Identify short term and long term capital asset and calculate capital gain of an individual	Ap	PSO4

CO-7	Identify incomes of an individual come under other source and calculate taxable income from other source	Ap	PSO4
CO-8	Calculate Total Income of an Individual, Tax Liability and suggest the beneficial regime	E	PSO4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the basics of Income Tax	4	U	F, C	L	-
CO-2	Determine the residential status of an individual, and chargeability of an income	4	R, Ap	F, C	L,T	P
CO-3	Compute taxable salary of an individual	4	Ap	P	L,T	P
CO-4	Calculate taxable income of an individual under house property	4	Ap	P	L,T	P
CO-5	Calculate income from business and profession of an individual	4	Ap	P	L,T	P
CO-6	Identify short term and long term capital asset and calculate capital gain of an individual	4	Ap, An	P	L,T	P
CO-7	Identify incomes of an individual come under other source and calculate taxable income from other source	4	Ap, An	P	L,T	P
CO-8	Calculate Total Income of an Individual, Tax Liability and suggest the beneficial regime	4	E	M	L,T	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
C O 1	1	-	-	-	-	1	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
C O 2	2	3	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
C O 3	-	-	1	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
C O 4	-	-	2	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
C O 5	-	1	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
C O 6	-	-	-	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
C O 7	-	1	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
C O 8	-	-	-	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓
CO 7	✓	✓		✓
CO8	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK5DSCCOM302				
Course Title	Cost Accounting				
Type of Course	DSC				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	Awareness on cost, elements of cost, cost accounting principles.				
Course Summary	This course helps the students to familiarize with cost, cost accounting concepts and to have practical awareness in accumulating cost based on elements of cost; such as material, labour and expense (both direct and Indirect). It also helps the students to have a knowledge relating to different basis of allocation, apportionment and absorption of overheads and reasons of difference in the profit as per financial statement and cost statement.				

Detailed Syllabus:

Module	Unit	Content	Hrs.
I	I - Introduction to Cost Accounting		12
	1	Meaning, concepts of cost, costing, cost accounting, cost accountancy, objects of cost accounting.	
	2	Cost centre, cost unit, profit centre, classification of cost.	
	3	Difference between cost accounting and financial accounting	
	4	Elements of costs, methods of costing, techniques of costing, installation of costing system, advantages and limitations of cost accounting	
		Practicum – Identify the elements of cost from a given list of cost Inputs- 1. Data relating to the production of an industrial product. Objectives – to identify elements of cost from a cost sheet Process- Identify different cost elements as direct material, direct labour, direct expense and overhead. Output- Classified list of cost elements (Visit any one industrial unit and identify the cost elements)	
II	II - Accounting and Control of Material Cost		18
	5	Meaning, importance, material procurement and documentary design. Methods of Material Control - EOQ, JIT, Levels of Inventory.	
	6	Storage control; Bin Card, Stores Ledger, Methods of Pricing of Issue of Materials.	
	7	Material Consumption Control - ABC, VED and FSN analyses.	
	8	Perpetual inventory control system, continuous stock taking and periodic stock taking, material losses and its accounting treatment.	
		Practicum – Calculate EOQ, and different inventory levels. Inputs- 1. Data relating to nature of material, material requirement and price of material. Objectives – to estimate the EOQ and different cost levels in an manufacturing firm.	

		<p>Process- Calculating different cost levels, EOQ, classifies materials based on its features for material control.</p> <p>Output-EOQ in number or kilogram, different levels of materials for the industrial unit, suggested tools for material control.</p> <p>(Visit a manufacturing unit for identifying materials based on nature and prepare a report on different material control techniques.)</p>	
III	III - Accounting and Control of Labour Cost		12
	9	Time Keeping, Time Booking - Meaning and methods.	
	10	Systems of wage payments- Time rate, piece rate, differential piece rate – Taylor’s differential piece rate system and Merrick’s differential piece rate system. Incentive wage payment plans – Halsey, Halsey weir and Rowan plans.	
	11	Idle time and over time- Accounting treatment. Labour turnover rate.	
		<p>Practicum – calculate wages based on different incentive plans and suggest which one is profitable from employee point of view</p> <p>Inputs- 1. Data relating to piece rate and standard output, output per employee and other required data for calculating total wages.</p> <p>Objectives – to suggest a profitable incentive wage plan to employees.</p> <p>Process- Calculate different wages.</p> <p>Output-Profitable incentive wage scheme proposal for average employee, efficient employee, and highly efficient employee.</p>	
IV	IV - Accounting for Overheads		18
	13	Classification of overheads.	
	14	Allocation and Apportionment of overheads- methods of apportionment and re-apportionment of overheads.	
	15	Absorption of overheads and its methods, Treatment of under and over absorption of overheads. Allocation of overheads under Activity Based Costing.	
	16	Types of overhead rates - Calculation of Machine Hour Rate.	
		<p>Practicum – Identify the basis of allocation, and apportionment of overhead in a manufacturing unit and service organisation.</p> <p>Inputs- 1. Data relating overhead.</p> <p>Objectives – to identify basis of allocation and apportionment</p> <p>Process- identify basis and allocating the overheads</p> <p>Output-List of basis of allocation, overhead rate based on MH, LH.</p>	
V	V - Unit Costing		15
	17	Meaning and Preparation of cost sheet	
	18	Preparation of tenders and quotations.	
	19	Costing systems-Integral and non- integral system (Theory only), Reconciliation of cost and financial accounts.	

Recommended practical:

1. Analyse the system of wage payment in the nearby small business units.
2. Collect data from nearby shops and prepare a cost sheet.
3. Prepare bin cards and stores ledger after collecting information from nearby hospitals and small business units.

Books Recommended:

1. Jain S.P. and Narang K.L. - Advanced Cost Accounting, Kalyani Publishers, New Delhi.

2. Prasad N. K. - Advanced Cost Accounting, Book Syndicate Pvt. Ltd. Kolkata.
3. Khan M.Y. and Jain P.K. - Advanced Cost Accounting, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
4. Thulsian P.C. - Practical Costing, Vikas Publishing House, New Delhi.
5. Arora M.N. - Principles and Practice of Cost Accounting, Vikas Publishing House, New Delhi.
6. Nigam B.M. and Jain K. - Cost Accounting PHI, New Delhi.
7. Maheswari. S.N. - Cost and Management Accounting, Sultan Chand & Sons, New Delhi.

Course Outcome:

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Determine the elements of costs	E	PSO-3,11
CO-2	Identify the benefits of different material consumption control methods.	Ap	PSO-3,11
CO-3	Develop the application skill in drafting a cost sheet and estimation of tender.	Ap	PSO-3,11
CO-4	Analyse the various system of wage payment.	An	PSO-3,11
CO-5	Prepare cost sheet after final cost allocation and absorption.	Ap	PSO-3,11
CO-6	Reconcile cost and financial results.	An	PSO-3,11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Determine the elements of costs	PSO-3,11	E	C	L	P
CO-2	Identify the benefits of different material consumption control methods.	PSO-3,11	Ap	C	L	P
CO-3	Develop the application skill in drafting a cost sheet and estimation of tender.	PSO-3,11	Ap	P	L	P

CO-4	Analyse the various system of wage payment.	PSO-3,11	An	C	L	P
CO-5	Prepare cost sheet after final cost allocation and absorption.	PSO-3,11	Ap	P	L	P
CO-6	Reconcile cost and financial results.	PSO-3,11	An	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
C O 1	1	-	-	-	-	1	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 2	2	3	-	-	-	2	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 3	-	-	1	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 4	-	-	2	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 5	-	1	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 6	-	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓		✓	✓

Discipline	Commerce				
Course Code	UK5DSCCOM303				
Course Title	Human Resource Management				
Type of Course	DSC				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Basic idea about business				
Course Summary	The course will exhibit the concepts and integrated role of Human Resource Management. It will help in selecting human resources through leading processes and providing training to them. Additionally, it will provide knowledge of contemporary issues in HRM and e-HR.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Human Resource Management		12
	1	Concept of HRM, Nature, Scope, Functions, Model of HRM	
	2	Roles and Responsibilities of HR managers; Business and organizational restructuring and its implications for human resource management	
	3	Approaches to HRM; Competitive Challenges and HRM	
	4	Workforce Diversity, Managing Protean Careers, Moonlighting Phenomenon, Psychological Contract, developmental Leadership, employee engagement.	
II	Workforce Strategy		12
	5	Strategic Planning and HR Planning	
	6	Linking the Processes, Methods and Techniques of Forecasting the Demand and Supply of Manpower, Turnover and Absenteeism, Job Analysis, Job Design and Re-design	
	7	Job Enlargement, Job Enrichment, Corporate Strategy and Human resource management	
	8		
III	Expanding the Talent Pool		12
	9	Recruitment, Selection, Placement and Socialization	
	10	Induction & Orientation, Training and Development	
	11	Performance Appraisal & Performance Management - Methods	
	12	Career Planning & Development, Succession Planning	
	13	Job Evaluation	
	14	Compensation Management	
	15	HRM Competencies: Role of HR Generalists and HR Specialists	
IV	Contemporary Issues in HR		12
	16	Contemporary Issues in HR	
	17		
	18	Different working pattern (e.g. day work, shift systems, flexi-time, working at home, casual employment)	

	19	Human Resource Information Systems and e-HR for the digital age, Competency mapping, Empowering managers through positive political skills, Mentorship	
V	Maintaining HR		12
	20	Quality of Work life, Work Life Balance, Work Stress & Counselling	
	21	Employee Welfare, Employee Empowerment, Employee Engagement	
	22	Overview of Industrial Relations	

Practical:

1. Provide Training to juniors in any specific area across 20 groups and analyse before after result.
2. Conduct a model selection process in terms of specific jobs.

Recommended Boks:

1. Mondy, W., (2016), Human Resource Management, Pearson Education.
2. Durai, P. (2016), Human Resource Management, Pearson Education.
3. Ivancecich, J.M. (2016), Human Resource Management, Mc GrawHill Education.
4. Dessler, G. & Varkkey B. (2015), Human Resource Management, Pearson Education
5. Byars, L.L., & Rue, L.W., (2013), Human Resource Management, Mc GrawHill Education.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the process of HRM	U	1
CO-2	Identify appropriate training development tools to enhance the performance level of employees	Ap	5
CO-3	Review contemporary issues in HR such that employee issues are addressed effectively.	An	5
CO-4	Identify relative benefits of different training methods adopted for performance enhancement.	U	5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the functions and process of HRM	1	U	C	L	
2	Exhibit Integrated perspective on role and environment of HRM	5	Ap	F	L	
3	Implement Competency to recruit, train, and appraise the performance of employees	5	Ap	F	L	
4	Review ability to handle employee issues and evaluate the new trends in HRM.	5	An	F	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO 1	1	-	-	-	2	-	-	2	3	-	-	-	-	-	-
CO 2	1		1	-	2	-	1	2	-	-	-	-	3	-	-
CO 3	1	-		2	3	-	1	2	-	-	-	-	3	-	-
CO 4	1	-	2	2	3	-	1	2	-	-	-	-	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Assignment/ Seminar
- Internal Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment/Seminar	Final Exam
CO 1	✓	✓	✓
CO 2	✓	✓	✓
CO 3	✓	✓	✓
CO 4	✓	✓	✓

Discipline	COMMERCE				
Course Code	UK5DSCCOM304				
Course Title	Logistics and Supply Chain Management				
Type of Course	DSC				
Semester	V				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites					
Course Summary	This course provides a comprehensive introduction to the fundamental concepts, principles, and practices of logistics and supply chain management. The course covering key areas such as logistics management, supply chain management, port management, strategic operations management, and warehousing. Students will gain a thorough understanding of the role of logistics and supply chain management in modern business operations, including the key functions involved in planning, implementing, and controlling the flow of goods and services from the point of origin to the point of consumption.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Fundamentals of logistics management:		14
	1	Concept of Logistics, Objectives of Logistics, Importance of Logistics, Types of Logistics, Role of Logistics in an Economy.	
		Concept of Logistics Management and its elements - storage handling, packing, inventory, delivery, and information handling.	
	2	Modern concepts in logistics- Logistics 4.0: Meaning, E- Logistics, shuttles or Automated Guided Vehicles, pick-by-voice, pick-by-light, or pick-by-scan solutions, Self-driving fork-lift trucks , Artificial Intelligence & Autonomous Logistics.	
	3	Container: types, container handling equipment,	
	4	Cargos: Classification of Cargoes, Types of Ships, Stowage of cargo,	
	5	Packing: Types of packing, Dangerous cargo.	
	Activity:	Discuss relevant case studies	
II	Strategic operations management and Transportation Networks and Sourcing		10
	6	Planning and control – meaning, Role of logistics in strategy	
	7	Modern production management tools: JIT manufacturing - Introduction to Six sigma concepts- TQM- Lean manufacturing. - Kaizen	
	8	Role of transportation – modes and their performance – transportation infrastructure and policies - design options and their	

		trade-offs – Tailored transportation. Sourcing – In-house or Outsource – 3rd and 4th PLs – supplier scoring and assessment.	
III	Title of the Module: Warehousing		10
	9	Meaning of a Warehouse	
	10	Need for warehousing management	
	11	Functions of Warehouses	
	12	Types of Warehouses	
	13	Warehousing Cost	
	14	Warehousing Strategies	
	15	Warehouse process: Receiving and put away– In- handling - offloading - Checking - Cross-docking	
	16	Role of a warehouse manager	
	17	Significance of Warehousing in Logistics	
	18	Warehouse providing value added services, Warehouse internal operations, Warehousing Management Systems (WMS)	
	19	Role of government in warehousing, Characteristics of an ideal warehouse	
	20	Quality control - Put-away - Pick area layout - Picking strategies and equipment -order picking methods - Replenishment to dispatch	
	21	Value adding services - Indirect activities	
	22	Inventory management - Stock or Inventory counting - Perpetual inventory counts - Inventory Safety and security in warehouses - Returns processing – Dispatch, Future trends in warehousing.	
		Case studies	
IV	Title of the Module: supply chain management		14
	23	Meaning, Importance, Overview, Objective, Process Overview, Process tools, Supply chain dynamics, A model of SCM, Focus areas in SCM, Change Drivers, Evolution of SCM, Types of Cargoes. Cross docking warehousing, Agile SCM, Green SCM, Maritime SCMs, Sourcing, Transportation, Indian supply chain architecture, Inbound and outbound supply chain management.	
	24	Supply Chain Network Design: Logistics and SCM Network design, Integrated SCM Planning, Strategic Importance of Logistics/SCM network planning, Factors influencing network design decisions, Major Locational determinants, Framework - Design – and Functions, Types and Functions of Distribution Channel, Physical Distribution Management.	
	25	Practical: Case studies on SCM	
V	Title of the Module- Port operations management		12
	26	Managing Port Operations: Introduction to Vessel Traffic Systems (VTS) & Harbor Authority, Services rendered by Ports and performance indicator	
	27	Terminal operations: Factors affecting Terminal Productivity	
	28	Cargo handling equipment and intermodal connections. Role and Functions of Ports, Maritime Canals, Major Trade Lanes.	
Required activities		<ul style="list-style-type: none"> Visit and prepare a report on the functions of a port. 	

		<ul style="list-style-type: none"> • Understand the logistic structure of different online delivering companies, For eg. Amazon, Delhivery, ekart. • Make a report on the warehousing practices of different goods. (For eg. Perishable, Non-perishable, Electronics, hazardous goods) 	
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Recommended Books.

1. Logistics Management, Ganapathi, Nandi, Oxford publishers, 2023 edition.
2. Supply Chain Logistics Management, Donald J. Bowersox, David J. Closs, M. Bixby Cooper, John C Bowersox, Mc.Graw Hill, 2023 edition.
3. Material Management, Verma S., Abd Publishers, latest edition
4. Operations Management, by Jay Heizer, Barry Render, Chuck Munson, Amit Sachan, Pearson publishers. latest edition
5. Cases in Operations and Strategic Management, Dr Arun Sahay and Dr Veenu Sharma, Bloomsbury publication, latest edition.
6. Strategic Management: David, Fred; Concepts and Cases; PHI Learning
7. Port Management and Operations. PATRICK M. ALDERTON. Information Law Category, U.K.
8. Strategic Management: Concept and Cases; Thomson, Arthur A. and Strickland, A. J.; McGraw Hill Education,
9. Warehouse Management: A Complete Guide to Improve Efficiency and Minimizing Cost in the Modern warehouse. Gwynne Richards, The Chartered Institute of Logistics and Transport, Kegan page limited.
10. A Supply Chain Logistics Program for Warehouse Management. David E. Mulchy & Joachim Sidon, Auerbachian Publications.
11. Supply Chain Management, K. Shridhara Bhat, Himalaya Publishing House, Latest Edition
12. Logistic and warehousing management, publications of Indian Institute of Material Management, latest edition.
13. Basics of Warehouse and Inventory Management : (The pillars of business Logistics) INDIA SPECIFIC EDITION 2022, Villivalam Rangachari Rangarajan, online edition

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level
CO-1	Identify the support systems for effective logistics services.	U
CO-2	Ascertain technological innovations in logistics and transportation for competitive advantage.	An
CO 3	Describe logistics 4.0 for automation, product design and warehouse management.	U
CO 4	Compare the pros and cons of disruptive business models in the logistics industry.	An
CO 5	Describe features of quality initiatives under lean manufacturing, JIT, Kaizen and TQM.	U

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO 1	Identify the support systems for effective logistics services.	PSO7	U	F, C	L	-
CO 2	Ascertain technological innovations in logistics and transportation for competitive advantage.	PSO6	An	P	L	-

CO 3	Describe logistics 4.0 for automation, product design and warehouse management.	PSO6	U	C	L	-
CO 4	Compare the pros and cons of disruptive business models in the logistics industry.	PSO7	An	P	L	-
CO 5	Describe features of quality initiatives under lean manufacturing, JIT, Kaizen and TQM.	PSO03 PSO11	U	C	L	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 3	PSO 6	PSO 7	PSO1 1	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	-	-	-	2	1		2	1	1	1	
CO 2	2	3	-	-	2	2		2	1	2	3	
CO 3	-	-	1	-	3	1		3	1	1	2	
CO 4	-	-	2	3	1	3		1	2	2	1	

CO 5	-	1	-	-	1	2		2	1	1	1	
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Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK5DSCCOM305				
Course Title	Advanced Corporate Accounting				
Type of Course	DSC				
Semester	V				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours/Week
	4	4 hours	4		4
Pre-requisites	Basic knowledge about accounting process, financial statements, and forms of business.				
Course Summary	This course offers hands-on experience in corporate restructuring strategies, along with a comprehensive understanding of financial statements specific to banking and insurance companies. Participants will gain practical skills in analyzing financial data to assess the performance of corporations across various industries. Through case studies and real-world scenarios, students will learn to navigate the complexities of corporate finance, evaluate restructuring options, and interpret financial statements to make informed business decisions. Whether you're a finance professional seeking to enhance your expertise or an aspiring entrepreneur looking to understand the financial health of companies, this course provides essential tools and insights for success in the dynamic world of corporate finance.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Corporate Restructuring - External		14
	1	Reasons, Benefits and Types of Restructuring	
	2	Purchase Consideration- Methods and calculation	
	3	Amalgamation – Accounting Entries and Opening Balance sheet	
	4	Absorption - Accounting Entries and Opening Balance sheet	
	5	External Re Construction- Accounting Entries and Opening Balance sheet	
		Practicum - Calculate purchase consideration of a corporate restructuring in different methods. -Draft accounting treatment of assets and liabilities when the company is absorbed by another company, by taking a recent case of absorption.	
II	Accounts of Banking Companies		12
	6	Financial statements of Banking Companies	
	7	Rebate on Bills Discounts, Provisions for doubtful debts	
	8	Preparation of Balance Sheet – Form A	
	9	Preparation of Profit and Loss account – Form B	
		Practicum - Collect and Compare the Balance sheets and income statements of nationalised banks in India and prepare a statement showing the differences in assets and liabilities. - Identify the treatment of NPAs by the bank.	

		Visit a bank and collect different forms and examine the slip system of posting after the introduction of e-banking.	
III	Accounts of Life Insurance Companies		12
	10	Basic concepts of insurance, Insurance Contracts, Re-insurance, Commission on reinsurance, Co-insurance, Double Insurance, Statutory records	
	11	Preparation of Revenue Accounts	
	12	Preparation of Valuation Balance sheet and Calculation of amount available to policy holders and P & L Account	
	13	Preparation of Balance Sheet	
		Practicum <ul style="list-style-type: none"> - Collect and Compare the Balance sheets and income statements of LIC and a private Life Insurance Company in India and prepare a statement showing the differences in assets and liabilities. - Identify the treatment of claims and premiums. Visit an insurance company branch and collect different forms of remittance of premium after the introduction of e-payment, different insurance policies and the claim paid.	
IV	Accounts of General Insurance Companies		10
	14	Types of General Insurance, Reserve for unexpired risk	
	15	Preparation of Revenue Account, P&L Account	
	16	Preparation of Balance Sheet	
		Practicum <ul style="list-style-type: none"> - Collect and Compare the Balance sheets and income statements of two general Insurance Companies in India and prepare a statement showing the differences in assets and liabilities. - Identify the treatment of claims and premiums. - List-out the conditions of insurance from a policy document. Visit a general insurance company branch and collect data regarding different insurance policies and the process of payment of claims. Visit a health insurance companies branch and list out the requirements for availing claims.	
V	Assessing Financial Performance		12
	17	Meaning of EPS - AS 20,	
	18	Calculation of Basic EPS, Adjusted EPS and Diluted EPS	
	19	EBIT- EPS analysis	
		Practicum <ul style="list-style-type: none"> - Collect financial statements of banks and insurance companies and calculate different EPS. 	

Recommended Books:

1. Jain S.P and Narang K.L .Corporate Accounting, Kalyani Publishers, New Delhi.
2. Maheswari S.N. and Maheswari S.K. Corporate Accounting, Vikas Publishing House, New Delhi.

3. Pillai R.S N, Bhagavathi and Uma S. Fundamentals of Advanced Accounting, S Chand & Co. Ltd., New Delhi.
4. Shukla M C, Grewal T.S. and Gupta S.C. Advanced Accounts S.Chand & Co. Ltd., New Delhi.
5. Paul. K.R. Accountancy, New Central Book Agency Pvt. Ltd. Kolkata.
6. Mukherjee A. and Hanif M. Corporate Accounting, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
7. Nirmal Gupta and Chhavi Sharma. Corporate Accounting Theory and Practice, Ane Books India, New Delhi

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PO addressed
CO1	Create the Opening Balance Sheet after External Corporate Re-structuring	U	3,10,11
CO 2	Create the final accounts of Banking Companies	C	3,10,11
CO 3	Create the financial statements of Life Insurance companies	C	3,10,11
CO 4	Create the financial statements of General Insurance companies	C	3,10,11
CO 5	Evaluate the financial performance of Companies	E	3,10,11
CO 6	Solve the problems of EPS with respect to AS 20	A	3,10,11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	Cognitive Level	PSO	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO1	Create the Opening	U	3,10,11	F, C	L	P

	Balance Sheet after External Corporate Restructuring					
CO 2	Create the final accounts of Banking Companies	C	3,10,11	P	L	P
CO 3	Create the financial statements of Life Insurance companies	C	3,10,11	P	L	P
CO 4	Create the financial statements of General Insurance companies	C	3,10,11	P	L	P
CO 5	Evaluate the financial performance of Companies	E	3,10,11	C	L	P
CO 6	Solve the problems of EPS with respect to AS 20	A	3,10,11	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
C O 1	1	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	-	-
C O 2	1		1	-	-	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	-	-
C O 3	1	-		2	-	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	-	-
C O 4	1	-	2	2	-	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	-	-
C O 5	1		2	2	-	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	-	-
C O 6	1	-	2	2	-	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓		✓	✓

Discipline Specific Electives

Discipline	COMMERCE				
Course Code	UK5DSECOM300				
Course Title	Stock Exchanges: Operations and Regulations				
Type of Course	Discipline Specific Elective (DSE)				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites	Key knowledge on Indian financial system and its diverse financial products and services.				
Course Summary	The aim of the course is to equip the learner with a comprehensive understanding of the stock market operations and regulatory framework. The course further investigates the transformative impact of technology on trading through online platforms. It also examines market surveillance techniques employed by SEBI to ensure market integrity and prevent fraudulent activity.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Listing of Securities		10
	1	Merits and Demerits of Listing	2
	2	SEBI guideline on Listing	2
	3	SEBI(LODR) Regulations 2015 Listing requirements, procedure, fee	2
	4	Listing of rights issue, bonus issue, further issue	2
	5	Listing conditions of BSE and NSE – Delisting	2
II	Indian Stock Exchanges		14
	6	BSE – Different trading systems	3
	7	Share groups on BSE– BOLT System	3
	8	Different types of settlements - Pay-in and Pay-out	2
	9	Bad Delivery –Short delivery – Auction	2
	10	NSE –NEAT system	2
III	Stock Indices		12
	12	Meaning, Purpose, and Consideration in developing index	2
	13	Methods (Weighted - method, Weighted Average of Price Relatives method, Free-Float method)	2
	14	Stock market indices in India	3
	15	BSE Sensex - Scrip selection criteria – Construction –Other BSE Index	3
	16	NSE indices – S&P CNX Nifty.	2
IV	Technology enabled Trading		12
	17	Evolution of Technology in Stock Trading	3
	18	Mobile Apps- Ai powered Trading	3
	19	Block chain and Crypto currencies in Stock Exchanges	3

	20	Impact of Automation on Stock Trading Strategies	3
V	Investor Protection and Market Surveillance		12
	21	Investor Protection Measures by SEBI	3
	22	Grievance Redressal Mechanisms for Investors	3
	23	Market Surveillance Techniques	3
	24	Enforcement Actions by SEBI – Exit Policy	3

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand Listing process and analyse the regulatory mechanism of listing	U	1,10
CO-2	Explain the trading mechanism and apply skill in opening Demat account	U, Ap	5,6,10,
CO 3	Evaluate the mechanism of stock indices	E	10
CO 4	Evaluate and explain the relevance of technology in trading and acquire skill in opening accounts through Mobile Apps	E, C	6,10
CO 5	Explain the investors protection measures and surveillance mechanism in stock exchanges	U	5,10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO-1	Understand Listing process and analyse the regulatory mechanism of listing	PO-3,8 PSO-1,10	U			
CO-2	Explain the trading mechanism and apply skill in opening Demat account	PO-1,6 5,6,10,	U, Ap			
CO3	Evaluate the mechanism of stock indices	PO-1 PSO-10	E			
CO4	Evaluate and explain the relevance of technology in trading and acquire skill in opening accounts through Mobile Apps	PO-1,7 PSO-6,10	E, C			
CO 5	Explain the investors protection measures		U			

	and surveillance mechanism in stock exchanges	PO-1,8 PSO-5,10				
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PS O 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2									3				
CO 2					2	2				3				
CO 3										3				
CO 4						3				3				
CO 5					2					3				

Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1			3					2
CO 2	2					3		
CO 3	3							
CO 4	2						3	
CO 5	1							3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2		✓		✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		

Discipline	COMMERCE				
Course Code	UK5DSECOM301				
Course Title	Fintech				
Type of Course	DSE				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	Thorough knowledge on financial instruments and SEBI guidelines. Also have an interest in technology enabled trading.				
Course Summary	This course familiarises the students with technological advancement in finance. It equips the learners with the current trends like crypto currency, block chain, AI in FinTech, cyber security and protection of financial data.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to FinTech		12
	1	FinTech- Concepts- Evolution- Relevance	3
	2	Fin Tech in Banking & Finance	3
	3	Digital disruption in financial markets	3
	4	Innovation & Transformation in FinTech.	3
II	FinTech Trends		12
	5	Digital Banking – Concept – Features - Merits	2
	6	Peer to Peer lending– Concept – Features - Merits	3
	7	Robo advising– Concept – Features - Merits	3
	8	Payment-Tech– Concept – Features - Merits	2
	9	InsurTech– Concept – Features -Merits	2
III	AI in FinTech		8
	10	Credit scoring and AI implementation – Concept – Features -Merits	2
	11	Detection of Fraud– Concept – Features - Merits	2
	12	Business Intelligence– Concept – Features - Merits	2
	13	Crowd Funding– Concept – Features - Merits	2
IV	Block Chain & Crypto Currency		16
	14	Crypto currency-Concept, Demerits	2
	15	Cryptos- Bitcoin, Ethereum, Litecoin, Shiba Inu, Dogecoin Stable Coins- USDT/Tether, PAX Gold	4
	16	Utility Token- BAT (Basic Attention Token), Ether (ETH), WRX Token, Security/ Equity Token, Asset Tokens – NFT (Non-Fungible Tokens)	4
	17	Block chain banking-concept	3
	18	Bloch chain in Cross Border Payments	3
V	FinTech Security		12
	19	Cyber security and Financial Data protection	2
	20	Cyber security registration Act	3

	21	Hacking- Ethical & Unethical, Firewall setting & selection of IT Security products.	4
	22	Issues and challenges in ensuring FinTech security.	3

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the concept of FinTech and its evolution	U	6,10
CO-2	Compare digital banking methods	U	6,10
CO-3	Explain the concept of crypto_currencies	An	10
CO-4	Evaluate types of crypto_currencies and Crypto trading.	E	10
CO-5	Understand digital finance and concepts	U	6,10
CO-6	Evaluate ethics in financial technology	E	5,6,10
CO-7	Explaining the importance of cyber_security in financial data	An	5,6,10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the concept of FinTech and its evolution	PO-7,1 PSO-6,10	U			
CO-2	Compare digital banking methods	PO-7 PSO-6,10	U			
CO3	Explain the concept of crypto currencies	PO-I,7 PSO-10	An			
CO4	Evaluate types of crypto_currencies and Crypto trading.	PO-1,6,7 PSO-10	E			
CO 5	Understand digital finance and concepts	PO-7 PSO-6,10	U			
CO6	Evaluate ethics in financial technology	PO-8 PSO-5,6,10	E			
CO7	Explaining the importance of cyber security in financial data	PO-7,8 PSO-	An			

		5,6,10				
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1						3				1				
CO 2						3				2				
CO 3										3				
CO 4										3				
CO 5						3				2				
CO 6					2	1				1				
CO 7					2	1				2				

Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	2						1	
CO 2							3	
CO 3	2						1	
CO 4	2					1	3	
CO 5							2	
CO 6								2
CO 7							2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓			✓
CO 4	✓			✓
CO 5		✓		✓
CO 6	✓			✓
CO 7	✓	✓		

