

GURU NANAK COLLEGE (AUTONOMOUS)

(Affiliated to University of Madras and Accredited at A++ Grade By NAAC)
Guru Nanak Salai, Velachery, Chennai - 600042



SCHOOL OF COMMERCE

B.Com. INFORMATION SYSTEM MANAGEMENT

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

(For the UG Batch of 2024-27 and thereafter)

S. NO	CONTENTS	PAGE NO.
1.	LOCF – Learning Outcome Based Curriculum Framework	4
2.	Vision	5
3.	Mission	5
4.	Program Educational Outcomes (PEOs)	5
5.	Program Outcomes (POs)	6
6.	Program Specific Outcomes (PSOs)	6
7.	PEO – PO Mapping	7
8.	PO – PSO Mapping	7
9.	Choice Based Credit System (CBCS)	7
10.	Consolidated Credit Structure for all the 3 years	10
11.	Credit Distribution for Each Semester	11
12.	Mode of Evaluation	15
13.	Method of Assessment	16
14.	Financial Accounting	19
15.	Principles of Management	22
16.	Business Analytics for Finance-Practical	25
17.	Basic Tamil I/Advanced Tamil I / Basics of Internet of Things	27
18.	Communication skills and Personality Development skills	30
19.	E-Business	34
20.	Marketing Management	37
21.	Programming in C-Practical	40
22.	Basic Tamil II/Advanced Tamil II/Foundation of Stock Market Investing	42
23.	Interview skills and Resume writing	44
24.	Java Programming –Theory	47
25.	Corporate Accounting	50
26.	Business Communication	53
27.	Java Programming –Practical	56
28.	Statistics and Operations Research-I	58
29.	Adobe UX Foundation	62
30.	Self- Study Course	65

31.	RDBMS with SQL –Theory	73
32.	Financial Management	76
33.	Research Methods in Business	79
34.	RDBMS with SQL –Practical	82
35.	Statistics and Operations Research-II	84
36.	Environmental Studies	88
37.	Foundations of Quantitative Aptitude	90
38.	Python for Finance-Theory	93
39.	Entrepreneurial Development	96
40.	Management Information System	99
41.	Python for Finance-Practical	102
42.	Full stack development Lab	104
43.	Value Education	106
44.	Internship	109
45.	Accounting for Managers	111
46.	Web Application Development-Theory	114
47.	Web Application Development-Practical	117
48.	Human Resource Management	119
49.	Project	122

LOCF - LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

PREAMBLE

1. ABOUT THE PROGRAMME

The curriculum of B. Com (INFORMATION SYSTEM MANAGEMENT) is three years Under Graduate Programme for the students which paves way for a multi - dimensional career opportunity in the domains of Commerce, Management and Information Technology. It is structured in a way to develop appropriate problem solving, managerial and programming skills which are required for the Industry. The goal of this Programme is to infuse Accounting, Managing and Technical knowledge in young minds. The syllabus is designed in such a way that provides platform for the students to get clear knowledge in Accounting, Managerial and Programming Concept. The comprehensive curriculum design bestows excellent career opportunities and scope for higher studies.

2. VISION

To evolve into a best department in the field of Commerce, Management and Information Technology which is renowned for providing the highest-quality of education, practical guidance and nurturing the young minds to serve the society with integrity.

3. MISSION

To produce leaders capable of harnessing the power of information technology to drive organizational success, foster digital transformation, and create value in a rapidly evolving global economy.

To help students acquire knowledge about use of computer systems and software tools in commerce and business.

To prepare our students to become a personality in society with the moral depth and intellectual intensity necessary to meet the challenges.

4. Programme Educational Outcomes (PEOs)

PEO 1. Values of Life, Ethics & Social Concern

The graduates exhibit truth, loyalty, and love as integral moral principles, thereby contributing to a society characterized by enhanced well-being and fundamental goodness in behavior.

PEO 2: Employability & Entrepreneurship

The graduates apply analytical, logical, and critical problem-solving skills in professional contexts, elevating employability and cultivating entrepreneurial capabilities through upskilling.

PEO 3: Regional/National/Global Relevance & Competency

The graduates foster advanced analytical skills and a heightened appreciation for current Regional/National/Global perspectives, enabling informed and sustainable decision-making in a dynamic environment.

PEO 4: Skill Enhancement, Self-Directed & Lifelong Learning

The graduates independently engage in skill-based learning, utilizing infrastructure and opportunities for continuous upskilling, enabling self-evaluation and lifelong excellence attainment.

PEO 5: Research Skills & Innovation

The graduates proficiently apply scientific reasoning, fostering creativity, strategic thinking, and effective problem-solving skills. They demonstrate a core competency in generating innovative ideas

for advancements and inventions.

5. PROGRAMME OUTCOMES (POs)

PO 1 : KNOWLEDGE MANAGEMENT AND PROFESSIONAL COMPETENCY:

To understand the fundamental business concepts including accounting, finance, banking, taxation, marketing and management.

PO 2 : CRITICAL THINKING AND PROBLEM SOLVING:

To develop critical thinking skills, cultivating the capacity to address challenges and find effective solutions in a business context.

PO 3 : TEAM WORK AND LEADERSHIP:

To foster the ability to work collaboratively in teams and assume leadership roles.

PO 4 : COMMUNICATION SKILLS AND DIGITAL LITERACY:

To enhance written and verbal communication skills essential for effective business correspondence and also to be proficient in using relevant business technologies and software.

PO 5 : MULTICULTURAL ETHICS AND COMPETENCE:

To understand the impact of globalization on business and to develop a sense of Multicultural ethical decision-making in international business environments.

6. PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Enable to have solid understanding and acquire exhaustive knowledge in the concepts which includes the disciplines Commerce, Management and Computer science.

PSO 2: Unify knowledge and skills to face global business challenges.

PSO 3: Enrich the students with good communication, team work, leadership skills and ethical values.

PSO 4: Equip Computer and Managerial skills and enrich knowledge for career enhancement.

PSO 5: Demonstrate the ability to do their higher education and can make research in the field of multiple disciplines Commerce, Management and Computer science and also secure relevant employment in the study field.

7. PEO – PO Mapping

	PEO 1	PEO2	PEO3	PEO4	PEO5
PO 1	3	3	3	3	3
PO 2	3	3	3	3	3
PO3	3	3	3	3	3
PO 4	3	3	3	3	3
PO 5	3	3	3	3	3

8. PO – PSO Mapping

	PO1	PO2	PO3	PO4	PO5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

9. CHOICE BASED CREDIT SYSTEM (CBCS)

The College follows the CBCS with Grades under the Semester pattern. Each course is provided with a credit point based on the quantum of subject matter, complexity of the content and the hours of teaching allotted. This is done after a thorough analysis of the content of each subject paper by the members of the Board of Studies and with the approval of the Academic Council. Students are also offered a variety of Job oriented Elective, Multidisciplinary skill-based courses as part of the curriculum. Students can earn extra credits by opting for Massive Open Online Courses (MOOCs) and Certificate Courses.

The evaluation method under CBCS involves a more acceptable grading system that reflects the personality of the student. This is represented as Cumulative Grade Point Average (CGPA) and Grade Point Average (GPA) which are indicators of the Academic Performance of the student. It provides students with a scope for horizontal mobility and empowers them with the flexibility of learning at their convenience.

ELIGIBILITY FOR ADMISSION

Candidates admitted to the first year of the UG Programme should have passed the Higher Secondary Examinations (must have learnt Commerce, Accountancy, Computer Science / Mathematics) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras. Students applying for the PG Programme should have taken the UG Degree in the relevant subject from a recognized University as per the norms of the University of Madras.

DURATION OF THE COURSE

The UG Programme is of three years duration with Six Semesters. The period from June to November is termed as the odd semester and the period from December to April is referred to as the even semester. Each semester must compulsorily have 90 working days before the students appear for the final End Semester Exam.

COURSE OF STUDY

The main course of study for the Bachelor's Degree shall consist of the following:

FOUNDATION COURSES

PART - I: Tamil/ Hindi /Sanskrit/French

PART - II: English

CORE COURSES

PART - III: Consisting of (a) Main subject (b) Allied Subjects (c) Elective subjects related to the main subject of study and project work.

PART – IV: Those who have not studied Tamil up to XII standard and have taken a non-Tamil language under Part – I, shall opt for Basic Tamil in the first two semesters.

Those who have studied Tamil up to XII standard, and taken a non -Tamil language under Part – I, shall opt for Advanced Tamil in the first two semesters.

Others, who do not come under either of the clauses mentioned above, can choose a Non-Major Elective (NME) in the first two semesters.

Soft Skills (I, II, III & IV Semesters)

Self-Study (Compulsory) Course (III Semester)

Environmental Studies (IV Semester)

Value Education (V Semester)

Summer Internship (After IV Semester)

PART - V: Compulsory Extension Services

A Student shall be awarded one credit for compulsory extension service. A student must enroll in NSS / NCC /Sports & Games/ Citizen Consumer Club / Enviro Club or any other service organization in the College and should put in compulsory minimum attendance of 40 hours, which shall be duly certified by the Principal of the College. If a student lacks 40 hours compulsory minimum attendance in the extension services in any Semester, s/he shall have to compensate the same, during the subsequent Semesters.

COURSE STRUCTURE

The UG Programme consists of 19 Core Courses with 3-4 Credits for each paper, 3 Elective Courses and 4 Allied Courses with 4-5 Credits for each paper in addition to 4 Soft Skill Courses with two Credits each. Internship as a compulsory component carries 2 Credits. Internship training is a compulsory component for all the UG Programmes.

10. CONSOLIDATED CREDIT STRUCTURE FOR ALL THE 3 YEARS

Course Component	No. of Papers	Credits	
Part I	Language	2	6
Part II	English	2	6
Part III	Core	19	76
	Allied	4	20
	Elective	3	15
Part IV	NME	2	4
	Soft Skills	4	8
	EVS	1	2
	Value Education	1	2
	Internship	1	2
	Self-study course	1	2
Part V	Extension activity	1	1
Total		41	144

11. CREDIT DISTRIBUTION FOR EACH SEMESTER:

Semester	Part	Course Component	Subject Name	Credits	Hours	Internal	External	Total
Semester- I	I	Language	Tamil I/Hindi I/Sanskrit I/French I	3	6	50	50	100
	II	English	English-I	3	4	50	50	100
	III	Core Paper-I	Financial Accounting (Common to B. Com(GEN), B. Com(MM), B. Com(AF), B. Com(ISM),BBA)	4	5	50	50	100
	III	Core Paper-II	Principles of Management (Common to B. Com (GEN), B. Com (BM), B. Com(MM),B.Com(AF),B.Com(ISM),BBA)	4	5	50	50	100
	III	Allied-I	Business Analytics for Finance-Practical	5	6	50	50	100
	IV	Non Major Elective-I	Basic Tamil I/Advanced Tamil I/ Basics of Internet of Things	2	2	50	50	100
	IV	Soft Skills-I	Communication and Personality Development skills	2	2	50	50	100
			Total	23	30	350	350	700

Semester	Part	Course Component	Subject Name	Credits	Hours	Internal	External	Total
Semester-II	I	Language	Tamil II/Hindi II/Sanskrit II/French II	3	6	50	50	100
	II	English	English-II	3	4	50	50	100
	III	Core Paper-III	E-Business (Common to B.B. A,&B. Com(ISM))	4	5	50	50	100
	III	Core Paper-IV	Marketing Management (Common to B. Com (GEN), B.Com (AF), B.Com(MM),B.Com(BM),B.Com(ISM),BBA)	4	5	50	50	100
	III	Allied-II	Programming in C Practical	5	6	50	50	100
	IV	Non-Major Elective-II	Basic Tamil II/Advanced Tamil II/ Foundation of Stock Market Investing	2	2	50	50	100
	IV	Soft Skills-II	Interview and Resume writing	2	2	50	50	100
			Total	23	30	350	350	700

Semester	Part	Course Component	Subject Name	Credits	Hours	Internal	External	Total
Semester-III	III	Core Paper-V	Java Programming-Theory	4	6	50	50	100
	III	Core Paper-VI	Corporate Accounting	4	6	50	50	100
	III	Core Paper-VII	Business Communication (Common to B.Com (GEN), B.Com (BM), B.Com(MM),B.Com(AF),B.Com(ISM),BBA)	4	5	50	50	100
	III	Core Paper-VIII	Java Programming-Practical	4	5	50	50	100
	III	Allied-III	Statistics & Operations Research-I (Common to B.Com(GEN),B.Com(BM), B.Com(MM),B.Com(AF), B.Com(ISM),BBA)	5	6	50	50	100
	IV	Soft Skills-III	Adobe UX Foundation	2	2	50	50	100
		Self-study paper (Compulsory Course)	1.Indian Heritage and Knowledge System/ 2.Contemporary world and sustainable Development	2	-	-	100	100
			Total	25	30	300	400	600

Semester	Part	Course Component	Subject Name	Credits	Hours	Internal	External	Total
Semester-IV	III	Core Paper-IX	RDBMS with SQL-Theory	4	5	50	50	100
	III	Core Paper-X	Financial Management (Common to B.Com(GEN),B.Com(BM),B.Com (CS)B.Com(MM),B.Com(AF),B.Com(ISM),BBA)	4	5	50	50	100
	III	Core Paper-XI	Research Methods in Business (Common to B.Com(MM),B.Com(ISM)	4	5	50	50	100
	III	Core Paper-XII	RDBMS with SQL-Practical	4	5	50	50	100
	III	Allied-IV	Statistics & Operations Research- II (Common to B.Com(GEN),B.Com(BM), B.Com(MM),B.Com(AF), B.Com(ISM),BBA)	5	6	50	50	100
	IV	EVS	Environmental Studies	2	2	50	50	100
	IV	Soft Skills-IV	Foundations of Quantitative Aptitude	2	2	50	50	100
			Total	25	30	350	350	700

Semester	Part	Course Component	Subject Name	Credits	Hours	Internal	External	Total
Semester-V	III	Core Paper-XIII	Python for Finance-Theory	4	6	50	50	100
	III	Core Paper-XIV	Entrepreneurial Development (Common to B.Com General, A&F,MM,BM,ISM&BBA)	4	6	50	50	100
	III	Core Paper-XV	Management Information System (Common to B.B.A&B.Com(ISM))	4	6	50	50	100
	III	Core Paper-XVI	Python for Finance-Practical	4	6	50	50	100
	III	Elective-I(Inter disciplinary Elective)	Full Stack Development Lab	5	5	50	50	100
	IV	Value Education	Value Education	2	1	50	50	100
	IV	Internship	Internship	2	-	-	-	-
			Total	25	30	300	300	600

Semester	Part	Course Component	Subject Name	Credits	Hours	Internal	External	Total
Semester VI	III	CORE XVII	Accounting for Managers	4	6	50	50	100
	III	Core Paper-XVIII	Web Application Development -Theory	4	6	50	50	100
	III	Core Paper-XIX	Web Application Development -Practical	4	6	50	50	100
	III	Elective-II	Human Resource Management (B. Com(GEN),B. Com(MM),B.Com(ISM),BBA)	5	6	50	50	100
	III	Elective-III	Project	5	6	50	50	100
	V		Extension Activity	1	-	-	-	-
			Total	23	30	250	250	500
			Grand Total	144	180			

EXAMINATION

Continuous Internal Assessment (CIA) will be for 50 percent and End Semester Examination (ESE) will be for 50 percent.

CONTINUOUS INTERNAL ASSESSMENT (CIA)

Every semester will have a mid-semester examination which will be conducted on completion of 45 working days in each semester. A Model exam for three hours duration will be conducted on completion of 80 working days in each semester. For the courses coming under Part IV, ESE will be conducted in MCQ pattern. Internship credits will be given in semester V after verification of documents by the respective Heads.

The schedule for these tests is as follows:

CIA	Schedule	Syllabus Coverage
Mid Semester Examination	After 45 working days of the Semester	60%
Model Examination	After 80 working days of the Semester	95%

The components for the CIA (Theory & Practical's) are as follows:

Internal Components			
Assessment Type	Nature	Maximum Marks	% of Weightage
CIA	Mid Semester Examination	50	10
Model	Model Examination	100	10
	Assignment		10
	Class activities		15
	Attendance		5
Total			50

The class activity relates to a Programme of accepted innovative techniques such as Seminar, Quiz, Portfolio creation, PowerPoint presentation, Objective tests, Role play, Group discussion, Case Study etc. The mode of evaluation of the class activity will be fixed before the commencement of the semester and an approval will be obtained from the Head of the Programme/wing. The students will be informed of the various methods of evaluation once the semester begins.

A record of all such assessment procedures will be maintained by the department and is open for clarification. Students will have the right to appeal to the Principal in case of glaring disparities in marking. CIA marks for practical subjects will be awarded by the respective faculty based on the performance of the student in the model practical examination, observation notebook, submission of record books, regularity and attendance for the practical classes. The attendance particulars for practical classes will be maintained by the concerned faculty. The marks for attendance will be awarded as per the following:

% of General Attendance	Marks Awarded
90-100	5
75-89	4
60-74	3
<60	0

END SEMESTER EXAMINATIONS (ESE)

After the completion of a minimum of 90 working days each semester, the End Semester Examinations will be conducted. Examinations for all UG and PG programmes will be held for all courses in November/December and April/May. Practical examinations will be conducted only during the end of the odd / even semester before, during or after the commencement of the theory exam. The schedule for ESE Practicals will be notified by the Controller of Examinations in consultation with the Dean (Academics).

