



**PRIST UNIVERSITY**

**Vallam, Thanjavur.**

**DEPARTMENT OF COMPUTER APPLICATION**

**B.com - CA**  
**SYLLABUS**

**(REGULATION 2017)**

## **B.COM – CAPROGRAMME**

Computer Application is a professional course among the various arts subjects. Computer Application is instrumental in bringing about changes in all aspects of the society. It promotes growth and development. The changes in the economic policies of the country and the computer application in business offer variety of opportunities for innovative and creative people to carry out their career with new vigor and enthusiasm.

In the present scenario the market based system has gradually expanded across the world securing a strong position in the market overcoming all borders and barriers.

The rapid changes in the field of economics, information technology, politics and also in the organizational structure and the increased complexities of the business world poses' series of problems to the modern commerce student. At this backdrop the new syllabus is designed for the B.Com-CAProgramme of the

**PRIST UNIVERSITY**



**PONNAIYAH RAMAJAYAM INSTITUTE OF SCIENCE & TECHNOLOGY (PRIST)**

**INSTITUTION DEEMED TO BE UNIVERSITY**

Declared Under Section 3 of UGC Act, 1956

Thanjavur, Tamilnadu, India.

**B.Com-CA (Computer Applications)**

**COURSE STRUCTURE**

**SEMESTER - I**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17110AEC11/17111AEC11/ 17132AEC11/17135AEC11	Tamil -I/ Advanced English -I/ /Hindi – I/French -I	4	0	0	2
17111AEC12	English I	4	0	0	2
17198SEC 13	Financial Accounting	5	0	0	5
17198SEC 14	Business Management	4	0	0	3
17198AEC 15	Information Technology	4	0	0	4
17198AEC 16	Operating System	4	0	0	4
171--SEC01--	Skill Based Elective – I	0	0	2	1
17111SEC01L	Communicative English Lab -I	0	0	1	1
171INDCONS	Indian Constitution	1	0	0	1
	<b>TOTAL</b>	<b>26</b>	<b>0</b>	<b>3</b>	<b>23</b>

**SEMESTER – II**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17110AEC21/17111AEC21/ 17132AEC21/17135AEC21	Tamil -II/ Advanced English -II/ /Hindi – II/French -II	4	0	0	2
17111AEC22	English II	4	0	0	2
17198SEC 23	Advertising and Salesmanship	5	0	0	4
17198SEC 24	Business Law	4	0	0	4
17198AEC 25	Programming in C	6	0	0	6
17198AEC26L	Programming in C Lab	0	0	3	2
17198RLS27	Research Led seminar	0	0	0	1
171_SEC02--	Skill Based Elective - II	0	0	2	1
17111SEC02L	Communicative English Lab -II	0	0	2	1
	<b>TOTAL</b>	<b>23</b>	<b>0</b>	<b>7</b>	<b>23</b>

**SEMESTER - III**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17110AEC31/17111AEC31/ 17132AEC31/17135AEC31	Tamil -III/ Advanced English -III/ /Hindi – III/French -III	4	0	0	2
17111AEC 32	English – III	4	0	0	2
17198SEC 33	Cost Accounting	5	0	0	5
17198SEC 34	Banking Theory Law and Practice	4	0	0	3
17198AEC 35	Programming in C++	6	0	0	6
17198AEC 36L	Programming in C++ lab	0	0	3	2
17198RMC37	Research Methodology	3	0	0	3
171_SEC03--	Skill Based Elective – III	0	0	2	1
17111SEC03L	Communicative English Lab – III	0	0	2	1
	<b>TOTAL</b>	<b>26</b>	<b>0</b>	<b>7</b>	<b>25</b>

**SEMESTER - IV**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17110AEC41/17111AEC41/ 17132AEC41/17135AEC41	Tamil -I/ Advanced English -I/ /Hindi – I/French -I	4	0	0	2
17111AEC42	English IV	4	0	0	2
17198SEC43	Auditing	5	0	0	5
17198SEC44	Business Statistics	4	0	0	5
17198AEC45	Visual Basic Programming	6	0	0	6
17198AEC46L	Visual Basic Programming Lab	0	0	3	2
171_SEC04--	Skill Based Elective – IV	0	0	2	1
17111SEC04L	Communicative English Lab -IV	0	0	1	1
171ENVTSTU	Environmental Studies	1	0	0	1
	<b>TOTAL</b>	<b>24</b>	<b>0</b>	<b>6</b>	<b>25</b>