Discipline	COMMERCE				
Course Code	UK5DSECOM302				
Course Title	Global Perspectives in Cooperatives				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	1. Basic Understanding about Cooperatives				
Course Summary	This comprehensive course delves into the cooperative movement, both domestically and internationally. It explores historical developments, various national models, and the role of international organizations like ICA in fostering cooperative growth. You'll examine contemporary trends like social enterprise, digital transformation, and the alignment of cooperatives with Sustainable Development Goals. By the end, you'll gain a strong understanding of cooperatives as a powerful tool for inclusive economic development and social change.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Co-operative Movement in Foreign Countries		18
	1	Origin and development of the co-operative movement in England - Robert Owen, William King, – Rochdale Model- Co-operative movement in Germany, Raiffeisen and Schulz - Co-operative movement in Denmark - Canada –Japan – Korea – Netherlands- Russia- Italy	6
	2	History of co-operative legislation in India - Co-operative Credit Societies Act 1904- Co-operative Societies Act 1912 - Constitutional entry.	6
	3	Multistate Co-operative Societies Act 1984 - Multistate Co-operative Societies Act 2002- 97th Constitutional Amendment Act 2011 - Multistate Co-operative Societies 2022 (Amendment)- ILO Resolution 193- Recommendation concerning Promotion of Cooperatives	10
II	International Organisations and Cooperatives		10
	4	Leading specialised organisations of ICA: International Co-operative Agricultural Organization (ICAO) -International Co-operative Banking Association (ICBA) - Consumer Cooperative Worldwide (CCW).	6
III	Role of International Cooperative Organisations		6
	5	Role of International Organisations in the Development of Co-operative Movement: International Labour Organization - World Bank- United Nations (UN).	8
IV	Recent Trends in Cooperatives		8
	6	Cooperative Social Enterprise – Relevance of Cooperatives in Social and Solidarity Economy – Cooperative entrepreneurship - Entrepreneurial Ecosystem Approach and its elements- Entrepreneurial Ecosystem Approach in Cooperative Youth Start-ups.	10

	7	Corporate Social Responsibility (CSR)- Cooperative Social Responsibility (Inbuilt values in cooperatives) – Alignment of Sustainable Development Goals and Cooperatives.	6
V	Cooperative Training Institutions Abroad and Collaborative Economy		12
	9	Cooperative College UK – The Canadian Centre for Cooperative Studies, University of Saskatchewan – International Centre for Cooperative Management, Saint Mary's University, Canada - IKMA Angkasa Malaysia - IKOPIN University, Indonesia.	6
	10	Cooperatives and Circular economy, Informal economy, Care Economy, Funeral Cooperatives and Shared economy	6

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding the global roots of the cooperative movement, from the Rochdale pioneers to developments in countries like Germany, Denmark, and Japan. Also delves into the history of cooperative legislation in India, examining key Acts and Amendments that have shaped the legal framework for cooperatives in the country.	U	PSO-1,2
CO-2	Introduces the international network of organizations supporting cooperatives. Gain insights into the work of leading specialized ICA organizations like ICAO (agriculture), ICBA (banking), focusing on specific sectors that contribute to the global cooperative movement.	U	PSO-1,2
CO3	examines how international organizations like the ILO and World Bank contribute to the growth of cooperatives globally. You'll explore historical milestones like ILO Resolution 193 and analyze how the 97th Constitutional Amendment Act 2011 shapes India's cooperative environment.	U, E	PSO-1, 2
CO4	Explore how cooperatives are embracing social enterprise, fostering entrepreneurship, and aligning their values with the Sustainable Development Goals (SDGs). By the end, you'll understand how cooperatives are evolving to address social, economic, and environmental challenges.	U, An, E	PSO-2,3,12,14

CO5	Provides a global perspective on cooperatives, exploring their engagement with emerging areas like the circular economy, care economy, and shared economy. Also gain insights from leading international institutions dedicated to cooperative education and research.	An, E	PSO-12
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R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Recommended Books

Bedi R.D., (1980) Theory, History and Practice of Cooperation, Loyal Book Depot, Meerut.
Hajela T.N, (2010) Cooperation: Principles, Problems and Practice, Konark Publishers, New Delhi
Krishnasamy O.R. (1985), Fundamentals of Cooperation, S. Chand & Co., New Delhi. 4.
Sharada V, (1986) Theory of Cooperation, Himalaya Publishing House, Bombay.
Hajela T.N (2010) Cooperation- Principles, Problems and Practice, Ane Books Pvt., Ltd, New Delhi
Bedi. R.D (1997) Cooperation in Foreign Countries, Himalaya Publications, Mumbai
Christabell P.J. (2022) Social and solidarity economy experiments and experiences, Publishers and Distributors, New Delhi.
Aldo Alvarez-Risco, Marc A. Rosen, Shyla Del-Aguila-Arcenales, (2023), Towards a Circular Economy: Transdisciplinary Approach for Business (CSR, Sustainability, Ethics & Governance)

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understanding the global roots of the cooperative movement, from the Rochdale pioneers to developments in countries like Germany, Denmark, and Japan. Also delves into the history of cooperative legislation in India, examining key Acts and Amendments that have shaped the legal framework for cooperatives in the country.	PSO-1,2	U		L	-

CO-2	Introduces the international network of organizations supporting cooperatives. Gain insights into the work of leading specialized ICA organizations like ICAO (agriculture), ICBA (banking), focusing on specific sectors that contribute to the global cooperative movement.	PSO-1,2	U		L	-
CO-3	examines how international organizations like the ILO and World Bank contribute to the growth of cooperatives globally. You'll explore historical milestones like ILO Resolution 193 and analyse how the 97th Constitutional Amendment Act 2011 shapes India's cooperative environment.	PSO-1, 2	U, E		L	-
CO-4	Explore how cooperatives are embracing social enterprise, fostering entrepreneurship, and aligning their values with the Sustainable Development Goals (SDGs). By the end, you'll understand how cooperatives are evolving to address social, economic, and environmental challenges.	PSO-2,3,12,14	U, An, E		L	-
CO-5	Provides a global perspective on cooperatives, exploring their engagement with emerging areas like the circular economy, care economy, and shared economy. Also gain insights from leading international institutions dedicated to cooperative education and research.	PSO-12	An, E		L	-

F-Factual, C- Conceptual, P-Procedure al, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	1		-	-	-	-	-	3	2	-	-	-	-	-	-	-	-	-	-	-	-

CO 3	1	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-	2	3	-	-	-	-	-	-	-	-	3	-	3
CO 5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK5DSECOM303				
Course Title	Co-operative Legal Framework				
Type of Course	DSE				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	1. Basic understanding of cooperatives and its history				
Course Summary	Students will gain a thorough understanding of the legal and regulatory environment that shapes the operations of cooperatives in India, particularly in Kerala. They will be equipped to navigate the legal aspects of cooperative formation, governance, dispute resolution, and closure.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Cooperative Legislations in Kerala		12
	1	Significance of co-operative law- Functions of co-operative law - Relevance of Cooperative law - Cooperative laws around the globe.	4
	2	Evolution of co-operative legislation in Kerala - Kerala Co-operative Societies Act and Rules 1969 – Preamble – Registration - Byelaws, Amendment of bylaws, Amalgamation and division – Change in Liability	4
	3	Membership in cooperatives- Qualification and disqualification members - Rights and liabilities –Removal and Expulsion of members – powers and privileges of members –withdrawal and transfer of shares – Restriction on transfer and of holding shares – Nomination by members- Privileges of cooperatives.	4
II	Management Structure		12
	4	Role of Officials in Cooperative Management - Registrar of Cooperative Societies and his Role - General Body of Members - Board of Directors- Managing Committee - Functions of Board of Directors.	6
	5	Powers and Functions of Chairman/ President-Duties and Functions of Secretary of Cooperative Societies - Office Organization-Office correspondence -The organisational structure of the Department of Co-operation and Directorate of Cooperative Audit. Functional Registrars	6
III	Management of Societies		16
	6	Annual General Body Meeting, Special General Body Meeting -Powers of General body - Representative General Body, Committee, Reservations, disqualification of committee members - Election, Supersession- Administrator /Administrative committee- Properties and funds of co-operative societies - Disposal of net profit,	10
	7	Co-operative Education Fund, Investments of funds; Maintenance of Fluid Resources - Statutory compliance obligations under the cooperative Societies Act - Filing of annual returns audit requirements, and financial	6

		disclosures- Compliance with IT and GST laws and regulatory authorities - maintenance of books and registers.	
IV	Audit Inspection and Inquiry		8
	7	Audit, Team audit, Director of Cooperative Audit – Rectification of defects- Audit fees/audit cost - Audit classification - Statutory reserves and free reserves - Statutory enquiry inspection- Surcharge - Proceedings assessment of damages against office bearers	8
V	Settlement of Disputes and Winding Up		12
	8	Reference of disputes- Settlement of disputes – Arbitration and award, executions of orders, awards and decrees -Appeal review and revision – Cooperative Tribunal – Cooperative Ombudsmen - Constitution and powers – Offences and penalties - Inquiry, supervision and inspection, Seizure of books and records	6
	9	Winding up and dissolution of co-operative societies – Appointment and powers of liquidator – Procedures – Settlement of claims.	6

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding of the importance of cooperative law as the foundation for establishing, governing, and regulating cooperatives effectively	U	PSO-1,2
CO-2	Students will gain a thorough understanding of the Kerala Co-operative Societies Act and Rules 1969.	U	PSO-1,2
CO3	Equips you with the knowledge and skills to effectively govern a cooperative society. Will be able to contribute to the responsible and legal operation of a cooperative society.	U	PSO-1,2
CO4	Proper analysis on the audit aspect in a cooperative society	U	PSO-1,2
CO5	An understanding of arbitration, tribunals, ombudsman mechanisms, and the legal framework for handling disputes, business closure, and debt settlement within the cooperative sector.	U	PSO-1,2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Recommended Books

Hajela T.N., (2010) Cooperation, Principles, Problems and Practice, Ane Books Private Ltd.
Kumar G.S., (1978) New Dimensions of Cooperative Management, Himalaya Pub., House, Delhi.

Kulandiswamy V., (1998) Principles and Practice of Cooperative Management, Rainbow Publications, Coimbatore.

Ramkishan Y., (2003) Management of Cooperatives, Jaico Publishing House, New Delhi.

Kerala Cooperative Societies Act 1969

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understanding of the importance of cooperative law as the foundation for establishing, governing, and regulating cooperatives effectively	PSO-1,2	U		L	-
CO-2	Students will gain a thorough understanding of the Kerala Co-operative Societies Act and Rules 1969.	PSO-1,2	U		L	-
CO-3	Equips you with the knowledge and skills to effectively govern a cooperative society. Will be able to contribute to the responsible and legal operation of a cooperative society.	PSO-1,2	U		L	-
CO-4	Proper analysis on the audit aspect in a cooperative society	PSO-1,2	U		L	-
CO-5	An understanding of arbitration, tribunals, ombudsman mechanisms, and the legal framework for handling disputes, business closure, and debt settlement within the cooperative sector.	PSO-1,2	U		L	-

F-Factual, C- Conceptual, P-Procedure al, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 5	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK5DSECOM304				
Course Title	Export-Import Management				
Type of Course	DSE				
Semester	V				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-	-	-
Pre-requisites	1. UK202DSECOM – INTERNATIONAL BUSINESS				
Course Summary	Export-Import Management deals with the need of Export Management at National level, international level and Business level and highlighted the importance of imports in International Trade. In addition to that, it mainly deals with different documents involved in the process of exporting and importing of goods and services from one country to another. The subject also covers the procedures involved from pre-shipment to post-shipment for both export and import of goods and services.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Preliminaries for Export & Import		12
	1	Meaning of Export – Classification – Strategy and Preparation for Export Marketing – Export Marketing Organizations – Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit.	6
	2	Meaning of Import-Preliminaries: Liberalization of imports, Negative list of imports, Categories of importers, Special Schemes for importers, License – Duty Entitlement Passbook Scheme, Harmonized IEC code number, EPCG scheme	6
II		Export Import Management	12
	1	Export Management-Need for Export Management at National level, international level and Business Level-Types of export risk involved in international business-Export finance	4
		Support Institutions to facilitate Exports-Export Credit Guarantee Corporation (ECGC), Exim Bank of India, India Trade Promotion Organisation (ITPO), Export Inspection Council (EIC), Indian Institute of Packaging (IIP)-Export Management-Issues and Challenges	4
	2	Import Management-Importance of imports in International Trade-Mechanics of Importing. Problems and Issues in Import Management	4
III	Export Import Documentation		14
	1	Aligned Documentation System (ADS), Rationale of Documentation, Various types of Tariffs, Export Documents: Commercial Invoice, Shipping Bill, Certificate of origin, ISO 9000 – Procedure for obtaining	10

		ISO 9000 – BIS 14000 Certification, Consular Invoice, Mate's Receipt, Bill of Lading, GR form, Bill of exchange, Letter of Credit	
	2	Import Documents: Bill of entry, Certificate of Inspection, Certification of Measurement, Freight Declaration	4
IV	Import Procedure		
	1	Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.	10
V	Export Procedure		12
	1	Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds.	12

Recommended Books

Mahajan M.I., A Guide on Export Policy, Procedures and Documentation, Snow White Publications, New Delhi

Acharya & Jain, Export Marketing, Himalayan Publishing.

B.K. Chaudhari and O.P. Agarwal, Foreign Trade and Foreign Exchange, Himalayan Publishing.

D.C. Kapoor, Export Management, Vikas Publishing House

Francis Cherunilam, International business: Text and cases-PHI Learning Pvt Ltd, New Delhi

Khushpat S. Jain, Export Import Documentation and Procedure, Himalayan Publishing.

Mahajan M.I., Exports – Do it Yourself, Snow White Publications, New Delhi

Mahajan M.I., Import – Do it Yourself, Snow White Publications, New Delhi

Ministry of Commerce, Handbook of Import-Export Procedures, Government of India, New Delhi

Parasu Ram, Export: What, Where and How, Anupam Publishers, Delhi

T.A.S Balagopal, Export Marketing, Himalaya Publishing House

Website

<https://www.indiantradeportal.in/>

<https://corporatefinanceinstitute.com/>

<https://services.india.gov.in/>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Identify the Preliminaries for Export and Import for carrying		PSO-1

	out International Trade and what are the various methods of export payment available.	Understand	
CO2	Analyse the various financial support for promoting export	Analyse	PSO-1,5
CO3	Compare the various types of export and import documents used in International Business and understand the concept of Aligned Documentation System.	Understand	PSO-5
CO4	Explain the steps involved in export and Import.	Understand	PSO-5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Identify the Preliminaries for Export and Import for carrying out International Trade and what are the various methods of export payment available.	1/1	U	F	-	-
2	Analyse the various financial support for promoting export	1/1,5	A	F,C	-	-
3	Compare the various types of export and import documents used in International Business and understand the concept of Aligned Documentation System.	1/5	U	F,C	-	-
4	Identify the steps involved in export and Import.	1/1	U	P	-	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	1	-	-	-	3	-	-	-	-	-	-	-	-	-
CO 3	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO 4	-	-	-	-	1	-	-	-	-	-	-	-	-	-

Mapping of COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK5DSECOM305				
Course Title	International Financial Management				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4hours	-	hours	4
Pre-requisites	UK201DSECOM INTERNATIONAL BUSINESS				
Course Summary	This course aims to provide students with an in-depth knowledge on International financial management, international flow of funds, Foreign Direct Investment and can develop knowledge, capability and skills necessary for making sound financial decisions.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	International Financial Management		14
	1	International Financial Management- Importance, nature, scope- Finance function —Developments in International Financial Management, International Financial Management Vs Domestic Financial Management. Financial Management of MNCs. Role of International Financial Manager in Multinational Corporations.	7
	2	Emerging challenges in International Financial Management, Relationship between IFM and other management areas- International Financial environment, Components of global financial markets -Recent trends in global financial markets.	7
II	Foreign Exchange Instruments		
	3	Equity instruments: Depository Receipts – Types: ADR - GDR- IDR	
	4	Debt Instruments – International Bonds: Foreign Bond, Global Bond, Euro Bond - Convertible Bonds - Floating Rate Notes - Quasi instruments –Euro Notes- - Financial Swaps - Parallel loans and back-to-back loans	
III	International Flow of Funds		10
	5	International Flow of Funds: Balance of Payments (BOP)-Fundamentals of BOP- Accounting components of BOP- Factors affecting International Trade Flows-Agencies that facilitate international flows- Indian BOP Trends. International Monetary System: Evolution- Current Exchange Rate Arrangements-Economic and Monetary Union (EMU).	10
IV	International Direct Investment		12
	7	Concept-Types-Theories of foreign Direct Investment-Current issues in Foreign Direct Investment-FDI in India-Opening up of various sectors- Foreign Institutional Investors (FIIs)-Role	12
V	International Investment Decisions		12

	8	International Investment Decisions -- Appraisal of Foreign and Domestic Projects -Risks involved in International Investment Decisions-currency risk-political risk-inflation risk-country risk	12
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Recommended Books

Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons.
 International Financial Management by V.K. Bhalla, Anmol Publications.
 International Financial Management by Madhu Vij, Excel Books.
 International Financial Management by P.G. Apte.
 International Financial Management by Alan Shapiro, Prentice Hall of India
 Daniels, John, Ernest W. Ogram and Lee H. Redebungh, International Business, Environments and Operations.
 Kapoor ND, Commercial Law; Sultan Chand & Co., New Delhi
 Lew, Julton D.M and Clive Stand brook (eds), International trade law and Practice, Euromoney Publications, London.
 Schmothoff C.R: Export Trade, The Law and Practice of International Trade.
 Motiwal OP, Awasthi H, International Trade – The Law and Practice, Bhowmik and Company, New Delhi.

Website

<https://icmai.in/>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Build a commitment to acquiring and understanding International Financial Management	Understand	PSO 1
CO2	Identify the Recent trends in global financial markets.	Analyse	PSO 1,5
CO3	Develop an ability to apply International financial management skills in various multinational companies	Apply	PSO 5
CO4	Distinguish the working of different equity instruments	Analyse	PSO 1
CO5	Decide the most appropriate foreign investment avenues	Evaluate	PSO 1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Build a commitment to acquiring and understanding International Financial Management	1/1	U	F		
2	Identify the Recent trends in global financial markets	1/5	A	F		
3	Develop an ability to apply International financial management skills in various multinational companies	1/5	A	E, C		
4	Distinguish the working of different equity instruments	1/1	A	P		
5	Decide the most appropriate foreign investment avenues	1/1	E	F		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1											
CO 2	1				3							
CO 3					3							
CO 4	1											
CO 5	1											

Mapping of COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			
CO 4		✓		
CO 5				✓

Discipline	COMMERCE				
Course Code	UK5DSECOM306				
Course Title	Computerised Accounting				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	Sound knowledge in accounting rules, principles and preparation of accounts. Must have essential understanding about tax computation and preparation of returns under GST				
Course Summary	This course equips to prepare accounts and GST returns using accounting software.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Accounting Software (Tally prime 4.1)	12
	1	Introduction- Features of Tally Prime, Company Creation and Setting up Company Features in Tally Prime, Getting Started with Tally Prime, Navigating from Anywhere to Anywhere in Tally Prime, F12 Configuration in Tally Prime, Alter Company Details, Shut the Company	6
	2	Maintaining Chart of Accounts: - Chart of Account Creation of Masters in Tally Prime, Accounting Masters, Inventory Masters, Alteration of Masters in Tally Prime, Deletion of Masters in Tally Prime, Multi-Masters Creation and Display of Chart of Accounts, Multi Groups Creation, Multi Ledgers Creation, Multi Stock Groups Creation, Multi Stock Items Creation	6
II		Recording and Maintaining Accounting Transactions and Data Security	12
	1	Recording Transactions in Tally, Recording Accounting Vouchers in Tally Prime, Receipt Voucher (F6), Contra Voucher (F4), Payment Voucher (F5), Purchase Voucher (F9), Sales Voucher (F8), Debit Note Voucher (Alt+F5), Credit Note Voucher (Alt+F6), Journal Voucher (F7). Banking Payments- Payment Advice, Bank Reconciliation-Manual Bank Reconciliation, Auto Bank Reconciliation	6
	2	Security Control:- Activation of Security Control, Creation of Security Levels (User Roles), Creation of Users And Passwords for Company, Accessing the company using Security Levels, Tally Vault	6
III		Purchase and Sales Order Management	16
	1	Purchase Order Processing:- Recording of Purchase Order, Recording of Receipt Note Voucher, Recording Rejections Out Voucher, Recording Purchase Voucher, Recording Debit Note Voucher, Recording Payment Voucher	8

	2	Sales Order Processing:- Recording of Sales Order In TallyPrime, Recording Delivery Note Voucher, Recording Rejections In Voucher, Recording of Sales Voucher, Recording Receipt Voucher	8
IV	Generating and Printing Reports		8
	1	On the Fly Reporting- Bird's eye View/Drill Down Display, Drill Down Display, Date/Period Based Reporting & Comparing. Inventory Reports- Stock Summary, Godown-wise Stock Availability, Movement Analysis, Stock Query	4
	2	Financial Reports:- Balance Sheet, Profit & Loss A/c, Books & Registers, Sales Register, Purchase Register, Printing of Invoice and Report	4
V	Goods and Services Tax		12
	1	Introduction to GST:- Invoicing, Debit Note, Credit Note/Supplementary Invoice, Receipt Voucher, E-Way Bill. GST in Tally Prime- Creation of Company and Activating GST at Company Level, Introducing Capital into the Business, Creation of Masters in Tally Prime. Hierarchy of Calculating Tax in Transactions- Defining GST Rates at Company Level, Defining GST Rates at Stock Item Level, Defining GST Rates at Ledger Level	6
	2	Recording GST compliant transactions:- Accounting Intrastate Supply of Goods, Accounting Interstate Supply of Goods, Accounting Purchase and Sales Returns of Goods with GST, E-Way Bill Report in Tally, Export for e-Way Bill Report, Exporting Bulk or Consolidated e-Way Bill invoices, Update e-Way Bill Information, Input Tax Credit Set Off against Liability, GST Tax Payment, Timeline for payment of GST tax, Modes of Payment, Challan Reconciliation. Filing GST Returns in Tally Prime- Filing GSTR-1 Returns, Filing GSTR-3B Returns, Filing GSTR-9 Returns - GST Annual Computation	6

Recommended Books/Readings

Weiss, Earl. On Guard Inc.: A computerized accounting information system. New York, N.Y: Macmillan

Dodd, Francis J. (1992) Practical computerised accounting systems. Oxford: NCC Blackwell,

Namrata Agarwal (2000) Financial Accounting on Computers

Institute of Computer Accountants . Tally, Vikas Publishing House, New Delhi.

Tally Academy . Tally Manual.

TALLY Prime , Computech Publications Ltd., New Delhi.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basic concept of accounting software	U	PSO 6
CO-2	Construct accounting vouchers and data security	Ap	PSO 6,7
CO-3	Prepare purchase and sales orders	Ap	PSO 6,7
CO-4	Generate and print reports from accounting statements	Ap	PSO 6,7
CO-5	Compute GST and file GST returns	Ap	PSO 6,7

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:2 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the basic concept of accounting software	PSO -6	U	C	L	P
2	Construct accounting vouchers and data security	PSO- 6,7	Ap	P	L	P
3	Prepare purchase and sales orders	PSO 6,7	Ap	P	L	P
4	Generate and print reports from accounting statements	PSO-6,7	Ap	P	L	P
5	Compute GST and file GST returns	PSO-6,7	Ap	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O1	PSO 2	PSO 3	PSO4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	-	1								
CO 2			-	-	-	1							1	
CO 3	-	-		-	-	2	1						2	
CO 4	-	-			-	3	2						2	
CO 5	-		-	-	-	3	1						2	

	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8
CO 1	1		-		-	-		
CO 2	1				-			
CO 3	1	2			-		2	1
CO 4	1	2	1		-		2	1
CO 5	1	2	1		-			1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam/Practicum

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK5DSECOM307				
Course Title	Project Methodology				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	1. To have clear idea about various aspects of project 2. In-depth knowledge about office automation				
Course Summary	Helps to analysis data interpretation through spreadsheet				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Overview of Project		12
		Meaning, purpose, significance of ethical conduct in project, classification of project based in its purpose (basic, applied, evaluation, action) Scientific thinking – types of reasoning, critical thinking, importance of existing knowledge (review of literature)	
II	Elements of Project		8
		Concepts, Constructs, Definition – Theoretical & operational, theory, literature review and its importance, models, questions and objectives, project design and methodology	
III	Qualitative & Quantitative Analysis (SPREADSHEET)		16
		Qualitative & quantitative project, concept of measurement, concepts of statistical population, sample, sampling frame, sampling error, sample size, non-response, characteristics of a good sample, simple random sample, systematic sample, stratified random sample & multi stage sample, determining size of the sample, practical consideration in sampling & sample sizes	
IV	Data analysis		12
		Univariate analysis (frequency tables, bar charts, pie charts, percentages) Bivariate analysis – cross tabulations and chi square test including testing hypothesis of association	
V	Interpretation of data & Project documentation		12
		Organisation of project report, overview of problem statement, scope & domain, review of literature related to problem domain, identifying the technical gap to be addressed, motivation for the problem statement, challenges and issues to be addressed, expected outcomes of the project work, overall framework of the proposed project work, implementation platform and bibliography	

Recommended Books

James P Lewis Fundamentals of Project Management, 3rd edition,
Joseph Heagney Fundamentals of Project Management, 5th edition,
Paul Roberts Guide to project management, 2nd edition,
John Rakos Practical Guide to project management documentation

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basic concept of projects and scientific thinking	U	PSO 1,6,12
CO-2	Illustrate the elements of a project	U	PSO 2,6,12
CO-3	Understand the basics of sampling	U	PSO3, 6,12
CO-4	Apply spreadsheet technology for data analysis	Ap	PSO 6,12
CO-5	Apply technology in project documentation	Ap	PSO 6,12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:2 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Overview of Project		U	F, C	L	
2	Elements of Project		U	C, P	L	P
3	Qualitative & Quantitative Analysis		U	C, P	L	P
4	Data analysis		AP	P	L	P
5	Interpretation of data & Project documentation		AP	P, M	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	-									
CO 2			-	-	-	1							1	
CO 3	-	-		-	-	2							2	
CO 4	-	-			-	2							2	
CO 5	-		-	-	-	2							3	

	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8
CO 1	1		-		-	-		
CO 2					-			
CO 3	2				-		1	1
CO 4	1	2			-		1	1
CO 5	2	2	1		-		1	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK5DSECOM308				
Course Title	Retail Management				
Type of Course	Discipline Specific Elective (DSE)				
Semester	V				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0 hours	4
Pre-requisites					
Course Summary	The objective of the course is to familiarize with the concept of retail management, factors in selecting location of store, analyse the buying and selling mechanism of merchandise and the pricing strategies of retailers. The course also aims in inculcating the skill in preparing merchandise visualizing/ Buying process /selling process/ pricing mechanism				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction	12
	1	Definition and Scope of Retailing	3
	2	Functions of retailers	3
	3	Benefits of Retailing – Benefits for Customers, Manufactures and Wholesalers	3
	4	Retail Formats—Store Based Formats, Non-Store Formats	3
II		Store Layout	12
	5	Store Layout, Design and visual merchandising	3
	6	Objectives of a Good Store Design	3
	7	Types of Design-Leveraging Space: In Store Kiosks	3
	8	Visual Merchandising – Merchandise Presentation Techniques	3
III		Buying and selling Process in Retail shops	16
	9	Buying Systems- Staple Merchandise, Fashion Merchandise	4
	10	Merchandise Budget Plan-Retail Selling Process	3
	11	Store staffing and scheduling	2
	12	Retail Floor and shelf management	2
	13	Store administration and facilities management	2
	14	Point of Sales management	2
	15	Mode of Payment- cash and cashless options	1
IV		Pricing policies of retailers	8
	16	Merchandise Pricing – Setting the Retail Price	1

	17	Pricing Objectives	1
	18	Pricing strategies	2
	19	Pricing Methods	2
	20	Pricing Adjustments – Price Discrimination	2
V	Trends in Retailing		12
	21	Global Retail Scenario and Indian Retail Scenario	2
	22	Exclusive and Multi brand stores	2
	23	Private labels and Loyalty Programs	2
	24	Prospects of Retailing in India	2
	25	Impact of FDI in Retailing	2
	26	Legal and Ethical Issues in Retailing	2

Recommended Books

Berman and Evans, “Retail Management”, Prentice Hall 2018
Davis and Ward, Managing Retail Consumption, John Wiley & Sons 2020
Dunne, Lusch and Gable, “Retailing”, South-Western 2020
Gibson Vedamani ,Retail Management –Functional Principles and Practices, Jaico Books, 2020
Levy and Weitz, “Retailing Management”, Irwin 2021
Rosemary Varley and Mohammed Rafiq “Principles of Retail Management”, Macmillan,2018
Gibson Vedamani, Retail Management,Functional Principles and Practices,Jaico Books, Second Edition, 2004.
Michael Levy and Barton A. Weitz, Retail Management,Tata McGraw Hill, FifthEdition, 2004.
9 . Retail Management, ICFAI Center for Management Research Publication

Course Outcome

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the relevance of retailing and classify the various types of retailers	U	PSO 9 PSO 3 PSO 12
CO-2	Explain the store design and its importance	, U E	PSO 9 PSO 3
CO-3	Analyze the technique of Buying and selling of merchandise in Retail stores	An	PSO 9 PSO 12
CO-4	Analyze the pricing strategies of retailers	An	PSO 9 PSO 3 PSO 12
CO-5	Familiarize the retailing scenario in India Skill in preparing merchandise visualizing/ Buying process /selling process/ pricing mechanism	Ap,C	PSO 9 PSO 12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the relevance of retailing and classify the various types of retailers	PSO 9 PSO 3 PSO 12		F, C		
2	Explain the store design and its importance	PSO 9 PSO 3		P		
3	Analyze the technique of Buying and selling of merchandise in Retail stores	PSO 9 PSO 12				
4	Analyze the pricing strategies of retailers	PSO 9 PSO 3 PSO 12				
5	Familiarize the retailing scenario in India Skill in preparing merchandise visualizing/ Buying process /selling process/ pricing mechanism	PSO 9 PSO 12				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12
CO 1	-	-	1	-	-	-	-	-	3	-	-	1
CO 2	-	-	2	-	-	-	-	-	3	-	-	-
CO 3	-	-	-	-	-	-	-	-	3	-	-	1
CO 4	-	-	2	-	-	-	-	-	3	-	-	2
CO 5	-	-	-	-	-	-	-	-	3	-	-	1

Mapping of CO s with POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	-	-	-	-	-	-	-
CO 2	2	3	-	-	-	-	-	-
CO 3	-	-	2	-	-	-	-	-