12. Mode of Evaluation

METHODS OF EVALUATION		
Internal Evaluation	Mid Sem Exam (10)	50 Marks
	Model Exam (10)	
	Assignment (10)	
	Class activity (15)	
	Attendance (5)	
External Evaluation	End Semester Examination	50 Marks
Total		100 Marks

13. Method of assessment

Remembering (K1)	<ul style="list-style-type: none"> • The lowest level of questions requires students to recall information from the course content • Knowledge questions usually require students to identify information in the textbook. • Suggested Keywords: Choose , Define, Find, How, Label, List, Match, Name, Omit, Recall, Relate, Select, Show, Spell, Tell, What, When, Where, Which, Who, Why
Understanding (K2)	<ul style="list-style-type: none"> • Understanding off acts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. • The questions go beyond simple recall and require students to combined at altogether • Suggested Keywords: Classify, Compare, Contrast, Demonstrate, Explain, Extend, Illustrate, Infer, Interpret, Outline, Relate, Rephrase, Show, Summarize, Translate
Application (K3)	<ul style="list-style-type: none"> • Students have to solve problems by using / applying a concept learned in the classroom. • Students must use their knowledge to determine a exact response. • Suggested Keywords: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize
Analyze (K4)	<ul style="list-style-type: none"> • Analyzing the question is one that asks the students to breakdown something into its component parts. • Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations. • Suggested Keywords: Analyze, Assume, Categorize, Classify, Compare, Conclusion, Contrast, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, List, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme
Evaluate (K5)	<ul style="list-style-type: none"> • Evaluation requires an individual to make judgment on something. • Questions to be asked to judge the value of an idea, a character , a work of art, or a solution to a problem. • Students are engaged in decision-making and problem–solving. • Evaluation questions do not have single right answers. • Suggested Keywords: Agree, Appraise, Assess, Award, Choose, compare, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Explain, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value

Create (K6)

- The questions of this category challenge students to get engaged in creative and original thinking.
- Developing original ideas and problem solving skills
- Suggested Keywords:

Adapt, Build, Change, Choose, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Make up, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory

SEMESTER I

PROGRAMME: B. COM (INFORMATION SYSTEM MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE I
COURSE NAME: FINANCIAL ACCOUNTING	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY AND PROBLEMS	

(Common to B. Com (GEN), B. Com (MM), B. Com (AF), B. Com (ISM), BBA)

COURSE OBJECTIVE:

Financial accounting frameworks introduces core accounting principles and their applications, both internal and external, to a business organization.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To study the basic concepts and Accounting Standards.
2. To understand the procedures of Accounting under Single entry system.
3. To foster knowledge on Depreciation Accounting.
4. To get exposure to insurance claims and Bank reconciliation statement.
5. To acquire knowledge and applicability of Departmental accounts.

UNIT I

(17 Hours)

Meaning and Scope of Accounting - Branches of Accounting – Objectives of Accounting - Brief outline on Indian Accounting Standards - Preparation of Final Accounts – Trading Account-Profit & Loss Account - Balance Sheet – Adjusting Entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income received in Advance, Bad Debts, Provision for Bad and doubtful debts, Interest on Capital and Interest on Drawings.

UNIT II

(17 Hours)

Accounts from incomplete records (Single Entry System) – Meaning, Features, Defects, Differences between Single entry and Double entry system - Net worth method – Conversion method.

UNIT III

(15 Hours)

Depreciation-Meaning–Causes–Difference among Depreciation, Amortization and Depletion - Concept of Depreciation – Different Methods of Depreciation-providing Depreciation as per Indian Accounting Standard– Straight Line Method and Written Down Value Method (Change in method excluded)

UNIT IV

(14 Hours)

Bank Reconciliation statement- Insurance claims, claim for loss of stock destroyed including Average Clause.

UNIT V**(12 Hours)**

Departmental Accounting need, features, Basis of Apportionment of Expenses, treatment of Inter-Departmental Transfers at cost or Selling Price - Treatment of Expenses that cannot be apportioned– Preparation of Departmental profit and loss account.

THEORY- 20% PROBLEMS - 80%**RECOMMENDED TEXT BOOKS**

1. Gupta. R.L &Gupta V.K,2005, Financial Accounting, Sultan Chand &Sons, New Delhi,6th edition.
2. Reddy T.S &Murthy. A, 2007, Financial Accounting, Margham Publications, Chennai,5th edition.
3. Dr. S. Manikandan, Financial Accounting, Scitech Publications, Chennai.
4. Financial Accounting, G. Ramesh, Kavin Publications, Coimbatore, Revised Edition 2024

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1. Goel. D. K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain. S.P & Narang. K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana,4th edition.
3. Rakesh Shankar. R & Manikandan. S, Financial Accounting, SCITECH,3rd edition.
4. Shukla & Grewal,2002, Advanced Accounting, Sultan Chand & Sons, New Delhi,15th edition.
5. Tulsian P.C.,2006, Financial Accounting, Pearson Education.

WEB REFERENCES

1. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
2. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
3. <https://www.profitbooks.net/what-is-depreciation/>
4. <https://books.google.co.in/books?isbn=8126909935>
5. <https://books.google.co.in/books?isbn=9966254455>
6. <https://books.google.co.in/books?isbn=0470635290>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (Each in 50 words)	1 -12	3	30
B	Answer any 5 out of 7 questions (Each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
	TOTAL MARKS			100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEMS

UNITS	SECTION A		SECTION B		SECTION C	
	THEOR Y	PROBLE M	THEORY	PROBLE M	THEORY	PROBLE M
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	1	-	1
IV	2	1	1	1	-	-
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A – 12			SECTION B - 7		SECTION C - 4	

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	2	2	3
CO 5	3	3	3	3	3
Ave.	3	3	2.6	2.8	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To study the basic concepts and Accounting Standards.	PSO 1, 2, 3, 4, 5	K1, K2, K3, K4
CO2	To understand the procedures of Accounting under Single entry system.	PSO 1, 2, 3, 4, 5	K1, K2, K3, K4
CO3	To foster knowledge on Depreciation Accounting.	PSO 1, 2, 3, 4, 5	K1, K2, K3, K4
CO4	To get exposure to insurance claims and Bank reconciliation statement.	PSO 1, 2, 3, 4, 5	K1, K2, K3, K4, K5
CO5	To acquire knowledge and applicability of Departmental accounts.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B. COM (INFORMATION SYSTEM MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE II
COURSE NAME: PRINCIPLES OF MANAGEMENT	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)

COURSE OBJECTIVE:

To enable the students to acquire knowledge on principles, concepts and functions of management and inherit the importance of decision making.

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Comprehend the basic functions of management, its theories and the application of management in the various functional areas.
2. Understand the core function of planning, its types and the decision-making process.
3. Get an overview on organizing function, types of organisational structure and bases of departmentation.
4. Know the importance of staffing, directing and styles of leadership.
5. Obtain a complete understanding of the need for coordination, its types, and the control process

UNIT-I

(20 Hours)

Management: Importance–Definition–Functions of Management: POLC framework- Role and Functions of Managers– Managerial skills–Levels of Management–Application of management in various functional areas - Production, Accounting, Finance, Marketing and Personnel Management. Evolution of management, Administrative Management by Henri Fayol - Scientific Management by F.W. Taylor - Human Relations Management by Elton Mayo -Modern Management by Peter Drucker.

UNIT-II

(15 Hours)

Planning- Definition, Objectives of planning - Importance of Planning- Types of Plans–Decision making: Nature and Significance-Process of Decision Making-Types of Decisions making.

UNIT-III

(20 Hours)

Organizing– Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing. Types of organizational structure- Line organizational structure- Staff organizational structure-line and staff– Divisional Organization structure, Product/ Project organizational structure, Matrix Organizational Structure and Hybrid Organizational Structure–Bases of Departmentation- Departmentation by functions, Departmentation by products, Departmentation by territories, Departmentation by customers, Departmentation by process.

UNIT-IV

(10 Hours)

Staffing– Meaning, Importance-Staffing Process, Benefits. Directing-Meaning-Importance of Directing- Leadership - Styles of leadership- Authoritative leadership (Autocratic), (Democratic)-

(Laissez-faire) Leadership, Transformational leader and Transactional leadership

UNIT-V

(10 Hours)

Co-ordination: Meaning-Need for Co - ordination, Types of co-ordination, Essential requisites for excellent co-ordination. Controlling: Meaning and Importance, Functions of Controlling, Process of controlling and types of Control -Introduction to MIS.

RECOMMENDED TEXT BOOKS:

1. C.B. Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi, 16th Edition.
2. L.M. Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 8th Edition
3. A Text Book of Principles of Management, G. Ramesh, Dhanam Publications, Velachery, Chennai, Second Revised Edition, July 2023.

REFERENCE BOOKS:

1. P.C. Tripathi & P. N Reddy, Principles of Management - Tata Mc. Graw Hill - New Delhi, 5th Edition
2. Wehrichand Koontz, Management - A Global Perspective, 8th Edition.
3. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai 8th Edition
4. J.Jayashankar, Business Management - Margham Publications - Chennai

WEB REFERENCES:

1. <http://www.12manage.com>
2. <http://www.businessballs.com>
3. https://www.tutorialspoint.com/management_principles/management_principles_tutorial.Pdf

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	1
II	2	1	1
III	3	1	2
IV	2	2	1
V	3	1	1
TOTAL	12	7	6
SECTION A 12		SECTION B 7	SECTION C 6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	2
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Ave.	3	3	3	3	2.6

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the basic functions of management, its theories and the application of management in the various functional areas.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5
CO2	Understand the core function of planning, its types and the decision-making process.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5
CO3	Get an overview on organizing function, types of organisational structure and bases of departmentation.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5
CO4	Know the importance of staffing, directing and styles of leadership.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5
CO5	Obtain a complete understanding of the need for coordination, it's types, and the control process	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: ALLIED-I
COURSE NAME: BUSINESS ANALYTICS FOR FINANCE-PRACTICAL	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS:5	TOTAL HOURS:90
PRACTICAL	

COURSE OBJECTIVE:

A major goal is to develop better computation skills. Improved critical thinking, decision making, and problem-solving skills will also be emphasized.

COURSE OUTCOMES:

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

1. Use advanced functions and productivity tools to assist in developing worksheets
2. Manipulate data lists using Outline, Auto-filter and PivotTables
3. Use Consolidation to summarize and report results from multiple worksheets
4. Record repetitive tasks by creating Macros
5. Use Hyperlinks to move around worksheets.

LAB EXERCISES

1. Explore the features of Ms-Excel.
2. Perform statistical operations – Mean, Median, Mode and Standard deviation, Variance, Skewness
3. Perform data import/export operations for different file formats
4. Perform data pre-processing operations i) Handling Missing data ii) Normalization
5. Perform bivariate and multivariate analysis on the dataset.
6. Explore the Features of PowerBi Desktop

Get the input from user and perform numerical operations (MAX, MIN, AVG, SUM, SQRT, ROUND)

7. Develop the Data Model
8. Design a Report
9. Create a Dashboard and perform data Analysis

WEB REFERENCES

1. <https://www.wiseowl.co.uk/power-bi/exercises/power-bi-desktop/>
2. <https://www.scribd.com/document/463747862/Power-BI-Training-Exercise1-5>
3. <https://www.bconcepts.pt/wp-content/uploads/2021/04/PowerBI.pdf>
4. <https://github.com/tertiarycourses/PowerBITraining>

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Use advanced functions and productivity tools to assist in developing worksheets	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4
CO2	Manipulate data lists using Outline, Auto-filter and PivotTables	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	Use Consolidation to summarize and report results from multiple worksheets	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	Record repetitive tasks by creating Macros	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	Use Hyperlinks to move around worksheets.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: IV	COURSE COMPONENT: NME-I
COURSE NAME: BASICS OF INTERNET OF THINGS	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS:2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

Students will gain practical experience in the development of Cloud-based IoT Systems and exposure to appropriate hardware and software platforms that under in such development.

COURSE OUTCOMES:

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

1. Explain the definition and usage of the term “Internet of Things” in different contexts
2. Understand the key components that make up an IoT system
3. Differentiate between the levels of the IoT stack and be familiar with the key technologies and protocols employed at each layer of the stack
4. Apply the knowledge and skills acquired during the course to build and test a complete, working IoT system involving prototyping, programming and data analysis
5. Understand where the IoT concept fits within the broader ICT industry and possible future Trends.

UNIT I (6 Hours)
 IOT-What is the IoT and why is It important? -Elements of an IoT Ecosystem-Technology Drivers-Business Drivers-Trends and Implications-Overview of Governance-Privacy and Security Issues.

UNIT II (6 Hours)
 IOT PROTOCOLS-Protocol Standardization for IoT-Efforts-M2M and WSN Protocols-SCADA and RFID Protocols-Issues with IoT Standardization-Unified Data Standards-Protocols -IEEE802.15.4.

UNIT III (6 Hours)
 IOTARCHITECTURE-IoT Open-source Architecture (OIC)-OIC Architecture &Design Principles-IoT Devices and Deployment models- IoTivity: An Open source IoT stack - Overview-IoTivity Stack Architecture.

UNIT IV (6 Hours)
 IOT APPLICATIONS - IoT applications for industry: Future Factory Concepts, Brownfield IoT, Smart Objects, Smart Applications. Study of existing IoT platforms/middleware, IoT- A,Hydra etc.

UNIT V**(6 Hours)**

WEB OF THINGS - Web of Things versus Internet of Things – Two Pillars of the Web – Architecture Standardization for WoT– Platform Middleware for WoT – Unified Multitier WoT Architecture.

RECOMMENDED TEXT BOOK:

- 1.HonboZhou, “The Internet of Things in the Cloud: AMiddlewarePerspective”, CRCPress,2012
2. DieterUckelmann, Mark Harrison, Michahelles, Florian (Eds),“ArchitectingtheInternetofThings”,Springer,2011

REFERENCE BOOK:

- 1.VijayMadisetiandArshdeepBahga, “Internet of Things (AHands-on-Approach)”,1stEdition, VPT,2014

WEB REFERENCES:

- 1.<https://www.deepseadev.com/en/blog/why-is-iot-important/>
- 2.<https://zistemo.com/blog/iot-what-is-it-and-why-is-it-important/>
- 3.<https://www.oracle.com/in/internet-of-things/what-is-iot/>

QUESTION PAPER PATTERN MCQS**PSO – CO Mapping**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the definition and usage of the term “Internet of Things” in different contexts	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4
CO2	Understand the key components that make up an IoT system	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	Differentiate between the levels of the IoT stack and be familiar with the key technologies and protocols employed at each layer of the stack	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	Apply the knowledge and skills acquired during the course to build and test a complete, working IoT system involving prototyping, programming and data analysis.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,
CO5	Understand where the IoT concept fits within the broader ICT industry and possible future trends.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: IV	COURSE COMPONENT: SOFT SKILLS-I
COURSE NAME: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT SKILLS	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 2	TOTAL HOURS: 30

COURSE OBJECTIVE:

To build communication skills for personal and professional development.

COURSE OUTCOMES:

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

1. Students will demonstrate the ability to actively listen to others, understand diverse perspectives, and paraphrase key points accurately, enhancing their comprehension skills in various personal and professional contexts.
2. Students will be able to articulate thoughts, ideas, and information clearly and concisely, using appropriate language and structure to convey messages effectively in both written and verbal communication
3. Students will develop confidence in expressing opinions, asserting boundaries, and advocating for themselves and others, leading to enhanced self-assurance and effectiveness in interpersonal and group communication.
4. Students will learn to adapt their communication style and approach based on the audience, context, and purpose of communication, fostering flexibility and versatility in interacting with diverse individuals and groups.
5. Students will acquire techniques for resolving conflicts, managing disagreements, and negotiating mutually beneficial outcomes through effective communication strategies, promoting constructive problem-solving and collaboration in personal and professional settings.