**SEMESTER - V**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC51	Corporate Accounting	5	0	0	5
17198SEC52	Business Economics	5	0	0	5
17198SEC53	Financial Management	5	0	0	5
17198SEC54	Software Engineering	4	0	0	4
17198DSC55_	Discipline Specific Elective - I	4	1	0	4
17198BRC56	Participation in Bounded Research	0	0	0	2
171_SEC05--	Skill Based Elective – V	0	0	2	1
17111SEC05L	Communicative English lab V	0	0	2	1
	<b>TOTAL</b>	<b>23</b>	<b>1</b>	<b>4</b>	<b>27</b>

**SEMESTER – VI**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC61	Management Accounting	5	1	0	5
17198SEC62	Income Tax Law and Practice	5	0	0	5
17198SEC63	Database Management System	4	0	0	4
17198DSC64_	Discipline Specific Elective - II	4	0	0	4
171_GEC65	General Elective - I	4	0	0	2
17198PRW66	Project Work	2	0	0	4
171_SEC06--	Skill Based Elective – VI	0	0	2	1
17111SEC06L	Communicative English lab - VI	0	0	2	1
17161EXACT	Extension Activities	0	0	0	1
	Total	<b>24</b>	<b>1</b>	<b>4</b>	<b>27</b>
	Total Credits of the Programme				150

**DISCIPLINE SPECIFIC ELECTIVE**

SEMESTER	ELECTIVE NO	COURSE CODE	COURSE TITLE
V	I	17198DSC55A	Management Information System
		17198DSC55B	Investment Management
VI	II	17198DSC64A	E- Commerce
		17198DSC64B	Web Designing

**GENERAL ELECTIVE**

SEMESTER	GENERAL ELECTIVE NO	COURSE CODE	COURSE TITLE
VI	A	17111GEC	Journalism
	B	17112GEC	Development of Mathematical Skills
	C	17113GEC	Instrumentation
	D	17114GEC	Food and Adulteration
	E	17117GEC	Mushroom Technology
	F	17120GEC	Web Technology
	G	17122GEC	E- Commerce and its application

**SKILL BASED ELECTIVE**

SEMESTER	SKILL BASED ELECTIVE COURSE NO	COURSE CODE	COURSE TITLE
I	I	17120SEC01AL / 171- - SEC01B	Package lab – I / Soft Skills- I
II	II	17120SEC02AL / 171- -SEC02B	Package lab – II / Soft Skills - II
III	III	17120SEC03AL / 171- -SEC03B	Package lab – III / Soft Skills -III
IV	IV	17120SEC04AL / 171- -SEC04B	Package Lab – IV/ Soft Skills - IV
V	V	17120SEC05AL / 171- -SEC05B	Package lab – V / Soft Skills - V
VI	VI	17120SEC06AL/	Package Lab – VI /

		171- -SEC06B	Soft Skills -VI
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### B.Com – CA Credit Distribution

Sem	AEC	SEC	DSC	GEC	Research	Others	Ext.Act	Total
I	12	10	-	-	-	01	-	23
II	12	10	-	-	01	-	-	23
III	12	10	-	-	03	-	-	25
IV	12	12	-	-	-	01	-	25
V	-	21	04	-	02	-	-	27
VI	-	16	04	02	04	-	01	27
<b>Total</b>	<b>48</b>	<b>79</b>	<b>08</b>	<b>02</b>	<b>10</b>	<b>02</b>	<b>01</b>	<b>150</b>

#### OUTCOMES:

- Be critical of creative scholars.
- Understanding across a broad range of business and commerce disciplines.
- Have knowledge of applications commerce concepts principles.
- Ethical, social and professional understanding.
- Effective communication.





## முதல் பருவம்

இக்கால இலக்கியம் உரைநடை சிறுகதை இலக்கிய வரலாறு

அலகு I

- 1.பாரதியார் கவிதைகள்
  - i) பாரத மாதா திருப்பள்ளி எழுச்சி
  - ii) பாரத ஜனங்களின் தற்கால நிலைமை
- 2.பாரதிதாசன்  
குடும்ப விளக்கு- ஒரு நாள் நிகழ்ச்சி முழுமையும்

அலகு II

- 1.காந்திய கவிஞர் நாமக்கல் வெ. இராமலிங்கம் பிள்ளை.
  - i)இளந்தமிழனுக்கு.
- 2.கவிமணி தேசிக விநாயகம் பிள்ளை.
  - i) இயற்கை வாழ்வு.
- 3.பட்டுக்கோட்டை கல்யாணசுந்தரம் .
  - i)சொந்தம்.
  - ii) காதோரம் நரைச்ச முடி.
- 4.கண்ணதாசன்
  - i)புதியதோர் உலகம் செய்வோம்.
  - ii) சாத்தானுக்கு விண்ணப்பம்.