CO 4	-	-	3	-	-	-	-	-
CO 5	-	-	-	-	-	-	3	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK5DSECOM309				
Course Title	Advertising and Sales Promotion				
Type of Course	Discipline Specific Elective (DSE)				
Semester	V				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-	0	4 hours
Pre-requisites					
Course Summary	This course introduces students to the fundamental concepts and practices of advertising and sales promotion. Students will gain the knowledge and skills necessary to create and evaluate innovative strategies in advertising and sales promotion.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Advertising		10
	1	Advertising- Concept, nature, classification, Advertising as a tool of communication, Objectives and Functions. Advertising process.	3
	2	Types of Advertising: Commercial advertising, non-commercial advertising, Classified and Display advertising, Comparative advertising, Co-operative advertising.	3
	3	Major players in advertising; Advertising agencies-meaning, types, major advertising agencies in India.	4
II	Advertising and Media		12
	4	Advertising Copy- Concept, Classification, Characteristics Of A Good Advertisement Copy, Copy Layout, And Elements In Copy Layout. Design- Design Principle, Preparation of Advertisement Copy – Copyright – Advertisement Mix	4
	5	Copy Testing: Concept, Methods - Pre-Test Method, Post Test Method Concurrent Method.	5
	6	Creativity In Advertising: Meaning Of ‘Advertising Creativity’, Concept of AIDA (Attention, Interest, Desire, Action) Storytelling and Emotional Connection In Advertising, Exploring Different Creative Strategies In Advertising	3
III	Media Planning & Advertising Budget		14
	7	Media Planning; Type -Print, Television, Radio, Internet, Mobile. Role of Media In Advertising, Factors Influencing The Selection of A Media For Advertising, Impact of Social Media In Advertising.	5
	8	Digital Media Advertising: Concept, Meaning Tools & Techniques, Programmatic Advertising & Real-Time Bidding (RTB). Emerging Technologies In Advertising: AI, Big Data.	5
	9	Advertising Budget: Concept, Procedures for The Preparation of Advertising Budget, Approaches For Determining The Size Of Budget, Top-Down Approach Or Affordable Method, Bottom Up Approach.	4

		Regulations Of Advertising, Advertising Standards Council Of India (ASCI).	
IV	Sales Promotion strategies		12
	10	Sales Promotion; Concept, Nature, Objectives, Need & Importance, Types- Consumer Promotion, Retail Promotion and Trade Promotion.	3
	11	Consumer Promotion- Concept, Sample, Coupon, Contest, Premium, Cash Refund And Rebate, Price Off Offer, Consumer Sweepstakes, Loyalty Programmes.	3
	12	Retail Promotion-Concept, Price Off, Display and Point Of Purchase Material, Cooperative Advertising.	2
	13	Trade Promotion: Concept, Methods - Dealer Premiums, Advertising Material, Store Demonstration, Special Displays, Special Discounts, Push Money.	2
	14	Sales Promotion Budget- Concept, Promotional Planning, Budgeting, And Scheduling, Preparation Of Sales Promotion Budget.	2
V	(Integrated marketing Communication)		12
	14	IMC- Definition –Importance – Evolution - Process	4
	15	The role of sales promotion in the marketing strategy; comparison sales promotion with advertising, personal selling and publicity. Ethical considerations in sales promotion practices.	3
	16	Linking advertising and sales promotion; planning-advertising-sales promotion. sales promotion design-concept, preparation of sales promotion design, Digital media and sales promotion.	5

Recommended Books

- Wells, W., Moriarty, S., & Burnett, J. (2022). Advertising principles and practice: A global approach (9th ed.). Pearson Education Limited.
- Belch, G. E., & Belch, M. A. (2023). Advertising and promotion: An integrated marketing communications approach (12th ed.). McGraw-Hill Education.
- Schultz, D. E., Tannenbaum, B. E., & Allen, R. F. (2022). Integrated marketing communications: Building customer relationships (6th ed.). Pearson Education Limited.
- Kazmi & Batra, Advertising & Sales Promotion, Excel Books, 2008
- Aaker, Batra & Myers, Advertising Management; Prentice Hall, India. 2008
- Kruti Shah & Alan D'souza, ADVERTISING & PROMOTION, Tata McGraw-Hill New delhi, 2009.
- Blattberg, Robert C., Thomas N. Gundlach, and John D. Robertson. Sales Promotion: Concepts, Methods, and Applications. Prentice Hall, 1994.
- Duncan, Michael D., and Alvin C. Burns. Digital Marketing & Promotion: A Customer-Centric Approach. McGraw-Hill Education, 2017.
- Mitchell, Donald R. Advertising & Sales Promotion: Integrated Marketing Communications. McGraw-Hill Education, 2011.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Remembering Promotion mix.	Remembering	PSO 9 PSO 3 PSO12
CO-2	Understand the different methods of advertising and sales promotion.	Remembering, Understanding	PSO 9 PSO 3
CO3	Able to prepare Advertising copy.	Analyse Apply	PSO 9 PSO 3
CO4	Evaluate the impact of social media on advertising and sales promotion	Evaluate	PSO 9 PSO 6
CO5	Adopt creativity in developing Advertisement messages and sales promotion strategies.	Create	PSO 9 PSO 12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Remembering Promotion mix.	PSO 9 PSO 3 PSO12		F, C		
2	Understand the different methods of advertising and sales promotion.	PSO 9 PSO 3		P		
3	Able to prepare Advertising copy.	PSO 9 PSO 3				
4	Evaluate the impact of social media on advertising and sales promotion	PSO 9 PSO 6				
5	Adopt creativity in developing Advertisement messages and sales promotion strategies.	PSO 9 PSO 12				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO 7	PSO8	PSO9	PSO 10	PSO 11	PSO12
CO 1	-	-	1	-	-	-	-	-	3	-	-	1
CO 2	-	-	2	-	-	-	-	-	3	-	-	-
CO 3	-	-	2	-	-	-	-	-	3	-	-	-
CO 4	-	-	-	-	-	2	-	-	3	-	-	-
CO 5	-	-	-	-	-	-	-	-	3	-	-	1

Mapping of COs with POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	3	-	-	-	-	-	-	-
CO 2	2	3	-	-	-	-	-	-
CO 3	-	-	2	-	-	-	-	-
CO 4	-	-	3	-	-	-	-	-
CO 5	-	-	-	-	-	-	3	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK5DSECOM310				
Course Title	Income Tax Assessment				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4			4
Pre-requisites	An Understanding in the Income Tax Act and personal income tax				
Course Summary	This Course will develop a skill to compute the tax liability of Persons as per the Income Tax Act and file the Income Tax Return.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Deductions from GTI		10
	1	Overview of Deductions- concept, purpose & significance	3
	2	Chapter VIA Deductions- Deductions u/s 80 C to 80 U	7
II	Clubbing and Aggregation of Income		8
	3	Introduction to Clubbing and Aggregation of Income- Objectives and rationale	2
	4	Types of Income Subject to Clubbing, Provisions for Clubbing of Income and aggregation	4
	5	Provisions of set-off and carry forward of losses.	2
III	Assessment of Individuals and HUF		17
	6	Computation of Tax Liability of Individuals and HUF Retirement Benefits	6
	7	Applicability of Alternate Minimum Tax u/s 115JC	3
	8	Assessment of HUF	4
	9	Agricultural Income- Definition, Computation of Agricultural Income, Partly Agricultural and partly Non-Agricultural Income, Partial Integration of agricultural income	2
	10	Rebate and Relief of Tax	2
IV	Assessment of Special Entities		13
	11	Assessment of Firms- AOP & BOI	7

	12	Assessment of Charitable Trust, Cooperative Societies.	6
V	Income Tax Compliance and Assessment Process		12
	13	Importance of tax compliance for individuals and other entities	2
	14	Types of Return, Obligations and timelines for filing tax returns, E-filing, Record Keeping and Documentation, Advance Payment of Tax, PAYE	5
	15	Compliance with Tax Deduction and Collection at Source (TDS/TCS)	3
	16	Types of Assessment, Appeals and Dispute Resolution, Income Tax Appellate Tribunal (ITAT), Alternative dispute resolution mechanism- Settlement Commission	2

Practical

Compute the total income and tax liability of 10 Individuals

Compute the total income and tax liability 10 firms

File the Income Tax Return of at least 2 Individuals

Recommended Books

Mehrotra and Goyal, Taxation Law & Practice, Sahitya Bhawan Publication, Agra

Vinod K. Singhania & Monica Singhania, Direct Tax Law and Practice, Taxman publication pvt. Ltd. New Delhi

Girish Ahuja & Ravi Gupta, Systematic Approach to Income Tax, Bharat Law house pvt.Ltd. New Delhi

Girish Ahuja and Ravi Gupta: Professional Approach to Direct Taxes Law & Practice; Bharat Law House, New Delhi.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Plan the application of deductions from total Income	Ap	PSO4
CO-2	Dissect with the concept of Clubbing and Aggregation of Income	An	PSO4
CO3	Experiment with the computation of Tax Liability of Individual and HUF	Ap	PSO4
CO4	Computation of Tax Liability of Special Entities	Ap	PSO4
CO5	Construct the Income tax return filing of assessee	C	PSO4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create
Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	PSO4	Ap	C, P	L, T	
CO-2	PSO4	An	C, P	L, T	
CO-3	PSO4	Ap	F, C, P	L, T	
CO-4	PSO4	Ap	P	L, T	
CO-5	PSO4	C	C, P	L, T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of Cos with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO-1	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	3	-	-	-	-	-	-	-	-	-	-

Mapping of Cos with POs

CO	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	P O7	P O8
CO-1	3	2	1	-	-	-	-	-
CO-2	1	3	1	-	-	-	-	-
CO-3	2	3	3	-	-	-	-	-
CO-4	3	3	1	-	-	-	-	-
CO-5	2	3	3	-	-	-	-	-

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	✓	-	✓

Discipline	COMMERCE				
Course Code	UK5DSECOM311				
Course Title	Essentials of Goods and Service Tax				
Type of Course	DSE				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-		4
Pre-requisites	Foundational Knowledge in Indian Taxation System				
Course Summary	This course enables the learners to summarise the structure of GST, Regulations, Registration, Computation, Filing of Return and Compliance				

Detailed Syllabus

Module	Unit	Contents	Hrs
I	Overview of the GST regime in India		9
	1	Concept of GST Objectives, implementation, and significance,	3
	2	Taxes and Duties Subsumed by GST, Tax Mechanism under GST, Unjust Enrichment, Anti Profiteering Clause	3
	3	E-Way Bill, E-Invoice, Impact of GST on economy	3
II	GST Structure and Framework		18
	4	Structure of GST: Central GST (CGST), State GST (SGST), Integrated GST (IGST) and Union Territory GST (UTGST), GST rates	5
	5	Supply and Place of supply, Input tax credit mechanism and its significance in GST	4
	6	Computation of Taxable Value, Levy and collection of GST	9
III	GST Registration, Returns and Compliance		8
	7	GST registration process for businesses: threshold limits, mandatory and voluntary registration	4
	8	Filing of GST returns: periodicity, formats, and due dates for return filing	4
IV	GST Invoice, Accounts and Documentation		10
	9	Understanding GST invoice requirements: format, contents, and mandatory disclosures	5
	10	HSN code, SAC, Importance of proper documentation in GST	5
V	GST Audit and Assessment		12

	11	Overview of GST audit process: types of audits, selection criteria, and conduct of audit by tax authorities,	3
	12	Assessment under GST: procedures for scrutiny, investigation and determination of tax liabilities	5
	13	Handling of GST audits and assessments, including response to notices, representation before authorities, and dispute resolution mechanism.	4

Practical

Prepare a list of 50 Goods and Services with applicable GST Rates

Recommended Books

Mehrotra & Agarwal, Goods & Service Tax & Customs Duty, Sahitya Bhawan publication, Agra

Abhishek A. and Kumar Rustogi, Goods & Service Tax- New Face of Indirect Taxes in India, Taxmann Publications (P) Limited

Mehrotra & Agarwal, Income Tax and GST, Sahitya Bhawan publication, Agra

Sanjeev Agarwal and Neha Somani, GST Appeals and Appellate Procedure, Bharat Publications

Tarun Kr. Gupta, Practical Guide to Assessment and Audit Under GST, Bharat Publications

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the background of GST	U	PSO4
CO-2	Computation of taxable value in GST	Ap	PSO4 PSO12
CO3	Build the practical knowledge on GST registration and filing of return.	C	PSO5 PSO14
CO4	Discuss the GST Accounts and Documentation	E	PSO14 PSO5
CO5	Elaborate on GST Audit and Assessment	C	PSO14 PSO4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	PSO4	U	C, F	L, T	
CO-2	PSO4 PSO12	Ap	C, P	L, T	
CO-3	PSO5 PSO14	C	F, C, P	L, T	
CO-4	PSO14 PSO5	E	P	L, T	
CO-5	PSO14 PSO4	C	C, P	L, T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of Cos with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO-1	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	2	-	-	-	-	-	-	-		-	3
CO-3	-	-	-	-	2	-	-	-	-	-	-		-	3
CO-4	-	-	-		2	-	-	-	-	-	-		-	3
CO-5	-	-	-	3	-	-	-	-	-	-	-		-	3

Mapping of Cos with POs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO-1	3	2	-	-	-	-	-	-
CO-2	2	3	1	-	-	-	-	-
CO-3	2	3	3	-	-	-	-	-

CO-4	3	3	2	-	-	-	-	-
CO-5	3	3	3	-	-	-	-	-

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	✓	-	✓

Discipline	COMMERCE				
Course Code	UK5DSECOM312				
Course Title	Procurement and Transportation				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	1. 2.				
Course Summary	The Course intends to demonstrate the needed & skills in negotiating pricing mechanism and apply procurement theories in workplace, concepts of quality in supply chain and create adding value to the organization and learn the types and methods of selection of transportation for the logistics function				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Procurement	12
	1	Objectives of Procurement System, Principles of Procurement	
	2	Procurement Cycle, Procurement Planning, Purchasing Mix: Six Rights Selecting the right supplier, Source of information and process, Supplier appraisal/vendor capability	
	3	Bidding process, E-Procurement- meaning, steps & process – E-auctioning, E-ordering, E-tendering, Framework of E-Procurement	
II		Quality Management	12
	4	Quality-Meaning and Definition & Quality Standard, Quality Control, Aspects of Quality Control,	
	5	Management Action for Quality Assurance, Activities under Quality Assurance, Evaluating Product Quality, Control Chart	
	6	Element of Quality Management & Benefits, Six Sigma Quality Control Principles, Benefits, Steps of Six Sigma	
III		Transportation	12
	7	Transportation – Meaning, importance, Functions	
	8	Types of transport – Methods of Selection of transportation, Position of Transportation in Logistics and Supply chain management	
	9	Factors considering fixation of freight charges – Role of containers in modern Transportation	
IV		Transportation and Logistics	12
	10	Road, Rail, Ocean & Air Transport-meaning, Selection of transportation mode – Transportation Network and Decision	
	11	Ships-Types- Measurement capacity of ships, shipping information, Air Transport, Multi model transport	

	12	Transportation Documentation	
	13	Insurance aspects of logistics	
	14	Containerization – CFS –ICDS-Cross Docking	
	Infrastructure & Multimodal Transportation		12
V	15	Transportation infrastructure – Meaning & scope	
	16	Suppliers of transportation service –	
	17	Government policies and regulations –	
	18	Multimodal Transportation Act – Provisions	

Activity: - Students have to visit a transportation firm and prepare a report on the supplier appraisal system and transportation & insurance documents.

Recommended Books:

Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.

Stamper David A, (2005). and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi

William Stallings: Business Data Communications, Pearson Education, New Delhi 2004

Gwynne Richards (2014) Warehouse Management: A Complete Guide to Improve Efficiency and Minimizing Cost in the Modern Warehouse. The Chartered Institute of Logistics and Transport, Kegan page limited.

David E. Mulchy & Joachim Sidon (2008) A Supply Chain Logistic Program for Warehouse Management. Auerbachian Publications.

R.P. Mohanty & S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House

L.C. Jhamb, Production Management, EPH.

Richard B. Chase et al, Operations and Supply Chain Management, Tata McGraw Hill education Pvt. Ltd, New delhi2010

Sadek, Adel W., Chowdhury, Mashrur A. Fundamentals of Intelligent Transportation Systems Planning. Artech House.

Tilanus, B. Information Systems in Logistics and Transportation. Pergamon.

Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach, Prentice HALL of India

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Describe the concepts of procurement.	U	PSO 7, PO 1
CO-2	Identify the purpose of forecasting and Quality management in procurement	Ap	PSO 7, PO 1
CO-3	Examine Multiple modes of transportation	An	PSO 7, PO 1, PO 2
CO-4	Compare the different types of insurance	U	PSO 7, PO 1, PO 2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the concepts of procurement.	PSO 7, PO 1	F		L	
CO-2	Identify the purpose of forecasting and Quality management in procurement	PSO 7, PO 1		C P	L	
CO-3	Examine Multiple modes of transportation	PSO 7, PO 1, PO 2		F	L	
CO-4	Compare the different types of insurance	PSO 7, PO 1, PO 2		F C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO 12	PSO 13	PSO 14
CO 1	2													3								
CO 2	1													3								
CO 3	1	2												3								
CO 4	1	2												3								

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar

- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK5DSECOM313				
Course Title	Warehousing				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	The course intends to make students understand warehousing and its application in warehouse management, types and functions of warehouse and to elaborate inventory management in warehousing.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Warehouse		12
	1	Warehousing- meaning, definition (Storage and Packaging) Need for Warehouse & Importance of warehouse	
	2	Types of Warehouses -Broad functions in a warehouse -warehouse layouts and layout related to functions.	
	3	Associate warehouse -Its functions -equipment available in associate ware house	
II	Procedures in Warehouse		12
	4	Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods Stages involved Receipt of goods	
	5	Advanced shipment notice (ASN) or invoice items list-	
	6	Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded-	
	7	Formats for recording of goods unloaded from carriers-Generation of goods receipt note using computer	
III	Warehousing Activities		12
	8	Warehouse Activities: receiving, sorting, loading, unloading, Picking Packing and dispatch, Activities and their importance in a warehouse	
	9	Quality parameters -Quality check-need for quality check-importance of quality check.	
	10	Procedure to develop Packing list / Dispatch Note-Cross docking method - cross docking	
IV	Warehouse Management		12
	11	Warehouse Management-: meaning, definition, Warehouse Utilization Management, Study on emerging trends in warehousing sector	
	12	Dangerous Goods handling -use of Material Handling Equipment's in a warehouse.	

	13	Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations	
V	Warehouse Safety Rules		12
	14	Warehouse Safety Rules and Procedures: The safety rules and 'Procedures to be observed in a Warehouse -	
	15	Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet-Instructions to handle hazardous cargo	
	16	Familiarization with the industry. Health, Safety & Environment -safety Equipment's and their uses -	
	17	5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses	

Activity: - Students have to visit a warehouse and study and prepare a report on the current warehouse layout and list out pros and cons of it, elaborate the procedure followed for handling materials.

Recommended Books:

GWYNNE RICHARDS (2014) Warehouse Management: A Complete Guide to Improve Efficiency and Minimizing Cost in the Modern Warehouse. The Chartered Institute of Logistics and Transport, Kegan page limited.

Gopalakrishnan P. – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.

JP Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd,

Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems

Michael Ten Hompel, Thorsten Schmidt, Springer – verlag.

Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower

Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice Hall of India

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Inferring Warehousing and distribution centre operations	U	PSO 7, PO 1
CO-2	Implementing the Basic knowledge of Warehousing and distribution centre operations in the real-life situation	Ap	PSO 7, PO 2
CO-3	Determine the material handling process and equipment's related to it	Ap	PSO 7, PO 6
CO-4	Predicting the potential dangers in a warehouse	E	PSO 7, PO 2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Inferring Warehousing and distribution centre operations	PSO 7, PO 1		F	L	
CO-2	Implementing the Basic knowledge of Warehousing and distribution centre operations in the real-life situation	PSO 7, PO 2	C, P		L	
CO-3	Determine the material handling process and equipment's related to it	PSO 7, PO 6	C, P		L	
CO-4	Predicting the potential dangers in a warehouse	PSO 7, PO 2		F, C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO	PSO	PSO 12	PSO 13	PSO 14
CO 1	1														3							
CO 2		2													3							
CO 3						2									3							
CO 4		2													3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK5DSECOM314				
Course Title	TOURISM PRODUCTS				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	The course is designed to introduces students to the diverse range of offerings within the tourism industry. Through a structured exploration of cultural tourism, architectural heritage, nature-based experiences, and adventure activities, students develop a comprehensive understanding of tourism products, their cultural context, and the considerations for sustainable tourism practices, enhancing their ability to analyse, evaluate, and contribute to the development of tourism offerings.				

DETAILED SYLLABUS:

Module	Unit	Content	Hrs
I	INTRODUCTION TO TOURISM PRODUCTS		8
	1	Tourism Product: - Meaning – Definition	
	2	Common Classification: - Tangible and Intangible products – Compound Tourism Products - Tourist Attractions – Types of Attractions (Peter’s Inventory of Tourist attractions) – Characteristics.	
	3	Tourism Resources - Types of Tourism Resources	
	4	Types of Tourism products: - Typology - Natural – Manmade: - Cultural, Traditional, Historical, Event and Entertainment Tourism products	
II	CULTURAL TOURISM PRODUCTS		14
	1	Cultural & Traditional Tourism Products: - Dance, Arts & Music	
	2	Classical Dances and Dance Styles - Indian Folk Dances – Indian Music – Classical Music – Music & Dance Festivals.	
	3	Handicrafts of India	
	4	Indian Painting – Features & Origin	
	5	Performing Artforms of Kerala	
	6	Festival Tourism - Fairs and Festivals – Types	
	7	Cuisines and Specialty Dishes	
	8	Dress Code & Styles	
	ARCHITECTURAL HERITAGE OF INDIA		16
	1	Architectural Sites of India – Styles - Historic Monuments - Important Historic / Archaeological sites in Tourism	

III	2	Museums - Art Galleries – Types	
	3	UNESCO - Heritage Sites in India – Importance	
	4	Religious philosophies: - Hinduism - Christianity – Islam - Jainism - Buddhism	
	5	Pilgrimage Tourism - Major Pilgrimage Tourism Centres in India	
IV	NATURE BASED TOURISM PRODUCTS		10
	1	Wild life Tourism - Wild life Sanctuaries, National Parks, Botanical gardens, Zoological parks, Biosphere reserves	
	2	Desert Tourism with special reference to Dhar Desert	
	3	Tourism in Coastal areas- Beaches, Islands – Island Tourism	
	4	Backwater tourism with special reference to Kerala	
V	ADVENTURE TOURISM		12
	1	Adventure tourism – Meaning – Scope – Features	
	2	Classification of Adventure Tourism – Water – Aero - Land (Types) Aero Based: - Parachuting, Sky Diving, Hang-gliding, Parasailing, Bungee Jumping – Water Adventure Sports – white water rafting, white water Kayaking, Canoeing, Water Skiing, Wind surfing. Land Based – Mountaineering, Trekking, Skiing, Heli-Skiing	
	3	Adventure Tourism potentials of India	

Practicals:

1. Collection of various pictures regarding Cultural tourism products in India and also specify to collect the details of national parks and bird sanctuaries.
2. Cultural Visit to any of Cultural centres in Kerala (Kerala Kalamandalam, Cultural Museum, Palaces etc.)

Recommended Books:

1. Jacob, Robinet, Indian Tourism Products, Abijeeth Publications, New Delhi
2. Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,
3. Basham.A.L , The Wonder that was India: Rupa and Company, Delhi.
4. Manoj Dixit, CharuSheela , Tourism Products, New Royal Books.
5. Hussain.A.K , The National Culture of India, national Book Trust, New Delhi
6. SarinaSingh , India, Lonely Planet Publication.
7. KaulH.K , ‘Travelers India’ Oxford University Press.
8. Negi, Jagmohan, Adventure Tourism and sports, Kanishka Publishers

Suggested websites:

1. <https://www.studocu.com/in/home?origin=content-sidebar>

2. <https://epathshala.nic.in/>
3. <https://www.unwto.org/>
4. <https://www.wttc.org/>
5. <https://www.tmi.org.uk/>
6. <https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>
7. https://www.academia.edu/5758965/Tourism_Notes
8. <https://studylib.net/doc/25607574/trave-and-tourism-notes>
9. <https://www.slideshare.net/ashiyanakhan90/tourism-notes>
10. <https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>

COURSE OUTCOMES

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the concept of tourism products and their significance in the tourism industry	U, R	2,
CO-2	Analyse and evaluate cultural tourism products, including their historical and contemporary relevance.	An	1,2
CO-3	Examine the architectural heritage of India, identifying key structures and their cultural significance.	Ap	8
CO-4	Assess the components and characteristics of nature-based tourism products, including ecotourism and sustainable practices.	E	12,8
CO-5	Demonstrate knowledge of various adventure tourism activities, their associated risks, and safety measures.	Ap	3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial	Practical (P)

					(T)	
1	CO-1	2,	U, R	F	L	-
2	CO-2	1,2	An	F	L	-
3	CO-3	8	Ap	P	L	-
4	CO-4	12,8	E	F	L	-
5	CO-5	3	Ap	P	L	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	1	0	0	1	0	1	0	0	0	0	0
CO 2	0	1	1	0	0	0	1	0	0	0	0	0
CO 3	0	1	1	0	1	0	2	2	1	1	0	0
CO 4	0	1	1	0	1	0	1	2	1	1	1	0
CO 5	1	1	1	0	0	0	1	1	2	1	2	0

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK5DSECOM315				
Course Title	Mice Tourism				
Type of Course	DSE				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	1. UK204DSECOM – TT4				
Course Summary	The course is designed to provides a comprehensive understanding of MICE tourism, covering its fundamental concepts, event management principles, site logistics, budgeting strategies, and the multifaceted impacts of MICE tourism on society and the environment.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Mice	10
	1	Introduction of Business Tourism, - MICE Tourism – Features – Importance of MICE Tourism.	
	2	Meaning of Meetings, Incentives, Conference/Conventions, and Exhibitions.	
	3	Types of Conference – Nature of conference – Meeting - Types of meeting – Convention – Meaning – Convention Facilities at destination.	
	4	Definition of conference and the components of the conference. – Types	
II		Event Tourism - Event Management	10
	1	Role of events for the promotion of tourism - Reference Suitable example for Case study – Fairs & festivals in India	
	2	Definition of Events - Types of events	
	3	Concept of Event Management – Definition - Need & Significance of Event Management - Key factors for best Event Management	
	4	Event Management – Functional Structure (Steps to create an Event)	
	5	Key factors for best event - 5Cs of Best Event	
	6	Event Planning – Event Proposal – Event Appraisal	
III		Management of Conventions and Exhibition at Site	18
	1	Meaning - definition of Exhibitions - Purpose - Types – Benefits. Trade shows - Purpose	
	2	Meaning - Definition of Convention – Convention /Exhibition facilities	
	3	Structure and components of exhibition or convention – Impact of Convention or Exhibition.	
IV		Budgeting a Conference/ Exhibition/Events/Convention	10
	1	Meaning of budget – Definition - Use of Budget preparation,	
	2	Components of budgeting – Structure of Budget - Estimating, fixed and variable costs, cash flow, sponsorship and subsidies.	
	3	Components of budgeting in Conference /exhibition - Computer Graphics, Teleconferencing, Recording and Publishing Proceedings – Marketing techniques.	

	4	Preparation of Event Budget - Samples	
V	Impacts of Mice Tourism		12
	1	Various impacts MICE tourism – Economical – Political	
	2	Various impacts MICE tourism – Social – Cultural	
	3	Various MICE organizations – ICCA – ICPB – ITPO	

Practical

Prepare the samples of Event Budget in connection with KTM, Tourism fairs, Expos etc.

Case study – Fairs & festivals in India

Recommended Books

Hoyle, Dorf & Jones (1995), Meaning conventions & Group business.

Educational institute of AH & MA.

Event Management, PurnimaKumarri, Anmol Publishers

Event Management for Tourism, Der Wagen, Pearson

Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA

Websites

<https://www.studocu.com/in/home?origin=content-sidebar>

<https://epathshala.nic.in/>

<https://www.unwto.org/>

<https://www.wttc.org/>

<https://www.tmi.org.uk/>

<https://www.slideshare.net/niral1003/travel-and-tourism-notes-deepak-thakur-1>

https://www.academia.edu/5758965/Tourism_Notes

<https://www.slideshare.net/niral1003/travel-and-tourism-notes-deepak-thakur-1>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry, its components, and its significance in the tourism sector.	U, R	1,2
CO-2	Understand the managerial and operational aspects Pertaining to Event, Meeting, Exhibition and Conference or Convention, Management	R, U	1,2,3
CO-3	Apply operations planning and implementation of Exhibitions and Event at potential area.	Ap	3
CO-4	Apply the knowledge in connection with the budget preparations of Conference and Exhibition, Event & Convention.	Ap	3,4,5
CO-5	Analyse the socio-economic, environmental, and cultural impacts of MICE tourism	An	2,8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	CO-1	1,2	U, R	F	L	-
2	CO-2	1,2,3	R, U	F	L	-
3	CO-3	3	Ap	P	L	-
4	CO-4	3,4,5	Ap	P	L	-
5	CO-5	2,8	An	P	L	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	1			1		1				1	
CO 2	1	2	2		1		1	1			1	
CO 3		1	1				1	1	2	1	1	1
CO 4	1	1	1		1		1	1	2	2	1	2
CO 5		1	1					2		2	1	1
CO 6												

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Skill Enhancement Courses

Discipline	COMMERCE				
Course Code	UK5SECCOM300				
Course Title	Data Analysis and Visualization in Finance				
Type of Course	SEC				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2 hours	4
Pre-requisites	1. Basic computer literacy with using software applications. 2. Understanding of basic accounting and financial aspects. 3. Proficiency in arithmetic and basic mathematics.				
Course Summary	This course introduces students to the essential functions and applications of spreadsheet software, focusing on its role in business and accounting contexts. It covers data entry, formatting, mathematical functions, formulas, and advanced techniques like financial statements, data analysis, and decision-making tools using spreadsheets.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Spreadsheet Applications		10
	1.	Introduction to spreadsheet software: Microsoft Excel, Google Sheets, and LibreOffice Calc.	
	2.	Interface overview and basic functionalities tailored to business needs.	
	3.	Data entry, formatting, and manipulation techniques for organizing business data.	
	4.	Basic mathematical and statistical functions applied to business scenarios.	
	5.	Introduction to formulas and cell referencing for business calculations and analysis.	
II	Spreadsheet for Accounting		12
	6.	Creation of Financial Statements in spreadsheets	
	7.	Linking Financial Statements	
	8.	Using Formulas and Functions for Quantitative Analysis	
	9.	Introduction to Ratio Analysis in Accounting	
III	Data Analysis and Visualization		14
	10.	Creating Charts to Depict Accounting Data Visually	
	11.	Summarizing Accounting Data using Datasets and Tables	
	12.	Using Subtotals, PivotTables, and Pivot Charts for Data Summarization	
	13.	Accounting Applications: Accounts Receivable Aging Analysis	
	14.	What-if Analysis for Financial Forecasting and Goal Setting	
IV	Business Decision Making with Spreadsheets		12

	15.	Understanding Investment Valuation - Methods to assess the current and future value of investments. Applying valuation techniques to analyze project cash flows (PV (Present Value) and FV (Future Value))	
	16.	Evaluating Project Profitability - Assessing the profitability of investment projects using financial analysis techniques. Comparing investment opportunities to make informed decisions. (NPV or IRR.)	
	17.	Financial Planning and Loan Calculations - Calculating loan payments and interest rates for financial planning. Estimating loan payments and assessing borrowing costs - PMT or RATE functions.	
	18.	Calculating the break-even point using spreadsheet tools and techniques.	
V	Business Data Validation and Security		12
	19.	Data Validation and Auditing Formulas for Accuracy	
	20.	Text Functions in Accounting Applications	
	21.	Protecting Workbooks and Data Security Measures	
	22.	Automating spreadsheet with Templates, Styles, and Macros	
	23.	Accounting Application: Creating Lease Schedules and Assessing Financial Effects	

Recommended Books:

Bendoly, E. Excel Basics to Blackbelt: An Accelerated Guide to Decision Support Designs. Pearson India.