UNIT I-Types of Communication

(6 Hours)

Verbal Communication - Nonverbal Communication - Visual Communication - Written Communication - Interpersonal Communication - Group Communication - Mass Communication - Digital Communication- Barriers – Language- Cultural- Psychological- Semantic- Technological Barriers

UNIT II-Etiquette & Ethical Practices in Communication

(6 Hours)

Active Listening - Respectful Language - Clarity and Conciseness – Truthfulness- Professionalism-Tone -Timeliness - Constructive Feedback - Confidentiality - Cultural Sensitivity - - Emotional Intelligence-Social Intelligence- Social Etiquettes-Accountability

UNIT III-Self-Actualization

(6 Hours)

SWOC Analysis- Self Regulation-Self Evaluation, Self-Monitoring, Self- Criticism, Self-Motivation, Self-awareness and Reflection:

UNIT IV-Leadership and Teamwork

(6 Hours)

Leadership Skills: Leadership styles- Goal-setting and decision-making- Motivation and influence- Team Dynamics: Team building activities- Conflict resolution- Collaborative problem-solving

UNIT V-Stress and Time Management

(6 Hours)

Definition of Stress, Types of Stress, Symptoms of Stress, Stress coping ability, Stress Inoculation Training, Time Management and Work-Life Balance: Self-discipline Goal-setting

RECOMMENDED TEXT BOOKS

1. Goleman, Daniel (2006) Emotional Intelligence, Bantam Books
2. Linden, Wolfgang (2004) Stress Management- From Basic Science to Better Practice- University of British Columbia, Vancouver, Canada.
3. Hasson, Gill (2012) Brilliant Communication Skills. Great Britain: Pearson Education.
4. Monippally, Matthukutty, M. Business Communication Strategies. New Delhi: Tata McGraw-Hill Publishing Company Ltd., 2001
5. Raman, Meenakshi & Sangeetha Sharma (2011) Communication Skills, Oxford University Press.

REFERENCE BOOKS

1. N.Krishnaswamy Current English for College (1st Edition) - Trinity Press
2. Wood, Julia T (2015) Interpersonal Communication: Everyday Encounters 8th Edition, Cengage Learning.

WEB REFERENCES

1. <http://www.albion.com/netiquette/corerules.html>
2. <http://www.englishdaily626.com/c-errors.php>
3. <https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm>
4. <https://www.communicationtheory.org/verbal-vs-non-verbal-communication-with-examples/>
5. <https://letstalkscience.ca/educational-resources/backgrounders/digital-citizenship-ethics>
6. <https://www.switchboard.app/learn/article/teamwork-leadership-skills>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two (Internal (Choice))	14-15	10	20
	Internal & Viva Voce		50	50

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL			
SECTION A - 7		SECTION B - 6	SECTION C - 4

SEMESTER II

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: CORE III
COURSE NAME: E-BUSINESS	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.B.A, ISM)

COURSE OBJECTIVE:

This course provides a foundation to prepare students, to play leading roles in the application and management of e-business system construction.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To demonstrate an understanding of the foundations and importance of E-business.
2. To prepare the students understand about the key features of Internet, Intranets and Extranets and explain how they relate to each other.
3. To make the students aware about the electronic payment systems.
4. To obtain the knowledge of e-retailing and its services.
5. To understand the basic concept t of M-commerce and generation of mobile wireless technology.

UNIT I

(17 Hours)

Definition of E-Business, Origin of E-Business, History of the Internet, E-Business Opportunities for Businesses, Working of E- Business, E- Business Vs the Traditional Business Mechanism, Advantages of E- Business, Disadvantages of E- Business, Main Goals of E-Business. Network Infrastructure for E-Business -Local Area Network (LAN), Metropolitan Area Network (MAN)Protocols, Wide Area Network (WAN).

UNIT II

(17 Hours)

The Internet–Intranet and Extranet–Common Gateway Interface–Need for intelligent website – Types of Security Threats: Hacking, e-mail impersonation, denial of service attack, phishing, virus and worms. Types of protection mechanisms: data and message security and firewalls, cryptography-encryption, decryption, digital signature and virtual private network.

UNIT III

(12 Hours)

Internet payment systems: Features of payment methods, electronic money, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash, e-wallet, e-check, and credit card, debit card, smart card, EFT and ACH.

UNIT IV

(17 Hours)

Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their mainfunctionsconsumerorientede-commerce:traditionalretailingande-retailing,benefitsandkeys success factors for e-retailing, models for e-retailing like specialized and generalized e- stores ,e-mall, direct selling by manufacturer, matchmaking services, information selling on the web, entertainment services and e-auction services.

UNIT V**(12 Hours)**

Overview of M-Commerce–Definition and working of Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles.

RECOMMENDED BOOKS

1. E-Commerce –A Managerial Perspective-Prentice Hall-Joseph PT
2. The Complete Idiot's Guide to E-Commerce–Smith Rob, Thompson Mark–Year 2000

REFERENCE BOOKS

1. Kosiv, David-Understanding E-Commerce
2. Garry P Schneider and James T Perry-Electronic Commerce, Course technology, Thomson Learning, 2000
3. Diwan, Prag and Sunil Sharma-E-Commerce -Managers guide to E-Business

WEB REFERENCES

1. www.tutorialspoint.com/e_commerce/
2. www.ecommercetutorial.net
3. <https://www.thebalancemoney.com/ebusiness-vs-ecommerce-1141573>
4. <https://www.futurelearn.com/info/courses/digital-transformation-e-commerce/0/steps/191674>

GUIDELINES TO THE QUESTION PAPERS ETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Number s	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions(each in 300 words)	13-19	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTIONA	SECTIONB	SECTIONC
I	3	1	1
II	3	1	2
III	2	2	1
IV	2	2	1
V	2	1	1
TOTAL	12	7	6
	SECTIONA-12	SECTIONB-7	SECTIONC-6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSO s ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To demonstrate an understanding of the foundations and importance of E-business.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To prepare the students understand about the key features of Internet, Intranets and Extranets and explain how they relate to each other.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	To make the students aware about the electronic payment systems.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	To obtain the knowledge of e-retailing and its services.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	To understand the basic concept of M-commerce and generation of mobile wireless technology.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: CORE IV
COURSE NAME: MARKETING MANAGEMENT	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com(GEN), B.Com(MM),B.Com(AF),B.Com(ISM),B.Com(BM),BBA)

COURSE OBJECTIVE:

This course is designed to explain the relevance of strategic marketing frameworks used to create value for the business and customers.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To identify the basic concepts and various environmental factors affecting marketing functions.
2. To enable the students to analyze the buyer behavior and market Segmentation.
3. To Compare and analyze the classification of goods and apply the tools of branding, packaging, pricing and labeling.
4. To demonstrate the knowledge of advertising, public relations and sales promotion.
5. To critically analyze the recent changes in the field of marketing and discuss the types physical distribution.

UNIT I

(14 Hours)

Fundamentals of Marketing–Role of Marketing–Relationship of Marketing with other functional areas – concept of marketing mix-marketing approaches – various Environmental factors affecting the marketing functions.

UNIT II

(14 Hours)

Consumer – Customer – Buying Process – Introduction to Buyer Behavior – Factors influencing buyer Behavior, Market segmentation–Need and basis of Segmentation–Targeting–Positioning –CRM and Customer Satisfaction.

UNIT III

(17 Hours)

The Product – Goods - Services – Ideas - Characteristics – benefits – Classifications – Consumer goods – Industrial goods- Difference between Consumer goods and Industrial Goods New Product Development process – Product life Cycle – Introduction, Growth, Maturity, Decline. Branding–Packaging & Labeling –Pricing–Meaning, Objectives and Types of Pricing.

UNIT IV

(16 Hours)

Physical Distribution: Importance – Channels of Distribution of consumer goods, Distribution of industrial goods and Distribution of Agricultural goods – Levels of channels: Zero level, one level, and two levels and three level channel-Distribution issues-online Marketing–Green Marketing.

UNIT V

(14 Hours)

Promotion – Meaning, Objective, Types – A brief overview of Advertising – Different types of Advertising-Publicity–Public Relations–personal selling–Direct selling and Sales promotion
–Dealer Promotion–Customer Promotion

RECOMMENDED BOOKS

1. Kotler, P. (2007). Marketing Management The Millennium Edition Prentice Hall of India Private Limited. New Delhi, 35-8.
2. Pillai & Bagavathi, R.S.N. (1999). Marketing Management. S.chand & Co.Ltd.

REFERENCE BOOKS

1. Joshi, G. (2009). Information Technology for retail. Oxford University Press, Inc. Mullins, J., Walker, O.C., & Boyd Jr, H.W. (2012). Marketing management: A strategic Decision-making approach. Mc Graw-Hill Higher Education.
2. Pradhan, S. (2011). Retailing management: Text and cases. Tata McGraw-Hill Education. 4. Ramaswamy,
3. V. S., & Namakumari, S. (2009). Marketing management: Global perspective, Indian context. Macmillan. 5. Withey, F. (2006). Marketing Fundamentals. The Official CIM Coursebook 06/07. Taylor & Francis.

WEB REFERENCES

1. <https://iedunote.com/marketing-definition-functions-importance-process>
2. <http://www.yourarticlelibrary.com/marketing/top-10-advantages-of-marketing/53152>
3. <http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>
4. <https://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html>
5. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
6. <https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/>
7. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

BREAKUP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	2	1	1
III	2	2	2
IV	2	1	1
V	3	1	1
TOTAL	12	7	6
	SECTIONA-12	SECTIONB-7	SECTIONC-6

PSO – CO Mapping

CO No	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSO s ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To Identify the basic concepts and various environmental factors affecting marketing functions.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To enable the students to analyze the buyer behavior and market Segmentation.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	To Compare and analyze the classification of goods and apply the tools of branding, packaging, pricing and labeling.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	To demonstrate the knowledge of advertising, public relations and sales promotion.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	To critically analyze the recent changes in the field of marketing and discuss the types physical distribution.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: ALLIED-II
COURSE NAME: PROGRAMMING IN C-PRACTICAL	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS:5	TOTAL HOURS:75
PRACTICAL	

COURSE OBJECTIVE:

The aim of the Programme is to, through knowledge, experience that will reduce disaster risks and contribute to better and more targeted public health-based relief following disasters.

COURSE OUTCOMES:

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

1. Identify situations where computational methods and computers would be useful.
2. Choose the right data representation formats based on the requirements of the problem.
3. Use the comparisons and limitations of the various programming constructs and choose the right one for the task in hand.
4. Demonstrate the call by value and call by reference in functions.
5. Ability to work with arrays of complex objects.

LAB EXERCISES

1. C Program to Print an Integer Entered by the User
2. C Program to Check Whether a Number is Prime or Not
3. C Program to Multiply two Floating-Point Numbers
4. C Program to Print the ASCII Value of a Character
5. C Program to Swap Two Numbers
6. C Program to Calculate Fahrenheit to Celsius
7. C Program to Find the Size of int, float, double, and char
8. C Program to Print Prime Numbers From 1 to N
9. C Program to Find Simple Interest
10. C Program to Find Compound Interest
11. C Program for Area and Perimeter of Rectangle
12. C Program to Check Whether a Number is Positive, Negative, or Zero
13. C Program to Check Whether Number is Even or Odd
14. C Program to Check Whether a Character is Vowel or Consonant
15. C Program to Find Largest Number Among Three Numbers
16. C Program to Calculate Sum of Natural Numbers
17. C Program to print Alphabets from A to Z Using Loop
18. C Program to Check Leap Year
19. C Program to Find Factorial of a Number
20. C Program to Make a Simple Calculator
21. C Program to Generate Multiplication Table
22. C Program to Print Fibonacci Series
23. C Program to Find LCM of Two Numbers
24. C Program to Check Armstrong Number
25. C Program to Reverse a Number
26. Program to Check Whether a Number is a Palindrome or Not

27. C Program to Check Whether a Number is Prime or Not
28. C Program to Print Given Triangle
29. C Program to add two Matrices
30. C Program to Find the Maximum and Minimum in an Array

WEB REFERENCES

1. <https://pwwskills.com/blog/c-programming-examples/>
2. <https://www.geeksforgeeks.org/c-exercises/>
3. <https://www.w3resource.com/c-programming-exercises/basic-declarations-and-expressions/index.php>
4. <https://www.scribd.com/document/132425807/C-Programming-Exercises>

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Identify situations where computational methods and computers would be useful.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,k5,K6
CO2	Choose the right data representation formats based on the requirements of the problem.	PSO 1, 2, 3, 4,5	K1,K2,K3,K4,K5,K6
CO3	Use the comparisons and limitations of the various programming constructs and choose the right one for the task in hand.	PSO 1, 2, 3, 4,5	K1,K2,K3,K4,K5
CO4	Demonstrate the call by value and call by reference in functions.	PSO 1, 2, 3, 4,5	K1,K2,K3,K4,K5
CO5	Ability to work with array s of complex objects.	PSO 1, 2 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: IV	COURSE COMPONENT: NME - II
COURSE NAME: FOUNDATION OF STOCK MARKET INVESTING	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS:2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

This Course introduces the concepts of Cost and Management Accounting. To learn the theory and practices of cost accounting. And to understand the concepts of management accounting.

COURSE OUTCOMES:

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

1. Examine the fundamentals of security markets and investments as appropriate to the personal investor
2. Explore the effects of investments on personal finances
3. Determine the financial environment of their personal financial picture
4. Demonstrate where different investments fit into their asset mix
5. The time value of money (TVM) and net present value (NPV), and their connection to the discount rate (cost of capital), and the risk premium of a financial asset.

UNIT -I **(6 Hours)**
Introduction to investment fundamentals and investing in stock markets - IPO, FPO and Bonds

UNIT -II **(6 Hours)**
Bonds -IPO & FPO

UNIT -III **(6 Hours)**
Major stock Market Participants- security Trade life cycle.

UNIT -IV **(6 Hours)**
Stock Market Indices - Equity share

UNIT -V **(6 Hours)**
Stock exchanges in India - BSE & NSE - Multi Commodity Exchange (MCX)

RECOMMENDED TEXT BOOKS

1. Sunil Gurjar- Breakout Trading made easy: Maximize your profits with simple Price Action Strategies
2. Matthew R Karatter: A Beginners Guide to the stock Market

WEB REFERENCES

1. <https://www.bnymellon.com/content/dam/bnymellon/global-assets/documents/content/trade-lifecycle-transcript.pdf>
2. <https://www.investor.gov/introduction-investing/investing-basics/how-stock-markets-work/market-participants>
3. <https://www.angelone.in/knowledge-center/intraday-trading/equity-trade-life-cycle>
4. https://www.nism.ac.in/knowledge_base/an-insight-into-various-back-office-operations-activities-in-securities-markets/

QUESTION PAPER PATTERN: MCQS

PROGRAMME: B.COM (INFORMATION SYSTEM MANAGEMENT)	BATCH: 2024-27
PART: IV	COURSE COMPONENT: SOFT SKILLS-II
COURSE NAME: INTERVIEW SKILLS AND RESUME WRITING	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS:2	TOTAL HOURS:30

COURSE OBJECTIVE:

To equip the students to acquire the relevant skills for better employability

COURSE OUTCOMES:

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

1. Students will gain an overall understanding of the concept, the purpose, and the objectives of an interview
2. Students will become aware of the various types of interviews and the nuances of each one of them
3. Students will understand and equip themselves with the techniques and strategies required to ace an interview
4. Students will be able to draft a biodata /CV/Resume in the proper format
5. Students will embark on acquiring the relevant skills and will learn to leverage them effectively for better employability

UNIT I Introduction to Interview Skills

(6 Hours)

Definition- meaning- concept of interview –Purpose- Objectives of interview-Characteristic features of job interviews

UNIT II Types of Interview

(6 Hours)

Traditional one on one job interview- Panel interview- Behavioral interview-Group interview- Phone Interview- Preliminary Interview-Patterned Interview Depth Interview, Stress Interview, Exit Interview- Interview through tele and video conferencing

UNIT III Interviews: Techniques and Strategies

(6 Hours)

Preparing for the Interview Process- Before the interview-During the interview-After the interview -Tips to ace an interview -Commonly asked questions in interview -Do's and Don'ts of interview - Reasons for rejections

UNIT IV Preparing Biodata/CV/Resume

(6 Hours)

Essential characteristics of a job Application-Difference between Biodata- CV-Resume-covering letter- Tips to draft an application

UNIT V Leveraging Employability Skills

(6 Hours)

Personality Development-Organizational skills-Time Management–Stress Management-Effective Communication Skills -Reasoning Ability-Verbal Ability- Group Discussion-Technical skills - Presentation skills

RECOMMENDED TEXT BOOKS

1. Monipally, Matthukutty M. (2017) Business Communication: From Principles to Practice
2. Peter, Francis. (2012) Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill.

REFERENCE BOOKS

1. Higgins, Jessica JD (2018) 10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders.
2. Nicholas, Sonji (2023) Interviewing: Preparation, Types, Techniques, and Questions, Pressbooks.
3. Storey, James (2016) The Art of The Interview: The Perfect Answers to Every Interview Question.

WEB REFERENCES

1. <https://careermobilityoffice.cs.ny.gov/cmo/documents/Resume%20&%20Interviewing>
2. <https://edu.gcfglobal.org/en/interviewingskills/interview-etiquette/1/>
3. <https://findjobhub.com/en/types-of-interviews>
4. <https://egyankosh.ac.in/bitstream/123456789/23411/1/Unit-2.pdf>
5. https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part_1_62%20hour_English.pdf
6. https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part2_58hour_English.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two(Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL			
SECTION A – 7		SECTION B - 6	SECTION C - 4

SEMESTER III

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: CORE V
COURSE NAME: JAVA PROGRAMMING	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

To Understand the concept of object-oriented programming, package, interface, multi-threading and File handling in JAVA

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To understand the principles and practice of object-oriented analysis and design in the construction of
2. robust, maintainable programs which satisfy them requirements.
3. To implement, compile, test and run Java programs comprising more than one class, to address a particular software problem
4. To demonstrate the principles of object-oriented programming
5. To understand the use of simple data structures like arrays in a Java program
6. To understand the concept of package, interface, multi-threading, File
7. Handling and Applets in JAVA

UNIT I

(15 HOURS)

Introduction to Java - Features of Java - Basic Concepts of Object-Oriented Programming Java Tokens - Java Statements – Constants – Variables - Data Types - Type Casting –Operators – Expressions - Control Statements: Branching and Looping Statements.