அலகு III

புதுக்கவிதைகள்.

- 1.வாலி
  - i) இறைவன் மனிதனுக்கு பாடிய சுப்ரபாதம்
  - ii)புன்னகை மன்னன்
- 2.ஈரோடு தமிழன்பன்
  - i)இந்தியனாக இருப்பதற்கு பெருமைப்படு .
  - ii)இது எனது என்னுமோர்கொடுமையைத்தவிர்ப்போம்.
3. மு மேத்தா - இயல் பொருள் பயன் தர மறுத்திடில் பசிப்போம்  
வைரமுத்து - இந்தியா ஒரு விவசாய நாடு  
அமைதிப்புறா

அலகு IV

உரைநடை

ஆறு செல்வங்கள் - கி. அ.பெ .விஸ்வநாதம்

அலகு v

சிறுகதை - 1.நரசிம்மம் - முனைவர் கு.வெ.பாலசுப்பிரமணியன்.  
2.இலக்கிய வரலாறு - கவிதை, புதுக்கவிதை, சிறுகதை,  
உரைநடை

3.நல்லொழுக்கப் பாடம்

1. வாழ்க்கையும் வைராக்கியமும்
2. ஈகையும் இறைதிரு வடியும்

**PRIST UNIVERSITY**  
(U/s 3 of UGC Act 1956)  
Thanjavur, Tamilnadu.

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**DEPARTMENT OF ENGLISH**

**SYLLABUS FOR UG PART I - ENGLISH - REGULATION 2017**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17111AEC11	Advanced English-I	4	0	0	2

**Aim:**

- To improve the knowledge of English

**Objective:**

- To familiarize with the glossary terms, figures of speech
- To enhance vocabulary
- To learn how to edit and proof read
- To know the comparison and contrast and cause and effect forms
- To understand the impact of the speeches of famous people

**Outcome:**

- Develop vocabulary
- Read and comprehend literature

**UNIT – I**

Glossary of grammar terms  
Figures of speech

**UNIT – II**

Foreign words and phrases  
British and American Vocabulary

**UNIT – III**

Speeches of famous people:  
Mahatma Gandhi-Abraham Lincoln-Swami Vivekananda-John F. Kennedy

**UNIT – IV**

Editing  
Proof reading

**UNIT – V**

Comparison and contrast  
Cause and effect

**References:**

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Essentials of Business Communication	-Rajendra Pal &J.S Korlahalli

English for writers and translators  
 Technical Communication  
 The World's Great Speeches  
 English Work Book-I&II

Sultan Chand & Sons  
 -Robin Macpherson  
 -Meenakshi Sharma & Sangeetha Sharma  
 - Sudhir Kumar Sharma Galaxy Publishers  
 -JewelcyJawahar

**SEMESTER-I**

**SYLLABUS FOR UG PART II - ENGLISH - REGULATION 2017**

Course code	Course Title	L	T	P	C
17111AEC12	English-I	4	0	0	2

**Aim:**

- To acquaint students with learning English through literature

**Objective:**

- To improve English delightfully through simple poems, essays
- To throw light on fiction
- To read and comprehend literature

**Outcome:**

- Read and comprehend literature

**UNIT –I**

The Art of Reading - Lin Yutang  
 An Eco-Feminist Vision -ArunaGnanadason

**UNIT – II**

The Merchant of Death -Nanda Kishore Mishra & John Kennet  
 She Spoke for all Nature -Young world 'The Hindu'

**UNIT –III**

Because I could not Stop for Death -Emily Dickinson  
 Stopping by Woods on a Snowy Evening -Robert Frost

**UNIT –IV**

Enterprise -Nissim Ezekiel  
 Love poem for a wife -A.K Ramanujam

**UNIT –V**

Oliver Twist -Charles Dickens

**References:-**

The Art of Reading/ Experiencing Poetry. -S.Murugesan and Dr.K.Chellappan  
 Emerald Publishers

**SEMESTER - I**

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM – CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC 13	Financial Accounting	5	0	0	5

**AIM:**

- This programme is designed to provide high quality education in theoretical and practical knowledge and skills in various aspects of accounting

**OBJECTIVE:** you should be able to

- Define accounting and trace the origin and growth of accounting.
- Explain the nature and objectives of accounting.
- Discuss the branches, role and limitations of accounts

**UNIT -I**

Definition of ‘account’ — the nature, Objects and utility of accounting in Industrial and Business enterprises — Books for accounts — Accounting concepts and postulates.