Hari, P.K. Excel Made Easy. BPB Publications.

Karnani, A.B. Financial Modelling in Excel. Wiley India.

Dixit, S. Mastering Excel for Business Professionals. McGraw Hill Education.

Rawat, D.S. Spreadsheet Applications in Business. Taxmann Publications.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify different spreadsheet software tools	Ap	PSO-6,12
CO-2	Create financial statements (Income Statement, Position Statements) using spreadsheet tools.	E	PSO-11,10
CO-3	Create visual charts to represent accounting data effectively.	C	PSO-9,7
CO-4	Understand methods for investment valuation (e.g., PV, FV) using spreadsheet tools.	An	PSO-10,9

CO-5	Implement data validation and auditing formulas to ensure accuracy in spreadsheet data.	Ap,C	PSO-5,12
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R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Skill Enhancement Activity

Practicum 1: Financial Statement Preparation: Ask students to create income statements, balance sheets, and cash flow statements for hypothetical businesses using spreadsheet software.

Practicum 2: Data Analysis and Visualization: Provide a dataset containing financial transactions or business metrics. Instruct students to analyse the data using formulas, charts, and pivot tables to derive insights.

Practicum 3: Investment Analysis: Assign a project where students evaluate investment opportunities by calculating key metrics such as net present value (NPV) and internal rate of return (IRR) using spreadsheet functions.

Practicum 4: Financial Forecasting and Budgeting: Present students with historical financial data and require them to create forecasts and budgets for future periods, incorporating growth rates, assumptions, and scenario analysis.

Practicum 5: Task students with implementing data validation rules and auditing formulas to ensure data accuracy.

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify different spreadsheet software tools	PSO-6,12	Ap	C	L	P
CO-2	Create financial statements (Income Statement, Position Statements) using spreadsheet tools.	PSO-11,10	E	P	L	P
CO-3	Create visual charts to represent accounting data	PSO-9,7	C	P	L	P

	effectively.					
CO-4	Understand methods for investment valuation (e.g., PV, FV) using spreadsheet tools.	PSO-10,9	An	P	L	P
CO-5	Implement data validation and auditing formulas to ensure accuracy in spreadsheet data.	PSO-5,12	Ap,C	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive
Mapping of COs with PSOs and POs :

	PSO 1	PSO2	PSO3	PSO4	PS O5	PSO6	PSO7	PSO8	PSO9	PSO1 0	PSO1 1	PSO1 2	PSO1 3	PSO 14
CO 1						3						2		
CO 2										2	3			
CO 3							2		3					
CO 4									2	3				
CO 5					2							1		

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1						2	3	
CO 2	3			2				
CO 3			3	4				
CO 4	3	3						
CO 5	3			2				

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam/Practical Examination

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK5SECCOM301				
Course Title	Forensic Accounting and Fraud Detection				
Type of Course	SEC				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	2 hours	5
Pre-requisites	Basic knowledge of fundamentals of Accounting and Auditing				
Course Summary	Forensic Accounting and Fraud Dictation is assuming critical importance in India and globally in the wake of numerous financial frauds, corporate misconduct, unethical business practices and a high incidence of cybercrime. This course is a blend of theoretical knowledge and case studies which are intended to equip the learners with concepts in forensic accounting and fraud detection.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Forensic Accounting.	9
	1	Forensic Accounting-Evolution, Concept & Scope.	
	2	Forensic Accountant- Qualities, Duties and responsibilities.	
	3	Relevance and Application of Forensic Accounting.	
II		Forensic Accounting as a Practice	9
	4	Process & Techniques involved in the conduct of Forensic Accounting.	
	5	Forensic Accounting Vs Traditional Accounting.	
III		Basic Concept of Frauds	16
	6	Meaning and Concept of Frauds	
	7	Types of Frauds-Tax Fraud & its types, Corporate Frauds, Insurance Frauds, Cyber frauds, Capital Market Frauds, Financial Frauds, Banking Frauds etc..	
	8	Case studies on Various Frauds	
IV		Fraud Investigation and Detection	10
	9	Causes Behind Committing Fraud-Fraud Triangle.	
	10	Detecting flags associated with frauds- Red & Green Flags-Case studies.	
	11	Fraud detection methods and Investigation Procedures.	
	12	Discovery, Methods & Techniques of Investigation.	
V		Fraud Prevention and Management	16
	13	Methods/Measures for prevention of the frauds	
	14	Consequences and Policy Implications of Frauds	
	15	Legal Implementation- Case studies.	

Case Study-Guidelines

1. Understand the case. Read the case closely to gain an overview of the situation.
2. Identify the main problem

3. Analyse the case (problem)
4. Identify the type of frauds committed in the case study.
5. Evaluate the modus-operandi of the frauds committed.
6. Discuss the methods & techniques of the prevention of frauds.
7. Analyse the judgement of courts regarding the case/ Make suggestions.

The learners are required to analyse minimum two cases under each practicum:

Practicum1: Examining the modus operandi of one of the biggest accounting frauds in the world. (**Example-**Satyam scam, 2009; Lehman Brothers scandal,2008; Bernie Madoff scandal,2008; American International Group scam,2005; Tyco scandal ,2002)

Practicum2: Reviewing the financial statement of suspected companies to detect red flags. (Punjab National Bank scam, Sahara Groups scam, IL&FS scam, Dena Bank scam, Oriental bank of commerce scam)

Practicum3: Designing a comprehensive forensic accounting strategies for a company that was a victim of fraud. (JET Airways, Kingfisher Airlines, Bhushan Steel, YES Bank, DHFL)

Practicum4: Discuss the measures one would take as a forensic accountant to investigate the cases. (Harshad Mehta Scam, Ketan Parekh scam, The Fyre Festival Fraud, 'The ZZZ BEST' Pyramid schemes, }

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the concept of Forensic Accounting and qualities, duties & responsibility of Forensic Accountant.	U	1
CO-2	Analyze the techniques & Process involved in the conduct of Forensic Accounting.	An	7
CO-3	Evaluate the live case studies of various types of frauds including Corporate Frauds, Insurance Frauds, Banking frauds etc.	E	11
CO-4	Analyse the causes behind committing frauds and	An	9

	Frauds Investigation Procedure, discovery, methods & techniques of Investigations.		
CO-5	Interpret Consequences of Policy & legal Implications of Frauds	An	11

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	COURSE OUTCOMES	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the concept of Forensic Accounting and qualities, duties & responsibility of Forensic Accountant	1	U	F, C	L	-
2	Analyze the techniques & Process involved in the conduct of Forensic Accounting.	7	An	C, P	L	-
3	Evaluate the live case studies of various types of frauds including Corporate Frauds, Insurance Frauds, Banking frauds etc.	11	E	P	L	P
4	Analyse the causes behind committing frauds and Frauds Investigation Procedure, discovery, methods & techniques of Investigations.	9	An	C, P	L	P
5	Interpret Consequences of Policy & legal Implications of Frauds	11	An	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	P S O 1	P S O 2	P S O 3	P S O 4	P S O 5	P S O 6	P S O 7	P S O 8	P S O 9	P S O 10	P S O 11	P S O 12	P S O 13	P S O 14	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8
CO 1	3	-	1	-	-			-							1	2				3		
CO 2	1		-	2	-		3	-							3	2				2		
CO 3	1	-	2	-	-			-			3				3	1				2		
CO 4	1	-			-			-	3						3	2				1		
CO 5	1		-	-	-		2	-			3				3	1				2		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Case Study/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam
- Practical Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

SEMESTER VI

Discipline Specific Core Courses

Discipline	COMMERCE				
Course Code	UK6DSCCOM300				
Course Title	GST: Law and Practice				
Type of Course	DSC				
Semester	VI				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1	- hours	4
Pre-requisites	Basic knowledge on taxation system of our country and the purpose of taxation				
Course Summary	The course "GST: Law and Practice" has been designed with a view to provide learners with a sound understanding on the basics of GST including legislation, different types of GST in operation, and GST rates applicable to different products and services. It also aims at to develop learner's skill in the computation of GST and filing of GST return. He must also be aware of the grievance and redressal mechanism under GST				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		GST Introduction	8
	1	Indirect Taxes –Features, scope, advantages and disadvantages - CBIC	
	2	Difference between direct and indirect tax	
	3	Milestones in the Adoption of GST in India- Need for Constitution Amendments	
	4	Indirect Taxes merged in GST	
II		Basic Provisions of GST	12
	7	Introduction of GST in India	
		GST- Features, Merits and Limitations	
	8	GST Models – Union GST model- State GST model- Dual GST model, Dual GST model introduced in India	
	9	Types of GST- CGST, SGST, IGST, UTGST	
	10	GST Legislation- CGST Act, SGST Act, UTGST Act	
	11	GST Tax Slabs in India , GST Calculation	
III		Levy and Collection of GST	16
	13	GSTN- constitution, functions, HSN, SAAC	
	14	Threshold limit and Composition Scheme	
	15	Supply- Concept, forms, taxable and non-taxable supply, time, value and Place of Supply	
	16	Mixed Supply and Composite Supply – GST applicable	
	17	Input Tax Credit – Eligibility, conditions, computation	
	18	Registration – Compulsory, exempted, Procedure	
IV		Filing of GST Returns	12

	19	E invoicing, Valuation, Documents on Return Filing,	
	20	Types of GSTR and Connected Rules – GSTR 1, 3B, 4, 5, 5A, 6, 7, 8, 9, 9A, 9B, 9C, 10 and 11	
	21	Payment and Refund of GST	
	22	Penalties for non-filing, TDS and TCS	
V	Administration Appeal and Revision		12
	23	GST Council- Constitution, Role, Powers	
	24	GSTN- features, structure, functions	
	25	Inspection- search, seizure	
	26	Appeal- Appellate Authority, Appellate Tribunal, Appeal to High Court and Supreme Court	
	27	E Way Bill, Offences and Penalties,	
Practical for Skill Improvement			
<p><i>Can be used during tutorial / to give as Assignments.</i></p> <ol style="list-style-type: none"> 7. Prepare a list of goods of your daily use and its applicable GST rates 8. Collect 20 GST bills and prepare a chart of different GST charged and identify the reasons for charging different GST 9. Internship with a GST practitioner and prepare a record of works related to GST and How do GSTRs are filed <p><i>Can be used the project as a CCA component.</i></p>			

Recommended Books:

- Singhania, V. K., & Singhania, M. (2020). Students Guide to Goods and Services Tax (7th ed.). Taxmann Publications.
- Bangar, V. S., & Bangar, S. (2019). Students Guide to Goods and Services Tax (6th ed.). Aadhya Prakashan.
- Mamodia, V. (2019). Goods & Services Tax: Law, Practice & Procedures (3rd ed.). Bharat Law House Pvt. Ltd.
- Chaturvedi, R., Agarwal, P., & Singla, A. (2018). Goods and Services Tax Law and Practice (2nd ed.). Wolters Kluwer India Pvt. Ltd.
- Narang, P. (2019). Goods and Services Tax: Law, Practice, and Policy (4th ed.). Eastern Book Company.
- Gupta, A., & Maheshwari, V. (2019). Guide to Goods & Services Tax (GST) (3rd ed.). Bharat Law House Pvt. Ltd.
- Jindal, S., & Jain, S. (2019). Goods and Services Tax (GST): Concept and Impact (2nd ed.). Lexis Nexis.
- Khandelwal, P. (2019). Comprehensive Guide to Goods & Services Tax (GST) (5th ed.). Bharat Law House Pvt. Ltd.
- Bansal, R. (2019). GST Ready Reckoner (6th ed.). Bharat Law House Pvt. Ltd.
- Gaur, D. R., & Narang, P. (2019). Goods and Services Tax: An Analysis and Guide (4th ed.). Bharat Law House Pvt. Ltd.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basics of Goods and Services Tax	U	4
CO-2	Calculate GST of different products and services	Ap	4
CO-3	Decide the chargeability of GST based on Supply dimensions	Ap	4
CO-4	File GST Return of a business entity	C	4
CO-5	File grievances related to a business entity	C	4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the basics of Goods and Services Tax	4	U	C	L	
CO-2	Calculate GST of different products and services	4	Ap	P	L,T	P
CO-3	Decide the chargeability of GST based on Supply dimensions	4	Ap	C	L,T	P
CO-4	File GST Return of a business entity	4	C	M	L,T	P
CO-5	File grievances related to a business entity	4	C	M	L,T	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	1	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO 2	2	3	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO 3	-	-	1	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO 4	-	-	2	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO 5	-	1	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK6DSCCOM301				
Course Title	Financial Statement Analysis				
Type of Course	DSC				
Semester	VI				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours		2- hours	5
Pre-requisites	1. Basic knowledge about accounting process, financial statements of sole proprietorship organisations 2. Familiarity with corporate accounts and financial statements.				
Course Summary	The course "Financial Statement Analysis " aims to provide learners with a comprehensive understanding of different financial statement analysis tools, enabling them to effectively analyze and interpret financial statements. This course is designed to enhance learners' skills in assessing the financial health of a company, making informed decisions, and identifying potential risks and opportunities through practical and experiential learning.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Basics of Financial Statement Analysis		5
	1	Meaning of financial statements, Nature of financial statements, Significance of financial statements, Limitations of financial statements	
	2	Presentation of Financial Statements – Horizontal and Vertical, Parties Interested in Financial Statements	
	3	Analysis and interpretation of financial statements, Objectives, and procedure for financial statement analysis	
	4	Types of financial statement analysis – According to Materials used and Modus Operandi of Analysis	
II	Tools or Techniques of Financial Statement Analysis		10
	5	Comparative Financial Statements – Comparative Income statements, Comparative position statements and its interpretations.	
	6	Common Size financial statements – Common size Income Statements, Common Size Position Statements and its interpretations.	
	7	Trend Analysis and its interpretations	
	8	Industry Analysis, Average Analysis	
		Practicum – Analysis of financial statements of listed companies in BSE/NSE and prepare common size and comparative statements and interpret the results. Inputs- Copies of financial statements of Listed Companies. Objectives – to analyse the growth of different components of financial statements of listed companies and interpret the results of the companies.	

		Process- Prepare common size statements and comparative financial statements, Calculate trend percentages. Output-Drawn comparative and common size income and position statements, trend ratios and its interpretation.	
III	Ratio Analysis		20
	9	Ratios – Meaning, objectives, importance, limitations, Modes of expression of ratios and Classification of ratios	
	10	Liquidity & Solvency Ratios	
	11	Turnover ratios	
	12	Profitability ratios	
	13	Preparation of Balance Sheet using ratios	
	14	Piotroski scale-based analysis	
		Interpretation of different ratios.	
		Practicum – Analysis of financial statements of listed companies based on ratios and interpret the results. Analyse the worth of companies to invest based on Piotroski scale. Inputs- Copies of financial statements of Listed Companies and piotroski scale. Objectives – to analyse the solvency and liquidity of listed companies and interpret the results of the companies. To evaluate the worth of companies for taking investment decisions. Process- Calculate solvency ratios, liquidity ratios, turnover ratios and profitability ratios. Collect piotroski scale of different companies. Output- Ratios and its interpretation	
IV	Fund Flow Analysis		25
	15	Meaning of funds (IAS 7), Flow of Funds, Meaning, need for, Objectives, importance and limitations of fund flow analysis	
	16	Fund flow statement and position statement	
	17	Gross and Net concept of Working Capital	
	18	Changes in Working Capital statement	
	19	Sources and Applications of Fund	
	20	Preparation of Fund Flow Statement.	
		Practicum – Analysis of fund flow of listed companies in BSE/NSE and interpret the solvency of the business. Inputs- Copies of financial statements of Listed Companies. Objectives – to analyse the solvency of listed companies based on the of financial statements. Process- Prepare changes in working capital statements, fund from operation and fund flow statements. Output-Drawn fund flow statements and its interpretation.	
V	Cash Flow Analysis		15
	21	Meaning, Need and Importance of cash flow analysis	
	22	Comparison with fund flow statements and steps involved in the preparation of cash flow statement analysis	
	23	Cash from Operating Activities	
	24	Cash from Investment and Financing Activities	
	25	Preparation of Cash Flow Statement as per AS3	

	<p>Practicum – Analysis of Cash flow of listed companies in BSE/NSE and interpret the liquidity of the business.</p> <p>Inputs- Copies of financial statements of Listed Companies.</p> <p>Objectives – to analyse the liquidity position of listed companies based on the of financial statements.</p> <p>Process- Prepare cash from operating activities, cash from investing activities and cash from financing activities and prepare Cash flow statements.</p> <p>Output-Drawn cash flow statements and its interpretation.</p>	
Practical for Skill Improvement		
<p><i>Can be used during tutorial/to give as Assignments.</i></p> <p>Collect financial statements of listed companies in BSE/NSE and prepare common size and comparative statements and interpret the results.</p> <p>Collect different ratios of companies from sites viz: screens and compare the ratios. On the basis of ratios rank the company for short term and long-term investment.</p> <p>Analyse financial statements of any two companies for the last four financial years.</p> <p><i>Can be used the project as a CCA component.</i></p> <p>Prepare a small project report showing the analysis and interpretation of financial statements of any two companies.</p>		

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe outcomes from financial statements in terms of profitability, liquidity, solvency and turn over.	An	3
CO2	Prepares statement of changes in working capital and fund flow statement.	Ap	3,10
CO3	Prepares cash flow statement.	Ap	3,10,11
CO-4	Analyse common size statement and comparative statement.	An	3,10,11
CO-5	Interpret financial ratios in terms of decision support.	E	3,10,11
CO-6	Ensure best use of Piotroski scale to interpret the financial health of business entity.	E, C	3,10,11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Explain type and content of financial statements and tools for financial analysis	3	U	F, C	L	

	and interpretation.					
CO-2	Develop common size statement and comparative statement.	3,10	R, Ap	P	L	P
CO-3	Analyses companies' profit, sales, and other financial data for finding the trend.	3,10,11	An	P	L	P
CO-4	Calculate different ratios and interpret the results.	3,10,11	An	P	L	P
CO-5	Use Piotroski scale to interpret the financial health and develop portfolios	3,10,11	E, C	C	L	P
CO-6	Prepares changes in working capital statement and fund flow statement.	3,10,11	Ap	P	L	P
CO-7	Prepares cash flow statement.	3,10,11	Ap	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	2	3	-	-	-
CO 2	1		1	-	-	-	-	2	-	-	3	-	-	-	-	-	-	2	3	-	-	-
CO 3	1	-		2	-	-	-	1	-	-	3	-	-	-	-	-	-	3	3	-	-	-
CO 4	1	-	2	2	-	-	-	1	-	-	3	-	-	-	-	-	-	3	3	-	-	-
CO 5	1		1	1	-	-	-	1	-	-	3	-	-	-	-	-	-	3	3	-	-	-
CO 6	1	-	1	1	-	-	-	2	-	-	3	-	-	-	-	-	-	3	3	-	-	-
CO 7	1		1	1	-	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		
CO 6	✓	✓		✓
CO 7	✓	✓		✓

Recommended Books:

- Horngren, C. T., Datar, S. M., & Rajan, M. V. (2018). *Cost Accounting: A Managerial Emphasis* (16th ed.). Pearson.
- Garrison, R. H., Noreen, E. W., & Brewer, P. C. (2018). *Managerial Accounting* (16th ed.). McGraw-Hill Education.
- Hansen, D. R., & Mowen, M. M. (2018). *Cornerstones of Managerial Accounting* (7th ed.). Cengage Learning.
- Bhimani, A., Horngren, C. T., Datar, S. M., & Foster, G. (2012). *Management and Cost Accounting* (6th ed.). Pearson.
- Drury, C. (2017). *Management and Cost Accounting* (10th ed.). Cengage Learning.
- Atkinson, A. A., Kaplan, R. S., Matsumura, E. M., & Young, S. M. (2018). *Management Accounting: Information for Decision-Making and Strategy Execution* (7th ed.). Pearson.
- Langfield-Smith, K., Thorne, H., & Hilton, R. W. (2015). *Management Accounting: Information for Managing and Creating Value* (7th ed.). McGraw-Hill Education.
- Seal, W., Garrison, R. H., & Noreen, E. W. (2018). *Management Accounting* (6th ed.). McGraw-Hill Education.
- Maher, M. W., Stickney, C. P., & Weil, R. L. (2015). *Managerial Accounting: An Introduction to Concepts, Methods and Uses* (12th ed.). Cengage Learning.
- Eldenburg, L. G., Wolcott, S. K., & Chen, H. S. (2016). *Cost Management: Measuring, Monitoring, and Motivating Performance* (2nd ed.). Wiley.

Discipline	COMMERCE				
Course Code	UK6DSCCOM302				
Course Title	Cost Accounting Methods and Techniques				
Type of Course	DSC				
Semester	VI				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	Awareness on cost, elements of cost, cost accounting principles.				
Course Summary	Applied costing Course is designed with methods and techniques of costing helps the students to identify the different ways of calculating cost and various tools used for cost control, cost reduction and decision making. It helps the students to apply the methods and techniques in various industries.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Specific order Costing		12
	1	Job costing – Meaning and its accounting procedures	
	2	Batch costing, Economic Batch Quantity	
	3	Contract costing, Meaning, Accounting treatment, cost plus contract, Escalation Clause and Sub contracts	
		Practicum – Prepare Job cost sheet, contract accounts and estimate EBQ. Inputs- 1. Data relating to a real job. 2. Details of materials, labour and other items required to construct a specific building (Ask students to collect data from constructing sites). Objectives – to estimate the cost of a job/construction of building Process- Prepare Job cost sheet, contract accounts. Output-Drawn cost sheets, contract accounts and estimated cost. (Visit construction sites and analyse the pattern of contract and sub contract.)	
II	Process Costing and Service costing		18
	4	Process Costing, Accounting procedures, Treatment of Normal Loss, Abnormal Loss, Abnormal gain	
	5	Joint Products, By-products and Methods of apportioning of Joint costs	
	6	Equivalent Production (Concepts only)	
	7	Service costing-Transport Costing	
		Practicum – Prepare process cost accounts and service cost of passenger per kilometre. Inputs- 1. Data relating to the cost of different process for the production of product. 2. Data relating to the cost of KSRTC (Ask students to collect data from KSRTC/other companies). Objectives – to estimate the of passenger per kilometer of KSRTC, Ascertain the cost of different process	

		Process- Prepare process accounts, estimate the cost of transporting a passenger per Kilo meter. Output-Drawn process accounts and estimated cost. (Visit a small process unit and prepare process accounts with actual figures.)	
III	Budgeting and Budgetary Control		15
	8	Budget and Budgetary control, Nature and functions	
	9	Preparation of different types of budgets-Cash budget, Functional budgets-(Purchase and sales) flexible budget and master budget.	
	10	Performance budgeting and ZBB (basic concepts only)	
		Practicum – Prepare Budgets- Master and Functional Inputs- 1. Cost data relating to production, purchase, sales, material, office and administration. Objectives – prepare different budgets. Process- Prepare functional budget and master budget and list out the differences between functional budget and master budget. Output-Different budget (Also ask them to prepare budget for youth-festival, study tour, International seminar and Prepare different types of budgets for small concerns)	
IV	Marginal Costing		15
	11	Marginal Cost, Marginal Costing and Absorption Costing	
	12	Contribution, P/V Ratio, Break even analysis, algebraic method and graphical method, Margin of safety	
	13	Cost Volume Profit analysis and profit planning	
	14	Decision making-Pricing decision, Make or buy, Product/Sales mix decisions and key factor.	
		Practicum – Calculate Break even points of an imaginary business unit. Suggest measures to reduce the BEP. Inputs- 1. Cost data relating to cost and sales. Objectives – prepare BEP and suggest strategies to reduce BEP Process- Calculate BEP and list-out the strategies to reduce BEP Output- BEP in units and sales value, list of strategies to reduce BEP.	
V	Standard Costing		15
	15	Standard cost, estimated cost, standard costing and variance analysis.	
	17	Analysis of Variance - Materials only – Quantity, Price, Cost, Mix and Yield Variances.	

Recommended Practical:

1. Visit construction sites and analyse the pattern of contract and sub contract.
2. Prepare job cost sheets.
3. Visit a small process unit and prepare process accounts with actual figures.
4. Prepare different types of budgets for small concerns.

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
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CO-1	Prepare job Cost Sheet, EBQ and Contract Accounts.	Ap	PSO-3,11
CO-2	Ascertain the cost of each process under process costing.	Ap	PSO-3,11
CO-3	Compute the unit cost incurred in transportation service	Ap	PSO-3,11
CO-4	Prepare Cash budget, Functional budgets-(Purchase and sales) flexible budget and master budget.	Ap	PSO-3,11
CO-5	Application of Marginal costing in decision-making	Ap	PSO-3,11
CO-6	Identify the material cost variance and fix implications thereon.	Ap	PSO-3,11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	Cognitive Level	PO/PSO	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Prepare job Cost Sheet, EBQ and Contract Accounts.	Ap	PSO-3,11	F,C	L	P
2	Ascertain the cost of each process under process costing.	Ap	PSO-3,11	F,P	L	P
3	Compute the unit cost incurred in transportation service	Ap	PSO-3,11	F,C,P	L	P
4	Prepare Cash budget, Functional budgets-(Purchase and sales) flexible budget and master budget.	Ap	PSO-3,11	F,C,P	L	P
5	Application of Marginal costing in decision-making	Ap	PSO-3,11	F,C,P	L	P
6	Identify the material cost variance and fix implications thereon.	Ap	PSO-3,11	F,C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
C O 1	1	-	-	-	-	1	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 2	2	3	-	-	-	2	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 3	-	-	1	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 4	-	-	2	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 5	-	1	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-
C O 6	-	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Books Recommended;

1. S.P. Jain and K.L. Narang - Advanced Cost Accounting, Kalyani Publishers, New Delhi.
2. S. N. Maheswari - Cost and Management Accounting, Sultan Chand & sons, New Delhi.
3. M.Y. Khan and P.K. Jain - Advanced Cost Accounting, Tata McGraw Hill.
4. Thulsian P.C. - Practical Costing, Vikas Publishing House, New Delhi.
5. M.N. Arora - Principles and Practice of Cost Accounting, Vikas Publishing House, New Delhi.
6. N.K. Prasad - Advanced Cost Accounting, Book Syndicate Pvt. Ltd. Kolkata
7. B.M. Nigam and Jain K. - Cost Accounting PHI, New Delhi.

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6	✓	✓		✓

Discipline	Commerce				
Course Code	UK6DSCCOM303				
Course Title	Auditing Principles and Practices				
Type of Course	DSC				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites					
Course Summary	<p>An audit is a systematic and independent examination of books, accounts, statutory records, documents and vouchers of an organization to ascertain how far the financial statements as well as non-financial disclosures present a true and fair view of the concern.</p> <p>This course attempts to assist the students to ensure that the books of accounts are properly maintained by the concern as required by law.</p> <p>This course is a study of techniques available for gathering, summarizing, analyzing and interpreting the data presented in financial statements and procedures used in verifying the fairness of the information, also emphasizes ethical and legal aspects and considerations.</p> <p>This course emphasis on skill development in addition to subject matter.</p>				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Fundamentals of Auditing:		14
	1	Auditing Meaning, objectives, importance and scope of Auditing, Qualities of an Auditor – Duties of an Auditor. Error -types, Fraud- types, Limitations of Auditing.	
	2	Classification of Auditing -bases - Organisational Structure-private audit, Government audit, statutory audit.	
		Specific objectives-independent financial audit, internal audit, cost audit, Management audit, tax audit, secretarial audit, social audit, environmental audit, performance audit, property audit.	
		Time-continuous audit, annual audit, interim audit, balance sheet audit, concurrent audit.	
		Scope- complete, partial, detailed audit.	
		Practical - Analyse any one audit report (management, tax, internal, cost) make a report on the comments made by the auditor in her report)	
II	Audit Procedure		18
	3	Audit Procedure: Audit planning – Audit Program, Audit working papers, Routine checking, internal checking, internal control.	
	4	Auditing Strategy and Risk Assessment - Audit Risk, Identification and Assessing the Risk of Material Misstatement.	

		Identify and list out the internal check system in the college office in connection with the payment expense in connection with an event.	
	5	Vouching- meaning, importance, requirement of a voucher, verification & valuation of assets & liabilities- vouching of sales items, purchase transactions, cash receipts, cash payments, ledgers.	
		Verification -meaning, verification of specific fixed assets, intangible assets, current assets and liabilities. (concepts only). difference between vouching and verification.	
		Practical: Collect vouchers of PTA (events conducted by the department) and vouch the transactions for one month. Also collect annual verification report and verify the assets in the institution with stock register.	
III	Audit of Public company and Audit Reporting		10
	7	Qualification, Appointment of company Auditors, their powers, duties and liabilities-civil and criminal liability.	
	8	Auditor's Remuneration - Removal of auditors-Ceiling on Number of Audits - Audit of depreciation and reserves, Divisible profits & dividends.	
	9	Audit Report and Investigation: Audit Report: Meaning, objectives, contents and types.	
	10	Investigation: meaning, Nature and objectives, types.	
	11	Requirements of CARO (concepts only)	
		Practical: Download the order issued by the Ministry of Corporate Affairs (MCA) under Section 143(11) of the Companies Act, 2013. Prepare a format showing the required content in a report (CARO requirements).	
IV	Audit Ethics		6
	12	Ethics - meaning, Need of Professional Ethics, Fundamental principles of Professional Ethics, Independence of Auditors, Threats to independence, safeguards to independence, Professional skepticism.	
		Practical: Study about a company scam and find the audit ethical flaws and justify the causes.	
V	Recent trends in auditing		12
	13	Recent trends in auditing, Introduction to EDP Audit; meaning and types, nature and significance of cost audit, tax audit and management audit.	
	14	Practical: Prepare a checklist for conducting Energy Audit, System Audit, Environmental Audit and verify these items are reflecting in the recent audit in your institution or any nearby institutions.	
		Visit an audit firm and prepare a report on the work done by the firm on a specific company. Prepare audit report after conducting – strength of internal check system, vouching and verification.	

Recommended Books

ArunaJha, Auditing, 3rd Edition Taxmann, New Delhi.

Ravinderkumar&Virender Sharma, Auditing: principles and practice, 3rd Edition PHI Pvt Ltd, New Delhi.

- Sharma T.R., Principles of Auditing, 2019 Edition SahityaBhawan Agra.
- Tondon B.N., Principles of Auditing, 14th Edition S. Chand and Co., New Delhi.
- Gupta Kamal, contemporary Auditing, 6th Edition Tata McGraw hill, New Delhi.
- Ray Whittington, principles of auditing & other assurance services, 20th Edition Tata McGraw hill, New Delhi.