UNIT II

(20 HOURS)

Classes, Objects and Methods - Constructors - Methods Overloading – Inheritance -Overriding Methods –Finalizer and Abstract Methods - Visibility Control –Arrays - Strings and Vectors - String Buffer Class.

UNIT III

(20 HOURS)

Interfaces – Packages - Creating Packages - Accessing a Package - Multithreaded Programming – Creating Threads - Stopping and Blocking a Thread - Life Cycle of a Thread - Using Thread Methods.

UNIT IV

(20 HOURS)

Thread Priority – Synchronization - Implementing the Runnable Interface. Managing Errors and Exceptions - Syntax of Exception Handling Code - Using Finally Statement

UNIT V**(20 HOURS)**

Throwing Our Own Exceptions - Applet Programming - Applet Life Cycle-Graphics Programming

RECOMMENDED BOOKS

1. E. Balagurusamy 2004, Programming with JAVA - 2 nd Edition, Tata McGraw-Hill Publishing Co. Ltd, New Delhi. ii. Herbert Schildt, The Complete Reference Java™ 2-5 th Edition, Tata McGraw-Hill Publishing Co. Ltd, New Delhi.
2. E. Balagurusamy, Programming with Java – A Primer, 3rd Edition, Tata McGraw-Hill Publishing Co. Ltd, New Delhi.

REFERENCE BOOKS

1. Y. Daniel Liang, 2003, An Introduction to JAVA Programming, Prentice – Hall of India Pvt. Ltd.
2. Herbert Schildt, 2005, Java The Complete Reference, Oracle Press, Ninth Edition, MC Graw Hill Education.
3. Patrick Naughton & Hebert Schildt, The Complete Reference Java 2, 3rd Edition MC Graw Hill Education.
4. John R. Hubbard, Programming with Java, 2nd Edition MC Graw Hill Education.
5. M. T. Somashekara, D. S. Guru, K. S. Manjunatha ., 2017, Object Oriented Programming with Java, 8th Edition, Prentice Hall India Pvt., Limited.

WEB REFERENCES

1. <https://www.geeksforgeeks.org/java-exercises/>
2. <https://www.w3resource.com/java-exercises/>
3. <https://codegym.cc/java-coding-practice>
4. <https://www.javatpoint.com/java-practice-programs>

**GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEM

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	3	2	2
III	2	1	1
IV	2	1	1
V	2	1	1
TOTAL	12	7	6
SECTION A - 12		SECTION B - 7	SECTION C - 6

PSO -CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To understand the principles and practice of object-oriented analysis and design in the construction of robust, maintainable programs which satisfy them requirements.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,k5, K6
CO2	To implement, compile, test and run Java programs comprising more than one class, to address a particular software problem	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO3	To demonstrate the principles of object-oriented programming	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	To understand the use of simple data structures like arrays in a Java program	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	To understand the concept of package, interface, multi-threading, File	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE VI
COURSE NAME: CORPORATE ACCOUNTING	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

Preparation of company's accounts as per the provisions of the Companies Act.

COURSE OUTCOMES

After successful completion of this course, the student will be able:

- 1.To Comprehend Accounting treatment relating to issue of shares and underwriting of shares.
- 2.To Understand the various kinds of valuation of goodwill and shares.
- 3.To Compute the Financial Statements of Companies
- 4.To Understand the various kinds of Bank Accounts.
- 5.To Preparation of Financial Statements of Banking Companies.

UNIT I

(20 HOURS)

Introduction-legal provisions regarding issue of shares, applications, allotment, Redemption of Preference shares (exclude calls and forfeiture).

UNIT II

(20 HOURS)

Meaning, Nature, Factors affecting Goodwill, Methods of Valuation of Goodwill- Simple Average Method, Weighted Average method, Super Profit Method, Annuity Method. Capitalization of Super Profit Method and Capitalization Method.

UNIT III

(20 HOURS)

Preparation of Statement of Profit and Loss account and Company Balance Sheet (as per revised format)

UNIT IV

(15 HOURS)

Bank Accounts -Non-Performing Assets, Provision for doubtful debts, Preparation of P&L A/C and Balance sheet (Simple Problems only)

UNIT V

(15 HOURS)

Meaning, Order of Payment, Liquidators Remuneration, Preparation of Liquidator's Final Statement of Account (Simple Problems only)

THEORY- 20 % PROBLEMS- 80%

RECOMMENDED TEXT BOOKS

1. Reddy T.S &Murthy.A, Corporate Accounting - Margham Publications, Chennai
2. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi

REFERENCE BOOKS

1. Corporate Accounting –S. P. Jain & K. L Narang – Kalyani Publishers.
2. Corporate Accounting – S. N. Maheshwari & S. K. Maheshwari – Vikas Publication.
3. Jain, D.P, (2002). Auditing, Konark Publishers Pvt Ltd.
4. Shaikh Israr (prof.), Financial Reporting – A Master Book, Bharat Law House Pvt. Ltd (2020).
5. Gupta, R.L &Radhaswamy, M, Advanced Accountancy Volume I, Sultan Chand, New Delhi, 2017

WEB REFERENCES

1. <https://youtube.com/@aksamazingaccountancy>
2. <https://commerceease.com/terms-of-issue-of-shares/>
3. <https://edurev.in/studytube/ICAI-Notes-of-Ch-9-3-Redemption-of-Preference-Shares/>
4. <https://blog.ipleaders.in/rules-share-capital-alteration/>
5. <https://books.google.co.in/books?isbn=8131754510>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 question	20-23	20	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEM

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBELM
I	2	1	1	1	-	1
II	1	1	-	1	-	-
III	1	1	-	1	-	1
IV	2	1	1	1	-	1
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A - 12			SECTION B – 7		SECTION C - 4	

PSO-CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To Comprehend Accounting treatment relating to issue of shares and underwriting of shares.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To Understand the various kinds of valuation of goodwill and shares.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	To Compute the Financial Statements of Companies	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	To Understand the various kinds of Bank Accounts.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	To Preparation of Financial Statements of Banking Companies.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE -VII
COURSE NAME: BUSINESS COMMUNICATION	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM, BBA)

COURSE OBJECTIVE:

It is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization.

COURSE OUTCOMES

After successful completion of this course, the student will be able:

1. To make the students aware about the business communication.
2. To understand the channels of communication and understand the structure and layout of business letters.
3. To extend business communication skills through the application and exercises for personal correspondences.
4. To extend business communication skills through the application and exercises for business correspondences.
5. To develop awareness regarding new trends in business communication, various media of communication and communication devices.

UNIT I

(15 Hours)

Meaning and Definition of Business Communication – Process – need – Methods: oral or verbal, non- verbal – written Communication – Audio – Video Communication - channels of communication: formal, in-formal – dimensions of communication: upward, downward, horizontal, diagonal – Principles of Effective Communication – Barriers to Communication.

UNIT II

(15 Hours)

Understanding the purpose of writing a Business Letter– 4C’s of Good Communication: correctness– Clarity – Conciseness – Courtesy – Characteristics of a Good Business Letter - Stages of writing Business Letters– Layout-Kinds of Business Letters.

UNIT III

(15 Hours)

Persuasive Letters – Enquiries – Replies – Orders – Sales Letters – Circulars – Complaints- Bank Correspondence – Insurance Correspondence – Correspondence with shareholders, Directors.

UNIT IV**(15 Hours)**

Patterns of Business Presentation – Chronological – Categorical – Cause and Effect – Problem Solution – Elements of presentation - Rules of making effective Power Point presentations - Effective SalesPresentation.

UNIT V**(15 Hours)**

Importance of Report Writing- Kinds of reports - Business Meetings - Agenda – Minutes of the Meeting – Modern forms of Communication. – Social Media – Email Etiquettes – Video Conferencing.

RECOMMENDED BOOKS

1. Rajendra Pal and Korlahalli, Essentials of Business Communication-Sultan Chand & Sons, New Delhi.
2. N.S.Ragunathan., R.Santhanam, Business Communication-Margham Publications

REFERENCE BOOKS

1. Rajendra Pal and Korlahalli, Essentials of Business Communication- SultanChand & Sons, New Delhi.
2. Shirley Taylor, Communication of Business- Pearson Publication- New Delhi
3. K.Sundar,A.Kumararaj ,Business Communication, Vijay Nichole Imprints Pvt. Ltd.

WEB REFERENCES

1. <https://books.google.co.in/books?isbn=130556023X>
2. https://books.google.co.in/books?isbn=06_18990488
3. <https://books.google.co.in/books?isbn=0538466251>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND LETTER WRITING

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	LETTER WRITING	THEORY	LETTER WRITING	THEORY	LETTER WRITING
I	2	-	1	-	2	-
II	2	-	1	1	-	1
III	3	-	1	2	-	1
IV	3	-	-	-	-	1
V	2	-	1	-	1	-
TOTAL	12	-	4	3	3	3
SECTION A - 12			SECTION B - 7		SECTION C - 6	

PSO-CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	2.8

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To make the students aware about the business communication.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To understand the channels of communication and understand	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	To extend business communication skills through the application and exercises for personal correspondences.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	To extend business communication skills through the application and exercises for business correspondences.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	To develop awareness regarding new trends in business communication, various media of communication and communication devices.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE VIII
COURSE NAME: JAVA PROGRAMMING PRACTICAL	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE:

It covers core concepts of Java and advanced features like collections, exceptions and thread communication.

COURSE OUTCOMES

After successful learning of this course the student will be able to:

1. Be aware of the important topics and principles of software development.
2. Have the ability to write a computer program to solve specified problems.
3. Be able to use the Java SDK environment to create, debug and run simple Java
4. Understand fundamentals of programming such as variables, conditional and iterative execution, methods, etc.
5. Understand fundamentals of object-oriented programming in Java, including defining classes, invoking methods, using class libraries, etc

LAB EXERCISES

1. Java Program to Read the Number from Standard Input
2. Java Program to Get Input from the User
3. Java Program to Multiply Two Floating-Point Numbers
4. Java Program to Swap Two Numbers
5. Java Program to Add Two Binary Strings
6. Java Program to Add Two Complex Numbers
7. Java Program to Check Even or Odd Integers
8. Java Program to Find Largest Among 3 Numbers
9. Java Program to Find LCM of 2 numbers
10. Java Program to Find GCD or HCF of 2 numbers
11. Java Program to Display All Prime Numbers from 1 to N
12. Java Program to Check Leap Year
13. Java Program to Check Armstrong Number between Two Integers
14. Java Program to Check whether the input number is a Neon Number
15. Java Program to Check whether input character is vowel or consonant
16. Java Program to Find Factorial of a number
17. Java Program to Find Even Sum of Fibonacci Series Till number N
18. Java Program to Calculate Simple Interest
19. Java Program to Calculate Compound Interest
20. Java Program to Find the Perimeter of a Rectangle
21. Java Program to create Hello World Applet in Java

22. Java Program to create a Simple Banner using Applet in Java

WEB REFERENCES

1. <https://www.geeksforgeeks.org/java-exercises/>
2. <https://www.w3resource.com/java-exercises/>
3. <https://codegym.cc/java-coding-practice>
4. <https://www.javatpoint.com/java-practice-programs>

PSO-CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	2
CO 5	3	3	3	3	3
Ave.	3	3	3	2.8	2.8

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand fundamentals of programming such as variables, conditional and iterative execution, methods, etc.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,k5
CO2	Understand fundamentals of object-oriented programming in Java, including defining classes, invoking methods, using class libraries, etc.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,
CO3	Be aware of the important topics and principles of software development.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,K6
CO4	Have the ability to write a computer program to solve specified problems.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,K6
CO5	Be able to use the Java SDK environment to create, debug and run simple Java	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: ALLIED-III
COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - I	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY AND PROBLEMS	

Common to B. Com (Gen, BM, MM, ISM, A&F, BBA)

COURSE OBJECTIVE:

To strengthen the knowledge on statistics and operations research

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Create the Diagrammatic and graphical representation of data. Evaluate the Measures of Central tendency: Mean, Median and Mode for the given data.
2. Find the measure of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.
3. Compute the Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation for the given data and Find the Regression Lines and Coefficients for the given data.
4. Outline Operation Research and Formulate the Linear Programming –Formulation – Graphical and Algebraic Solution.
5. Discuss Network Analysis using PERT and CPM.

UNIT I (18 Hours)

Introduction to Statistics and Measures of Central Tendency: Introduction, Definition and limitations of statistics, Graphical representation: Bar diagram, Pie chart, Histogram, Frequency polygon. Mean, Median, Mode and their applications.

UNIT II (18 Hours)

Measures of Dispersion: Measures of dispersion: Range, Quartile deviation, coefficient of quartile deviation, Mean deviation, coefficient of mean deviation, Standard deviation, coefficient of variation.

UNIT III (18 Hours)

Correlation and Regression: Correlation: Meaning, Applications, types of degree of correlation, Scatter diagram, Karl Pearson’s Coefficient of Correlation, Spearman’s Rank

Correlation. Regression: Meaning, uses, Difference between correlation and regression, linear regression equations.

UNIT IV (18 Hours)
Linear Programming Problem: Introduction, formulation, Graphical method.

UNIT V (18 Hours)
Network Analysis: Introduction, planning, scheduling, control, basic technologies, rules for constructing a project network, network construction, Program Evaluation Review Techniques. (PERT) – Critical Path Method (CPM).

RECOMMENDED TEXT BOOKS

1. Statistical methods by S.P. Gupta.
2. Resource Management Techniques by V. Sundaresan, K.S. Ganapathy Subramanian, Ganesan. – ARS Publications.

REFERENCE BOOKS:

1. Statistical and numerical methods – P.R. Vittal – Margham Publications.
2. Operations Research - P.R. Vittal – Margham Publications.

WEB REFERENCES

1. <https://www-statisticshowto-com.webpkgcache.com/doc/->
2. </s/www.statisticshowto.com/probability-and-statistics/statistics-definitions/mean-median-mode/>
3. <http://www.uop.edu.pk/ocontents/Chatper%202.pdf>
4. https://udrc.lkouniv.ac.in/Content/DepartmentContent/SM_d89ccf05-7de1-4a30-a134-3143e9b3bf3f_38.pdf
5. 4.https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/mathematics/14_operations_research/01_linear_programming_problem_mathematical_formulation_of_lpp_and_graphical_method_for_solving_lpp/et/9218_et_et.pdf
6. [5. https://www.slideshare.net/KamelAttar/operation-researchnetwork-analysis-critical-path-metho](5.https://www.slideshare.net/KamelAttar/operation-researchnetwork-analysis-critical-path-metho)

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1 - 12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13 - 19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20 - 25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEM

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	-	1	1	-
II	1	1	1	-	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	1	1
V	1	1	1	1	-	1
Any Unit	2	-	-	-	-	-
TOTAL	8	4	3	4	2	4
SECTION A - 12			SECTION B - 7		SECTION C - 6	

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	2
CO 2	2	2	3	2	3
CO 3	2	3	2	3	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Ave.	2.4	2.6	2.4	2.6	2.4

PSO – CO Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Create the Diagrammatic and graphical representation of data. Evaluate the Measures of Central tendency – Mean, median and mode for the given data.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5
CO 2	Find the measure of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5
CO 3	Compute the Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation for the given data and Find the Regression Lines and Coefficients for the given data.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5
CO 4	Outline Operation Research and Formulate the Linear Programming –Formulation - Graphical and Algebraic Solution.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5
CO 5	Discuss Network Analysis using PERT and CPM.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: COMMON TO ALL IT STUDENTS	BATCH:2024-27
PART: IV	COURSE COMPONENT: SOFT SKILL-III
COURSE NAME: ADOBE UX FOUNDATION	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS:2	TOTALHOURS:30
PRACTICAL	

(Common to B.Sc., CS, BCA, B.Sc., IT, B.Sc., DA, ISM)

COURSE OBJECTIVE:

Adobe UX Foundation involves outlining the key skills and knowledge that participants should acquire by the end of the course.

COURSE OUTCOMES:

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

1. Define and explain the core concepts and principles of user experience.
2. Understand the key features and functionalities of Adobe XD for designing and prototyping.
3. Apply user-centered design principles to create interfaces that prioritize user needs and preferences.
4. Implement interactive and dynamic prototypes to simulate user interactions.
5. Explore collaboration tools within Adobe XD to work efficiently in a team environment.