**UNIT -II**

The theory of double entry — book keeping — Journal — Subsidiary books — Ledger Trail Balance.

**UNIT -III**

Statement of accounts — Manufacturing account — Trading account — Profit and Loss account.

**UNIT -IV**

The Balance sheet and various forms it may take. Capital and revenue — income and expenditure account — Receipts and payments. Depreciation, reasons and provisions.

**UNIT-V**

Consignment- meaning, features of consignment transaction, distinction between consignment and sale, joint venture, meaning, features, difference ‘between joint venture and partnership, joint venture and consignment.

**OUTCOME:** The course helped the students the principles and objectives of basic Financial accounting.

**Text Book reference:**

1. Advanced Accounting — S. P. Jain and K. L. Narang — Kaliyani Publisher.
2. Principles of Accounting — Finney H. A. Miller H. E., PHLAuditing - Tandon

**SEMESTER - I**

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM - CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC 14	Business Management	4	0	0	3

**AIM**

- One can apply functional and foundational concepts to think critically and solve business problems.

**OBJECTIVES: Students will learn**

- To enable business managers to get the concept of how to manage business venture effectively and efficiently.
- Enhance the skills of managers and in this changing business environment.
- To equip managers, employees and potential employees with the knowledge, skills and attitude that they need for effective business management.

**UNIT –I**

Business Management — Nature — Functions — Management Vs Administration — Science or Art — Contribution by Taylor and Henry Fayol & Peter Drucker

**UNIT -II**

Planning — Process — Kinds of Planning — Objectives — Strategies, Policies, Procedure, Methods and rule — Forecasting and Planning — Advantages & Limitations - Management by Objectives.

**UNIT -III**

Organizing — Process — Features — Elements — Structure — Different Forms — Principles of Organization — Departmentation, Delegation and Decentralization

**UNIT-IV**

Staffing — Process - Manpower planning — Recruitment — Selection — Training and development

**UNIT - V**

Directing and Co-ordination: Principles — Elements — Controlling — Steps.

**OUTCOME:** This course should be helped the students taking better decision making process.

**Reference Books**

1. **L.M. Prasad - Principles of Management**
2. **Dinker Pagare - Business Organization and Management**
3. **Dr. C.B.Gupta - Business Management**

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<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198AEC 15	Information Technology	4	0	0	4

**AIM**

- To provide opportunity for the study of modern methods of information processing and its applications

**OBJECTIVES**

- Show an awareness of what the major computer components are and how they act as system
- appreciate that computers need instructions to operate and acquire simple programming skills

**UNIT-I:**

Information Concepts and Processing: Concepts of data, data type, information, need for information evolution of information processing.

**UNIT- 2:**

Elements of computer processing systems: Classification of computers, Hardware CPU, storage devices and media, Software systems and applications.

**UNIT-3:**

Programming languages, Machine language, assembly language, high-level language, Fourth generation language, compilers, interpreters.

**UNIT-4:**

General Concept of OOPS (Object oriented programming) Operating Systems: Concept and function of Operating system.

**UNITE-5:**

Batch processing, Multiprogramming, Real time, time sharing, distributed system.

**OUTCOME:** This course will be guided to the student business technologies around the world.

**References:**

1. "Computer Fundamentals" by P.K. Sinha
2. Sanders, D.H. "Computers today" Mc-Graw-Hill, 1988
3. S. Jaiswal, "Information Technology today", Galgotia Pub., New Delhi 1999,



**PRIST UNIVERSITY, THANJAVUR**  
**B.COM - CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198AEC 16	Operating System	4	0	0	4

**AIM:**

- Provide proficiency skill of operating system to the target students

**OBJECTIVES**

1. To learn the fundamentals of Operating Systems.
2. To learn the mechanisms of OS to handle processes and threads and their communication
3. To learn the mechanisms involved in memory management in contemporary OS

**UNIT- I**

Evolution of Operating Systems — Types of Operating Systems — Different views of OS — Design and implementation of Operating Systems — I/O Programming concepts — Interrupt structure and Processing.