Auditing Intermediate level of - CMA, ICAI

- Alvin A. Arens, Auditing and assurance services, 17th Edition pearson.
- S.K. Basu, Fundamentals of Auditing, 1st Edition Pearson
- VijiChandran, Principles and practice of auditing, 2015 Edition vikas publishing

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Explain the concept of auditing and its process and its impact on business.	U	PSO-1,3
CO-2	Identify the process of voucher, vouching, verification and valuation of assets and liabilities for improving internal systems. and to know the requirements of CARO	U	PSO-3,5
CO3	Apply the parameters for the qualification, duties and rights of an auditor, and audit of key balance sheet items for quality audit.	An	PSO-1,11
CO4	Analyze the various aspects of investigative audit and reports thereof.	An	PSO- 11,12
CO5	Analyze the recent trends in auditing in relation to different types of audits and their implementation.	U	PSO- 3,6
CO6	Appreciate the Audit ethics and auditor's responsibility on ethics compliance.	U	PSO- 12
CO7	Prepare audit report of any nearby clubs, PTA, Library after internal check system and auditing.	Ap	PSO-3,12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Explain the concept of auditing and its process and its impact on business.	PSO-1,3	U	F, C	L	
2	Identify the process of voucher, vouching, verification and valuation of assets and liabilities for improving internal systems. and to know the requirements of CARO	PSO- 3, 5	U	P	L	P
3	Apply the parameters for the qualification, duties and rights of an auditor, and audit of key balance sheet items for quality audit.	PSO- 1,11	An	C	L	
4	Analyze the various aspects of investigative audit and reports thereof.	PSO- 11,12	An	C P	L	P
5	Analyze the recent trends in auditing in relation to different types of audits and their implementation.	PSO- 3,6	U	C, P	L	
6	Appreciate the Audit ethics and auditor's responsibility on ethics compliance.	PSO- 12	U	C	L	P
7	Prepare audit report of any nearby clubs, PTA, Library after internal check system and auditing.	PSO- 3,12	Ap	P, M	T	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	3	-	-	-	-	-	-	-	-	-	-	-
CO 2	-	-	2	-	3	-	-	-	-	-	--	--	-	-
CO 3	2	-	-	-	-	-	-	-	-	-	3	-	-	-
CO 4	-	-	-	-	-	-	-	-	-	-	3	3	-	-
CO 5	-	-	2	-	-	1	-	-	-	-	-	-	-	-
CO 6	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO 7	-	-	2	-	-	-	-	-	-	-	-	3	-	-
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8						
CO 1	1	2	-	1	-	2	-	1						
CO 2	2	3	3	1	-	1	1	1						
CO 3	-	-	1	3	2	1	-	1						
CO 4	1	2	2	3	-	2	-	3						
CO 5	-	1	-	-	-	-	2	1						
CO 6	1	-	-	3	-	-	-	2						
CO 7	2	3	3	1	1	2	-	1						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6		✓		✓
CO 7		✓		✓

Discipline	COMMERCE				
Course Code	UK6DSCCOM304				
Course Title	Strategic Management				
Type of Course	DSC				
Semester	VI				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites	Basic knowledge about management				
Course Summary	This course provides a comprehensive overview of strategic management basics, including environmental analysis and corporate strategies, and offers guidance on formulating effective strategies for businesses in a concise and informative manner.				

Detailed Syllabus:

Module		Contents	Hours
1		Introduction to Strategic Management	14
	1	Strategic thinking vs. strategic planning vs. strategic management	
	2	Meaning of strategic management-Concept of strategy, policy, and tactics	
	3	Nature of strategic decision- Approaches to strategic decision-making	
	4	Formulating vision and mission, Setting of objectives and goals-Relationship between vision, mission, objectives, goals, and strategy- SBUs	
	5	Cases Analysis of Cases on vision setting-core industry-wise (3)	
2		Environmental Analysis	10
	5	Business environment-internal and external	
	6	Environmental scanning and analysis- techniques- PESTEL analysis, SWOT analysis – ETOP (Environmental Threats and Opportunities Profile	
	7	Competitor analysis – Michael Porters' industry analysis	
	8	Case Analysis on Cases relating to Business Environment Analysis	
3		Corporate, Business and Functional Strategies	14
	9	Levels of strategies – Basis of categorisation	
	10	Types of corporate level strategies- Types of business level strategies -Types of functional level strategies	
	11	Generic Competitive Strategies-Defensive and Offensive strategies	
	12	Case Analysis of Cases relating to Corporate Level, Business Level and Functional Level Strategies.	
4		Formulation of Strategies	10

	13	Objectives of Strategy formulation – GAP Analysis	
	12	Framing of alternative strategies, Strategy Selection	
	13	Approaches to Strategy Formulation – BCG Matrix. GE Matrix, Balance Score Card.	
5	Implementation, Evaluation and Control		12
	14	Implementation Process and Issues – Structural, Functional and Behavioural Aspects of Implementation	
	15	Mc Kinsey 7 S Model	
	16	Evaluation and Control of Strategies – Techniques – Strategic Audit	

Practicals:

1. Collect vision and mission of different colleges and examine, whether they have the basic requirements of vision and mission.
2. Develop vision, mission and objectives of a business unit engaging in service sector.

Recommended Books:

Jakhotiya G P Strategic Financial Management Vikas Publishing House, 2010 References

Khan, M.Y. & Jain, P.K., Basic Financial Management, Tata McGraw Hill, ND, 2009

Khan, M.Y., India Financial Services, Tata McGraw Hill, ND, 2008

Ravi M, Kishore, Strategic Financial Management Taxmann's 2011 Edition

.Damodaran, A. 2004, Corporate Finance: Theory and Practice, 2nd Ed., Wiley & Sons.

Van Horne, J.C. 2006, Financial Management and Policy, 12th Ed., Prentice Hall of India.

Brearly, R. A. and Myers, S. C. 2006, Principles of Corporate Finance, 8th Ed., Tata McGraw Hill

Pike, R and Neale, B. 1998, Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India

Rustagi, R.P. 1999, Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.

Pandey, I.M. 1999, Financial Management, 9th Ed., Vikas Publishing House

Wadhwa, Ritu 2018, Strategic Financial Management, Kojo Press

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Examine vision, mission and objectives of business units	U	3,11,12
CO-2	Judge the strength of companies by using environment analysis tools	E	3,11,12
CO-3	Classify strategies as corporate level, Industry level and business level.	An	3,11,12
CO-4	Compare approaches of formulation of strategies	An	3,11,12
CO-5	Examine the strategy implementation process	An	3,11,12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Examine vision, mission and objectives of business units	3,11,12	U	F, C		
CO-2	Judge the strength of companies by using environment analysis tools	3,11,12	E	P		
CO-3	Classify strategies as corporate level, Industry level and business level.	3,11,12	An			
CO-4	Compare approaches of formulation of strategies	3,11,12	An			
CO-5	Examine the strategy implementation process	3,11,12	An			

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
C O 1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-		3	2	-	-
C O 2	1		1	-	-	-	1	-	-	-	1	-	-	-	-	-	-		3	2	-	-
C O 3	1	-		2	-	-	1	-	-	-	1	-	-	-	-	-	-		3	2	-	-
C O 4	1	-	2	2	-	-	1	-	-	-	1	-	-	-	-	-	-		3	2	-	-
C O 5	1		1	1	-	-	1	-	-	-	1	-	-	-	-	-	-		3	2	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK6DSCCOM305				
Course Title	Research methodology				
Type of Course	DSC				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	5
Pre-requisites	Basic idea about business operations and theories				
Course Summary	The research methodology course provides students with a comprehensive understanding of the step-by-step process and techniques involved in conducting research. Students will learn how to identify research problems, design research questions, collect and analyze data, and draw valid conclusions, equipping them with the skills necessary to carry out effective research projects in their respective fields.				

Detailed Syllabus:

Module			Hrs
1	Introduction to Research Methodology		10
	1	Meaning and significance of research	
	2	Types of research and basis for classification	
	3	Research process	
	4	Research ethics and genuineness of research	
2	Research Design		10
	5	Review of Literature – Need and Significance	
	6	Formulating research questions and objectives – Variables - Types	
	7	Hypothesis – Meaning – Types – Formulation	
	8	Research design: exploratory, descriptive, experimental	
3	Sampling and Data Collection		12
	9	Sampling Design – Types of Sampling – Probability – Non-Probability	
	10	Data collection – Primary, Secondary - Tools for data collection: surveys, interviews, observations	
4	Data Analysis and Interpretation		14
	11	Quantitative vs. qualitative data- suitability	
	12	Descriptive statistics - Inferential statistics: hypothesis testing, t-test, ANOVA	
	13	Qualitative data analysis techniques	
5	Writing and Presenting Research		14
	14	Research report – types, importance - structure and essentials of a good report	
	15	Citation and referencing	
	16	Ethical guidelines in research, Plagiarism and academic integrity	

Recommended Books:

Krishnaswamy O.R. Research Methodology in Social Sciences,
Kevin S. Research Methodology for Social Sciences,

Kapoor V.K.Fundamentals of Statistics for Business and Economics,
Kothari C.R., Gourav Garg.Research Methodology – Methods and Techniques,

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Apply research process in business research	Ap	11,13
CO-2	Develop hypothesis based on literature review	C	11,13
CO-3	Construct questionnaire for data collection	Ap	11,13
CO-4	Choose appropriate data analysis techniques based on nature of data	Ap	11,13

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Apply research process in business research	11,13	Ap	F, C	L	
CO-2	Develop hypothesis based on literature review	11,13	C	P	L	
CO-3	Construct questionnaire for data collection	11,13	Ap	P	L	
CO-4	Choose appropriate data analysis techniques based on nature of data	11,13	Ap	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3	-
CO 2	1		1	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3	-
CO 3	1	-		2	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3	-
CO 4	1	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline Specific Electives

Discipline	COMMERCE				
Course Code	UK6DSECOM300				
Course Title	Security Analysis and Portfolio Management				
Type of Course	Discipline Specific Elective (DSE)				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	Knowledge on various financial instruments, risk return concepts, stock market operations and legal framework and investor protection.				
Course Summary	This Course is a comprehensive study of investment principles and techniques used to manage portfolios effectively. This course aims to provide students with a solid understanding of Portfolio Theory, Asset Allocation, Security Analysis, Risk Management, and Performance Evaluation				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Introduction to Portfolio Management		8
	1	Overview of Portfolio Management	2
	2	Objectives and Importance of Portfolio Management	2
	3	Investment Objectives- Risk and Return Concepts	2
	4	Phases of Portfolio Management	2
II	Security Analysis and Selection		15
	5	Dimensions of Fundamental Analysis – Economy, Industry, Company (EIC) Analysis	5
	6	Premises of Technical Analysis; Type of Charts; Tools of Technical Analysis	5
	7	Efficient Market – Efficiency of Indian Stock Market – Efficient Market Hypothesis- Basics of EMH – Forms of Market Efficiency	5
III	Portfolio Analysis & Selection		12
	8	Selecting Optimal Portfolio; MPT; CAPM; Factor Model – Fama French Three Factor Model; Arbitrage Pricing Theory (APT)(Basics only).	12
IV	Portfolio Revision and Evaluation		13
	9	Portfolio Revision – Need – Factors Affecting Portfolio Revision – Revision Strategy -Merits & Demerits of Portfolio Revision;	5
	10	Portfolio Performance Evaluation – Need- Benchmarks, Sharpe Reward to Variability Ratio–Treynor Reward to Volatility Ratio – Jensen's Performance Index – Fama's Decomposition Model.	8
V	SEBI Guidelines on Portfolio Management Services		12
	11	SEBI regulations – Portfolio Management Services- Qualifications of fund managers	12

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the concept of portfolio management	U	10,12
CO-2	Understand how to create and manage portfolios.	U	5,10
CO-3	Articulate innovative insights of security analysis and portfolio construction.	Ap	6,10
CO-4	Apply decision making skills in investment analysis and portfolio management	Ap	10,12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO-1	Understand the concept of portfolio management	PO-1 PSO-10,12	U			
CO-2	Understand how to create and manage portfolios.	PO-1 PSO-5,10	U			
CO3	Articulate innovative insights of security analysis and portfolio construction.	PO-2,3,7 PSO-6,10	Ap			
CO4	Apply decision making skills in investment analysis and portfolio management	PO-2,3,6 PSO-10,12	Ap			

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1										3		1		
CO 2					2					3				
CO 3						2				3				
CO 4										3		1		

Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	3							
CO 2	1	3						
CO 3		1	3				2	
CO 4		1	2			3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
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Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4		✓		✓

Discipline	COMMERCE				
Course Code	UK6DSECOM301				
Course Title	Financial Derivatives				
Type of Course	Discipline Specific Elective (DSE)				
Semester	VI				
Academic Level	300 -399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0 hours	4
Pre-requisites	Understanding on the concept of risk management and basic idea on financial derivatives.				
Course Summary	The objective of this course is to provide students with a comprehensive understanding of Financial Derivatives and their role in Risk Management. The course will enable students to analyse and evaluate the effectiveness of Financial Derivatives in managing various types of risk in uncertain Trading scenarios.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Financial Derivatives		8
	1	Overview of Financial Markets and Institutions	1
	2	Definition and Types of Financial Derivatives	1
	3	Importance and Role of Derivatives in Financial Markets	2
	4	Basic Concepts: Forward Contracts, Futures Contracts, Options Contracts, and Swaps	2
	5	Participants in Derivative Markets- Regulations and Regulatory Bodies in Derivative Markets	2
II	Forwards and Futures		9
	6	Mechanics of Forward and Futures Contracts	2
	7	Pricing Forwards and Futures Contracts	2
	8	Hedging Strategies using Futures Contracts	2
	9	Speculation and Arbitrage in Futures Markets	1
	10	Margin Requirements and Clearing Mechanisms-Delivery and Settlement Procedures	2
III	Options and Option Strategies		19
	11	Basic concepts-Call and Put Option-Option Payoffs and Profit Diagrams	4
	12	Option Pricing Models: Binomial Model, Black-Scholes Model	3
	13	Factors Affecting Option Prices	2
	14	Option Trading Strategies- Covered Calls, Protective Puts, Spreads, Straddles, Strangles	5
	15	Option Greeks: Delta, Gamma, Theta, Vega, Rho	2
	16	Applications of Options in Risk Management and Speculation	3
IV	Swaps and Other Derivatives		12

	17	Types of Swaps: Interest Rate Swaps, Currency Swaps, Commodity Swaps	2
	18	Mechanics of Swaps Contracts	2
	19	Credit Risk and Counterparty Risk in Swaps Markets	2
	20	Other Derivative Products: Swaptions, Caps, Floors, Collars	4
	21	Hybrid Securities and Structured Products	2
V	Advanced Topics in Financial Derivatives		12
	22	Exotic Options: Barrier Options, Binary Options, Asian Options	2
	23	Credit Derivatives: Credit Default Swaps, Credit Linked Notes	4
	24	Regulatory Developments in Derivatives Markets	2
	25	Ethical and Legal Issues in Derivatives Trading-Emerging Trends and Innovations in Derivatives Markets	4

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental concepts of financial derivatives.	U	10
CO-2	Evaluate the characteristics and mechanics of different types of derivatives instruments.	E	9,10
CO-3	Calculating and interpreting key metrics such as option prices, futures prices, and swap rates	An	10
CO-4	Apply theoretical knowledge to real-world scenarios through case studies and practical exercises	Ap	9,10

R-Remember, U-Understand, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the fundamental concepts of financial derivatives.	PO-1 PSO-10	U			
CO-2	Evaluate the characteristics and mechanics of different types of derivatives instruments.	PO-2,5,6 PSO-9,10	E			
CO3	Calculating and interpreting key metrics such as option prices, futures prices, and swap	PO-2,4 PSO-10	An			

	rates					
CO4	Apply theoretical knowledge to real-world scenarios through case studies and practical exercises	PO-1,6 PSO-9,10	Ap			

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1										3				
CO 2									1	3				
CO 3										3				
CO 4									2	3				

Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	2							
CO 2		1			2	1		
CO 3		3		1				
CO 4	3					1		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2		✓		✓
CO 3	✓			✓
CO 4		✓		✓

Discipline	COMMERCE				
Course Code	UK6DSECOM302				
Course Title	Co-operative Governance				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	1. Understanding about governance structure of cooperatives				
Course Summary	This course on the creation and administration of cooperatives provides a comprehensive understanding of cooperative governance principles, management structures, and administrative setups specific to the context of Kerala, India. Students will delve into topics such as professionalization in management, decentralization of power, and the roles and functions of officials within cooperative management, while also examining risk management, accountability, and transparency practices crucial for sustainable cooperative operations. By the end of the course, participants will be equipped with the knowledge and skills necessary to contribute effectively to the success and development of cooperatives, fostering economic growth and social empowerment within their communities.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Cooperative Governance		12
	1	Overview of cooperative governance principles - Importance of governance in cooperative management - Distinction between governance and management - Co-operative Vs Corporate governance	6
	2	Pillars of cooperatives Governance - Internal Governance Mechanisms Code of conduct and ethical standards for board members Decision-making processes within cooperative	6
II	Creation and Administration of Co-operatives		14
	3	Nature and importance - Management aspects in co-operatives- Professionalization in management- Decentralization of Power in Cooperatives - Organizational Structure of a Cooperative - Managing the relationship between the board of directors and members.	6
	4	Administrative setup of the cooperative department in Kerala - District level and taluk level powers and responsibilities of cooperative department – Conferment of powers of registrar functional registrars in Kerala and need for separating administration from audit	8
III	Structure of Credit Cooperatives in Kerala		10
	5	Co-operative banking structure- Short and medium-term structure - State co-operative banks - Role of Kerala Bank in economic development	6
	6	Role of national federations: NCDC, NDDDB, NAFSCOB, NAFCUB, NCARDBF, Role of NABARD in co-operative credit	4

IV	Audit Risk Management, Accountability and Transparency		12
	7	Types of risks in banking- Risk Management and Internal Controls - Identification and assessment of risks in cooperative operations - Implementation of internal controls and risk mitigation strategies - Role of internal audit in ensuring compliance and risk management.	8
	8	Cooperative Accountability and Transparency - Importance of transparency in cooperative governance Disclosure requirements for financial and operational information Accountability mechanisms for members and stakeholders	4
V	Cooperative Governance best practices		12
	9	Democratic Decision making - Challenges and strategies for promoting participatory governance – Importance of Member participation in cooperative governance - Cooperative values and ethical considerations in governance.	6
	10	Best Practices in Cooperative Governance Case studies of co-operatives with effective governance practices Lessons learned and success factors in cooperative governance Recommendations for improving governance structures and processes in cooperatives	6

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Equips the students with the knowledge and skills to effectively manage and administer cooperatives in Kerala	U	PSO-1,2
CO-2	Will gain a comprehensive understanding of how cooperatives in Kerala are governed, including the roles of different officials and the department's organizational structure.	U, E	PSO-1,2
CO3	Explore the different tiers of cooperative banking in India, including short-term, long-term structures, and the roles of key institutions like NABARD and national federations, gaining a comprehensive understanding of cooperative credit systems	U	PSO-1,2
CO4	Able to identify and mitigate risks in cooperatives, ensure compliance, and promote transparency through strong internal controls, accountability mechanisms, and disclosure practices. (Introduces students to the key Cooperative Accountability and Transparency and risk management)	U, An, E	PSO-1,2

CO5	To gain knowledge on the democratic decision making and best practices in cooperative	U, An	PSO-1,2,12
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R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Recommended Books

Kulandiswamy V. (1998) Principles and Practice of Cooperative Management, Rainbow Pub., Coimbatore.

Nakkikron S., (1984) Cooperative Management, Rainbow Publication, Coimbatore.

Shah A.K, Functional Management for the Cooperative, Rainbow Publishers, Coimbatore.

Varkey V.O., and V.G. Vartak, (1998) Cooperative Management, Varsha Prakasham, Puna.

Kamat G.S., New Dimension of Cooperative Management, Himalaya Publishing House, New Delhi.

Ramkishan Y., (2003) Management of Cooperatives, Jaico Publishing House, New Delhi.

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Equips the students with the knowledge and skills to effectively manage and administer cooperatives in Kerala	PSO-1,2	U		L	-
CO-2	Will gain a comprehensive understanding of how cooperatives in Kerala are governed, including the roles of different officials and the department's organizational structure.	PSO-1,2	U, E		L	-
CO-3	Explore the different tiers of cooperative banking in India, including short-term, long-term structures, and the roles of key institutions like NABARD and national federations, gaining a comprehensive understanding of cooperative credit systems	PSO-1,2	U		L	-
CO-4	Able to identify and mitigate risks in cooperatives, ensure compliance, and promote transparency through strong internal controls, accountability mechanisms, and disclosure practices. (Introduces students to the key Cooperative Accountability and Transparency and risk management)	PSO-1,2	U, An, E		L	-
CO-5	To gain knowledge on the democratic decision making and best practices in cooperative	PSO-1,2,12	U, An		L	

F-Factual, C- Conceptual, P-Procedure al, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	1		-	-	-	-	-	3	2	-	-	-	-	-	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 5	1	-	-	-	-	-	3	3	3	-	-	-	-	-	-	-	-	-	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK6DSECOM303				
Course Title	Co-operative Accounting and Auditing				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	1. Basic accounting and auditing knowledge				
Course Summary	This course enhances students with the knowledge and skills to effectively manage and govern cooperatives, covering accounting principles, auditing practices in Kerala.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Co-operative Accounting		12
	1	Nature and scope, salient features, concept and conventions Co-operative Accounting, Double entry and single-entry system Difference between Audit and Accounting	6
	2	Books and registers to be maintained by the co-operatives-statutory requirements Receipt and payment system of account keeping, Day book and subsidiary daybooks Annual accounts and its preparation, Posting in the general ledger and special ledger.	6
II	Cooperative Final Accounts		12
	3	Objectives, manufacturing account, trading and profit and loss account.	6
	4	Appropriation account- adjustment items Balance objectives, contents, requirements to prepare a balance sheet.	6
III	Co-operative Audit		12
	5	Meaning, definition, objectives and principles. Advantages of Audit, Types of Audit- Financial audit, Administrative audit, Concurrent audit, Interim audit, Internal audit, Statutory audit, Tax audit, Information system audit, Agencies for cooperative audit. Difference between Co-operative Audit and General Audit	6
	6	Audit approaches: cooperative audit, audit by accountant general, audit by cooperative audit directorate, audit by chartered accountant, Procedures of Audit Co-operative Audit- definition, features and objectives. Auditor – duties, rights and responsibilities	6
IV	Cooperative Audit Process		12
	7	Code of ethics for cooperative auditors, Internal check, Internal control, Stages of audit work- preparation of audit program Vouching and routine checking, Different types of errors, errors vs fraud	6
	8	Verification and valuation of assets and liabilities. Audit memorandum, audit classification, audit certificate, audit fees. Directorate of Co-operative Audit.	6

V	Cooperatives and Accounting Standards			12
	9	Financial Planning and Budgeting - Accounting Principles for Cooperatives		6
	10	Financial Reporting and Analysis		6

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Gain a thorough understanding of the accounting principles and practices specific to cooperatives,	U	PSO-1
CO-2	Develop skills to prepare and interpret final accounts for cooperatives, including manufacturing accounts, trading and profit & loss statements, appropriation accounts, and balance sheets.	An, E, Ap	PSO-1
CO3	Gain a comprehensive understanding of the unique auditing practices for cooperatives	U, E	PSO-1,5
CO4	Strengthens your understanding of financial oversight within cooperatives. Equipped to contribute to a robust financial oversight system within a cooperative society	U, E	PSO-1,5
CO5	Equips the with the financial tools and knowledge necessary for cooperatives. The course delves into accounting principles specific to cooperatives, preparing the students to understand and analyse the cooperative's financial health through proper reporting.	U, E, Ap	PSO-11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Recommended Books

Belwale V.R., (1999) Cooperative Accounts, Pragati Prakashan, Pune.
 Krishnaswamy O.R., Cooperative Audit, Oxford and IBH, New Delhi.
 Raman B.S., (1993) Advance Accountancy, United Publications, Mangalore.
 Samiuddin Mahjoozen Rahad K - Ivum Rahman, (1989) Cooperative Accounting and Auditing, Himalaya Publishing House, Bombay.
 Wankar D.V., (1999) Cooperative Audit, (Pragathi Prakashana, Pune.
 Kameswara, Rao. (2012) Cooperative Accounting and Auditing, Publisher: Mittal Publications.
 Rao.Y (2012), Cooperative Accounting and Auditing, Publisher: Pragun Publications.

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge	Lecture (L)/Tutorial	Practical (P)
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				Category	l (T)	
CO-1	Understanding of the importance of cooperative law as the foundation for establishing, governing, and regulating cooperatives effectively	PSO-1	U		L	-
CO-2	Students will gain a thorough understanding of the Kerala Co-operative Societies Act and Rules 1969.	PSO-1	An, E, Ap		L	-
CO-3	Equips you with the knowledge and skills to effectively govern a cooperative society. Will be able to contribute to the responsible and legal operation of a cooperative society.	PSO-1,5	U, E		L	-
CO-4	Proper analysis on the audit aspect in a cooperative society	PSO-1,5	U, E		L	-
CO-5	An understanding of arbitration, tribunals, ombudsman mechanisms, and the legal framework for handling disputes, business closure, and debt settlement within the cooperative sector.	PSO-11	U, E, Ap		L	-

F-Factual, C- Conceptual, P-Procedure al, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	3	-	-	-	2	-	-	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	3	-	-	-	2	-	-	-	-	-	-	-	-	-
CO 5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
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- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK6DSECOM304				
Course Title	International Human Resource Management				
Type of Course	DSE				
Semester	VI				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	UK201DSECOM International Business				
Course Summary	International HRM covers the concept, functions, approaches and issues. It also includes Cross Cultural Issues and strategies for resolving the issues. This course also throws light to international training and development, international compensation and performance management. Finally, it provides insights about workforce diversity.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction	9
	1	International HRM – Concept – Importance – Scope – Features	3
	2	Functions – Approaches – Characteristics of IHRM Manager – Domestic Vs International HRM – Issues in IHRM	6
II		Cross Cultural Management	15
	3	Cross Culture – Concept – Importance - Cross Cultural Management – Relevance - Role of Manager – Reverse Culture Shock	6
	4	Issues in Cross Culture – Conflicts and Cultural difference - Types of Conflict – Ethical Issues in Cross Cultural Management – Strategies for resolving Cross Cultural issues – Challenges in resolving Issues	9
III		Training and Development	12
	3	Staffing for IHRM – Concept – Approaches – Procuring manpower in global scenario - Recruitment Methods – Internal and External – Expatriates (Brief study)	6
	4	Training and Development in IHRM – Importance - Role – Components of Pre-Departure Training – Cross Cultural Training – Global trends in training and development	6
IV		Performance Management	12
	5	International Compensation Management – Objectives - Total Reward System - Pay for Performance – Approaches – Currency issues and compensation management	6
	6	International Performance Management – Concept – Role – Techniques - Expatriate Performance management – Performance Appraisal in International Context	6

V	Workforce Diversity		12
	7	Work Force Diversity – Concept – Characteristics - Importance – Types – Benefits – Impact of diversity on organizational performance - Challenges of diversity in Work place	12

Recommended Books

P. Subba Rao, International Human Resource management, Himalaya Publishing House
 Anne Wil Harzing, Ashly H. Pinnington, International Human Resource management, Sage South Asia Edition
 Bhattacharyya, Dipak Kumar, Cross Cultural Management: Text and Cases, PHI Learning Pvt. Ltd.
 Browaeys, Marie Joelle and Roger Price, 2010, Understanding Cross-cultural Management, Pearson Education, New Delhi
 Deresky Helen: International Management; Managing Across Borders and Cultures, Pearson Education India
 Dr Indrajit Goswami Mrs Jayalaxmi Baishnab Padhee, International Human Resource management, Redshine Publication
 Gupta S C, International Human Resource Management, Trinity Press
 K. Aswathappa, Sadhna Dash, International Human Resource Management, Mc Graw Hill
 Madhavan, Shobhana, 2016, Cross-cultural Management – Concepts and Cases, Oxford University Press. Second Edition. New Delhi
 Sinha, Jai B.P. 2004. Multinationals in India. Managing the Interface of Cultures. Sage Publications. New Delhi.