UNIT I (6 HOURS)

Introduction to User Experience Design: Define User Experience -User Experience Process- Seven Components of user Experience (UX) – Definition of a Good User Experience Design- Usability Heuristics-Examples of Good User Experience Design – Practical Activity.

UNIT II (6 HOURS)

User Experience Research: What is User Experience Research – Designing Adobe XD: User Research & Testing – What is Competitor User Experience Research – User Experience Personas & User Profiles – Other types of User Experience Research – Qualitative and Quantitative User Experience Research – Running Interviews and Observations for User Experience – Understanding User – Practical Activity

UNIT III (6 HOURS)

Visual Design: Definition- Introduction to Atomic Design – Elements of any Visual design: Color & Shape – Imagery – Typography -Buttons – Composition of Visual Design Elements: structure & Grid – Hierarchy of Content – States.

UNIT IV**(6 HOURS)**

User Experience Design Strategy: An Introductory guide to information architecture – Techniques & Best practice for developing an information architecture: Software Process – Examples of Information Architecture – Sitemap – Sitemap for website – Examples – Navigation & Hierarchy: Taxonomy & metadata – Examples – Practical Activity

UNIT V**(6 HOURS)**

Mock up: Different types of Design Mock – Ups – User Persona, Scenarios & stories – Design Ideation & Sketching – Storyboarding User Experiences – Design Wireframes – Design prototyping & types of prototypes – Practical Activity.

RECOMMENDED TEXT BOOKS

1. The Design of Everyday Things by Don Norman, The revised and expanded edition, 2013.
2. Lean UX: Designing Great Products with Agile Teams by Jeff Gothelf and Josh Seiden, 2013.

REFERENCE BOOKS

1. Don't Make Me Think by Steve Krug, 3rd edition, 2014
2. The Elements of User Experience by Jesse James Garrett, 2nd edition, 2010
3. Information Architecture: For the Web and Beyond" by Louis Rosenfeld, Peter Morville, and Jorge Arango, 4th edition, 2015.
4. Sketching User Experiences: Getting the Design Right and the Right Design" by Bill Buxton, 1st edition, 2007.
5. About Face: The Essentials of Interaction Design "by Alan Cooper, Robert Reimann, and David Cronin, 4th edition, 2015.

WEB REFERENCES

1. <https://learn.futureskillsprime.in/journey/adobe-ux-foundation-learning-journey-this-free-of-cost>.
2. <https://userresearch.google.com/>
3. <https://www.interaction-design.org/literature/topics/visual-design>
4. <https://www.nngroup.com/articles/ux-strategy/>
5. <https://www.mockupworld.co/>

PSO–CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	2	3	2
CO2	3	3	2	2	2
CO3	2	3	3	2	3
CO4	3	2	2	3	2
CO5	2	2	2	2	2

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 toK6)
CO1	Define and explain the core concept sand Principles of user experience.	PSO 1, 2, 3, 4, 5	K1
CO2	Illustrate the key features and functionalities of AdobeXD for designing and prototyping.	PSO 1, 2, 3, 4, 5	K2
CO3	Apply user-centered design principles to create interfaces that prioritize user needs and preferences.	PSO 1, 2, 3, 4, 5	K3
CO4	Implement interactive and dynamic prototypes to simulate user interactions.	PSO 1, 2, 3, 4, 5	K4
CO5	Explore collaboration tools within AdobeXD To work efficiently in a team environment.	PSO 1, 2, 3, 4, 5	K5

K1=Remember, K2=Understand, K3=Apply, K4=Analyse, K5=Evaluate, K6=Create

**SELF-STUDY COURSE
(COMPULSORY)**

PROGRAMME: B.COM (INFORMATION SYSTEM MANAGEMENT)	BATCH:2024-27
PART: IV	COURSE COMPONENT: Self-study Course
COURSE NAME: INDIAN HERITAGE AND KNOWLEDGE SYSTEM	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: NIL
QUESTION PAPER PATTERN: MCQ	
THEORY	

1.INDIAN HERITAGE AND KNOWLEDGE SYSTEM

COURSE OBJECTIVE:

Delving into Indian Heritage, this course focuses on South Indian cultures and ancient knowledge like Yoga, Ayurveda, and Siddha, shaping the Nation's identity.

COURSE OUTCOMES:

1. To develop a comprehensive understanding among students of Indian heritage, its richness and diversity and its role in shaping the nation's cultural identity.
2. Students will gain an enhanced insight into the artistic, architectural, and literary achievements of South India and other regions, fostering a sense of pride in Indian cultural heritage.
3. To enhance students' cultural literacy by gaining insights into traditional practices preserved through folklore across India.
4. To acquire knowledge among students of ancient Indian sciences for holistic well-being, promoting physical, mental, and spiritual health.
5. Students will develop a deeper understanding of the interconnectedness of spiritual, medicinal, and artistic dimensions within Indian Heritage systems.

Unit I: Introduction to Indian Heritage

- **Concept of Heritage:** Definition, the importance of studying heritage, and its diverse forms.
- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.

Key Concepts: Cultural heritage, diversity, tangible heritage (e.g., monuments), intangible heritage (e.g., traditions, practices).

Unit II : Cultural Tapestry of South India

- **Literature:** The classical Tamil literature of *Sangam poetry*, the epic Kannada works like the "*Kuvempu Ramayana*," the Telugu compositions of *Annamacharya*, and the poetic Malayalam works of Kerala's rich literary tradition.
- **Painting:** The intricate gold leaf work of *Tanjore painting*, the intricate patterns of *Mysore painting*, hand-painting or block-printing of *Kalamkari*.
- **Theatre:** The ancient art form of *Koothu* and the elaborate dance-dramas of *Bhagavata Mela* in Tamil Nadu, and the colourful folk theatre of *Yakshagana* in Karnataka.
- **UNESCO Indian Heritage Sites:** *Great Living Chola Temples* artistry, *Hampi-Virupaksha Temple* and the *Vijaya Vittala Temple, Mahabalipuram*- a treasure trove of Pallava art, *Mysore Palace*- Indo-Saracenic architecture, *Periyar National Park*- Western Ghats, *Kanchipuram*-City of Thousand Temples

Unit III: Tamil Nadu Folklores

- **Origins and Significance:** Historical background of Tamil Nadu folklore and its cultural significance.
- **Folk Dances:** Exploration of traditional Tamil folk dances like *Karakattam*, *Kolattam*, and *Kummi*.
- **Folk Music:** Overview of folk music traditions in Tamil Nadu, including *Parai Attam* and *Villu Paatu*.
- **Rituals and Festivals:** Understanding the role of folklore in Tamil Nadu's rituals and festivals- *Pongal* and *Jallikattu*.

Key Concepts: Karakattam, Kolattam, Parai Attam, Villu Paatu, Tamil folk tales, cultural rituals.

Unit IV: Unveiling the Knowledge Systems

- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.
- **Yoga:** Exploring the various aspects of Yoga - its philosophy, Eight Limbs, practices (e.g., Asanas, Pranayama), and benefits for physical and mental well-being.
- **Ayurveda:** Understanding the core principles of Ayurveda - its focus on holistic health, diagnosis, and treatment methods.

Key Concepts: Yoga philosophy, Asanas, Pranayama, Tridosha theory (Ayurveda), Doshas (Vata, Pitta, Kapha), Panchakarma, herbal medicine, Ayurvedic lifestyle.

Unit V: Siddha Tradition and Other Knowledge Systems

- **Siddha Tradition:** Origins, philosophy, medicinal practices, and spiritual aspects.
- **Other Important Knowledge Systems:** Jyotish Shastra (Indian astrology), Natya Shastra (Treatise on performing arts).

Key Concepts: Siddha literature, alchemy, and spirituality in Siddha tradition. Pancha Boothas (Siddha), herbal remedies, Planetary influences, elements of classical Indian dance and music, and aesthetics in Natya Shastra.

2. CONTEMPORARY WORLD AND SUSTAINABLE DEVELOPMENT

COURSE OBJECTIVE:

Delving into global dynamics, this course highlights Asia and India's pivotal role in achieving global sustainability objectives.

COURSE OUTCOMES:

1. Students will gain a comprehensive understanding of the key actors, institutions, and dynamics shaping the contemporary world order.
2. Students will acquire the ability to analyze the political, economic, and security challenges within major Asian regions, fostering informed perspectives on these critical issues.
3. Through the study of recent wars, students will develop critical thinking skills to assess the root causes, human costs, and potential solutions to contemporary conflicts.
4. Students will gain a deeper understanding of the principles and challenges of sustainable development, empowering them to advocate for responsible solutions at local, national, and international levels.
5. Students will be equipped to critically evaluate India's contributions to the SDGs, particularly through specific programs implemented in Tamil Nadu, and assess their effectiveness in achieving sustainable development goals.

Unit 1: Global Governance and Institutions

- **State & Non-State Actors:** Definition, types (nation-states, failed states), functions.

Key Actors: International states, Intergovernmental organizations (IGOs), nongovernmental organizations (NGOs), multinational corporations (MNCs).

- **United Nations (UN):** Structure, key organs (General Assembly, Security Council), functions, WB, & others.

: United Nations General Assembly, United Nations Security Council.

- **Regional Organizations:** European Union (EU), African Union (AU), North Atlantic Treaty Organization (NATO)

Key Concepts: European Union Commission, African Union Commission, North Atlantic Treaty Organization.

- **International Law and Treaties:** Significance, role in addressing global challenges.

Key Concepts: International Court of Justice, International Criminal Court, Geneva Conventions.

Unit 2: Contemporary Asia

Major Geographical Regions

- **Middle East:** Characterized by rich oil reserves, Complex political dynamics, and ongoing conflicts.

Key countries: Iran, Iraq, Israel, Saudi Arabia, Syria, Turkey

- **Southeast Asia:** Rapid economic growth, Challenges- maritime security and environmental degradation.

, Philippines, Singapore, Thailand, Vietnam

- **Far East:** Major economic powerhouses and Potential flashpoints.

, North Korea, South Korea

- **Rise of China:** Political-South China Sea, Territorial disputes and Competition for Resources. Economic- China's Belt and Road Initiative (BRI)
- **Major Economic Centers:** **Singapore-** Global financial hub, **Hong Kong-** Special Administrative Region of China, **United Arab Emirates (UAE)-** Diversified economy driven by oil and gas, tourism, and trade.

Regional Organizations:

- Association of Southeast Asian Nations (ASEAN)
- South Asian Association for Regional Cooperation (SAARC)
- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC)
- Asia-Pacific Economic Cooperation (APEC)
- Shanghai Cooperation Organization (SCO)

Unit 3: Recent Wars of the World

- **Syrian Civil War (2011-present):** Bashar al-Assad regime, Syrian opposition groups, ISIS. *conflict, humanitarian crisis, foreign intervention, refugee crisis.*

- **Yemeni Civil War (2015-present):** Houthi rebels, Yemeni government, Saudi-led coalition. *, humanitarian crisis, role of Iran and Saudi Arabia, UN peace efforts.*

- **Ukraine Conflict (2014-present):** Ukrainian government, Russian-backed separatists, Russia.

of Crimea, Donbas region conflict, Minsk agreements, NATO-Russia tensions.

- **Ethiopia Civil War (2020-present):** Ethiopian government, Tigray People's Liberation Front (TPLF), Eritrean forces.

Key Concepts: Tigray conflict, humanitarian crisis, regional implications, efforts for ceasefire and peace talks.

- **Nagorno-Karabakh War (2020):** Armenia, Azerbaijan, Russia.

Key Concepts: Conflict over Nagorno-Karabakh region, ceasefire agreement, role of Turkey, peace negotiations.

- **Myanmar Civil War (2021-present):** Myanmar military (Tatmadaw), ethnic armed groups, and Civilian resistance. *Rohingya crisis, ethnic conflicts, ASEAN mediation efforts.*

Unit 4: Sustainable Development Goals

- **Definition of Sustainable Development:** Balancing economic, social, and environmental needs.

Key Concepts: United Nations Development Programme (UNDP), World Wildlife Fund (WWF), Sustainable Development Solutions Network (SDSN).

- **UN Sustainable Development Goals (SDGs):** Overview, targets.

Nations, national governments, NGOs, private sector.

- **Challenges and Opportunities:** Achieving sustainability, global cooperation.

Key Concepts: United Nations, national governments, civil society organizations, multinational corporations.

Unit 5: India's Role in Achieving Sustainable Development Goals (SDGs) with Tamil Nadu Initiatives

Addressing Basic Needs:

- **Goal 1: No Poverty**
 - National Rural Employment Guarantee Act (NREGA)
 - Kalaignar Kanchi Thalaiyalar Scheme
 - Ungal Thozhil Udhayanam (UTOY)
- **Goal 2: Zero Hunger**
 - National Food Security Act (NFSA)
 - Nutritious Noon Meal Programme
 - Annadhanam Scheme
 - Amma Unavagam
- **Goal 3: Good Health and Well-being**
 - National Health Mission (NHM)
 - Health Insurance of Tamil Nadu

- Chief Minister's Comprehensive Health Insurance Scheme
- Maruthuva Mitri
- Amma Mini Clinics

Ensuring Essential Services:

- **Goal 4: Quality Education**
 - Sarva Shiksha Abhiyan (SSA)
 - Rashtriya Madhyamik Shiksha Abhiyan (RMSA)
 - Namakkal District Library Scheme
 - Pudhumai Penn Scheme under Higher Education Assurance Scheme (HEAS)
 - Free Coaching for Competitive Exams
- **Goal 6: Clean Water and Sanitation**
 - Swachh Bharat Mission (Clean India Mission)
 - National Rural Drinking Water Programme (NRDWP)
 - Jal Jeevan Mission Tamil Nadu
 - Namakku Naathey Scheme
 - Kudimaramathu Scheme
- **Goal 7: Affordable and Clean Energy**
 - National Solar Mission
 - Tamil Nadu Solar Energy Policy
 - Green House Scheme

Building Sustainable Communities:

- **Goal 11: Sustainable Cities and Communities**
 - Smart Cities Mission
 - Atal Mission for Rejuvenation and Urban Transformation (AMRUT)
 - Adi Dravidar Housing Scheme
- **Goal 13: Climate Action**
 - National Action Plan on Climate Change (NAPCC)
 - International Solar Alliance
 - Tamil Nadu Wind Energy Policy 2019
- **Goal 17: Partnerships for the Goals**
 - Development Assistance Programmes (DAPs)
 - International Development Cooperation (IDC)

SEMESTER IV

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE IX
COURSE NAME: RDBMS WITH SQL-Theory	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

It uses a structure that allows us to identify and access data in relation to another piece of data in the database.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To identify the basic concepts and various data model used in database design.
2. To apply relational database theory and be able to describe relational algebra expression, tuple and domain relation expression from queries.
3. To recognize and identify the use of normalization and functional dependency, indexing and hashing technique used in database design.
4. To demonstrate the purpose of query processing and optimization and also demonstrate the basic of query evaluation.
5. To apply and relate the concept of transaction, concurrency control and recovery in database.

UNIT-I

(15 Hours)

Database and Database Management Systems: Introduction-Meaning and Definition of Database Management System-Components of Database Management System- Database Engine-Data Dictionary-Query Processor-Report Writer-Forms Generator-Application Generator - Advantages of database Management Systems. History of Database Management System-Hierarchical Databases-Network Databases-relational Databases-Object Oriented Databases.

UNIT-II

(15 Hours)

Designing Databases-Identifying User Requirements-Business Objects-Tables and Relationships-Definitions -Primary key. Class Diagrams-Classes and Entities-Association and Relationships. Data Types-Text-Numbers-Dates and Times-Binary Objects-Computed Values-User- Defined Types. Events.

UNIT-III

(15 Hours)

Data Queries-Query Basics-Single Table-Introduction to SQL-Sorting the Output-Distinct-Useful WHERE clauses. Computations- Basic Arithmetic Operators-Aggregation- Functions. Subtotals and GROUP BY-Conditions on Totals (HAVING)-WHERE versus HAVING. Multiple Tables-Joining Tables- Identifying Columns in Different Tables-Joining Many Tables-Create View.

UNIT-IV

(15 Hours)

SQL Syntax-Alter Table-Commit Work-Create Table-View-Delete-Drop-Insert-Grant- Revoke Rollback-Select-Select Into-Update-Sub query with ANY and ALL-Inner Join and Outer Join.

UNIT-V**(15 Hours)**

Relational Implementation- Primary Key, Composite Key and Foreign Keys- Relationships in the Relational Model Introduction to ER Model- One-to-One, One to- Many, Many to Many relationship- Examples of DDL – Data Definition Language-DQL – Data Query Language- DML– Data Manipulation Language-DCL – Data Control Language.

RECOMMENDED BOOKS

1. DATABASE SYSTEMS USING ORACLE – Nilesh Shah, 2nd edition, PHI. (UNIT-I: Chapters 1 & 2 UNIT-II: Chapters 3 & 4 UNIT III: Chapters 5 & 6 UNIT-IV: Chapters 10 & 11
2. UNIT-V: Chapters 12,13 & 14)

REFERENCE BOOKS

1. DATABASE MANAGEMNET SYSTEMS – Arun Majumdar & Pritimoy Bhattacharya, 2007, TMH.
2. DATABASE MANAGEMETN SYSTEMS – Gerald V. Post, 3rd edition, TMH.