**UNIT-II**

Memory management: Single contiguous allocation — Partitioned Allocation — Relocatable Partitioned Allocation — Paged and Demand Pages Memory Management — Segment Memory Management — Segmented and Demand Paged Memory Management — Swapping and Overlay Techniques.

**UNIT- III**

Processor management: Job Scheduling — Process Scheduling — Functions and Policies — Evaluation of Round Robin Multiprogramming performance — Process synchronization — Race condition — Synchronization Mechanism — Deadly Embrace Prevention and Detect and Recover Methods.

**UNIT- IV**

Device management: Techniques for device management — Device Characteristics — I/O Traffic controller, I/O scheduler, I/O device handler — Virtual Devices Spooling

**UNIT-V**

File management: Simple file system, General Model of a file system, Physical and Logical file system. Case studies: DOS, UNIX/LINUX Operating systems

**OUTCOMES:** Students will be able to: Analyze the structure of OS and basic architectural components involved in OS design

**Text Book:**

1. Operating systems — E. Madnick and John J. Donovan — Tata McGraw Hill
2. Operating Systems (Concepts and Design) Milan Milenkovic- McGraw

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM**  
**Package Lab -1**

**MS-WORD**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17120SEC01A	Packages Lab-I	0	0	2	1

1. Prepare a bio-data with photo using text styles.
2. Prepare a college course details with headings, bullets and numbering.
3. Prepare a document in a newspaper format with header and footer.
4. Create a calendar by using auto format.
5. Prepare a contemporary letter using templates.
6. picture insertion and alignment
  - a. prepare a greeting card
  - b. prepare a handout
7. Create a mark sheet using tables. And find out the total marks.
8. Prepare a business letter for more than one company using mail merge

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17160SEC01B	SOFT SKILL – I Effective Communication	0	0	3	2

**Part- I Effective Communication**

**UNIT I                      Effective communication I**

**Oral Communication:** Listening skills -Speaking skills (what to say and how to say it) – Gender neutral Language-Conflict, criticism, anger- Telephone skills.

**UNIT II                      Effective communication II**

**Written Communication:**        Mechanics of writing, letters, notes, and reports- Resume preparation  
Faxes- Web sites- Email and Memos.

**Nonverbal Communication:**    Behavior, Body language and Attitude.

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM**

Course Code	Course Title	L	T	P	C
17111SEC01L	Communicative English Lab-I	0	0	1	1

**Aim:**

- To acquaint with the basic grammar and develop language skills

**Objective:**

- To know English grammar and all the concomitant linguistic items
- To learn about the auxiliary and the models
- To understand the types of sentences and its patterns
- To enrich vocabulary
- To familiarize the features, process, forms and barriers of communication
- To enhance listening skill

**Outcome:**

- Understand grammar
- Develop listening skill

**UNIT –I**

Parts of speech

**UNIT – II**

Kinds of Sentences, Patterns of sentences

**UNIT – III**

Auxiliaries, Modals

**UNIT –IV**

Communication-Characteristics-Process-Forms-Barriers-Types

**UNIT-V**

Listening-benefits-types-good listener-active and passive listening-Effective listening  
Lab Note-1. Word Mentor - Level I Words and their meaning-Root and usage-Fill in the blanks-Synonyms-Antonyms-Match the Words, Listening activity from Globarena Software 2. Vocabulary diary  
Viva-Listening activity  
Exam components-Theory-50+MCQ online exam-vocabulary-20+Viva-15+Lab note-15=100

**References:-**

- English Grammar - Wren and Martin  
 English Grammar and Composition - Radhakrishna Pillai  
 Technical Communication -Meenakshi Sharma &Sangeetha Sharma  
 Essentials of Business Communication - Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

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**B.COM - CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
171INDCONS	Indian Constitution	1	0	0	1

**AIM**

To learn the fundamental and features of Indian Constitution.

**OBJECTIVES**

- I. To make the students to understand about the Democratic Rule and Parliamentary Administration.
- II. To appreciate the salient features of the Indian Constitution.
- III. To know the fundamental Rights and Constitutional Remedies.
- IV. To make familiar with powers and positions of the Union Executive, Union parliament and the Supreme Court.
- V. To exercise the adult franchise of voting and appreciate the Electoral system of Indian Democracy.