Website

<https://ebooks.inflibnet.ac.in/>
<https://www.sciencedirect.com/>
<https://www.researchgate.net/>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Explain the functions, approaches and issues of International HRM	Understand	PSO-3
CO-2	Identify the strategies for resolving cross cultural management	Apply	PSO-5
CO3	Develop the ability to analyse currency issues and compensation management	Analyse	PSO-1,5
CO4	Explain the impact of diversity on organizational performance	Understand	PSO-5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Explain the functions, approaches and issues of International HRM	1/3	U	C	-	-
2	Identify the strategies for resolving cross cultural management	1/5	Ap	F	-	-
3	Develop the ability to analyse currency issues and compensation management	1/1,5	An	C, F	-	-
4	Explain the impact of diversity on organizational performance	1/5	U	F	-	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 2		-	-	-	2	-	-	-	-	-	-	-	-	-
CO 3	1	-	-	-	3	-	-	-	-	-	-	-	-	-
CO 4	-	-	-	-	2	-	-	-	-	-	-	-	-	

Mapping of COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓		✓	✓
CO 6	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK6DSECOM305				
Course Title	Forex Management				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	UK204DSECOM – International Financial Management				
Course Summary	Forex Management deals with management of various foreign exchange aspects. It involves managing different instruments of foreign exchange and also sheds lights on various risks and exposure and its management. It also deals with various exchange rate theories and gain an understanding about foreign exchange determination This subject also provides insights about the forex management system in the Indian context.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Forex Management		8
	1	Foreign Exchange – Concept – Scope - Significance – Functions – Pros and Cons of Forex Trading.	4
	2	Forex Management – Concept – Scope - Objectives - Significance of Forex Management in International Business	4
II	Foreign Exchange Market		20
	1	Foreign Exchange Market – Concept – Features – Functions - Participants – Factors influencing Forex Market – Opportunities and Challenges	5
	2	Types of Forex Market <i>Spot Market</i> – Concept – Characteristics – Types – Trading Mechanism <i>Derivatives Market:</i> Forward – Features - Factors Determining Forward Margin – Working Future – Features – Types – Trading Process Option – Features – Types – Trading of Options: OTC, Exchange Traded - Speculating with Currency Option Swap – Characteristics – Risk associated with Swap - Type	15
III	Exchange Rate Mechanism		10
	1	Exchange Rate Systems - Gold Standard-Bretton Woods System -Fixed exchange rate system, Floating exchange rate System and Managed Floating exchange rate- Factors influencing exchange rates, Government influence on exchange rates	5
	2	Exchange Rate Mechanism: - Theories of Exchange Rate Determination Mint Parity Theory, Purchasing Power Parity Theory, Balance of Payment Theory, International Fisher Effect.	5
IV	Forex Risk & Management		10

	1	Types of exchange risk & exposure – Transaction Risk – Economic Risk – Translation Risk –Management of Risk exposure: Internal and External techniques of Exposure	10
V	Forex Management in India		12
	1	Fixed and fluctuating rates - Rupee convertibility- Nostro - Vostro - Loro Accounts - Exchange control Measures– Direct Methods - Indirect Methods	6
	2	Foreign Exchange reserves of India- Composition and Management- FEDAI– FEMA- Role of RBI - Monetary and Fiscal Policy and its impact on Foreign Exchange Reserves in India	6

Recommended Books

C Jeevanandam, Foreign Exchange: Practice & Concepts, Sultan Chand & Sons, New Delhi
 Alan C Shapiro, Multinational Financial Management, Prentice Hall, New Delhi
 Francis Cherunilam, International Economics, Tata Mc Graw Hill Pub Ltd, New Delhi
 H.P. Bhardwaj, Foreign Exchange Management, Wheeler Publishing Edition 2012
 Ian H Giddy, Global Financial Markets, AITBS Publishers and Distributors, New Delhi
 P. G. Apte, International Financial Management, McGraw Hill Education (India) Private Limited; 6th edition (25 July 2011)
 Vijayabhaskar P and Mahapatra B, Derivatives Simplified, Respose Books, Sage Publications, New Delhi.
 V. K. Bhalla, International Financial Management, Chand Publishing, 2017 Edition

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basic concepts of Foreign Exchange and various transactions involved	Remembering, Understand	PSO-1
CO-2	Identify the various risks involved in FOREX and how it is managed	Remembering, Understand	PSO 1
CO3	Develop the conceptual understanding of exchange rate regimes	Understand	PSO 1
CO4	Capable of understanding various Forex exposures	Understand	PSO 1
CO5	Able to deal with foreign exchange contracts and managing the exchange risk	Analyse Apply	PSO 5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-
CO 5	1	-	-	-	-	-	--	

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the basic concepts of Foreign Exchange and various transactions involved	1/1	R, U	F		
2	Identify the various risks involved in FOREX and how it is managed	1/1	R, U	C		
3	Develop the conceptual understanding of exchange rate regimes	1/1	U	F		
4	Capable of understanding various Forex exposures	1/1	U	P		
5	Able to deal with foreign exchange contracts and managing the exchange risk	1/5	A, A	P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1											
CO 2	1											
CO 3	1											
CO 4	1											
CO 5					3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			
CO 2	✓			
CO 3				✓
CO 4	✓			
CO 5				✓

Discipline	COMMERCE				
Course Code	UK6DSECOM306				
Course Title	Advanced Tools for Business Analysis				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	1. Basic knowledge about data analysis 2. Aware about spreadsheet				
Course Summary	Helps to utilised advanced tools like R and advanced spreadsheet for business data analysis				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to R		12
		Basic Interaction with R, Using R as a Calculator, functions, Control Structures, factors, data frames, Data pipe lines, coding and naming conventions. Data Manipulation: Reading Data, Manipulating and tiding Data with deplore	
II	Data Validation (spreadsheet)		12
		. Number, Date & Time Validation, Dynamic Dropdown List Creation using Data Validation – Dependency List, Custom validations based on a formula for a cell, Text and List Validation, if Function, Complex if and or functions, Nested If, How to Fix Errors – if error	
III	Lookup and Arrays Functions		12
		Vlookup / HLookup, Vlookup with Helper Columns, Creating Smooth User Interface Using Lookup, Index and Match,Reverse Lookup using Choose Function,Nested VLookup,Worksheet linking using Indirect,What are the Array Formulas, Use of the Array Formulas?,Array with if, len, and mid functions formulas,Basic Examples of Arrays (Using ctrl+shift+enter). Advanced Use of formulas with Array,Array with Lookup functions	
IV	Excel Dashboard		12
		Planning a Dashboard, Adding Dynamic Contents to Dashboard ,Adding Tables and Charts to Dashboard, Creating Simple Pivot Tables, Classic Pivot table, Basic and Advanced Value Field Setting, Calculated Field & Calculated Items, Grouping based on numbers and Dates	
V	VBA Macro		

	What Is VBA? Procedure and functions in VBA, Recording a Macro, What Can You Do with VBA?, What are Variables?, Using Non-Declared Variables, Using Const variables, Variable Data Types	12
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Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Remember R programming	R	PSO 6,2
CO-2	Understand data validation	U	PSO 6,3
CO-3	Apply Lookup and Arrays Functions	Ap	PSO 6,13
CO-4	Identify Excel Dashboard	Ap	PSO 6,13
CO-5	VBA Macro analysis	An	PSO 6,13

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:2 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
	Introduction to R		R	F, C	L	
	Data Validation (spreadsheet)		U	C,P	L	P
	Lookup and Arrays Functions		AP	P	L	P
	Excel Dashboard		AP	P	L	P

	VBA Macro		AP	P,M	L	P
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO 1		-	-	-	-	1							1	
CO 2			-	-	-	1							2	
CO 3	-	-		-	-	1						1	3	
CO 4	-	-			-	1						1	3	
CO 5	-		-	-	-	2						1	3	

	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8
CO 1			-		-	-		
CO 2		1	1		-			
CO 3		1	1		-		1	
CO 4		1	1		-		1	
CO 5		1	1		-		1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Recommended Books

An Introduction to R, W. N. Venables, D. M. Smith and the R Core Team

The Undergraduate Guide to R, Trevor Martin

Advanced Excel Formulas: Unleashing Brilliance with Excel Formulas by Alan Murray

Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel
by Naveen Mishra

Discipline	COMMERCE				
Course Code	UK6DSECOM307				
Course Title	Web Technology in Business				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	Basic idea about internet web pages				
Course Summary	This course helps to create website for marketing products and services				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Planning website for business		8
	1	Web page overview –, Elements of a web page. Types of Sites – Personal sites, Small business sites, large business sites, online business sites, Educational institution sites, Government sites, Blogs, twitters,	4
	2	Matching format to audience, creating guidelines, creating a site structure, Writing for the web, download time, methods for creating pages, Publishing a site – Addressing a web site, Absolute & Relative addresses	4
II	HTML Basics		16
	1	Head content, adding a title, Body content, Paragraph breaks, Line breaks, Horizontal lines, Fonts and text size, Text color, Headings, Aligning text, Lists, Background color.	8
	2	Editing - About HTML editors, - Net beans, Dream viewer the editing environment Effective Page design – Uniform style, finding design ideas, Heading, Lists, using white space, splitting the text, colors and background., Creating pages with Save As.	8
III	Frames, Forms, Images & Navigation		12
	1	Frames and tables, animated effects – forms – creating forms - Images – Image formats for the web, obtaining images, image size, editing images, thumbnails, images and text, rollover images -	8
	2	Navigation – types of hyperlinks, navigation bars, linking to external sites, email links, creating image maps, image maps in action, site maps, three-click navigation, site linkage	4
IV	CSS, Multimedia and Publishing		12
	1	CSS – creating and editing cascading style sheets, adding CSS. - Sound - types of sound files, linking to sound files, embedding sound files - Video – Analog video, Digital video, webcams, Animation – Downloading animations, flash	8
	2	Publishing – Testing, Transferring to the web, registering a site, marketing a site, maintaining a site, Domain names, web hosting	4
V	XML an Overview		12

	1	XML – XML DTD – Physical structures in XML – XML data – creating and validating a book description document in XML – placing XSL in perspective	8
	2	XSL concepts – code walk through XSL - creating XSL style sheet – creating and using COM objects in XML - Creating blogs	4

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand website creation technology	U	PSO 6
CO-2	Remember the elements of HTML	R	PSO 6
CO-3	Apply hyperlinks and animation technology in web designing	Ap	PSO 6,13
CO-4	Make use of multi-media technology in website	Ap	PSO 6,13
CO-5	Develop the advanced features of website creation	Ap	PSO 6,13

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:2 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand website creation technology		U	C	L	
2	Describe the elements of HTML		U	C	L	P
3	Apply hyperlinks and animation technology in web designing		Ap	P	L	P
4	Make use of multi-media technology in website		Ap	P	L	P
5	Develop the advanced features of website creation		Ap	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	-	1								
CO 2			-	-	-	1			1				1	
CO 3	-	-		-	-	1	1		1			1	1	
CO 4	-	-			-	1	1		1			1	1	
CO 5	-		-	-	-	1	1		1			1	1	
	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8						
CO 1			-		-	-								
CO 2	1				-									
CO 3	1		1		-		2							
CO 4	1		2		-		3							
CO 5	1	1	3		-		3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam/Practical Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Recommended Books:

HTML & CSS : The complete reference, Thomas Powell, 2010

HTML & CSS : Visual Quickstart guide, Elizabeth Castro, 2002

Web Design, Thomas Powell, 2010

CSS Pocket Reference: Visual Presentation from the web. Eric A Mayer, 2001

Discipline	COMMERCE				
Course Code	UK6DSECOM308				
Course Title	Service Marketing				
Type of Course	Discipline Specific Elective (DSE)				
Semester	VI				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4 hours
Pre-requisites	1. 2.				
Course Summary	The objective of the course is to make the students aware about marketing of services. It covers the unique challenges and strategies involved in marketing services, including service quality, customer experience, and Service design and service recovery.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Service Marketing		8
	1	Service – Meaning – Characteristics - Four I's of Services - Classification	4
	2	Meaning & definition of Service Marketing	2
	3	Importance- Merits – Demerits of Service Marketing	2
II	Service Quality and Customer Satisfaction		14
	5	Dimensions of Service Quality- Models- SERVQUAL- SERVPERF – TAM-Kano	4
	6	Customer expectations- Factors affecting customer expectations- role of customer in Service Delivery	4
	7	Customer Value and Customer Delight	3
	8	Conflict handling in Services – Service design – Service Recovery	3
III	Service Marketing Mix		14
	9	Role of Service Mix - Traditional 4 Ps of Service Marketing – extended marketing mix for Services	6
	10	Service Product – Product life cycle – New Service Development	4
	11	Service Location – Concept - Models	4
IV	Service Pricing and Promotion		12
	12	Service pricing –costs of services for customers	2
	13	Pricing relative to demand levels- Pricing Strategies	2
	14	Promotional Services – Promotional Objectives	2
	15	Developing promotional mix	2
	16	Role of Brand Image in Promotion and Communication	2

	17	Service Process – Physical Evidence – People and Services	2
V	CRM in Service Marketing		12
	18	Understanding CRM- Concept – Objectives - Benefits	3
	19	Importance of feedback loops in CRM	3
	20	Legal and Ethical considerations in CRM	3
	21	Key Performance Indicators for evaluating CRM effectiveness	3

Recommended Books

Rampal. M.K & Gupta S. L, Service marketing, Galgotia Publishing, NewDelhi 2000.
 Valarie A Zeithaml, Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill 2003.
 Christopher Lovelock, Services Marketing: People, Technology & Strategy, Seventh Edition, Pearson Education, NewDelhi 2011
 Ravi Shanker, Services Marketing, First Edition, Excel Books, NewDelhi 2008.
 Bryson, J. M., Strategic Planning for Public Service and nonprofit organizations, First Edition, Pergamon Press 1993.
 S M Jha, Services Marketing, Himalaya Publishing House, Mumbai 2000.
 Brand Leadership: By D.A. Aaker and E. Joachimsthaler, Free Press, 2000.
 Consumer evaluations of brand extensions: By D.A. Aaker, Journal of Marketing, 1990.
 Building Strong Brands: By D.A. Aaker, Free Press, 1996.
 Managing Brand Equity: By D.A. Aaker, Free Press, 1991.
 Compendium Of Brand Management: Published by Himalaya Publishing House, 2011.
 Strategic Brand Management for B2B Markets: A Road Map: Published by SAGE Publications India Pvt Ltd, 2010.
 Strategic Brand Management: By Pearson Education India, 2015

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the concept of Services and Service Marketing	U	PSO 9 PSO 3
CO-2	Analyse Service Quality and Customer Satisfaction	An	PSO 9 PSO 3 PSO 12
CO 3	Understand the concepts of Service marketing mix	U	PSO 9 PSO 3
CO 4	Analyze the Service Marketing Pricing strategies, Promotional Strategies	An	PSO 9 PSO 12
CO 5	Familiarize the concept of CRM in Service Marketing	An	PSO 9 PSO 12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the concept of Services and Service Marketing	PSO 9 PSO 3		F, C		
2	Analyse Service Quality and Customer Satisfaction.	PSO 9 PSO 3 PSO 12		P		
3	Understand the concepts of Service marketing mix	PSO 9 PSO 3				
4	Analyze the Service Marketing Pricing strategies, Promotional Strategies	PSO 9 PSO 12				
5	Familiarize the concept of CRM in Service Marketing	PSO 9 PSO 12				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO 7	PSO8	PSO9	PSO 10	PSO 11	PSO12
CO 1	-	-	1	-	-	-	-	-	3	-	-	-
CO 2	-	-	2	-	-	-	-	-	3	-	-	1
CO 3	-	-	1	-	-	-	-	-	3	-	-	-
CO 4	-	-	-	-	-	-	-	-	3	-	-	1
CO 5	-	-	-	-	-	-	-	-	3	-	-	1

Mapping of CO s with PO s:

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	3	-	-	-	-	-	-	-
CO 2	2	-	3	-	-	-	-	-
CO 3	-	-	2	-	-	3	-	-
CO 4	2	-	3	-	-	-	-	-
CO 5	-	-	-	-	-	2	3	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK6DSECOM309				
Course Title	Digital Marketing				
Type of Course	Discipline Specific Elective (DSE)				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 HOURS	-	-	4
Pre-requisites					
Course Summary	This course aims to introduce students with the concept of digital marketing and its on-going developments. It seeks to empower students with the knowledge to comprehend and effectively devise strategic, targeted campaigns utilizing digital media tools.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Digital Marketing		15
	1	Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Reasons for Growth, Steps in digital marketing, Need for a comprehensive Digital Marketing Strategy	4
	2	Digital users in India, Consumer decision journey	4
	3	5 P's of Digital Marketing	3
	4	Terminologies used; Search Engine Optimization (SEO); Concept of Pay Per Click; Key Word Advertising; Google Web-Master.	4
II	Types of Digital Marketing		15
	5	Mobile Marketing– Meaning- Features – Merits - Demerits	2
	6	Email Marketing— Meaning- Features – Merits - Demerits	2
	7	Social Media Marketing- Meaning- Features – Merits - Demerits	2
	9	Influencer Marketing- Meaning- Features – Merits - Demerits	2
	10	Affiliate Marketing– Meaning- Features – Merits - Demerits	1
	11	Content Marketing-text, image. Video- Meaning- Features – Merits - Demerits	1
III	Social Media Marketing		9
	12	Introduction, Process, Necessity of Social media Marketing	5
	13	Building a Successful strategy: Goal Setting, Implementation	4
IV	Tools for Digital Marketing		9
	14	SEO -Introduction to SEO, How Search engine works, SEO Phases, History of SEO, How SEO Works chatbots , Types of SEO technique; digital marketing Analytics	9

V	Managing Digital Marketing		12
	15	Emerging trends in digital marketing	1
	16	Content Production; Video based marketing	2
	17	Credibility and Digital Marketing	2
	18	IoT and Robotics	3
	19	Future of Digital Marketing; Impact of AI/ML	4

Recommended Books

Dodson, Ian: The Art of Digital Marketing - The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley

Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.

Gupta, Sunil: Driving Digital Strategy. Harvard Business Review Press

Tuten, Tracy L. and Solomon, Michael R.: Social Media Marketing. Sage

Bhatia, Puneet S.: Fundamentals of Digital Marketing. Pearson

Kotler, Philip: Marketing 4.0: Moving from Traditional to Digital. Wiley

Digital Marketing –Kamat and Kamat-Himalaya 2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,

Digital Marketing, V. Ahuja, Oxford University Press

Digital Marketing, S.Gupta, McGraw-Hill

Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the concept of digital marketing and its real-world iterations	U	PSO 9 PSO 6 PSO 3
CO-2	Articulate innovative insights of digital marketing enabling a competitive edge	R, U	PSO 9 PSO 6 PSO 12
CO-3	Understand how to create and run digital media-based campaigns	R, U, An	PSO 9 PSO 6
CO-4	Utilise social media tools	R, An, Ap	PSO 9 PSO 6 PSO 12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the concept of digital marketing and its real-world iterations	PSO 9 PSO 6 PSO 3		F, C		
2	Articulate innovative insights of digital marketing enabling a competitive edge	PSO 9 PSO 6 PSO 12		P		
3	Understand how to create and run digital media-based campaigns	PSO 9 PSO 6				
4	Utilise social media tools	PSO 9 PSO 6 PSO 12				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12
CO 1	-	-	1	-	-	3	-	-	3	-	-	-
CO 2	-	-	2=-	-	-	3	-	-	3	-	-	1
CO 3	-	-	-	-	-	3	-	-	3	-	-	-
CO 4	-	-	-	-	-	3		-	3	-	-	1

Mapping of COs with POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	-	-	-	-	-	-	-
CO 2	-	-	-	-	-	-	3	-
CO 3	-	-	2	-	-	-	-	-
CO 4	-	-	-	-	-	-	3	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK6DSECOM310				
Course Title	Customs Duty Regulations, Compliance and Export Strategies				
Type of Course	DSE				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Basic understanding in Indian taxation system				
Course Summary	<p>This course enables the learners</p> <ol style="list-style-type: none"> 1. To summarise the Customs Regulations, Valuation of Goods in Customs, Procedure, Documentation and Compliance. 2. Dissect the various Export promotion strategies in India 				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Introduction to Customs Duty		15
	1	Overview of customs duty: Basic concepts, nature of customs duty Purpose and importance in international trade, Historical context and evolution of customs duty. Basic principles governing customs duty, Scope and Coverage, Regulatory Framework. Maritime Zones - Territorial Waters, Contiguous Zone, Continental Shelf, Exclusive Economic Zone	8
	2	Role of customs authorities and key stakeholders in customs processes. Types of customs duties.	3
	3	Tariffs- import duties, export duties, Specific duty, Ad Valorem duty, Compound duty, Basic Customs Duty, Protective Duty- Safeguard Duty, Anti-dumping duties, Countervailing duties	4
II	Classification and Valuation of Goods		10
	5	Principles of classification: Harmonized System (HS) codes, Techniques for classifying goods. Prohibited Goods, Exempted goods. Importance of accurate classification for customs duty determination.	3

	6	Importance of accurate classification for customs duty determination, Valuation methods for customs duty assessment:	3
	7	Tariff Value, Transaction value, transaction value of identical goods, deductive value, computed value, Residual Value, Assessable Value.	4
III	Customs Procedures and Documentation		12
	8	Overview of customs procedures: Importation, exportation, transit, and transshipment- Procedures, Restricted Import and Free Import, Canalised Import.	4
	9	Key documents involved in customs clearance- Import & Export- Commercial invoice, bill of lading, packing list, certificate of origin. Customs declaration process.	4
	10	Filing procedures and Customs clearance process	4
IV	Customs Compliance and Enforcement		11
	12	Importance of customs compliance for businesses, Role of technology in customs enforcement	3
	13	Penalties and sanctions for customs violations	3
	14	Risk-based targeting systems, electronic data interchange (EDI), blockchain	2
	15	International cooperation in customs enforcement, Information sharing networks, joint operations	3
V	Export Promotion Schemes		12
	16	Special Economic Zone, Export Oriented Unit, Input Duty Relief Schemes	4
	17	Duty Entitlement Pass Book Scheme, Duty Draw back scheme, Deemed Exports, Export Promotion Capital Goods Scheme	4
	18	Zero Duty, Duty Fee Import Authorisation Scheme, VKGUY, Focus Product and Focus Market Scheme. Procedural Simplification and Rationalisation Measures	4

Practical

Assess India's overall trade performance over the past years and discern any prevailing trends
Elucidate the reasoning behind India's export promotion schemes, emphasizing their intended objectives and strategic aims

Recommended Books

Mehrotra & Agarwal, Goods & Service Tax & Customs Duty, Sahitya Bhawan Publication, Agra

Mishra S K, Indirect Tax Laws: GST and Customs Law, Notion Press

Vinod Kumar Adwani, Customs Duty: Law and Practice, Notion Press

Datey V S, Customs Law and Practice with Foreign Trade Policy, Taxmann Publishers

Bansal K M, GST and Customs Law, Taxmann Publishers

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Demonstrate the basic concepts of customs duty	U	PSO4
CO-2	Outline the valuation of goods and compute tariff value	U	PSO4
CO-3	Dissect the Customs procedure and Documentation	An	PSO4
CO-4	Discover Customs compliance and Enforcement	An	PSO4 PSO14
CO-5	Criticize the Export Promotion strategies	E	PSO12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	PSO4	U	C, F	L, T	
CO-2	PSO4	U	C, F, P	L, T	
CO-3	PSO4	An	F, C, P	L, T	
CO-4	PSO4 PSO14	An	C, F	L, T	
CO-5	PSO12	E	C, F, P	L, T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of Cos with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO-1	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	2	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	2	2	-	-	-	-	-	-	-	-	3
CO-5	-	-	-	-	-	-	-	-	-	-	-	2	-	-

Mapping of Cos with POs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO-1	3	2	-	-	-	-	-	-
CO-2	2	3	1	-	-	-	-	-
CO-3	2	3	3	-	-	-	-	-
CO-4	3	3	2	-	-	-	-	-
CO-5	3	3	3	-	-	-	-	-

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	✓	-	✓

Discipline	COMMERCE				
Course Code	UK6DSECOM311				
Course Title	Assessment of Companies and Corporate Tax Planning				
Type of Course	DSE				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-		4
Pre-requisites	Intermediate knowledge in Taxation laws				
Course Summary	This Course enables the learner <ol style="list-style-type: none"> 1. To acquire the skills in computation of corporate tax 2. To dissect the strategies for corporate tax planning and compliance 				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Overview of Indian Corporate Taxation		10
	1	Introduction to the corporate tax regime in India: historical background, objectives, and significance	4
	2	Understanding the structure of corporate taxation in India: corporate tax rates, deductions, and exemptions. Set off and Carry Forward of Losses and Depreciation	3
	3	Overview of recent developments and reforms in Indian corporate tax laws	3
II	Key Concepts in Indian Corporate Taxation		15
	4	Meaning of Company – Types of Companies, Residential Status of Companies	5
	5	Computation of taxable income, allowable deductions, and tax credits, Tax treatment of different types of income	5
	6	Understanding the concept of Minimum Alternate Tax (MAT), Special Provisions related to Income of Shipping Companies.	5
III	Tax Planning Strategies for Indian Corporates		11
	7	Importance of tax planning for Indian corporations: minimizing tax liabilities and maximizing tax efficiency, Strategies for effective tax planning, including structuring of business operations, investments	4
	8	Setting up of new business units and financing arrangements, Tax Planning on Employees remuneration	3
	9	Make or Buy, Lease, Utilization of tax incentives, deductions, exemptions, and incentives available under Indian tax laws.	4
IV	Transfer Pricing and International Taxation		12
	10	Overview of transfer pricing regulations in India: arm's length principle, documentation requirements, and compliance obligations	4

	11	Taxation of multinational corporations (MNCs) in India: permanent establishment (PE) rules, controlled foreign corporation (CFC) rules, and transfer pricing implications,	5
	12	Strategies for managing transfer pricing risks and optimizing tax outcomes for Indian multinational corporations.	3
V	Corporate Tax Compliance and Risk Management in India		12
	13	Corporate tax compliance requirements in India: filing of tax returns, payment of taxes, and maintenance of tax records	4
	14	Handling of tax audits, assessments, and appeals by the Indian tax authorities	4
	15	Risk management strategies for corporate tax compliance, including tax planning documentation, litigation management, and dispute resolution mechanisms in India	4

Practical

Case Studies: Students can analyze real-world case studies of companies facing different tax scenarios to identify tax planning opportunities, considering factors such as business structure, investments, deductions, credits, and international tax implications

Analyze financial statements of companies to identify potential tax planning opportunities.

Organize a simulation exercise where students take on the role of tax consultants responsible for advising fictional companies on tax planning

Recommended Books

Vinod Singhania & Monica Singhania, Corporate Tax Planning & Business Tax Procedures with Case Studies, Taxmann Publications, New Delhi

Girish Ahuja & Ravi Gupta, Simplified Approach to Corporate Tax Planning & Management, Commercial Law Publishers India Ltd., New Delhi

Mehrotra H C & Goyal S P, Corporate Tax Planning and Management, Sahitya Bhawan Publishers, Agra

Divakar Vijayasarathy, Fundamentals of International Taxation, Bhart Law House Pvt Ltd. New Delhi

Ravi Chhawchharia, Direct tax Law and International Taxation, Taxmann New Delhi

Manoharan T N & Hari G R, Direct Tax law & International Taxation, Snow White Publishers, Mumbai

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Comprehend the Indian Corporate Taxation System	U	PSO4
CO-2	Solve the problems in computation of total income and tax of companies	Ap	PSO4 PSO5
CO-3	Explain the tax planning strategies of Indian corporates	An	PSO4

CO-4	Interpret the Transfer Pricing and International Taxation	U	PSO4
CO-5	Dissect Corporate Tax Compliance and Risk Management in India	An	PSO4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	PSO4	U	C, F	L, T	
CO-2	PSO4 PSO5	Ap	P	L, T	
CO-3	PSO4	An	C, F	L, T	
CO-4	PSO4	U	C, F	L, T	
CO-5	PSO4	An	C, F, P	L, T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of Cos with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO-1	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	2	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Mapping of Cos with POs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO-1	2	2	-	-	-	-	-	-
CO-2	2	3	1	-	-	-	-	-
CO-3	3	2	3	-	-	-	-	-
CO-4	2	3	2	-	-	-	-	-
CO-5	2	3	1	-	-	-	-	-

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	✓	-	✓

Discipline	COMMERCE				
Course Code	UK6DSECOM312				
Course Title	Port Management				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	1. UK208DSECOM				
Course Summary	The course intends to provides knowledge and analysis of the principles and evolution of learn Port structure, functions and operations of container terminal management, port indicators and supply chain management				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Port Management		12
	1	Definition-Types and Layout of the Ports– Organizational Structure-Fundamental observations. Main functions and features of port	
	2	Infrastructure and connectivity-Administrative Functions-Operational functions.	
	3	Main services: Services and facilities for ships-Administrative formalities-Cargo transfer-Services and facilities for cargo -Additional “added value” service -Ports and their stakeholders like PHO , Immigration, Ship agents ,Stevedores, CHA	
II	Berths and Terminals		12
	4	Berths and Terminals- Meaning and definitions - Berth Facilities and Equipment –ship Operation	
	5	Pre-shipment planning, the stowage plan and on-board stowage- cargo positioning and stowage on the terminal-Developments in cargo/ container handling and terminal operation	
	6	Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity	
III	Port Development		12
	7	Phases of port development - Growth in world trade - Changes in growth-	
	8	Development in terminal operation. Shipping technology and port: Ship knowledge	
	9	Ship development and port development - Port time and ship speed - Other technical development affecting port	
IV	Regulatory Organizations		12
	10	Global regulatory organizations: Conventions and Reports. Environment regulation	

	11	Port environmental pollution - Environmental Management System- HAZMAT (Hazardous Materials)- BWM (Ballast Water Management).	
	12	Port Security: ISM, ISPS, Occupation Safety and Health Administration - ISO1400	
V	Port Ownership		12
	14	Port ownership structure - Types of port ownership and administration	
	15	Organizations concerning ports - Boards governing the ports - Port management development	
	16	Rise and fall of Ports - Port ownership structure in India. Port reform: Framework for port reform	
	17	Evolution of ports in a competitive world - Alternative Port Management Structure and Ownership Models	

Activity: - Students have to collect various data relating to recent development in Port Management. Visit a port and prepare a report on the workings of it including waste management system.

Recommended Books

PATRICK M. ALDERTON. 2008, Port Management and Operations. Information Law Category, U.K.

MARIA G. BURNS. 2014., Port Management and Operations. CRS Press, U.K.

Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Donald Waters: Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

Justin Paul & Rajiv Asekar. (2013) Export Import Management (2 nd ed.): Oxford Higher Education

Lee J Krajewski, Maney K Malhotra. (2018) Operations Management Process and Supply chains: Pearson lean Management

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Identify the interface of ports with logistics and the position of ports in the supply chain.	R	PSO 7, PO 1
CO-2	Appraise port performance and relevant quality management systems.	An	PSO 7, PO 2
CO-3	Infer the regulations relating port management	U	PSO 7, PO 1, PO 2
CO-4	Estimate the capital structure and ownership systems of ports	U	PSO 7, PO 2, PO 10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify the interface of ports with logistics and the position of ports in the supply chain.	PSO 7, PO 1	P		L	
CO-2	Appraise port performance and relevant quality management systems.	PSO 7, PO 2		F, C	L	
CO-3	Infer the regulations relating port management	PSO 7, PO 1, PO 2	P		L	
CO-4	Estimate the capital structure and ownership systems of ports	PSO 7, PSO 10, PO 2		C, P	L	

F-Factual, P- Procedural, C- Conceptual, M- Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2														3							
CO 2		1													3							
CO 3		2							2						3							
CO 4		2													3			2				

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK6DSECOM313				
Course Title	Aviation and Cargo Management				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	1. UK207DSECOM				
Course Summary	The course aims to provide basic knowledge and necessary skills to work in the Air Cargo section of Airline industry and understand the Airport management for logistics with the knowledge of different type and Good and markings.				

Detailed Syllabus:

Module	Unit	Contents	Hrs
I	Introduction to Aviation		12
	1	National and International Aviation Authorities - ICAO/IATA/FIATA	
	2	The roles and responsibilities of the IATA cargo Agent - The operations and service functions of the air cargo consolidator and the process of consolidation	
	3	World Geography - IATA areas and sub areas - World time zones and the study of the international time calculator chart - Calculation of local times and flying time -Calculation of time difference between two given cities	
II	Air Cargo		12
	4	Aircraft - Types of aircraft - passenger - cargo - combi - Narrow bodied and wide-bodied aircrafts –parts – seating arrangements - configuration - loading limitations, Types of air cargo. Hub & Spok	
	5	Volume and weight Bulk loading limitation- Structure of an international airport, the airside and land side facilities - Equipment's used in handling of air cargo -	
	6	The air cargo complex and its facilities - Customer clearance procedures - The shipper's letter of instruction (SLI) &- Instruction for carriage and special cargo	
III	Air Cargo Procedures		12
	7	Procedures for Air Cargo Booking - Automation in the Air Cargo Industry - Physical handling procedures for Air Cargo	
	8	The Air Cargo Tariff (TACT) - Calculation of the chargeable weight - Volume weight and Gross weight - Types of Cargo rates - GCR - SCR and CR - Lower charge in High weight category and the precedence of rates and charges - Valuation charges	
	9	Disbursement and charges collect shipments – Rating concepts - The Air way Bill, its functions and completion.	
IV	Regulations		12

	10	Goods Regulation-DGR Familiarization - The contents of the IATA Dangerous Goods Regulation Manual	
	11	Introduction to the DGR - Applicability and limitations - definitions of clauses/Divisions and packing groups - List of Dangerous Goods and how to use the DGR Manual - Mixtures and solutions and the assignment of proper shipping names - Multiple Hazards and study of items acceptable in passenger or cargo aircrafts	
	12	Types of packing - UN specification, Limited Quantity and other type - Checking the packaging of Dangerous Goods shipment Specification of Packaging markings and different dangerous goods packed in one outer packaging- Over pack and Salvage packaging	
V	Marking		12
	14	DGR Procedures - Marking the package and to check the markings - Labelling given shipment and check the correctness - reference guide - the shipper's declaration for dangerous goods	
	15	Documentation requirements for import and export - Airway Bill - Transport of radioactive materials and types of packaging used - The transport Index - Documentation requirements in transporting dangerous Goods	
	16	Classes and divisions of DG in Excepted Quantities - limited Quantity labels - Completion of the emergency procedures to be followed in case of damaged or leaked packages	
	17	Dangerous Goods Emergency Response Chart -Reporting of incidents and Accidents	

Activity: - Students have to collect various data relating to recent development in Airport Management. Visit an airport and prepare a report on the workings of it including inbound and outbound goods management system.