WEB REFERENCES

1. <https://www.ibm.com/docs/en/informix-servers/14.10?topic=format-defining-composite-primary-foreign-keys>
2. <https://www.geeksforgeeks.org/composite-key-in-database/>
3. <https://www.techopedia.com/7/32101/storage/what-is-the-difference-between-a-composite-key-primary-key-and-foreign-key>
4. <https://www.tutorialspoint.com/Composite-Key-in-RDBMS>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	3	2	2
III	2	1	1
IV	2	1	1
V	2	1	1
TOTAL	12	7	6
	SECTION A - 12	SECTION B - 7	SECTION C - 6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To identify the basic concepts and various data model used in database design.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To apply relational database theory and be able to describe relational algebra expression, tuple and domain relation expression from queries.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	To recognize and identify the use of normalization and functional dependency, indexing and hashing technique used in database design.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	To demonstrate the purpose of query processing and optimization and also demonstrate the basic of query evaluation.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO5	To apply and relate the concept of transaction, concurrency control and recovery in database.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE X
COURSE NAME: FINANCIAL MANAGEMENT	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY AND PROBLEMS	

(Common to B.Com (GEN), B.Com (CS), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)

COURSE OBJECTIVE:

It uses a structure that allows us to identify and access data in relation to another piece of data in the database.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To Identify the fundamentals of financial management, role of financial manager and sources of finance
2. To Demonstrate Capital structure planning and analyse the types of leverages
3. To Demonstrate the concepts in Financial Management which are important to make managerial Decisions.
4. To Demonstrate capital budgeting, working capital Management and dividend policies which are used in making financial decisions
5. To Able and confident to tackle practical financial problems of business.

UNIT I

(12 Hours)

Financial Management – Introduction – Scope – Finance and other related disciplines –Function of Finance – Functions of Finance Manager in 21st C e n t u r y . Financial Goals: Profit Maximization Vs Wealth Maximization – Time value of money-perpetuity –CMI Amortization.

UNIT II

(17 Hours)

Cost of Capital – Significance of the cost of Capital – Determining Component costs of Capital – Cost of Equity - Cost of Preference share capital – Cost of Debt - Cost of Retained Earnings – Weighted Average cost of capital.

UNIT III

(17 Hours)

Capital structure – Importance – Factors affecting Capital structure - Determining Debt – Equity proportion – Theories of capital structure –Net Income Approach – Net Operating Income Approach – M.M Approach & Traditional Approach - Leverage concept –Operating Leverage – Financial Leverage and Combined Leverage.

UNIT IV

(12 Hours)

Dividend policy – Objective of Dividend Policies - Types of Dividend Policies - Factors Affecting Dividend Policy – Dividend Theories: Walter’s - Gordons’s – M.M Hypothesis – Forms of Dividend

UNIT V

(17 Hours)

Working Capital – Components of working Capital – Operating Cycle – Factors influencing working capital – Determining working capital requirements. Capital Expenditure Capital

Budgeting Techniques: Discounted Cash flow technique: Net Present Value - Internal Rate of Return- Profitability Index, Non – Discounted Cash Flow Techniques: Pay back methods – Accounting Rate of Return

THEORY: 20% PROBLEMS: 80%

RECOMMENDED BOOKS

1. M.Y.Khan and P.K.Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr. A. Murthy, Financial Management, Margham Publications

REFERENCE BOOKS

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari. S.M.: Financial Management, Sultan Chand & Sons
3. Prasanna Chandhra: Financial management theory and practice, McGraw-Hill Education
4. Dr. Rustagi P R, Fundamentals of Financial management, Taxman’s publication, 14th edition
5. Paramasivan C & Subramanian T, Financial Management, New Age International Publishers

WEB REFERENCES

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
3. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
4. <https://efinancemanagement.com/dividend-decisions>
5. <https://cleartax.in/s/working-capital-management-formula-ratio>
6. <https://books.google.co.in/books?isbn=812591658X>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEM

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	-	-	-
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	1
V	1	1	-	2	-	1
TOTAL	7	5	2	5	-	4
SECTION A-12			SECTION B-7		SECTION C-4	

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To Identify the fundamentals of financial management, role of financial manager and sources of finance	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To Demonstrate Capital structure planning and analyse the types of leverages	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	To Demonstrate the concepts in Financial Management which are important to make managerial Decisions.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	To Demonstrate capital budgeting, working capital Management and dividend policies which are used in making financial decisions	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	To Able and confident to tackle practical financial problems of business	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE XI
COURSE NAME: RESEARCH METHODS IN BUSINESS	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B. Com (MM), ISM)

COURSE OBJECTIVE:

Research Methodology is a design process which consists of step by step approach leading towards the conclusion of substantial results.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To identify the various kinds of research, objectives of doing research, research process.
2. To apply various research designs and sampling techniques.
3. To compare and analyse various data collecting methods, data processing and analysis.
4. To identify types of hypothesis and use different testing methods
5. To prepare research report and apply research methods in various areas.

UNIT I

(15 Hours)

Fundamentals of Research: Meaning, Objectives and Significance. Types of Research: - Descriptive vs. Analytical, Applied vs Fundamental, Quantitative vs. Qualitative, and Conceptual vs. Empirical. **Approaches to Research-** Quantitative approach, Qualitative approach.

UNIT II

(15 Hours)

Defining the research problem, selecting the problem; technique involved in selecting a problem. Research design – Meaning, need, features of good research design. Sample design – Meaning- Steps in sampling design – Characteristics of Good Sample Design –Classification of Sampling design: Brief about Probability sampling, Non- probability sampling, restricted, un- restricted sampling. Types: Quota sampling, Cluster sampling, Area sampling, Multi stage sampling, convenience sampling and purposive sampling.

UNIT III

(15 Hours)

Sources and Methods of data collection - Primary and Secondary data. Meaning and Definition of Primary sources - Observation, Interview and Questionnaire. Meaning and definition of Secondary sources - Data processing – Tabulation – Data analysis and Interpretation.

UNIT IV

(15 Hours)

Meaning, definition and importance of Hypothesis –Types: Simple hypothesis, Null hypothesis, alternate hypothesis and complex hypothesis. Formulation of hypothesis and various methods of testing of hypothesis - (Theoretical explanation only) Chi-square test, Correlation Coefficient and Regression analysis.

UNIT V**(15 Hours)**

Report writing – layout of research report – Steps in report writing- Importance of research in management decisions- Application of research in various areas - Marketing Research, Government policies and economic systems, Social relationship.

RECOMMENDED BOOKS

1. Research Methodology by Dr.P.Ravilochanan – Margham Publications (2012)
2. Research Methodology: Methods and Techniques Paperback – Abridged, Audiobook,Boxset by C R Kothari

REFERENCE BOOKS

1. Research Methodology: A Step by Step Guide for Beginners, 2e – 2005 –by Ranjit Kumar- Pearson.

WEB REFERENCE

1. <http://study.com/academy/lesson/research-methodology-approaches-techniquesquiz.html>
2. <https://www.questionpro.com/blog/data-collection-methods/>
3. <https://www.rudderstack.com/learn/data-collection/methods-of-data-collection/>
4. <https://www.rudderstack.com/learn/data-collection/methods-of-data-collection/>

**GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	2	2
III	3	1	1
IV	2	2	1
V	3	1	1
TOTAL	12	7	6
	Section A-12	Section B-7	Section C-6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To identify the various kinds of research, objectives of doing research, research process.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	Apply various research designs and sampling techniques.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	Compare and analyse various data collecting methods, data processing and analysis.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	Identify types of hypothesis and use different testing methods	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	Prepare research report and apply research methods in various areas.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE XII
COURSE NAME: RDBMS WITH SQL-PRACTICAL	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE:

It uses a structure that allows us to identify and access data in relation to another piece of data in the database.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To transform an information model into a relational database schema and to use a data definition language and/or utility to implement the schema using a DBMS.
2. To use an SQL interface of a multi-user relational DBMS package to create, secure, populate, maintain, and query a database.
3. To Formulate query, using SQL, solutions to a broad range of query and data update problems.
4. To Use a desktop database package to create, populate, maintain, and query a database.
5. To transform an information model into a relational database schema and to use a data definition language and utilities to implement the schema using a DBMS.

RDBMS with SQL Exercises

1. SQL Retrieve data from tables
2. SQL Boolean and Relational operators
3. SQL Wildcard and Special operators
4. SQL Aggregate Functions
5. SQL Formatting query output
6. SQL Querying on Multiple Tables
7. FILTERING and SORTING on HR Database

SQL JOINS

8. SQL JOINS
9. SQL JOINS on HR Database

SQL SUBQUERIES

10. SQL SUBQUERIES
11. SQL SUBQUERIES on HR Database
12. SQL Union
13. SQL View
14. SQL User Account Management

HOSPITAL DATABASE

15. Introduction
16. BASIC, SUBQUERIES, and JOINS

EMPLOYEE DATABASE

17. BASIC queries on employee Database
18. SUBQUERIES on employee Database

STUDENT DATABASE

19. BASIC queries on Student Database

20. SUBQUERIES on Student Database

WEB REFERENCES

1. <https://www.ibm.com/docs/en/informix-servers/14.10?topic=format-defining-composite-primary-foreign-keys>
2. <https://www.geeksforgeeks.org/composite-key-in-database/>
3. <https://www.techopedia.com/7/32101/storage/what-is-the-difference-between-a-composite-key-primary-key-and-foreign-key>
4. <https://www.tutorialspoint.com/Composite-Key-in-RDBMS>

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To transform an information model into a relational database schema and to use a data definition language and/or utility to implement the schema using a DBMS.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,k5
CO2	To use an SQL interface of a multi-user relational DBMS package to create, secure, populate, maintain, and query a database.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,
CO3	To Formulate query, using SQL, solutions to a broad range of query and data update problems.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	To Use a desktop database package to create, populate, maintain, and query a database.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO5	To transform an information model into a relational database schema and to use a data definition language and utilities to implement the schema using a DBMS.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024 -27
PART: III	COURSE COMPONENT: ALLIED-IV
COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - II	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY AND PROBLEMS	

Common to B. Com (Gen, BM, MM, ISM, AF, BBA)

COURSE OBJECTIVE:

To strengthen the knowledge on statistics and operations research

COURSE OUTCOMES:

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

1. Discuss about the time Series Analysis using Secular trend. Explain method of least squares to fit a straight line-Seasonal variation.
2. Discuss about Sampling Techniques, types of Sample and Sampling procedures
3. Outline Index Numbers such as weighted and unweighted price relative method, Cost of Living Index.
4. Formulate LPP to transportation problem and obtain initial basic feasible solution by Northwest corner, least cost, Vogel's approximation method, test for optimality using modified distribution method.
5. Formulate LPP to Assignment Problem and Find the solution of Minimization, Maximization case in assignment problem using Hungarian method.

UNIT I

(18 Hours)

Time Series: Meaning, need and components of time series, Measurement of trend: Free hand, Semi average, moving average and least square methods. Measurement of seasonal indices: Simple average, Ratio to trend and Ratio to moving average method.

UNIT II

(18 Hours)

Index Number: Meaning, Needs and components of time series, Types, Unweighted and Weighted index number Simple, Aggregative, Price relative methods, Laspeyres's, Paasche's, Bowley's and Fisher's index numbers, Time and Factor reversal tests, Cost of living index.

UNIT III

(18 Hours)

Sampling Methods: Meaning of sampling, probability sampling methods and non-probability sampling methods, sampling error and standard error.

Hypothesis: Meaning, types, standard hypothesis, null and alternative hypothesis, simple and composite hypothesis, type I and type II error, testing of hypothesis: t -test, F-test, Chi square.

UNIT IV**(18 Hours)**

Transportation Problem: Introduction, initial basic feasible solution, North West Corner Methods (NWCN), Least Cost Methods (LCM), Vogels Approximation Method (VAM), Modified Distribution Method (MODI) solution procedure without degeneracy.

UNIT V**(18 Hours)**

Assignment Problem: Introduction, Mathematical formulation of an assignment problem, Hungarian method for solving assignment problem, unbalanced assignment problem, minimization and maximization case in assignment problem.

RECOMMENDED BOOKS

1. Statistical methods by S.P. Gupta
2. Resource Management Techniques by V. Sundaresan, K.S. Ganapathy Subramanian, Ganesan. – ARS Publications.

REFERENCE BOOKS:

1. Statistical and numerical methods – P.R. Vittal – Margham Publications.
2. Operations Research - P.R. Vittal – Margham Publications.

WEB REFERENCES

1. <https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291612342405mukes>
2. <https://www.qualtrics.com/au/experience-management/research/sampling-methods/>
3. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004160626023624Rajiv_Saksena_INDEX_NUMBERS.pdf
4. https://www.acsce.edu.in/acsce/wp-content/uploads/2020/03/1585041316993_Module-4.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1 - 12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13 - 19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20 - 25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEM

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	1	-	-	1	1	-
II	1	1	1	-	-	1
III	2	1	1	1	-	1
IV	1	1	1	1	-	1
V	1	1	-	1	1	1
Any Unit	2	-	-	-	-	-
TOTAL	8	4	3	4	2	4
SECTION A - 12			SECTION B - 7		SECTION C - 6	

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	2
CO 2	2	2	3	2	3
CO 3	2	3	2	3	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Ave.	2.4	2.6	2.4	2.6	2.4

PSO – CO question paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Discuss about the time Series Analysis using Secular trend. Explain method of least squares to fit a straight line-Seasonal variation.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5
CO 2	Discuss about Sampling Techniques, types of Sample and Sampling procedures.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5
CO 3	Outline Index Numbers such as weighted and un weighted price relative method, Cost of Living Index.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5
CO 4	Formulate LPP to transportation problem and obtain initial basic feasible solution by Northwest corner, least cost, Vogel's approximation method, test for optimality using modified distribution method.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5
CO 5	Formulate LPP to Assignment Problem and Find the solution of Minimization, Maximization case in assignment problem using Hungarian method.	PSO-1,2,3,4,5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6 = Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: IV	COURSE COMPONENT: EVS
COURSE NAME: ENVIRONMENTAL STUDIES	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS:2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

The study of ecology and living creatures.

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Contrasting about environmental issues, causes and remedies.

UNIT I

(6 Hours)

MULTI DISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance – Need for public awareness.

UNIT II

(6 Hours)

NATURAL RESOURCES

Renewable and non-renewable resources: Natural resources and associated problems.

- a) **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) **Food resources:** World food problems, changes caused by agriculture and over grazing, effects of modern agriculture, fertilizer - pesticide problems, water logging, salinity, case studies.
- e) **Energy resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- f) **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life styles.

UNIT III

(6 Hours)

ECO SYSTEMS:

Concept of an eco-system.

- Structure and function of an eco-system.
- Producers, consumers and decomposers.
- Energy flow in the eco system.
- Ecological succession.

- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following eco-system: -
 - a. Forest eco system
 - b. Grassland eco system
 - c. Desert eco system
 - d. Aquatic eco systems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT IV

(6 Hours)

BIO DIVERSITY AND ITS CONSERVATION:

- Introduction – Definition: genetic, species and eco system diversity.
- Biogeographical classification of India
- Value of bio diversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Bio diversity at global, National and local levels.
- India as a mega – diversity nation, Hot-spots of bio diversity.
- Threats to bio diversity: habitat loss, poaching of wild life, man-wild life conflicts.
- Endangered and endemic species of India
- Conservation of bio diversity: In-situ and Ex-situ conservation of bio diversity.

UNIT V

(6 Hours)

ENVIRONMENTAL POLLUTION:

Definition: Cause, effects and control measures of: -

- Air pollution
- Water pollution
- Soil pollution
- Marine pollution
- Noise pollution
- Thermal pollution
- Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and Industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- **Disaster management: floods, earthquake, cyclone and landslides.**

RECOMMENDED BOOKS

1. Environmental studies – St Joseph College Edition
2. Environmental studies - Dr.D.D.Mishra S.Chand

REFERENCE BOOKS

1. Environmental studies – Dr. J.P. Sharma – University Science Press.
2. Introduction to Environmental Studies – Dr. Mahainta K. Kalita – Asiau Books.

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024 -27
PART: IV	COURSE COMPONENT: SOFT SKILLS -IV
COURSE NAME: FOUNDATIONS OF QUANTITATIVE APTITUDE	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

Develop learners' problem-solving skills and critical thinking abilities in the context of recruitment aptitude tests.

COURSE OUTCOMES:

After Completing the course, the students will be equipped to

1. The learner will be able to recognize, describe and represent patterns and relationships, as well as to solve problems using algebraic language and skills.
2. To learn about factors and multiples that numbers have in common with each other.
3. The student will analyse monthly profit and loss statements for a school store and calculate profit margin percentages.
4. Students learn what different types of interest are, where it occurs in real life and understand the concept of simple and compound interests.
5. The learner will draw, interpret and compare pie charts, bar charts and frequency diagrams.