**Unit — 1: The making of Indian Constitution**

The Constituent Assembly: Organization — Character — Work — Salient features of the constitution — Written and detailed Constitution — Socialism — Secularism — Democracy and Republic.

**Unit — 2: Fundamental rights and fundamental duties of the citizens**

Right of Equality — Right of Freedom- Right against Exploitation — Right to Freedom of Religion — Cultural and Educational Rights — Right to Constitutional Remedies — Fundamental Duties.

**Unit — 3: Directive Principles of State Policy**

Socialistic Principles - Gandhian Principles — Liberal and General Principles — Differences between Fundamental Rights and Directive Principles

**Unit — 4: The Union Executive, Union Parliament and Supreme Court**

Powers and positions of the President — Qualification — Method of Election of Presidents and Vice President — Prime Minister — Rajya Sabha — The Supreme Court — High Court — Functions and position of Supreme Court and High Court.

**Unit — 5: State Council — Election System and Parliamentary Democracy in India**

State council of Ministers — Chief Minister — Election system in India — Main features — Election Commission — Features of Indian Democracy.

**OUTCOME:** This course will be helped to understand the students about concept of Indian constitution

**References:**

1. Palekar.S., **Indain Constitution Government and politics, ABD Publications, India**
2. Aiyer, AlladiKrishnaswami, **Constitution and fundamental rights 1955**

- 3. MarkandanK.C.,Directive Principles in the Indian Constitution 1966**
- 4. Kashyap,Subash C.,Our Parliament, National Book Trust, New Delhi 1989**

## இரண்டாம்பருவம்

(செய்யுள், பக்தி இலக்கியம், நாவல், இலக்கிய வரலாறு)

### அலகு I

- 1.திருநாவுக்கரசர் - தனித்திருக்குறுந்தொகை (1-10)பத்து பாடல்கள்
- 2.சுந்தரமூர்த்தி நாயனார் - திருவெண்ணெய் நல்லூர்- (1-10)பத்து பாடல்கள்

### அலகு II

- 1.மாணிக்கவாசகர் திருவாசகம் - திரு அம்மாளை- (1-10) பத்து பாடல்கள்
- 2.திருமூலர் 250, 252, 270, 272, 225, 766, 1823 , 1857, 2104, 2290 வள்ளலார் பிள்ளைச் சிறு விண்ணப்பம் 1-9

### அலகு III

நாலாயிர திவ்யப் பிரபந்தம்

- i)தொண்டரடிப்பொடியாழ்வார்- திருமாலை
- ii)குலசேகர ஆழ்வார் - திருவேங்கடம் மலையில் பிறக்க விரும்புதல்
- iii)திருக்குற்றாலக் குறவஞ்சி - வசந்தவல்லி பந்து பயிலுதல்

### அலகு IV

புதினம் மாங்காய் பால் - முனைவர் கு .வெ .பாலசுப்பிரமணியன்

### அலகு V

1.தமிழ் இலக்கிய வரலாறு

- i) பன்னிரு திருமுறை வரலாறு
- ii)வைணவ இலக்கியம்

iii) சிற்றிலக்கியம்

iv) புதினம்

2.நல்லொழுக்க பாடம்

i)கல்வியை அழியா செல்வம்.

ii)ஒவ்வொன்றிற்கும் ஒரு விலை உண்டு



**PRIST UNIVERSITY, THANJAVUR**  
**B.COM - CA**

Course Code	Course Title	L	T	P	C
17111AEC21	Advanced English-II	4	0	0	2

**Aim:**

- To improve the knowledge of English

**Objective:**

- To understand the format of e-mail, fax and memos
- To write itinerary, checklist, invitation, circular, instruction, recommendations
- To understand the impact of the biographies of famous people

**Outcome:**

- Develop writing skill
- Read and comprehend literature

**UNIT –I**

E-mail  
Fax  
Memos

**UNIT – II**

Itinerary  
Checklist

**UNIT – III**

Invitation  
Circular

**UNIT – IV**

Instruction  
Recommendations

**UNIT – V**

Biographies of famous people:  
Mother Teresa-Madam Curie-Charles Chaplin-Vikram Sarabhai

**References:**

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Technical Communication	-Meenakshi Sharma &Sangeetha Sharma
Inspiring Lives	-Maruthi Publishers
English Work Book-I&II	-JewelcyJawahar

**SEMESTER-II****PRIST UNIVERSITY, THANJAVUR  
B.COM-CA**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17111AEC22	English-II	4	0	0	2