Books Recommended:

MARIA G. BURNS. 2014., Port Management and Operations. CRS Press, U.K.

Simon Taylor, Air transport logistics, Hampton

Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.

Peter S. Smith, Air Freight: operations, marketing and economics, Faber.

J.G. Wensveen, Air Transportation – A Management Perspective, Ashgate Publishing Ltd

Bijan Vasigh, Thomas Tacker and Ken Fleming Introduction to Air Transport Economics Ashgate Publishing Ltd

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Demonstrate Aviation & Cargo management	U	PSO 7, PO 1
CO-2	Reviewing innovative schemes under transportation and Logistics	E	PSO 7, PO 1, PO 2

CO-3	For playing within the regulations of aviation laws	Ap	PSO 7, PO 1, PO 3
CO-4	Understand the grading of various types of goods	U	PSO 7, PO 1, PO 2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Demonstrate Aviation & Cargo management	PSO 7, PO 1	F, C		L	
CO-2	Reviewing innovative schemes under transportation and Logistics	PSO 7, PO 1, PO 2	C, P		L	
CO-3	For playing within the regulations of aviation laws	PSO 7, PO 1, PO 3		F, P	L	
CO-4	Understand the grading of various types of goods	PSO 7, PO 1, PO 2		C, P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO 12	PSO 13	PSO 14
CO 1	2														3							
CO 2	1	2													3							
CO 3	1		2												3							
CO 4	1	2													3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK6DSECOM314				
Course Title	Tourism Marketing				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	This course provides a comprehensive understanding of tourism marketing principles and strategies, covering topics such as the marketing mix, market research, promotion techniques, and destination marketing, equipping students with the knowledge and skills necessary to thrive in the dynamic tourism industry.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Tourism Marketing	10
	1	Marketing: - Meaning - Concept – Definition – Characteristics	
	2	Basic concept of Tourism needs and want & demand - Tourism Product – Service - Differences	
	3	Characteristics of Service Marketing - Differentiation of Product Marketing and Service Marketing.	
	4	Tourism Marketing Management – Philosophies	
II		Marketing Mix in Tourism Industry	12
	1	Meaning – Definition – Features of Marketing Mix in Tourism Industry. 8Ps of Marketing Mix	
	2	Product: Definition and levels of Tourism Product - Nature of Tourism Product,	
	3	Stages of launching a new product in Tourism - Product life cycle (PLC)– Product Mix - Branding concept and need of branding of a product for a tourism company	
	4	Pricing: Definition and influencing factors; Major pricing strategies or products of tourism industry.	
	5	Distribution- Distribution Channels – Distribution system, The role of Travel Agency and Tour Operator as intermediaries of Tourism Industry – Role of Online Travel Agencies.	
III		Market Research	14
	1	Understanding of marketing research, Concept of primary data, secondary data – Marketing Research process - Marketing information system (MIS) and its functions.	
	2	Consumer and consumer behaviours, Factors influencing the buying behaviours of consumers.	

	3	Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies	
IV	Promotion Mix – Digital Marketing		12
	1	Meaning – Definition - Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling.	
	2	Importance of Advertising in Tourism, - Tools of Advertisement	
	3	Public relation – Public Relation Programmes in Tourism – Process of Public relation – Tourism Brochure – Steps in the creation of Tourism Brochure	
	4	Digital Marketing – Meaning – definition – Components – Types	
V	Destination Marketing		12
	1	Destination marketing: - Meaning – definition - Necessary attributes for ideal tourist destination.	
	2	Destination life cycle – Tourism Area Life Cycle.	
	3	Marketing strategy for promotion and development of a tourist destination.	

Practical

Student's Group Presentation on New Tourism Product Development through Various stages.

Recommended Books

Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02

Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London

Jha, S.M.: Tourism Marketing, Kotler, P, Bowen, J & Makens, J (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458

Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.

Stephan, F. et al (): Tourism Marketing and Management Handbook, Prentice Hall

Wahab, S. G. (): Tourism Marketing, Tourism International Press, London Woodruffe, H. (1997):

Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02

Websites

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<https://studylib.net/doc/25607574/trave-and-tourism-notes>

<https://www.slideshare.net/ashiyanakhan90/tourism-notes>

<https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental concepts and principles of tourism marketing at a foundational level	U, R	1,2
CO-2	Evaluate the application of marketing mix elements (product, price, place, and promotion) within the context of the tourism industry	E	2,3
CO-3	Apply critical thinking skills to conduct market research in the tourism sector, including gathering, analysing, and interpreting data to make informed decisions and develop effective marketing strategies.	Ap	13
CO-4	Create and justify integrated promotional strategies tailored to different tourism products and services, demonstrating creativity, analysis, and evaluation of various promotional tools and channels.	C	8,9,12
CO-5	Evaluate and synthesize destination marketing strategies, considering factors such as branding, positioning, sustainable tourism practices, and stakeholder collaboration, to promote tourism destinations effectively and responsibly.	E	12,9

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	CO-1	1,2	U, R	F	L	
2	CO-2	2,3	E	F	L	
3	CO-3	13	Ap	P	L	
4	CO-4	8,9,12	C	P	L	
5	CO-5	12,9	E	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	2	1	0	0	0	2	0	0	0	0	0
CO 2	1	1	1	0	0	1	1	1	0	0	0	0
CO 3	1	0	1	0	1	2	0	2	1	1	1	1
CO 4	0	0	1	0	1	1	0	2	2	2	1	1
CO 5	0	0	1	0	1	0	0	2	2	1	1	1
CO 6	0	0	0	0	0	0	0	0	0	0	0	0

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK6DSECOM315				
Course Title	Travel Agency, Tour Operation & Airline Management				
Type of Course	DSE				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	The course is designed to provides a comprehensive understanding of the travel industry, encompassing travel and tourism trade, travel agency and tour operation business, package tour design, airline management, and airport management, fostering critical thinking and practical application skills				

Detailed Syllabus:

MODULE	UNIT	CONTENTS	HRS
I		Travel & Tourism Trade	12
	1	History and Development of travel agency Business	
	2	Meaning – Definition – Types of Travel Agency – Tour Operation – Types of Tour Operation	
	3	Major Functions of travel Agencies	
	4	Source of income of travel Agency	
	5	Setting up of travel agency - Role of IATA and Approval – Approval from the Government (MoT).	
II		Travel Agency and Tour Operation Business	10
	1	Organizational Set Up – Office System (functional structure) – Various Managerial Positions in Travel Agency Office system.	
	2	Difference between travel agent and Tour operator	
	3	Travel Agency – Tour Operation Linkages	
	4	Tour Escorting & Guiding	
	5	Travel Insurances & Other service Facilities	
III		Tour Operation & Package Tour	14
	1	Tour operation – Concept functions – types of tour operations – types of tour operators.	
	2	Itinerary development – meaning and definition – types of itineraries	
	3	Tools for Itinerary development – meaning and definition – types of itineraries – reference tool for itinerary preparation – development of effective itinerary – Sample creation of itineraries & Package Tour - Package Tour Costing	
		Introduction to Aviation Management	12

IV	1	Meaning – Definition – Functions of Aviation Management - International Aviation Organization (ICAO) - IATA Traffic Conference Areas. IATA – Country Codes – City Codes – Airport Codes – Currencies - Types of Air Craft – Types of Airlines	
	2	International time calculation- International Dateline- Standard Time - local time - Air travel policies	
	3	Computerized ticket reservation - CRS – GDS	
V	Airport Management		12
	1	Meaning – Definition – Functions of Airport Management - Types of Airports – Functional Areas of Airport – Terminal Operation – Airport Check - In Procedure – Security Operations.	
	2	Ground Handling services	
	3	Major functional areas of AAI	

Practical

Provision of Industrial Exposure Training Programme for students in connection with Tour Operation.

Internship Programme:

Compulsorily, students should do a one-month Internship programme at an Airport/ Travel Agencies/ Tour Operation Companies/ DMCs, based on that there will be a report submission.

Recommended Books

Jagmohan Negi – Travel Agency and Tour Operations.
 Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
 Dennis L Foster – Introduction to Travel Agency Management
 Pat Yale – Business of Tour Operations
 Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
 Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
 Betsy Fay - Essentials of Tour Management –Prentice Hall
 Mark Mancini: Conducting tours – Delmar Thomson, New York

Websites

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<https://epathshala.nic.in/>
<https://www.unwto.org/>
<https://www.wttc.org/>
<https://www.tmi.org.uk/>
<https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>
https://www.academia.edu/5758965/Tourism_Notes
<https://studylib.net/doc/25607574/trave-and-tourism-notes>
<https://www.slideshare.net/ashiyanakhan90/tourism-notes>
<https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental concepts and principles of the travel and tourism industry.	An	1,2
CO-2	Assess the key components of a successful travel agency and tour operation business, including marketing strategies, provision of services, and financial management techniques, through creating a comprehensive linkage.	E	1,3,5
CO-3	Apply critical thinking skills to design and customize package tours catering to diverse target markets, integrating various components such as transportation, accommodation, and activities, through analysing market research data and customer preferences.	Ap	7,8,9
CO-4	Evaluate the operational aspects of Aviation Management	E	1,2
CO-5	Assess the functions and challenges of airport management, including terminal operations, security protocols, and customer experience enhancement, through designing strategic plans and proposing innovative solutions.	E	5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	CO-1	1,2	An	P	L	
2	CO-2	1,3,5	E	P	L	
3	CO-3	7,8,9	Ap	P	L	
4	CO-4	1,2	E	P	L	
5	CO-5	5	E	p	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	1	0	0	0	0	0	0	0	0	0	1
CO 2	0	1	1	0	1	0	1	1	1	1	1	1
CO 3	0	1	2	0	1	1	1	1	1	2	2	0
CO 4	1	1	1	0	1	1	0	2	2	2	2	0
CO 5	1	1	2	0	0	0	1	1	1	0	0	1
CO 6	0	0	0	0	0	0	0	0	0	2	1	0

Correlation Levels:

Level	Correlation
0	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Skill Enhancement Courses

Discipline	COMMERCE				
Course Code	UK6SECCOM300				
Course Title	Accounting Software				
Type of Course	SEC				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2 hours	4
Pre-requisites	1. Clear insight about accounting rules and principles 2. To have an idea about accounting software				
Course Summary	This course equips to apply theoretical accounting principles and rules in a practicality				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Accounting Software (Tally prime 4.1)		12
	Company creation and setup of accounts in Accounting software - startup tally, quitting tally, creation of a company, alteration, deleting, & shut a company – concepts of grouping of accounts- predefined account groups , display or alter groups. creating ledger accounts – predefined ledger accounts, creation display, alter and deleting ledger accounts - Inventory – items, groups, units, creating a single stock group, creating a multiple stock group, stock items		
II	Accounting vouchers and its advanced usages		12
	Vouchers, Types of Vouchers used in Accounting software , Creation of Voucher type, Types of accounting Vouchers , Accounting Features, Maintaining Bill-wise Details, Cost centre and cost category, interest calculation, Memorandum Voucher - Inventory vouchers –, bill-wise details, multiple Godowns, different and actual bill quantity- Working with payroll info menu- payroll configuration and pay head creation- pay roll vouchers- payroll reports		
III	Preparation of accounting books		12
	-Cash book, Bank book, Journal Register, Ledger, Purchase, Register, Sales Register, Stock item, Stock group summary, movement analysis, sales order, purchase order, location wise stock reports, stock query, branch accounting, flexible invoicing, discount in invoicing, price list, bank reconciliation, manufacturing account		
IV	Analysis of financial statements		12
	TDS, Generation and Reconciliation of TDS Challans, Filing e-TDS return, Calculation of GST in Accounting software - Fund flow, receivables turnover, budgeting and controls, variance analysis, ratio analysis, calculating key financial ratios		
V	Report Generation and Printing		12

	Display of Trial balance, profit and loss accounts, balance sheets, consolidated statements companies/branches. Printing options, quick format, printing reports, printing of primary books, printing of registers, printing of outstanding statements, printing of inventory books	
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Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basic concept of accounting software	U	PSO 6
CO-2	Construct accounting vouchers and highlight the uses	Ap	PSO 6,7
CO-3	Create knowledge for preparing books of accounts	C	PSO 6,7
CO-4	Analyse accounting statements	An	PSO 6,7
CO-5	Apply technology in financial reporting	Ap	PSO 6,7

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 2:0:2 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Introduction to Accounting Software	PSO -6	U	F, C	L	P
2	Accounting vouchers and its advanced usages	PSO- 6,7	AP	P	L	P
3	Preparation of accounting books	PSO 6,7	C	C,P	L	P
4	Analysis of financial statements	PSO-6,7	AN	C,P	L	P
5	Report Generation and Printing	PSO-6,7	AP	P,M	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive
Mapping of COs with PSOs and POs :

	PS O1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	-	1								
CO 2			-	-	-	1							1	
CO 3	-	-		-	-	2	1						2	
CO 4	-	-			-	3	2						2	
CO 5	-		-	-	-	3	1						2	

	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8
CO 1	1		-		-	-		
CO 2	1				-			
CO 3	1	2			-		2	1
CO 4	1	2	1		-		2	1
CO 5	1	2	1		-			1

Correlation Levels:

Lev el	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6	✓	✓		✓

Recommended Books:

Weiss, Earl. On Guard Inc.: A computerized accounting information system. New York, N.Y: Macmillan, 1986

Dodd, Francis J. Practical computerised accounting systems. Oxford: NCC Blackwell, 1992.

Namrata Agarwal, 2000, Financial Accounting on Computers

Discipline	COMMERCE				
Course Code	UK6SECCOM301				
Course Title	Stock Market Operations				
Type of Course	SEC				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2	4
Pre-requisites	Basic understanding of financial concepts and a keen interest in stock market operations.				
Course Summary	This course focuses on equipping students with practical skills and strategies essential for successful trading in Indian stock markets. Students will learn how to analyze market data, make informed trading decisions, manage risks, and use online trading platforms effectively.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Investment and Fundamentals Analysis		10
	1	Introduction to Indian Security Markets: Primary, Secondary, and Derivative Markets	
	26	Top-Down and Bottom-Up Approaches to Investment	
	27	Economic Scenario Analysis: International and Domestic Industry Analysis	
	28	Company Analysis: Management Quality, Financial Statements (Annual & Quarterly), Key Financial Ratios, Cash Flow Analysis (Basic concepts only)	
II	Technical Analysis & Trading Rules		10
	29	Introduction to Technical Analysis	
	30	Market Breadth: Advances vs. Declines	
	31	Basics of Charting: Historic Prices, Moving Averages (Simple & Exponential), MACD	
III	Indian Stock Markets		10
	32	Market Participants: Stock Broker, Investor, Depositories, Clearing House	
	33	Role of Stock Exchanges: BSE, NSE, MCX	
	34	Security Market Indices: Nifty, Sensex, Sectoral Indices	
	35	Sources of Financial Information	
	36	Trading in Securities: Demat Trading, Types of Orders, Brokerage and Analyst Recommendations	
IV	Online Trading and Execution		20
	37	Overview of popular online trading platforms in India	
	38	Opening demat and online trading accounts with registered brokers.	

	39	Types of trading orders: market orders, limit orders, stop-loss orders, and their execution.	
	40	Simulated trading exercises to practice order placement and execution strategies.	
V	Risk Management and Portfolio		10
	41	Understanding trading risks: systematic vs. unsystematic risk.	
	42	Importance of diversification in managing investment risk.	
	43	Portfolio Construction - Importance of portfolio diversification in spreading risk and maximizing returns.	
	44	Risk Management Techniques: Explanation of stop-loss orders and position sizing strategies.	
	45	Precautions for stock market trading	

Skill Enhancement Activity:

Practicum 1: Analyze annual and quarterly financial statements of publicly traded companies to assess financial performance and identify key financial ratios (e.g., profitability ratios, liquidity ratios, leverage ratios).

Practicum2: Give students historical stock price data of a specific company. Ask them to plot the data on a chart and apply simple technical indicators such as moving averages (e.g., 50-day and 200-day moving averages) and identify potential buy/sell signals based on crossover patterns.

Practicum 3: Ask students to design a diversified investment portfolio consisting of stocks from different sectors (e.g., IT, banking, FMCG). Provide guidelines on portfolio allocation and risk management strategies.

Practicum 4: Assign students to analyze a specific publicly traded company. Have them study the company's management quality, financial performance, growth prospects, and competitive position.

Practicum 5: Access to a virtual or demo trading platform (e.g., simulated trading account provided by a brokerage firm). List of sample stocks or securities for trading. Instructions and guidelines for the simulation exercise

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the functioning of Indian stock markets and trading mechanisms.	U	PSO 10,11
CO-2	Analyse market trends using fundamental and technical analysis tools.	An	PSO-10,9
CO-3	Execute buy and sell orders confidently on online	Ap	PSO- 6,10

	trading platforms.		
CO-4	Implement effective risk management strategies in trading.	An, E	PSO – 10,11
CO-5	Develop a disciplined approach to responsible trading practices.	E, C	PSO – 12,11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the functioning of Indian stock markets and trading mechanisms.	PSO 10,11	U	P	L	
CO-2	Analyse market trends using fundamental and technical analysis tools.	PSO-10,9	An	P	L	P
CO-3	Execute buy and sell orders confidently on online trading platforms.	PSO-6,10	Ap	P	L	P
CO-4	Implement effective risk management strategies in trading.	PSO – 10,11	An, E	P	L	P
CO-5	Develop a disciplined approach to responsible trading practices.	PSO – 12,11	E, C	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO 6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO 1										3	2			
CO 2									2	3				
CO 3						3				3				
CO 4										3	3			
CO 5											2	2		

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3						2	
CO 2	3	3						
CO 3	3				2			
CO 4	3	3						
CO 5	3				3			

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Recommended Books:

Avadhani, V. A. Fundamentals of Financial Markets and Institutions in India. Himalaya Publishing House.

Sodhi, R. S. Technical Analysis of Stock Trends. Vision Books.

Khan, M. Y. Indian Financial System. McGraw Hill Education.

Pandian, P. Security Analysis and Portfolio Management. Vikas Publishing House.

Desai, D. V. Introduction to Derivatives and Risk Management. Pearson India.

Pathak, T. S. Online Share Trading: Risks and Rewards. Taxmann Publications.

Srinivasan, K. Risk Management in Banking. McGraw Hill Education.

Punithavathy Pandian, Security Analysis and Portfolio Management" Vikas Publishing House

S. Kevin, "Security Analysis and Portfolio Management" New Age International Publishers

SEMESTER VII

Discipline Specific Core Courses

Discipline	COMMERCE				
Course Code	UK7DSCCOM400				
Course Title	Statistics for Business Research				
Type of Course	DSC				
Semester	VII				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	5
Pre-requisites	A foundation in basic research methodologies, including quantitative and qualitative research methods.				
Course Summary	Enable the student to become conversant with the application of analysis business research				

Detailed Syllabus:

Module			Hrs
1	Introduction to Probability Theories		12
	1	Meaning and definition of probability	
	2	Probability and sampling theory.	
	3	Application of probability in research areas.	
2	Probability Distributions		
	3	Types of probability distributions.	
	4	Properties of binomial distribution and fitting.	
	5	Properties of normal distribution and fitting.	
	6	Properties of Poisson distribution and fitting (including approximation).	
3	Estimation and Testing of Hypothesis		12
	7	Sampling Distributions -standard error	
	8	Determining sample size estimation- Point and interval estimation, confidence intervals.	
	9	Hypotheses- types-Type I and Type II errors, one-tailed and two-tailed tests, level of significance.	
	10	Accepting and rejecting hypotheses based on criteria	
4	Parametric and non-parametric Tests		12
	11	Criteria for test selection.	
	12	Application of parametric tests: Z-test, t-test, F-test.	
	13	Non-parametric tests: Chi-square test, Wilcoxon.Mann-Whitney, Kruskal-Wallis,	
	14	Analysis of Variance (ANOVA): Meaning, assumptions, and table.	
5	Basic Time series analysis		
	15	Meaning – objectives – limitations -Assumptions	12

	16	Steps in TSA – Data Collection-Visualising – stationarity- model building.	
	17	Application of TSA including AR, MA, ARIMA models	

Recommended Books:

Krishnaswamy O.R, Research Methodology in Social Sciences Fundamentals of Statistics for Business and Economics-V.K.Kapoor, Sultan Chand and Sons, New Delhi.

Statistics for Management-Levine, Pearson Education Asia.

Basic Econometrics (5th Ed), Damodar N Gujarati, Dawn C Porter and Sangeetha Gunasekhar, New Graw Hill Education (India) Edition 2012, ISBN: 978-0-07- 133345-0 (13 digits) or 0-07-133345-2 (10 digits)

Analysis of Financial Time series (3rd Ed), Ruey S. Tsay, Wiley India Pvt Ltd, 4435-36/7, Ansari Road, Dharyaganj, New Delhi 110002, ISBN: 978-81-265-4893-4

Using Econometrics (6th Ed), A. H . Studenmund, Pearson, Education Limited, Indian edition published by Dorling Kindersley India Pvt Ltd, copyright © 2014 ISBN: 978-93-325-3648-7 First Impression 2015

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the Probability Theories	U	PSO-13
CO-2	Discuss the major Probability Distributions	U	PSO-13
CO-3	Perform the testing for hypotheses	Ap, An	PSO-13
CO-4	Apply Parametric and non-parametric tests	E	PSO-13
CO 5	Apply the Basic Time series analysis for forecasting	Ap	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1		PSO-13	U	F, C	L	
CO-2		PSO-13	U	P	L	
CO-3		PSO-13	Ap, An	P	L	
CO-4		PSO-13	E	M	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5		✓		✓
CO 6		✓		✓

Discipline	COMMERCE				
Course Code	UK7DSCCOM401				
Course Title	Accounting Standards and Disclosure				
Type of Course	DSC				
Semester	VII				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites	A basic understanding of accounting principles, concepts, including the preparation of financial statements and auditing				
Course Summary	Enable the student to become familiar with the mechanism for complying the disclosure with certain accounting standards .				

Detailed Syllabus:

Module			
1	AS FRAME WORK FOREIGN EXCHANGE, GRANTS AND INVESTMENTS (AS 11,12,13)		14
	1	Accounting Standards—Companies Act 2013 and Accounting Standards- International Accounting Standards	
	2	AS11 Effects of foreign exchange <i>Accounting disclosure in forward exchange contracts – AS 12 Accounting treatment and other names of grants</i>	
	3	AS 13 Carrying amount, property and disclosure	
2	BORROWING COST and SEGMENT REPORTING(AS16.17)		12
	4	AS 16 Accounting treatment for borrowing under different situation	
	5	AS 17 Accounting treatment for segment wise reporting Business Segment—Geographical Segments— Reportable Segments— Identification Tests—Primary and Secondary Segments	
3	RELATED PARTY DISCLOSURE and LEASES (AS18.19)		12
	6	AS 18 Related party, relation and transaction	
	7	AS 19 Accounting treatment for lease financing transactions Finance Lease—Operating Lease— Minimum Lease Payments— Gross investment in leases—Interest rate implicit in leases	
4	ACCOUNTING FOR IN FINANCIAL STATEMENTS (AS25)		10
	8	AS 25 Interim Financial Reports	
	9	Duration, and accounting treatment Disclosure	
5	IMPAIRMENT OF ASSETS AS 28		12
	10	AS 28 Value in use and nrv -accounting treatment Treatment and ascertainment of loss/profit	
	11	Recoverable Amount—Carrying Amount—Impairment Loss— Cash Generating Units	

Recommended Books:

Asish K Bhattacharjee, Tata Mc Graw Hill, . Indian Accounting Standards

Israr Shaikh and Rajesh Makkar, Lexis Nexis. Accounting Standards

Rajkumar S Adukia, Lexi Nexis, Indian Accounting Standards

Rawat D S—Taxman Accounting Standards

Vijayakumar M.P, Snow White, Chennai – Accounting Standard

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the AS frame work of Foreign exchange, grants and investments as in AS 11,12,13	U	PSO-1,2
CO-2	Prepare borrowing cost and segment reporting as in AS 16.17	Ap	PSO-1,2
CO-3	Describe related party disclosure and leases as in AS 18.19	An, E	PSO-1,2
CO-4	Prepare the financial statements as per the standards in AS 25	Ap	PSO-1,2
Co 5	Evaluate the Impairment of assets as per AS 28	E	PSO-1,2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the AS frame work of Foreign exchange, grants and investments as in AS 11,12,13	PSO-1,2	U	F, C	L	
CO-2	Prepare borrowing cost	PSO-1,2	Ap	P	L	

	and segment reporting as in AS 16.17					
CO-3	Describe related party disclosure and leases as in AS 18.19	PSO-1,2	An, E	P	L	
CO-4	Prepare the financial statements as per the standards in AS 25	PSO-1,2	Ap	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK7DSCCOM402				
Course Title	Strategic Financial Management				
Type of Course	DSC				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites					
Course Summary	Course Outcome Equipping the students to acquire multidimensional skills as to enable them to internalise the process of strategy formulation for financial and investment decisions				

Detailed Syllabus:

Module			
1	Introduction to Financial Strategy and Policy		10
	1	Meaning of Strategy and Planning	
	2	Definition of Strategic Financial Management	
	3	Financial Forecasting and their techniques	
	4	Financial Planning Process, Decision making and Problem solving Process	
2	Risk evaluation in Capital Budgeting		14
	5	Decision making in risk and uncertainty,	
	6	Profitability Analysis,	
	7	Value of Financial Information, Sensitivity Analysis,	
	8	Risk Adjusted Discount rate, certainty Equivalent	
3	Valuation of Company		14
	9	Asset based Valuation,	
	10	Valuation relative to Industry	
	11	Averages, DCF valuation Models	
	12	Valuation based on Company fundamentals	
4	Sources of International Long term Finance		
	8	Risks associated with International Projects Financing,	
	9	Issue of ADR's/ GDR's, FCCBs and FCEBs, ECBs and FDIs,	
	10	Foreign Capital Markets and Instruments	
5	International Trade Finance Forms of Export Finance		12
	11	Credit and Insurance	
	12	Documentary Credit,	
	13	Bilateral Credit, Special Economic Zones	
	14	Disinvestment and their strategies Management Buyouts	

Recommended Books:

- Jakhotiya G P Strategic Financial Management Vikas Publishing House, 2010 References
- Khan, M.Y. & Jain, P.K., Basic Financial Management, Tata McGraw Hill, ND, 2009
- Khan, M.Y., India Financial Services, Tata McGraw Hill, ND, 2008
- Ravi M, Kishore, Strategic Financial Management Taxmann's 2011 Edition
- . Damodaran, A. 2004, Corporate Finance: Theory and Practice, 2nd Ed., Wiley & Sons. •
- Van Horne, J.C. 2006, Financial Management and Policy, 12th Ed., Prentice Hall of India.
- Brearly, R. A. and Myers, S. C. 2006, Principles of Corporate Finance, 8th Ed., Tata McGraw Hill
- Pike, R and Neale, B. 1998, Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Rustagi, R.P. 1999, Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
- Pandey, I.M. 1999, Financial Management, 9th Ed., Vikas Publishing House
- Wadhwa, Ritu 2018, Strategic Financial Management, Kojo Press

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Explain the concept of strategic planning and policy	U	PSO-3
CO-2	Appraise the role of risk evaluation and capital budgeting in corporate financial planning	An	PSO-3, PSO.10
CO-3	Calculate the Value of Business, Share and Company in a given situation	Ap	PSO-3. 11
CO-4	Compare the Sources of International Long term Finance in a given context	E	PSO-3,10
CO 5	Differentiate International Trade Finance Forms of Export Finance for decisions.	An	PSO-3, PSO.10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Explain the concept of strategic planning and policy					
CO-2	Appraise the role of risk evaluation and capital budgeting in corporate financial planning					
CO-3	Calculate the Value of Business, Share and Company in a given situation					
CO-4	Compare the Sources of International Long term Finance in a given context					
	Differentiate International Trade Finance Forms of Export Finance for decisions.					