UNIT I: Number system and Number series (6 Hours)

Numbers: Numbers and their classification, test for divisibility of numbers, General properties of divisibility, division and remainder, remainder rules.

Number Series: Number series, three steps to solve a problem on series, two-line number series, sum rules on natural numbers.

UNIT II: HCF and LCM of Numbers (6 Hours)

Factors, Multiples, Principal of Prime factorization, Highest Common Factor (HCF) and Least Common Multiple (LCM), Product of two numbers, Difference between HCF and LCM.

UNIT III: Percentage, Profit and Loss (6 Hours)

Percentage: Introduction, fraction to rate percent, rate percent to fraction, rate percent of a number, express a given quantity as a percentage of another given quantity, convert a percentage into decimals and convert a decimal into percentage.

Profit and Loss: Gain/Loss and % gain and % loss, relation among Cost price, Sale price , Gain/Loss and % gain and % loss.

UNIT IV: Simple Interest and Compound Interest (6 Hours)

Simple Interest: Definition, effect of change of P , R and T on Simple Interest, amount.

Compound Interest: Introduction, conversion period, basic formula, to find the Principal/Rate/Time, Difference between Simple Interest and Compound Interest.

UNIT V: Data interpretation (6 Hours)

Tabulation, Bar Graphs, Pie Charts, Line Graphs, average.

RECOMMENDED BOOK:

1. Quantitative Aptitude by R.S. Agarwal

REFERENCE BOOKS:

1. Quantitative Aptitude by Abhijit Guha, Fourth Edition.
2. Quantitative Aptitude by Ramandeep Singh.

WEB REFERENCES:

1. <https://byjus.com/maths/numeral-system/#:~:text=crore%20is%207.-.International%20Numeral%20System,8%20%E2%80%93%20Ones>
2. <https://byjus.com/maths/hcf-and-lcm/>
3. <https://byjus.com/maths/profit-loss-percentage/https://www.vedantu.com/jee-main/maths-difference-between-simple-interest-and-compound-interest>
4. <https://sites.utexas.edu/sos/guided/descriptive/descriptivec/frequency/>

**GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN**

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Multiple Choice Questions: Answer 20 out of 20 questions (each question carries one mark)	1 - 20	20	20
B	Answer any 5 out of 7 questions (each question carries 6 marks)	21 - 27	6	30
TOTAL MARKS				50

BREAK UP OF QUESTIONS FOR PROBLEMS

UNITS	SECTION A	SECTION B
I	4	1
II	4	1
III	4	1
IV	4	1
V	4	1
Any Unit	-	2
TOTAL	20	7

SEMESTER V

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: CORE XIII
COURSE NAME: PYTHON FOR FINANCE - THEORY	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

To learn how to install Python, Start the Python shell and to perform basic calculations, print text on the screen and create lists, and performsimple control flow operations using if statements and for loops.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To Explore a wide range of Python libraries essential for building financial applications
2. To Explore how to source, download, scrub, analyse, and visualize financial data
3. To Learn how to build practical Python applications in investment management, derivatives pricing, and algorithmic trading
4. To Explore data through different statistical methods to gain a deeper understanding
5. To Apply and transform data using Numpy and Pandas packages

UNIT 1

(18 HOURS)

Introduction: Introduction to Python, Python Variables, Expressions, Statements: Variables, Keywords, Operators & Operands, Expressions, Statements, Order of Operations, String Operations, Comments, Keyboard Input. Functions: Type Conversion function, Math functions, Composition of Functions, defining own function, Parameters, Arguments, Importing Functions.

UNIT II

(18 HOURS)

Conditions & Iterations: Conditions, Modulus Operator, Boolean Expression, Logical Operators, if, if-else, if-elif-else, nested conditions. Iteration while, for, break, continue, Nested loop

UNIT III

(18 HOURS)

Recursion: Python recursion, Recursion error. Strings: Accessing values in String, string Functions, Structures & Functions: List: Introduction, Operations, Delete element, Difference between Lists and Strings. Dictionaries: Introduction, Brief idea of Dictionaries & Lists. Tuples: Introduction, Brief idea of Lists & Tuples, Brief idea of Dictionaries & Tuples. Date& Time, Modules, Defining Functions.

UNIT IV

(18 HOURS)

Getting Started with Python for Finance, Stocks & Trading, Time Series Data, setting up The Workspace, Python Basic for Finance: Pandas, Importing Financial Data into Python, Working with Data, Visualizing Data.

UNIT V

(18 HOURS)

Basics of DataFrame , Create features and columns in DataFrame , Build a simple trading strategy Common Financial Analysis, Returns, Linear Regression Model for Financial Analysis, Random Variables and Distribution, Association of random Variables-Outcomes of Random Variables.

RECOMMENDED BOOKS:

1. Allen Downey, Jeffrey Elkner, Chris Meyers, —How to Think Like a Computer Scientist -Learning with Python, Green Tea Press,2002.
2. Yves Hilisch -Python for Finance-Mastering Data-Driven Finance,Oreilly,January 2019

REFERENCE BOOKS:

1. Ivan Idris, Luiz Felipe Martins, Python: End-to-end Data Analysis, May 31, 2017,1st Edition,Packt Publisher
2. Weiming MA,James Ma Weiming, Mastering Python for Finance, 1st Edition,April 2015, Packt Publisher
3. Yves Hilpisch,Python for Finance,2nd Edition,2019, O'Reilly Media, Inc.
4. Ramsey Hamilton,Python Programming,June 14 2016
5. Bob Mather,Basic Python in Finance,Abiproduct Pty Ltd,2019

WEB REFERENCES:

1. <https://wiingy.com/blog/python-for-finance/>
2. <https://www.katalis.app/wp-content/uploads/2023/09/ENG-LEARNING-JOURNEY-PYTHON-FOR-FINANCE-1.pdf>
3. <https://www.nobledesktop.com/learn/python-for-finance/video-tutorials>
4. <https://www.ntuclearinghub.com/en-gb/-/course/fundamentals-of-python-programming-sf>
5. <https://www.datacamp.com/blog/how-to-learn-python-expert-guide>

GUIDELINES TO THE QUESTION PAPER SETTERS QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	3	1	1
III	2	2	2
IV	2	1	1
V	2	1	1
TOTAL	12	7	6
SECTION A - 12		SECTION B - 7	SECTION C - 6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To Explore a wide range of Python libraries essential for building financial applications	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To Explore how to source, download, scrub, analyse, and visualize financial data	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,
CO3	To Learn how to build practical Python applications in investment management, derivatives pricing, and algorithmic trading	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	To Explore data through different statistical methods to gain a deeper understanding	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO5	To Apply and transform data using Numpy and Pandas packages	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: CORE – XIV
COURSE NAME: ENTREPRENEURIAL DEVELOPMENT	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS: 90
THEORY	

(Common to B.Com (GEN), B.Com (CS), B.Com (MM), B.Com (AF), B.Com (ISM), B.Com (BM),BBA)

COURSE OBJECTIVE

This course studies found a positive relationship between economic growth, a meaningful enterprise development support system, education and training.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To develop entrepreneurial awareness among students.
2. To Identify the process of entrepreneurship and institutional supports available to entrepreneurs and to prepare their mind set for thinking entrepreneurship as career.
3. To Examine the process of starting a new venture and create business plan.
4. To Identify the role of government in organizing EDPs.
5. To Identify the role of entrepreneur in economic growth analyse strategic approaches in business

UNIT I

(15 Hours)

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

UNIT II

(23 Hours)

Entrepreneurial Development Agencies - Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Ministry of Micro, Small & Medium Enterprises (MSME)- Prime Minister Employment Generation Programme - Pradhan Mantri Yuva Yojana - All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT III

(18 Hours)

Project Management: Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities Preparation of Project Report – Tools of Appraisal.

UNIT IV

(15 Hours)

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Entrepreneurship Development Institute of India (EDII), Role of Government in organizing EDPs – Critical evaluation.

UNIT V

(18 Hours)

Economic development and entrepreneurial growth – Role of entrepreneur in economic growth- Strategic approaches in the changing economic scenario for small scale entrepreneurs- Networking, Niche play, Geographic concentration, Franchising / Dealership – Development of Women entrepreneurship - problems – steps taken by Government- Women and Self Help Groups. (SHGs).

RECOMMENDED BOOKS

1. Gupta, D. C., & Srinivasan, D. N. Entrepreneurship Development in India Sultan Chand& Sons, (2001).
2. Khanka, S. S. Entrepreneurial development. S. Chand Publishing, (2006).

REFERENCE BOOKS

1. Desingu Setty, E., & Krishna Moorthy, P. Strategies for developing women entrepreneurship. Akansha Pub. House, (2010).
2. Drucker, P. F. Innovation and Entre-preneurship: Practice and Principles. Harper & Row, (1986).
3. Gupta, M. Entrepreneurial Development Raj Publishing House, (2006).
4. Shankar, R. Entrepreneurship Theory & Practice Vijay Nicole Imprints Private Ltd
5. Suresh, J. Entrepreneurial Development Margham Publications, (2002).

WEB REFERENCES

1. <http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetyps>
2. [-and-functions-of-entrepreneurship/5228](http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetyps)
3. <https://landor.com/thinking/eight-principles-of-innovation>
4. <http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html>
5. <https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship>
6. <https://www.businessmanagementideas.com/entrepreneurship-2/institutional-supportsystem- for-entrepreneurs/18184>
7. <https://www.entrepreneur.com/article/323660>
8. <https://www.entrepreneur.com/article/314723>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	3	2	2
III	2	1	1
IV	2	1	1
V	2	1	1
TOTAL	12	7	6
	SECTION A-12	SECTION B-7	SECTION C-6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To develop entrepreneurial awareness among students.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	Identify the process of entrepreneurship and institutional supports available to entrepreneurs and to prepare their mind set for thinking entrepreneurship as career.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	Examine the process of starting a new venture and create business plan.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	Identify the role of government in organizing EDPs.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	Identify the role of entrepreneur in economic growth analyse strategic approaches in business	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: CORE – XV
COURSE NAME: MANAGEMENT INFORMATION SYSTEM	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS: 90
THEORY	

(Common to B.B.A, B.Com(ISM))

COURSE OBJECTIVE:

To facilitate the importance of information systems in business and familiarize the concepts of system and databases.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
2. To analyze business information and systems to facilitate evaluation of strategic alternatives.
3. To effectively understand the classification of computers and database management system.
4. To demonstrate an understanding of system development lifecycle and functional information system.
5. To make the student understand the key features of decision support system and business process outsourcing.

UNIT I

(20 Hours)

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision - making.

UNIT II

(15 Hours)

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III

(15 Hours)

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware – Software Database management Systems.

UNIT IV

(20 Hours)

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V

(20 Hours)

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

RECOMMENDED BOOKS

1. Mudrick & Ross , Management Information Systems, 3rd Edition, Prentice - Hall of India
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India
3. CSV Murthy - "Management Information Systems" Himalaya publishing House.

REFERENCE BOOK:

1. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , Chennai .

WEB REFERENCES:

1. www.tutorialspoint.com/management_information_system
2. http://www.academia.edu/4246296/Management_Information_Systems_Tutorial

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions (each in 50words)	1-12	3	30
Section B	Answer any 5 out of 7 questions(each in 300words)	13-19	6	30
Section C	Answer any 4 out of 6 questions(each in 1200words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	1	2
III	3	2	1
IV	2	2	1
V	3	1	1
TOTAL	12	7	6
	SECTION A-12	SECTION B-7	SECTION C-6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To analyze business information and systems to facilitate evaluation of strategic alternatives.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	To effectively understand the classification of computers and database management system.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	To demonstrate an understanding of system development lifecycle and functional information system.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	To make the student understand the key features of decision support system and businessprocess outsourcing.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE XVI
COURSE NAME: PYTHON FOR FINANCE-PRACTICAL	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 4	TOTAL HOURS:90
PRACTICAL	

COURSE OBJECTIVE:

To learn and understand python looping, control statements and string manipulations.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To demonstrate Write, Test and Debug Python Programs.
2. To implement Conditionals and Loops for Python Programs.
3. To implement the use functions and represent Compound data using Lists, Tuples and Dictionaries.
4. To implement Read and write data from & to files in Python.
5. To develop the skill of designing Graphical User Interfaces in Python

LAB EXERCISES

1. Compute the GCD of two numbers.
2. Find the square root of a number (Newton's method).
3. Exponentiation (power of a number).
4. Find the maximum of a list of numbers.
5. Linear search and Binary search.
6. Selection sort, Insertion sort.
7. Merge sort.
8. First n prime numbers.
9. Multiply matrices.
10. Lists and Tuples
11. Classes and Objects
12. String Functions
13. Dictionary
14. Function Overloading
15. Importing Data using Pandas
16. Working with time series data
17. Visualizing Time series Data
18. Linear Regression Model
19. Generating Random Variables
20. Report Generation

WEB REFERENCES:

1. <https://wiingy.com/blog/python-for-finance/>
2. <https://www.katalis.app/wp-content/uploads/2023/09/ENG-LEARNING-JOURNEY-PYTHON-FOR-FINANCE-1.pdf>
3. <https://www.katalis.app/wp-content/uploads/2023/09/ENG-LEARNING-JOURNEY-PYTHON-FOR-FINANCE-1.pdf>
4. <https://www.nobledesktop.com/learn/python-for-finance/video-tutorials>
5. <https://www.ntuclearninghub.com/en-gb/-/course/fundamentals-of-python-programming-sf>
6. <https://www.datacamp.com/blog/how-to-learn-python-expert-guide>

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To demonstrate Write, Test and Debug Python Programs.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,k5
CO2	To implement Conditionals and Loops for Python Programs.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,
CO3	To implement the use functions and represent Compound data using Lists, Tuples and Dictionaries.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	To implement Read and write data from & to files in Python.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO5	To develop the skill of designing Graphical User Interfaces in Python	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: ELECTIVE-I (IDE)
COURSE NAME: FULL STACK DEVELOPMENT LAB	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:5	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE:

Demonstrate the usage of various front and back end tools. Develop web-based applications using client and server code

COURSE OUTCOMES:

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

1. Usage of various front and back end Tools
2. They can understand and create applications on their own
3. Demonstrate and Designing of Websites can be carried out.
4. Develop web-based application using suitable client side and server-side code.
5. Implement web-based application using effective database access.

LAB EXERCISES:

1. Write a program to create a simple webpage using HTML
2. Write a program to create a website using HTML CSS and JavaScript
3. Write a program to build a Chat module using HTML CSS and JavaScript
4. Write a program to create a simple calculator Application using React JS
5. Write a program to create a voting application using React JS
6. Write a program to create and Build a Password Strength Check using JQuery.
7. Write a program to create and Build a star rating system using JQuery
8. Create a Simple Login form using React JS
9. Create a blog using React JS
10. Create a project on Grocery delivery application
11. Connecting our TODO React js Project with Firebase

WEB REFERENCES:

1. https://www.w3schools.com/howto/howto_website.asp
2. <https://www.geeksforgeeks.org/create-a-website-using-html-css-and-javascript-that-stores-data-in-firebase/>
3. <https://blog.hubspot.com/marketing/web-design-html-css-javascript>
4. <https://github.com/topics/html-css-javascript?l=html>

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Usage of various front and back end Tools	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	They can understand and create applications on their own	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	Demonstrate and Designing of Websites can be carried out.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	Develop web-based application using suitable client side and server-side code.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO5	Implement web-based application using effective database access	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: IV	COURSE COMPONENT: VALUE EDUCATION
COURSE NAME: VALUE EDUCATION	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:2	TOTAL HOURS: 15
THEORY	

COURSE OBJECTIVES:

1. To teach and inculcate the importance of value-based living.
2. To give students a deeper understanding about the purpose of life.

COURSE OUTCOME:

After successful completion of this course, the student will be able:

1. To inculcate the value system in their real-life scenarios.
2. To implement the role of culture and civilization, roles and responsibilities in the society.
3. To effectively follow Salient values for life such as forgiveness, ability to sacrifice, self-esteem, teamwork and creative thinking.
4. To reflect the human rights, social values and welfare of the citizen.
5. To consider the relation between values and personal behavior affecting the achievement of a sustainable future.

Unit 1: Education and Values

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education

Role and Need for value education in the contemporary society, Role of education in transformation of values in society

Role of parents, teachers, society, peer group and mass media in fostering values

Unit 2: Value Education and Personal Development

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life.

Character Formation towards Positive Personality Modern challenges of adolescents: emotions and behavior

Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for - age, experience, maturity, family members, neighbors, strangers, etc.

Unit 3: Human Rights and Marginalized People

Concept of Human Rights – Principles of human rights – human rights and Indian constitution

– Rights of Women and children – violence against women – Rights of marginalized People – like women, children, minorities, transgender, differently abled etc

Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony –concept –religion and its place in public domain –secular civil society

Unit 4: Value Education towards National and Global Development

Constitutional Values:(Sovereign, Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, Fraternity) Social Values: (Pity and Probity, Self-Control, Universal Brotherhood). Professional Values:(Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, Faith). Religious and Moral Values: (Tolerance, Wisdom, character).