**Aim:**

- To acquaint learners with different trends of writing

**Objective:**

- To empower students to acquire language skills through literature
- To enable the students to appreciate literature
- To develop the conversational skills through one act plays

**Outcome:**

- Read and comprehend literature

**UNIT – I**

Ecology	-A.K. Ramanujan
Gift	-Alice Walker
The First Meeting	-Sujata Bhatt

**UNIT –II**

Fueled	-Marcie Hans
Asleep	-Ernst Jandl
Buying and selling	-Khalil Gibran

**UNIT –III**

The End of living and The Beginning of Survival	- Chief Seattle
My Wood	- E.M.Forster
The Meeting of Races	- Rabindranath Tagore

**UNIT – IV**

The Refugee	-K.A. Abbas
I Have a Dream	-Martin Luther king
Those People Next Door	-A.G. Gardiner

**UNIT – V**

Marriage is a private Affair	-Chinua Achebe
The Fortune Teller	-Karel Capek
Proposal	-Anton Chekov

**References:-**

Gathered Wisdom

-GowriSivaramanEmeraldPublishers

**PRIST UNIVERSITY, THANJAVUR  
B.COM - CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC 23	Advertising and Salesmanship	5	0	0	4

**AIM:**

To know the role of advertising and salesmanship in the marketing strategy.

**OBJECTIVES:**

- I. To understand the decision process in advertising management.
- II. To examine the role of sales person in the present marketing management.

**Unit - I**

Meaning, Objectives of promotion — Kinds of promotion, Approaches to — Promotion — Method of Promotion — Factors affecting promotional mix, Optimum promotional mix.

**Unit -II**

Advertising — Meaning, Objective, Kinds and significance — Is advertising wasteful? - Scientific advertising — Characteristics of a good advertisement copy

**Unit — III**

Media of advertising - choice of advertising media — Advertising Budget — Measuring the effectiveness of advertising

**Unit —IV**

Personal Selling — Meaning and importance, kinds of salesmanship, Sales force management, Characteristic of a successful salesperson, Selection Training and remuneration of salesman

**Unit — V**

Management of sales promotion, meaning and functions, consumer sales promotion Retail Store sales promotion, Sales promotion at salesman's level - Problems in sales promotion

**OUTCOME:**

The course helped the students to understand the importance of Advertising and Salesmanship in a highly competitive business world.

## Reference Books

1. Dawar, Rustom S. Modern - Marketing in Indian Context.
2. Marketing Management — Rajan Nair
3. Neelamegam S. - Marketing Management in Indian Economy
4. Pillai and Bagavathi — Modern Marketing
5. Chunawalla -- Advertising Theory and Practice
6. Rathor — Advertising Management

**SEMESTER - II**

**PRIST UNIVERSITY, THANJAVUR  
B.COM - CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC 24	Business Law	4	0	0	4

### AIM

**Developing proficiency skill of Business law**

### OBJECTIVE

1. Undertake and promote research on Business laws & attract students of the highest caliber to the Law School's programs and
2. Provide opportunities for their involvement in Business law research projects.

### Unit I

Nature and Sources of law — Law of contracts — Essentials of valid contract — Classification of contracts

### Unit —II

Offer and acceptance — consideration -- capacity to contract — Free consent Legality of object

### Unit —III

Performance of contracts — Discharge of contract — Remedies for breach of contract — Quasi contracts

### Unit —IV

Contracts of agency — Different classes of agents — creation of agency — Rights and duties of an agent -  
- scope of agents authority — Liability of principles to third parties — Personal liability of agent —  
Bailment and pledge.

### Unit — V

Contract of Indemnity and guarantee — Rights of Indemnity holder — Rights of surety — Nature and extent of surety's liabilities

**OUTCOME:** Students will demonstrate competent knowledge and understanding of substantive and, to the extent applicable, procedural law related to corporations

## Reference Books

1. N.D.Kapoor — Elements of commercial law.
2. MLC. Shukla — Mercantile law.
3. P.P.S. Gogna — A Text book of Business Law.
4. S.N.Maheswari— Mercantile law.

**SEMESTER - II**

**PRIST UNIVERSITY, THANJAVUR  
B.COM - CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198AEC 25	Programming in C	6	0	0	6

### AIM

This course is aimed at advancing concepts of programming and software code organization within the framework of structural and procedural programming paradigms.