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline Specific Electives

Discipline	Commerce				
Course Code	UK7DSECOM400				
Course Title	BEHAVIOURAL FINANCE				
Type of Course	DSE				
Semester	VII				
Academic Level	400 – 499 (Capstone Course)				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0 hours	4
Pre-requisites	A prior understanding of fundamental financial concepts. Knowledge on traditional finance theories, particularly those related to investment decision-making.				
Course Summary	The objective of this course is to provide students with a comprehensive understanding of Behavioural Finance, integrating principles from psychology and economics to analyse financial decision-making. Students will explore various behavioural biases and heuristics that influence investor behaviour, leading to deviations from traditional financial theories. Through theoretical study, students will develop the skills necessary to critically assess investment decisions and financial markets.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Introduction to Behavioural Finance	8
	1	Meaning of Behavioural Finance	1
	2	Evolution of Behavioural Finance	1
	3	Critique of Traditional Finance Theory	2
	4	Basic Concepts and Models	2
	5	Role of Psychology in Financial Decision-Making	2
II		Behavioural Biases and Heuristics	10
	6	Loss Aversion; Overconfidence	2
	7	Anchoring and Adjustment	2
	8	Mental Accounting	2
	9	Herding Behaviour	2
	10	Availability Bias; Representativeness Bias; Confirmation Bias	2
III		Emotional Dynamics and Practical Applications.	16
	11	Fear and Greed; Regret Aversion	2
	12	Prospect Theory	2
	13	Emotional Finance	2
	14	Impact of Mood on Investment Decisions	2
	15	Investor Sentiment and Market Timing	3
	16	Behavioural Aspects of Risk Management; Financial Planning and Wealth Management	3

IV	Cognitive Errors and Market Anomalies		14
	17	Fundamental Attribution Error	4
	18	Illusion of Control	2
	19	Cognitive Dissonance	4
	20	Disposition Effect	2
	21	Stock Market Bubbles and Crashes- Limits to Arbitrage	2
V	Behavioural Finance in Corporate world		12
	22	Understanding Managerial Decision Making	3
	23	Principal-Agent Problem	3
	24	Managerial Biases and Heuristics	3
	25	Behavioural Corporate Finance	3

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamentals of behavioural finance and its relevance in financial decision-making	U	10
CO-2	Analyse various behavioural biases and heuristics affecting investor behaviour	An	10
CO-3	Evaluate the impact of emotions and cognitive errors on financial markets	Ev	10
CO-4	Apply behavioural finance principles to assess investment strategies and portfolio management	Ap	3,10
CO-5	Examine real-world financial phenomena and anomalies through a behavioural finance lens	Ap	10,12
CO-6	Develop decision-making skills by integrating behavioural insights into financial planning and risk management.	C	3,10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the fundamentals of behavioural finance and its relevance in financial decision-making	PO-1 PSO-10	U			
CO-2	Analyse various behavioural biases and heuristics affecting investor behaviour	PO-1,2 PSO-10	An			

CO3	Evaluate the impact of emotions and cognitive errors on financial markets	PO-1,2 PSO-10	Ev			
CO4	Apply behavioural finance principles to assess investment strategies and portfolio management	PO-2,6 PSO-3,10	Ap			
CO 5	Examine real-world financial phenomena and anomalies through a behavioural finance lens	PO-2,8 PSO-10,12	Ap			
CO 6	Develop decision-making skills by integrating behavioural insights into financial planning and risk management	PO-2,6 PSO-3,10	C			

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs

	PS O 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1										3				
CO 2										3				
CO 3										3				
CO 4			2							3				
CO 5										3		1		
CO 6			1							3				

Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	2							
CO 2	1	2						
CO 3	2	3						
CO 4		3				2		
CO 5		1						3
CO 6		1				3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2		✓		✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓			✓
CO 6			✓	✓

Discipline	COMMERCE				
Course Code	UK7DSECOM401				
Course Title	Co-operative Research and Digital Application				
Type of Course	DSE				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	1. Proper understanding about the concepts of Cooperatives				
Course Summary	To gain practical knowledge on cooperative identity, cooperative accounting and audit				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Co-operative Identity		12
	1	Cooperative Research Methods and tools- Conducting and evaluating cooperative research – Research Assistance	6
	2	Incorporation and awareness of cooperative Identity-	6
II	Cooperative Financial Management		14
	3	Cooperative Accounting and auditing principles practices and their application in financial management, auditing in computerised environment, auditing through the computers versus auditing around the computers, computer aided audit techniques- CAAT, CAAT tools, Excel as an audit tool.	8
	4	Field visit to cooperative department to familiarise about the audit activities	6
III	Cooperative Networking and Collaboration		12
	5	Role of strengthening the cooperative sector and movement at local National and International theories	6
	6	Cooperative entrepreneurship and Innovation strategies and their application in Cooperative Business planning development and diversification	6
IV	Digital Transformation in Cooperatives		12
	7	Digitalisation – Introduction to digital transformation, - Contributing to business process improvement - prioritising digital opportunities -	6
	8	Developing opportunities with external innovation partners - evaluation and selection of digital solutions - Adoption of new digital tools in cooperatives – Platform Cooperatives	6
V	Cooperatives and Accounting Standards and Software Applications		25
	9	Advanced software's in cooperative accounting, tally prime as an accounting and ERP software, features of ERP software, Zoho books as an accounting software, E- invoicing, other software's: Vypar, Busy, Fresh Books, Quick books etc.	10

	10	Practicum in using the accounting software (how to create a cooperative in tally, how Ledger and group are created, what are the accounting reports generated)	15
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Recommended Books

David Sirota (2012), The Power of Together: Collective Action and Social Innovation Publisher: Routledge.

Amitai Etzioni (2008), Cooperation: A New Paradigm for a Global Age Publisher: Paradigm Publications.

Jessica Gordon (2010), Strengthening the Cooperative Sector: Reinventing Cooperation: The Rise of Regional Development Cooperatives Publisher: Cornell University Press.

Charles Hampden-Turner and David Hyman (1995), The Future of Cooperatives and the Common Good Publisher: Routledge. Cooperative

David A. Kirby and Michael A. Reilly (2015), Entrepreneurship and Innovation: Social Entrepreneurship and Innovation: A New Era of Transformation Publisher: Edward Elgar Publishing.

David Boyle and Jennie Carr (2009), Cooperative Innovation: New Models for a Changing World Publisher: Policy Press.

by David Bollier (2019), Digital Transformation in Cooperatives: Digital Cooperatives: Platform Cooperativism and the Future of Work Publisher: New Society Publishers.

Juan Antonio Duro and Alicia Montalbán (2018), The Future of Cooperatives in the Digital Age: A Global Perspective edited by Publisher: Springer.

Cooperative Accounting, Auditing & Taxation by Indian Institute of Management, Ahmedabad (2010), Publisher: Indian Institute of Management Ahmedabad.

Kameswara, Rao. (2012) Cooperative Accounting and Auditing, Publisher: Mittal Publications.

Rao.Y (2012), Cooperative Accounting and Auditing, Publisher: Pragun Publications.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the cooperative research aspects	U, An	PSO-13
CO-2	Gain first-hand experience with audit activities, solidifying knowledge and equipping the students to contribute to the financial health and responsible governance of cooperatives.	An, E	PSO-11

CO3	The students will be proficient in utilizing technology and cooperative-specific financial knowledge to ensure the financial health and responsible governance of cooperatives.	U,An	PSO-14
CO4	Equips students to identify and prioritize digital opportunities, collaborate with external partners for innovation, and evaluate and select the right digital solutions. Learn about adopting new digital tools and the rise of platform cooperatives. Helps in navigate the digital landscape and leverage technology to strengthen cooperatives.	An, E, Ap	PSO-6
CO5	Gain hands-on experience in setting up a cooperative, establishing ledgers and groups, and generating essential financial reports. Students will be proficient in utilizing advanced accounting software to ensure efficient and accurate financial management.	An, E, Ap	PSO-6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the cooperative research aspects	PSO-13	U, An		L	-
CO-2	Gain first-hand experience with audit activities, solidifying knowledge and equipping the students to contribute to the financial health and responsible governance of cooperatives.	PSO-11	An, E		L	-
CO-3	The students will be proficient in utilizing technology and cooperative-specific financial knowledge to ensure the financial health and responsible governance of cooperatives.	PSO-14	U, An		L	-
CO-4	Equips students to identify and prioritize digital opportunities, collaborate with external partners for innovation, and evaluate and select the right digital solutions. Learn about adopting new digital	PSO-6	An, E, Ap		L	-

	tools and the rise of platform cooperatives. Helps in navigate the digital landscape and leverage technology to strengthen cooperatives.					
CO-5	Gain hands-on experience in setting up a cooperative, establishing ledgers and groups, and generating essential financial reports. Students will be proficient in utilizing advanced accounting software to ensure efficient and accurate financial management.	PSO-6	An, E, Ap		L	-

F-Factual, C- Conceptual, P-Procedure al, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	3	-
CO 2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-
CO 3	1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO 4	1	-	-	-	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-
CO 5	1	-	-	-	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	COMMERCE				
Course Code	UK7DSECOM402				
Course Title	Global Taxation Regime				
Type of Course	DSE				
Semester	VII				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	1. UK201DSECOM -International Business				
Course Summary	It Provides an overview of international tax concept, principles and challenges. Also provides an awareness on tax treaties, international tax avoidance, Transfer Pricing and International Tax Planning.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to International Taxation		5
	1	International Taxation – Concept – Objectives – Importance - Principles: Residence Principle and Source Principle – Challenges in International Taxation - Incidence of tax: Non-Residence	5
II	International Tax Planning		10
	2	International Tax Planning – Concept – Need - International Tax Compliance – International entity Tax Structuring – Pre-Immigration Tax Planning	5
	3	Tax Planning in respect of Foreign Income: Selling in Domestic or Foreign Market – Double Taxation – Foreign Collaboration	5
III	International Tax Avoidance and Evasion		23
	4	Transfer Pricing - Meaning - Evolution – Provisions in Income Tax Act 1961 – Arm's Length Price: Related party Transaction – Methods of Computation – Case Study of any two Companies	8
	5	Thin Capitalization – Tax Havens – Double Dipping – Treaty Shopping – Google Tax - Base Erosion and Profit Shifting - Black Money (Undisclosed Foreign Income and Assets) and Imposition of Act, 2015	10
	6	General Anti Avoidance Rule – Concept – Conditions to invoke GAAR – Exclusions from the Provisions of GAAR – Consequences of GAAR being invoked – GAAR and SAAR	5
IV	Double Taxation Relief		10
	7	Tax Treaties – Features – Double Taxation Relief - Concept – Types of Relief: Unilateral and Bilateral – Provisions under Income Tax Act 1961 – Double Taxation Treaty – Double taxation Avoidance Agreement: Section 90, 91- Computation	10
V	Advance Pricing Agreement, Advance Ruling		12

	8	Advance Pricing Agreement - Meaning – Evolution – Types of APA – Benefits of APA – Procedure for application of APA – Annual Compliance Report and Compliance Audit – Revision and Cancellation of APA	6
	9	Advance Ruling – Concept – Reasons for the introduction of Advance Ruling – Who can seek Advance Ruling – Authority of Advance Ruling – Benefits	6

Recommended Books

Income Tax including Tax Planning and Management, Dr H.C. Mehrotra, Dr S.P. Goyal, Sahitya Bhawan Publications

International Tax Policy and Double Taxation Treaties, Holmes, Kevin.

ICAI Book on International Taxation.

Russo, R (Editor), Finnerty, CJ (Author). Pettricone M, (Author), Fundamentals of International Tax Planning (IBFD)

Rohatgi, Roy (2007) Basic International Taxation – Volume 1 (Principles) (London BNA International, 2nd Ed,)

Website

<https://incometaxindia.gov.in/>

<https://www.drishtiias.com/>

<https://www.imf.org/>

<https://www.oecd.org/>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the concept and principles of international taxation	Understand	PSO-5
CO-2	Compare different transfer pricing methods and determine the applicable method in a situation	Apply	PSO-5
CO3	Explain the law and procedures under the Black Money (Undisclosed Foreign Income and Assets) and Imposition of Act, 2015	Understand	PSO-4,5
CO4	Examine and Solve Problems related to double taxation	Apply	PSO-5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Describe the concept and principles of international taxation	1/5	U	C	-	-
2	Compare different transfer pricing methods and determine the applicable method in a situation	2/5	Ap	C, F	-	-
3	Explain the law and procedures under the Black Money (Undisclosed Foreign Income and Assets) and Imposition of Act, 2015	1/4,5	U	C	-	-
4	Examine and Solve Problems related to double taxation	2/5	Ap	F	-	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	2	-	-	-	-	-	-	-	-	-
CO 2		-	-	-	2	-	-	-	-	-	-	-	-	-
CO 3	1	-	-	2	3	-	-	-	-	-	-	-	-	-
CO 4	-	-	-	-	3	-	-	-	-	-	-	-	-	-

Mapping of COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	-	-	-	-	-	-	-
CO 2	-	2	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-
CO 4	-	3	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓		✓	✓

Discipline	COMMERCE				
Course Code	UK7DSECOM403				
Course Title	Database Management System				
Type of Course	DSE				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	1. Know about data base 2. Understanding about analysis of database				
Course Summary	This course assures an idea about data science and data base security practices				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		Fundamentals of Data Science	12
		Introduction to DBMS: Introduction-Why a Database- Characteristics of Data in a Database - Database Management System-Why DBMS- Types of Database Management Systems. Introduction to RDBMS: Introduction-RDBMS Terminology	
II		Relational Data Structure	12
		The Relational Data Structure- Relational Data Integrity - Relational Data Manipulation - Codd's Rules. Database Architecture and Data Modelling: Introduction - Conceptual, physical and logical Database Models-Database Design-Design Constraints-Functional Dependencies. Entity - Relationship (E-R) Modelling : Introduction - E.R. Model - Components of an E-R model - E-R modelling Symbols	
III		Data Normalization	12
		Introduction-First Normal Form (1NF) - Second Normal Form (2NF) - Third Normal Form (3NF) Boyce-codd Normal Form (BCNF) - Fourth Normal Form(4NF) Fifth Normal Form(5NF)-Domain-key Normal Form (DKNF)-De-normalization. Relational Algebra and Relational Calculus: Relational Algebra-Relational Calculus-Query-by	
IV		Database Security	12
		: Introduction - Database Environment - Data Security Risks - Complex User Management Requirements - Dimensions of Database Security - Data security Requirements - Database Users - Protecting the Data within the Database - Granting and RevokingPrivilegesandroles-DataEncryption–Database-integrity-System Availability Factors	
V		Security Practices	

Best Security Practices-Network Security- Authenticating users to the Database - Security auditing - Data Integrity: Introduction - Types of Integrity Constraints - Restrictions on integrity Constraints. Backup and Recovery: Introduction- Database Backups - Why Plan Backups - Hardware Protection and Redundancy- Transaction Logs –Importance of Backup	12
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Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Remember data analysis	R	PSO 6,13,14
CO-2	Understand rational data structure	U	PSO 6,9,13
CO-3	Apply data normalization	Ap	PSO 6,8,13
CO-4	Apply data security	Ap	PSO 6,13
CO-5	Identify security practices	C	PSO 6,13

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:2 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Fundamentals of Data Science		R	F, C	L	
2	Relational Data Structure		U	P	L	P
3	Data Normalization		AP	C,P	L	P
4	Database Security		AP	P	L	P

5	Security Practices		AP	P,M	L	P
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO2	PSO3	PSO4	PSO 5	PSO 6	PSO7	PSO8	PSO9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	-	1							2	
CO 2			-	-	-	1			1				2	
CO 3	-	-		-	-	1	1		1			1	2	
CO 4	-	-			-	1	1		1			1	3	
CO 5	-		-	-	-	1	1		1				3	

	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8
CO 1	1		-		-	-		
CO 2	2				-		1	
CO 3	2	1			-		1	
CO 4	2	1			-		2	
CO 5	2	1			-			

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

TEXT BOOK

- 1 Alexis Leon & Mathews Leon, 2002, Database Management Systems, Leon Vikas Publishing, Chennai.
2. G.V. Post, 1999, Database Management Systems Designing and Building Business Application, McGraw Hill International edition.
3. Raghu Ramakrishnan, 1998, Database Management Systems, WCB McGraw Hill.
4. C.J. Date, 2000, An Introduction to Database Systems, 7th Edition, Addison Wesley.
5. R. Pannerselvam, 2004, Database Management Systems, PHI, New Delhi.

Discipline	COMMERCE				
Course Code	UK7DSECOM404				
Course Title	INTERNATIONAL MARKETING				
Type of Course	Discipline Specific Elective (DSE)				
Semester	VII				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hrs	-	-	4 hrs
Pre-requisites	1. 2.				
Course Summary	This course will equip students with the tools and terminology to explore and understand marketing practices in a global environment. It aims to introduce students with the concept of international marketing and its on-going developments. It seeks to provide an in-depth exploration of the principles, strategies and challenges involved in International Marketing.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to International Marketing		9
	1	International marketing – Nature- Scope- Significance	2
	2	Domestic and international marketing	3
	3	Factors affecting international marketing	2
	4	Merits and demerits of International Marketing	2
II	International Marketing Environment		9
	5	International Marketing Environment-Elements	2
	6	Tariff and non-tariff barriers	3
	7	WTO-UNCTAD-ASEAN-Regional groupings	2

	8	International markets-Modes of entry	2
III	International Market Operations		18
	9	Concept of Product Planning- product objectives – new products in international marketing –segmentation, targeting and positioning-Product standardisation- Global Branding	4
	10	International Pricing-Factors affecting pricing – Pricing policy- International Pricing strategies and processes- Dumping – Counter trade	4
	11	Logistics management – -Distribution logistics – transportation- warehousing decisions	3
	12	International Distribution- Types and functions of international distribution channels	3
	13	Channel development – factors involved in distribution system	3
IV	Promotion and Advertising for International marketing		12
	14	Promotion and Communication – Promotion mix – Media selection	3
	15	Public relations and International lobbying	3
	16	Sales Promotion Strategies	3
	17	Advertising Strategies – unified vs. diversified-Advertising effectiveness	3
V	Risk Management in International Marketing		12
	18	Risks in Financing-Financial Environment	4
	19	Risks in International marketing	4
	20	international dispute Management	4

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues	U	PSO 9 PSO 12 PSO 3
CO-2	Understand how companies adjust their international	R, U	PSO 9

	strategies based on the global environmental changes		PSO 3
CO-3	Build skills toward the understanding of social, political, legal, and economic forces that affect the business performance of international marketing	R, U	PSO 9 PSO 12
CO-4	Understand international marketing practices	R, U	PSO 9 PSO 12
CO-5	Apply and evaluate International marketing campaigns	Ap, An, E	PSO 9 PSO 8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues	PSO 9 PSO 12 PSO 3		F, C		
2	Build skills toward the understanding of social, political, legal, and economic forces that affect the business performance of international	PSO 9 PSO 3		P		

	marketing					
3	Build skills toward the understanding of social, political, legal, and economic forces that affect the business performance of international marketing	PSO 9 PSO 12				
4	Understand international marketing practices	PSO 9 PSO 12				
5	Apply and evaluate International marketing campaigns	PSO 9 PSO 8				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12
CO 1	-	-	1	-	-	-	-	-	3	-	-	1
CO 2	-	-	2	-	-	-	-	-	3	-	-	-
CO 3	-	-	-	-	-	-	-	-	3	-	-	2

CO 4	-	-	-	-	-	-	-	-	3	-	-	1
CO 5	-	-	-	-	-	-	-	-	3	-	-	2
CO 6	-	-	-	-	-	-	-	1	3	-	-	-

Mapping of COs with POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO 1	3	-	-	-	-	-	-	-
CO 2	-	-	-	-	-	3	-	-
CO 3	-	-	-	-	-	-	3	-
CO 4	3	-	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

References:

1. Dr.K. Karunakaran, _Marketing Management (Text and cases in Indian Context)‘. Himalaya PublishingHouse.
2. Philip Kotler and Kevin Lane Keller,‘Marketing Management‘,Prentice Hall.
3. Dana – Nicoleta, Laseu, International Marketing‘,Biztantra.
4. Warren J. Keagan, Mark Green, Global Marketing 3/e, PrenticeHall.
5. Cateora, Phillip R. ;Grahm, John L. And PrashantSalwan ,International Marketing, TataMcGrawHill.
6. Philip R. Cateora, John Graham, International Marketing‘, Irvine – SagePublications.
7. Michal R. Czinkota, Illkka A. Ronkainen, Best Practices in InternationalMarketing, Harcourt college Publishers.
8. P.K. Vasudeva, International Marketing Excel books.
9. R. Srinivasan, International Marketing‘ Prentice HallIndia.
10. Rajagopal, International Marketing, Vikas PublishingHouse.
11. Francis Cherunilam, International Business, PHI Learning PrivateLimited

Discipline	COMMERCE				
Course Code	UK7DSECOM405				
Course Title	International Taxation				
Type of Course	DSE				
Semester	VII				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4		-		4
Pre-requisites	A thorough understanding in the taxation framework				
Course Summary	This course provides an understanding on issues surrounding the taxation of cross boarder activities. The course will consider the key concepts of international taxation, transfer pricing, double taxation and trends in international taxation.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to International Taxation		10
	1	Overview of international taxation principles – Jurisdiction to tax, Differences between domestic and international taxation. Key concepts, residency, source-based taxation	5
	2	Taxation of business profits, dividends and royalties. Analysis of tax planning strategies in the context of cross-border transactions	5
II	Fundamentals of Transfer Pricing		12
	3	Introduction to Transfer Pricing, Definition and scope of transfer pricing. Historical background and evolution of transfer pricing regulations, Tax-efficient structuring, location of intellectual property, use of tax havens.	3
	4	Importance of transfer pricing in multinational corporations. Key Concepts- Arm's Length Principle, related party transactions, and transfer pricing methods.	3
	5	Arm's length principle and its importance in determining transfer prices, Methods for determining arm's length prices: Comparable	3

		Uncontrolled Price (CUP), Cost Plus, Resale Price, Transactional Net Margin, and Profit Split methods.	
	6	OECD Transfer Pricing Guidelines. Recent developments and updates in Indian transfer pricing regulations. Transfer Pricing Regulations and Dispute Resolution- APAs. MAPs. Transfer pricing and risk management.	3
III	Double Taxation		10
	7	Double Taxation – Meaning, Relief, Double Taxation Avoidance – DTAA	4
	8	Methods of Double Taxation and Methods of Elimination of Double Taxation. Double Taxation Conventions.	3
	9	Understanding the role of tax treaties and their significance in international taxation, Factors influencing international tax liabilities.	3
IV	Trends in International Taxation		11
	10	Taxation of digital transactions and challenges, Anti-avoidance measures- General Anti-Avoidance Rules (GAAR).	3
	11	Permanent Establishment (PE) concept and its implications for cross-border taxation.	2
	12	Controlled Foreign Corporations (CFC) rules, Taxation of foreign income including Foreign Tax Credit (FTC) provision.	3
	13	Recent global developments and trends in international taxation and their impact on Indian businesses	3
V	Taxation of International Transactions, Practical Applications and Case Studies		12
	14	TDS, TCS in international taxation, Angel Tax	3
	15	Application of international taxation and transfer pricing principles in real-world scenarios.	3

	16	Analysis of case studies involving multinational corporations operating in India, Group discussions and presentations on practical challenges and solutions in international tax planning.	3
	17	Mock transfer pricing audits and negotiation exercises. Review of recent judicial precedents and their implications for taxpayers in India	3

Recommended Practical

1. Analyze the tax system of at least three countries, focusing on key aspects such as residency rules, tax incentives, and anti-avoidance measures
2. Explore tax planning techniques used by MNCs to optimize their global tax burden.
3. Evaluate the implications of Indian tax policies for international businesses.

Recommended Books

1. Ravi Chhawchharia, Direct Tax Law and International Taxation, Taxmann New Delhi
2. Kamal Garg, International Taxation, Bharat Law House Pvt Ltd. New Delhi
3. Divakar Vijayasathy, Fundamentals of International Taxation, Bharat Law House Pvt Ltd, New Delhi
4. Rohit Gupta, Principles of International Tax Planning, Taxmann Publications, New Delhi
5. Gokul Kishore G. & Shubhashree R, Cross-Border Transactions under Tax Laws & FEMA, Taxmann, New Delhi

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Comprehend the concepts and principles of international taxation	U	PSO4
CO-2	Dissect the transfer pricing mechanism	An	PSO4

CO-3	Realise the concept of double taxation and its methods	U	PSO4 PSO5
CO-4	Examine the trends in international taxation	An	PSO4
CO-5	Assess the taxation of international transactions	E	PSO4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	PSO4	U	C,F	L,T	
CO-2	PSO4	An	P	L,T	
CO-3	PSO4 PSO5	U	C,F	L,T	
CO-4	PSO4	An	C,F	L,T	
CO-5	PSO4	E	C,F,P	L,T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of Cos with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO-1	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	3	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Mapping of Cos with POs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO-1	2	2	-	-	-	-	-	-
CO-2	2	2	1	-	-	-	-	-
CO-3	2	3	3	-	-	-	-	-
CO-4	2	3	2	-	-	-	-	-
CO-5	2	3	1	-	-	-	-	-

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	✓	-	✓

Discipline	COMMERCE				
Course Code	UK7DSECOM406				
Course Title	International Logistics Management				
Type of Course	DSE				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	The course aims to create skills in managing international logistics, with emphasis on elements of international trade, Interface between international logistics & supply chain management, Containerization, Packaging and role of transport in international logistics.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	International Trade		12
	1	International Trade: Need and Importance Recent Trends in World Trade, Leading players	
	2	India's Foreign Trade – Commodity, Composition and Destination Overview of International Logistics- Components, Importance, Objectives	
	3	Logistic Subsystem; - Integrated Logistics; - Barrier to Internal Integration Logistics Documents for International Trade	
II	Marketing and Logistics		12
	4	Marketing and Logistics, Customer Focused Marketing International	
	5	Marketing: International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics	
	6	Global market force, Drivers for Supply Chains Ways to identify key market global drivers- Knowledge of how market globalization drivers influence supply chains and logistics.	
III	Transportation		12
	7	Basics of Transportation, Transportation Functionality and Principles;	
	8	Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics	
	9	Analysis of transportation, communication, utilities and technology infrastructure	
	10	Multimodal Transport: Modal Characteristics; Modal Comparisons;	
	11	Legal Classifications; International Air Transport; Air Cargo Tariff	

		Structure; Freight: Definition, Rate; Freight Structure and Practice	
IV	Containerization		12
	12	Containerization and Chartering Containerization: Genesis, Concept, Classification, Benefits and Constraints	
	13	Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR	
	14	Chartering: Kinds of Charter, Charter Party, and Arbitration	
V	Inventory Packaging		12
	15	Inventory Management and Packaging Inventory Management: Introduction, Characteristics, Functionality, Components, Planning;	
	16	Packaging and Packing: Labels, Functions of Packaging, Designs, Kinds of Packaging; Packing for Transportation and Marking	
	17	Types of Boxes, Container, Procedure, Cost, Types of Marking, Features of Marking	

Activity: - Visit an international port and make a report on containerization, service of clearing agents and multimodal transportation.

Recommended Books:

Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication
 Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India
 Burt, Dobbler, Starling, World Class Supply Management, TMH.
 Pierre David, "International Logistics", Biztantra
 Francis Cherunilam, International Business, Text and Cases, Himalaya Publishing Company
 Rathod, Export Management
 O S Srivastava – International Business, Kalyani Publishers
 International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons
 Tilanus, B. Information Systems in Logistics and Transportation. Pergamon.
 Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach, Prentice HALL of India
 McKinley A. H. (2004). Transport Packaging: IoPP
 Ailawadi C Sathish & Rakesh, LOGISTICS MANAGEMENT, Prentice Hall, India, 2005
 Agrawal D K, LOGISTICS & SUPPLY CHAIN MANAGEMENT, Macmillan India Ltd, 2003
 Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India
 Robertson G. L. (2005). Food Packaging
 Martin Christopher, 'Logistics and Supply Chain Management' Pearson Education, 2003

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Comparing Indian and international trade policies	R	PSO 7, PSO 5, PO 1

CO-2	Illustrate the various concepts and terminologies in International Logistics & Management	An	PSO 7, PO 1, PO 2
CO-3	Identifying the various activities in global supply chain management.	R	PSO 7, PSO 5, PO 2, PO 3
CO-4	Gathering streamlined supply chain management processes on the global scale	U	PSO 7, PSO 5, PO 1, PO 6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Comparing Indian and international trade policies	PSO 7, PSO 5, PO 1	F, C		L	
CO-2	Illustrate the various concepts and terminologies in International Logistics & Management	PSO 7, PO 1, PO 2		C, P	L	
CO-3	Identifying the various activities in global supply chain management.	PSO 7, PSO 5, PO 2, PO 3	C, P		L	
CO-4	Gathering streamlined supply chain management processes on the global scale	PSO 7, PSO 5, PO 1, PO 6	F, M		L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2												2		3							
CO 2	1	2													3							
CO 3		2	1										2		3							
CO 4	1					2							2		3							

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	COMMERCE				
Course Code	UK7DSECOM407				
Course Title	Ecotourism and Sustainable Development				
Type of Course	DSE				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	This course provides a comprehensive understanding of ecotourism and sustainable tourism practices, equipping students with the knowledge and skills to promote responsible and sustainable tourism development while conserving natural and cultural heritage.				

Detailed Syllabus:

MODULE	UNIT	CONTENTS	HRS
I	Ecotourism – Introduction		12
	1	Emergence of Eco tourism – Alternative Tourism – Meaning. Eco Tourism: - Concept – Meaning – Definition (TIES), Growth and development of Eco Tourism	
	2	Eco Tourism principals by TIES – Features	
	3	Eco Tourist - Types of Eco Tourists-	
	4	Eco Tourism Products - Potential benefits of Eco tourism.	
	5	Various forms of Ecotourism - Farm Tourism-Village Tourism-Wild life Tourism-Adventure Tourism- Responsible Tourism-Forest Ecotourism.	
II	Eco Tourism Resources in India		13
	1	Reserve Forests – National Parks – Wildlife sanctuaries – Biosphere Reserves – Tiger Reserves – Green Tourism Products	
	2	Wetlands – Coral Reefs – Coastal Areas – Backwaters – Rivers – Lakes	
	3	Desert Tourism – Thar Desert - Hill stations – Hill Tourism	
III	Sustainable Tourism Development		13
	1	Meaning, definition, Global Significance of Sustainable Tourism	
	2	Agenda 21 for Travel and Tourism Industry -	
	3	World Conference on Sustainable Tourism 1995 - Benefits and issues of Sustainable Tourism Development	
	4	Types of Sustainable Development	
IV	Sustainable Tourism Planning (STP)		10
	1	Principles of STP – Features	
	2	Basic concepts in Sustainable Design	
		Sustainable Tourism Planning Process	
	3	Significance of Sustainable Tourism – Economic – Environmentally – Social Cultural	

	4	Types of Sustainable Tourism – Environment Friendly Tourism – Community Friendly Tourism	
V	CBT – Responsible Tourism		12
	1	Meaning – Concept of CBT	
	2	Concept and Definition-Conservation-Oriented Approach-CBT-Community Based Ecotourism in Kerala- Forest Ecotourism with special reference to Kerala	
	3	Responsible Tourism – Meaning – Definition – strategies – Principles – Benefits	

Practical

Preparation of lists of various Sustainable Tourism activities, sustainable tourism places, eco-tourism activities etc.

Destination Visit to Responsible Tourism Destination, based on the visit students should prepare a report and to include findings and suggestions of the selected theme.

Recommended Books

Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
 Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
 McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
 Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
 Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing

SUGGESTED WEBSITES

<https://www.studocu.com/in/home?origin=content-sidebar>
<https://epathshala.nic.in/>
<https://www.unwto.org/>
<https://www.wttc.org/>
<https://www.tmi.org.uk/>
<https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>
https://www.academia.edu/5758965/Tourism_Notes
<https://studylib.net/doc/25607574/trave-and-tourism-notes>
<https://www.slideshare.net/ashiyanakhan90/tourism-notes>

COURSE OUTCOMES

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Students will be able to identify the concept of ecotourism, covering its principles, benefits, and get an idea of classify different forms of ecotourism activities	U, R	2,1

CO-2	Analyse the ecological diversity of various eco-tourism destinations and resources in India.	An	2,5,8
CO-3	Assess the principles and practices of sustainable tourism development, emphasizing the integration of environmental, socio-cultural, and economic factors.	E	8
CO-4	Formulate sustainable tourism plans for specific destinations or regions and also includes stakeholder engagement, environmental impact assessment, and destination management strategies.	An	2,8
CO-5	Examine the concept of community-based tourism and its role in empowering local communities, fostering cultural exchange, and promoting sustainable development.	Ap	2,8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	CO-1	2,1	U, R	F	L	-
2	CO-2	2,5,8	An	P	L	-
3	CO-3	8	E	F	L	-
4	CO-4	2,8	An	P	L	-
5	CO-5	2,8	Ap	P	L	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	1	1	0	0	0	1	0	0	0	0	1
CO 2	1	2	1	0	0	0	0	1	0	1	0	1
CO 3	2	1	1	0	1	0	0	1	2	2	1	1
CO 4	1	1	1	0	0	1	1	0	1	1	0	1
CO 5	1	1	1	0	1	1	1	1	2	0	1	1
CO 6	0	0	0	0	0	0	0	0	0	0	0	0

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓		✓

SEMESTER VIII

Discipline Specific Core Courses (DSC)	Online 1 Online 2	
	Internship Project	
	Research Project	