Aesthetic Values: (Love and Appreciation of literature, fine arts) Environmental Ethical Values National Integration and international understanding. Need of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross- border education

Unit 5:

Guru Nanak Devji’s Teachings Relevance of Guru Nanak Devji’s teachings’ relevance to Modern Society The Guru Granth sahib The five Ks Values and beliefs Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech) Empowerment of women Concept of Langar Eminent Sikh personalities

REFERENCE BOOKS:

1. Dr.Abdul Kalam. My Journey-Transforming Dreams into Actions. Rupa Publications,2013.
2. Steven R Covey, 8th Habit of Effective People (From Effectiveness to Greatness),FreePress, NewYork, 2005.
3. Prem Singh, G.J. (2004). ‘Towards Value Based Education’, UniversityNews. Vol.42 (45): P.11-12.
4. V.R. Krishna Iyer. Dialectics & Dynamics of Human Rights in India (Tagore LawLectures) The Yesterday, Today and Tomorrow, Eastern Law House (1999, Reprint 2018)
<http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To inculcate the value system in their real-life scenarios.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,k5
CO2	To implement the role of culture and civilization, roles and responsibilities in the society.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,
CO3	To effectively follow Salient values for life such as forgiveness, ability to sacrifice, self -esteem, teamwork and creative thinking.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	To reflect the human rights, social values and welfare of the citizen.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO5	To consider the relation between values and personal behavior affecting the achievement of a sustainable future.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: IV	COURSE COMPONENT: INTERNSHIP
COURSE NAME: INTERNSHIP	COURSE CODE:
SEMESTER: V	MARKS:
CREDITS: 2	TOTAL HOURS:
PRACTICAL	

COURSE OBJECTIVE

To obtain hands on experience and practical knowledge/skill facilitating better employment opportunities.

COURSE OUTCOME

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

1. Apply theoretical concepts learnt in the Business world.
2. Experience real time work environment and challenges
3. Build network useful for future career
4. Understand the job/skill requirement required in Accounting related fields
5. Develop report writing and Presentation Skills

An internship is a unique learning experience that integrates studies with practical work. Students will be sent for Summer Internship (Audit firm/Accounting firm/any other institution) of their choice for a period of 30 days after the completion of IV semester. Students will be informed to submit Log book on the work carried out by them during the period of internship. Students need to submit internship report for about 15 pages on the internship carried out by them. Students need to obtain Letter of Acceptance initially and letter of completion It shall serve to clarify the internship educational purpose and ensure an understanding of the total learning experience.

Students shall submit a Internship Report at the end of 5th Semester before the commencement of the End Semester Examination.

SEMESTER VI

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE XVII
COURSE NAME: ACCOUNTING FOR MANAGERS	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

To acquaint the students with basic concepts used in Cost Accounting and to Introduce various methods involved in Cost Ascertainment and Cost Accounting and Management accounting book keeping systems.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To enable the students to acquire sound knowledge of concepts, methods and techniques of Management Accounting and Cost Accounting.
2. To facilitate the idea and meaning of material control with pricing methods
3. Develop the knowledge about remuneration and incentives
4. To communicate the knowledge about Profit analysis, P/V ratio BEP and Margin of Safety
5. To evaluate the classification of budgets.

UNIT 1

(15 HOURS)

Cost Accounting: Definition, Meaning and Objectives – Distinction between Cost and Financial Accounting. Elements of cost and preparation of cost sheets and tender. Management Accounting – Definition and objectives – Distinction between management and Financial Accounting.

UNIT II

(20 HOURS)

Meaning of material control – Essentials, objectives, advantages- Store keeping and inventory control- Economic Ordering Quantity (EOQ)- Pricing of material issues (LIFO,FIFO, Simple Average and Weighted Average method) material losses- ABC Analysis -Just in Time.

UNIT III

(18 HOURS)

Labour Cost - Computation and Control of labour, Time Keeping, Payroll procedures, labour turnover, Methods of wage payment Time rate and piece rate system. Marginal Costing - Definition, Meaning, Feature cost Volume -Profit analysis- P/V ratio, Contribution, Break-even point, Margin of safety.

UNIT IV

(18 HOURS)

Financial Statement Analysis- Comparative Income Statement-Common size statement

UNIT V

(19 HOURS)

Budgets and Budgetary Control- Meaning-objectives-advantages-Limitations-Installations of Budgetary control system-Classifications of Budgets based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Flexible, Cash Budget)

THEORY- 20 % PROBLEMS- 80 %

RECOMMENDED BOOKS:

1. T.S Reddy & Moorthy Cost and Management Accounting
2. Wheldon A.J., Cost Accounting and Costing Methods.
3. Iyengar S.P., Cost Accounting: Principles and Practice.
4. Bhar B.K., Cost Accounting: Methods and Problems.
5. Bigg W.W., Cost Accounts.

REFERENCE BOOKS:

1. Prasad N.K., Cost Accounting: Principles and Problems.
2. Jain S.P. and Narang K.L., Advanced Cost Accounting.
3. Agarwal M., Theory and Practices of Cost Accounting.
4. Robert Anthony: Management Accounting: Text and Cases.
5. Mageshwari S.N., Principles of Management Accounting

WEB REFERENCES:

1. <http://www.yourarticlelibrary.com/cost-accounting/cost-accounting-meaning>
2. <https://www.tutorsonnet.com/introduction-to-labour-remuneration-homework-help.php>
3. http://www.accountingexplained.com/materials_and_inventory_cost_control.htm
4. www.researchgate.net
5. www.accountingstudyguide.com

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEMS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	1	-	-
IV	2	1	1	1	-	1
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To enable the students to acquire sound knowledge of concepts, methods and techniques of Management Accounting and Cost Accounting.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To facilitate the idea and meaning of material control with pricing methods	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	Develop the knowledge about remuneration and incentives	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO4	To communicate the knowledge about Profit analysis, P/V ratio BEP and Margin of Safety	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO5	To evaluate the classification of budgets.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE XVIII
COURSE NAME: WEB APPLICATION DEVELOPMENT- THEORY	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

Develop skills in client-side web application development technologies. Design a web application using web programming patterns based on data analytics to enhance the front-end user experience.

COURSE OUTCOMES:

After successful completion of this course, the student will be able:

1. To construct basic websites using HTML and Cascading Style Sheets.
2. To build dynamic web pages with validation using Java Script objects and by applying different event handling mechanisms.
3. To develop modern interactive web applications using PHP, XML and MySQL
4. To write a server-side java application called Servlet to catch form data sent from client, process it and store it on database.
5. To write a server-side java application called JSP to catch form data sent from client and store it on database.

UNIT 1

(15 HOURS)

Introduction to elements of HTML, Basic structure of an HTML document, creating an HTML document HTML Tags, Working with Text, Working with Lists, Tables and Frame, Working with Hyperlinks, Images, Working with Forms and controls, Introduction to Cascading Style Sheets, CSS Properties, Working with Lists and Tables.

UNIT II

(20 HOURS)

Introduction to Java Script, JavaScript Statements, JavaScript Syntax, JavaScript Comments, JavaScript Variables, JavaScript Constant, JavaScript Operators, JavaScript Functions, Control Structures-Decision Making with Branching, Decision Making with Looping.

UNIT III

(15 HOURS)

Evaluation of PHP-Basic Syntax-Defining variable and constant-PHP Data Type-Operator and Expression-Handling Html Form With PHP-Capturing Form Data- Decisions and loop-Making Decisions-Doing Repetitive task with looping-Mixing Decisions and looping with Html.

UNIT IV

(20 HOURS)

Function-What is a function-Define a function-Call by value and Call by reference- Recursive function-Strings- String Related Library function- Array- Looping with associative array using each() and foreach()-Some useful Library function.

UNIT V

(20 HOURS)

Sessions – introduction-Start a PHP session-session variable-modify session-destroy session-Cookies-Cookies-Start a PHP Cookies-Cookie variables-modify Cookie- destroy Cookie-Introduction to MySQL-Connection with MySQL Database-Performing Database Operation.

RECOMMENDED BOOKS:

1. Jon Duckett “Beginning Web Programming” WROX.
2. Marty Hall and Larry Brown “Core Servlets and Java Server pages Vol. 1: Core Technologies”, Pearson

REFERENCE BOOKS:

1. DanWoods and Gautam Guliani,”Open Source for the Enterprise: Managing Risks, Reaping Rewards”, O’Reilly, Shroff Publishers and Distributors, 2005.
2. Sebesta,”Programming World Wide Web” Pearson.
3. Dietel and Nieto,”Internet and World Wide Web – How to program”,PHI/Pearson Education Asia.
4. Murach,”Murach’s beginning JAVA JDK 5”, SPD
5. Wang,”An Introduction to web Design and Programming”,Thomson

WEB REFERENCES:

1. <https://startuptalky.com/learn-web-development-online-resources/>
2. <https://www.tutorialsduniya.com/notes/web-design-development-notes/>
3. https://mrcet.com/downloads/digital_notes/IT/WEB%20APPLICATION%20DEVELOPMENT.pdf
4. <https://www.geeksforgeeks.org/web-development/>
5. https://baou.edu.in/assets/pdf/PGDCA-202_slm.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	3	2	2
III	2	1	1
IV	2	1	1
V	2	1	1
TOTAL	12	7	6
SECTION A - 12		SECTION B - 7	SECTION C - 6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To construct basic websites using HTML and Cascading Style Sheets.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	To build dynamic web pages with validation using Java Script objects and by applying different event handling mechanisms.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5,
CO3	To develop modern interactive web applications using PHP, XML and MySQL	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	Students will be able to write a server-side java application called Servlet to catch form data sent from client, process it and store it on database.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO5	Students will be able to write a server-side java application called JSP to catch form data sent from client and store it on database	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: CORE XIX
COURSE NAME: WEB APPLICATION DEVELOPMENT-PRACTICAL	COURSE CODE:
SEMESTER:VI	MARKS:100
CREDITS:4	TOTAL HOURS:90
PRACTICAL	

COURSE OBJECTIVE:

Basic Knowledge of Object-Oriented Programming Language, Databases Understand and Content Management System and Use the same Pre-requisites.

COURSE OUTCOMES:

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

1. Understand the development of a client-side browser-based web application including its capabilities and limitations.
2. Develop skills in client-side web application development technologies.
3. Design a web application using web programming patterns based on data analytics to enhance the front-end user experience.
4. Apply features to create a functioning web application.
5. Apply employability skills including fundamental skills, personal management skills, and teamwork skills.

LAB EXERCISES:

1. Create all of the ordered list tags first. One tag at the top and bottom, with three sets of li tags. The three list items could be groceries, hardware, and electronics
2. Under each list item, but before the closing li tag, create an unordered list. Each of the three unordered lists needs to be within the li tags of the ordered list. The items for them could be:
Apples, oranges, bananas
Hammer, nails, duct tape
Earphones, Movies, Fan
3. Frameset
4. Tables
5. Images
6. CSS Colors, Fonts and Sizes
7. CSS Borders
8. CSS Padding and Margins
9. Java Script Operators
10. Java Script Functions
11. PHP arrays
12. PHP loops
13. PHP functions
14. PHP Strings
15. PHP Session
16. PHP Cookies
17. Inserting Data into Database Table
18. Selecting Data from Database Table

19. Updating Data from Database Table
20. Deleting Data from Database Table

WEB REFERENCES:

1. <https://startuptalky.com/learn-web-development-online-resources/>
2. <https://www.tutorialsduniya.com/notes/web-design-development-notes/>
3. https://mrcet.com/downloads/digital_notes/IT/WEB%20APPLICATION%20DEVELOPMENT.pdf
4. <https://www.geeksforgeeks.org/web-development/>
5. https://baou.edu.in/assets/pdf/PGDCA-202_slm.pdf

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO - CO- Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the development of a client-side browser-based web application including its capabilities and limitations.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO2	Develop skills in client-side web application development technologies.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5
CO3	Design a web application using web programming patterns based on data analytics to enhance the front-end user experience.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO4	Apply features to create a functioning web application.	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6
CO5	Apply employability skills including fundamental skills, personal management skills, and teamwork skills	PSO 1, 2, 3, 4, 5	K1,K2,K3,K4,K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: ELECTIVE II
COURSE NAME: HUMAN RESOURCE MANAGEMENT	COURSE CODE:
SEMESTER:VI	MARKS:100
CREDITS:5	TOTAL HOURS:90
THEORY	

(Common to B.Com (GEN), B.Com (MM B.Com (ISM), BBA)

COURSE OBJECTIVE:

To make aware of students regarding Human Resource Management practices.

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Understand the role and importance of human resource management and to understand the challenges.
2. Outline the different methods of recruitment and its process. Learn the usage of AI in recruitment process.
3. Assess the different methods and techniques of training and the concept of Career Development.
4. Understand the concept, techniques of Performance appraisal.
5. Impart knowledge regarding grievance handling and settlement machinery, human resource and human resource information system.

UNIT-I

(20 Hours)

Human Resource Management-Concept and Functions, Role, Status and Competencies of HR manager, Emerging Challenges of Human Resource Management-Work force Diversity-Empowerment, Downsizing, Work Life Balance.

UNIT-II

(20 Hours)

Human Resource Planning – Job Analysis- Job description & Job Specification-Recruitment – Concepts & Sources –Selection – Methods of Selection – Process of Selection - Uses of various tests –Interview techniques in selection and placement- Application and Challenges of AI based Recruitment.

UNIT-III

(15 Hours)

Training and Development–Concept and importance- Methods – On the Job Training –Off the Job Training– Identification of the training needs – Effectiveness of Training- Career Planning and Development.

UNIT-IV

(20 Hours)

Performance Appraisal – Nature and objectives, Methods-Traditional and Modern Methods of Appraisal-Transfer–Promotion and termination of services-Compensation-Concept and Policies-Individual, Group Incentive plans, Fringe Benefits, Performance linked compensation-Monetary and Non- monetary Benefit

UNIT-V**(15 Hours)**

Recent trends in HRM- Green HRM - Human Resource Audit–Nature–Benefits–Scope – Approaches- Human Resource Information System (HRIS)- Need- Benefits- Designing of HRIS- Computerized HRIS.

RECOMMENDED BOOKS

1. Human Resource Management – Dr.T.K.AvvaiKothai, Charulatha Publications.
2. Aswathappa ,K. (2013).Human resource management: Text and cases. Tata McGraw-Hill Education.
3. Gupta, C. B. (2011). Human Resource Management: New Delhi.Sultan Chand &sons Educational publishers

REFERENCE BOOKS

1. Human Resource Management –GarryDeseler-11th Edition–Pearson International
2. Human Resource Management-By DrCharmine E.J. Härtel,DrYukaFujimoto– 2ndEdition

WEB REFERENCES

1. <https://www.wiziq.com/tutorials/human-resource-management>
2. <https://www.sophia.org/tutorials/introductory-human-resource-concepts>
3. <https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/>
4. <https://hrmpractice.com/employee-welfare/>
5. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-ofwork-life-qwl.html>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	3	1	1
II	3	2	2
III	2	2	1
IV	2	1	1
V	2	1	1
TOTAL	12	7	6
SECTION A 12		SECTION B 7	SECTION C 6

PO-CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	2
CO 5	3	3	3	3	3
Ave.	3	3	3	3	2.8

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the role and importance of human resource management and to understand the challenges.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5
CO2	Outline the different methods of recruitment and its process. Learn the usage of AI in recruitment process.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5
CO3	Assess the different methods and techniques of training and the concept of Career Development.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5
CO4	Understand the concept, techniques of Performance appraisal.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5
CO5	Impart knowledge regarding grievance handling and settlement machinery, human resource and human resource information system.	PSO 1,2,3,4 & 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM INFORMATION SYSTEM MANAGEMENT	BATCH:2024-27
PART: III	COURSE COMPONENT: ELECTIVE III
COURSE NAME: PROJECT	COURSE CODE:
SEMESTER:VI	MARKS:100
CREDITS:5	TOTAL HOURS:90
PRACTICAL	

COURSE OBJECTIVE:

To give a hands-on practicum to the students in the fields of management, marketing, information systems, human resources, finance or software project management, thus enabling them to learn the nuances of working both as an individual and as a team.

COURSE OUTCOMES

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

1. Students will be able to practice acquired knowledge within the chosen area of technology for project development.
2. Identify, discuss and justify the technical aspects of the chosen project with a comprehensive and systematic approach.
3. Reproduce, improve and refine technical aspects for mini projects.
4. Work as an individual or in a team in development of mini projects.
5. Communicate and report effectively project related activities and findings

Students shall submit a Project Report at the end of 6th Semester before the commencement of the End Semester Examination. The Project marks shall consist of the following:

Viva Voce	50 Marks
Project Evaluation	50 Marks
Total	100 Marks

BREAK UP DETAILS FOR EVALUATION

Methodology	15 Marks
Analysis	25 Marks
Summary	10 Marks
Total	50 Marks

The Project evaluation and Viva-voce examination shall be done internally by the Project Guide. Relevant topics will be selected and approved in consultation with the team set for the same.