### OBJECTIVE

- Students will be able to develop logics which will help them to create programs, applications in C
- Also by learning the basic programming constructs they can easily switch over to any other language in

### UNIT -I

Evolution and Applications of C — Structure of a C Program — Data Types —.Declarations — Operators — Expressions — Type conversions — Built-in functions. -

### UNIT-II

Data Input and Output — Control statements: if, else-if, goto, switch, while-do, do-while, for, break & continue.

### UNIT -III

Functions: Defining and accessing functions-passing parameters of functions- Arguments - Recursive functions — Storage classes, Arrays: Defining and processing Arrays + Multi dimensional arrays — passing arrays to functions ~ Arrays and strings — String functions — String Manipulations.

### UNIT- IV

Pointers: Pointers Declarations — Operations on pointers — pointers to functions — Pointer and Strings — pointers and arrays — array of pointers Structures: Structures and pointers — unions.

### UNIT-V

Data files - Opening, Closing, and processing files — Files with structures and unions — Register variables — Bit wise Operations - Macros- Preprocessing.

**TEXT BOOK:**“Programming in C” ~ E. Balagurusamy — Tata McGraw-Hill Publications

**OUTCOMES:**After the completion of this course, the students will be able to develop applications.

**Book for Reference:**

5. “Programming with C” — Byron S.Gottfried — Schaum’s outline series — Tata McGraw-Hill publications.
6. “Let us C “~ Yeswantkanetkar — BPB Publications.

**SEMESTER - II**

**PRIST UNIVERSITY, THANJAVUR  
B.COM - CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198AEC26L	Programing in C Lab	0	0	3	2

**AIM**

- Focusing on discussing how to write a program of moderate complexity by using C language.

**OBJECTIVE**

1. Ability to work with textual information, characters and strings.
2. Understanding a concept of object thinking within the framework of functional model
1. Solution of a Quadratic Equation (all cases)
2. Sum of Series (Sine, Cosine, e)
3. Ascending and descending order of number using Arrays (Use it to find largest and smallest numbers).
4. Sorting of names in Alphabetical order.
5. Write a C program for Matrix Operations (Addition, Subtraction, Multiplication- use functions).
6. String Manipulation without using String functions (String length, String Comparison, String Copy, Palindrome checking, counting words and lines in strings — use function pointers).
7. Creation and processing of Sequential files for Mark listpreparation(Use Structures for Record Description)
8. Develop an Invoice application
9. Payroll preparation

10. EB bill preparation

**OUTCOME:** Understanding a functional hierarchical code organization. Ability to define and manage data structures based on problem subject domain.

**SEMESTER-II**

**PRIST UNIVERSITY, THANJAVUR**

**B.COM-CA**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17120SEC02A	Packages Lab-II	0	0	2	1

**MS –EXCEL**

1. Prepare the addressing methods in excel
2. Describe the type of function
3. Draw a graph by using your own data
4. Prepare an Individual Pay Bill preparation for a employee in an organization.
5. Prepare a Mark list preparation for a student.
6. Prepare a Worksheet preparation for a company.
7. Prepare a Inventory Preparation
8. Prepare a Electricity Bill Preparation

**SEMESTER-II**

**PRIST UNIVERSITY, THANJAVUR**

**B.COM- CA**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17160SEC02B	SOFT SKILL – II- Self Development	0	0	3	2

**Part -II Self Development**

**UNIT I: Self -Assessment**

Self-Assessment, Self-Awareness, Self-Esteem, Personal success factors, handling failure, Depression and Habit, Self appraisal, SWOT analysis Perceptions and Attitudes, Positive Attitude, Values and Belief Systems, Personal Goal setting, Career Planning, Building of Self Confidence, prioritization.

**UNIT II: Self- Management**

Managing Time, Managing Stress, Conflict Management



**SEMESTER-II****PRIST UNIVERSITY, THANJAVUR****B.COM- CA**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17111SEC02L	Communicative English Lab-II	0	0	2	1

**Aim:**

- To acquaint with the basic grammar and develop language skills

**Objective:**

- To understand the different tenses and use it in sentences
- To form sentences
- To know subject verb agreement
- To enrich vocabulary
- To read and comprehend the context

**UNIT-1**                    Tenses-Simple, Perfect

**UNIT -II**                    Tenses-Continuous, Perfect continuous

**UNIT -III**                    Forming sentences-positive, negative and questions

**UNIT -IV**                    Concord

**UNIT -V**                    Reading-benefits-purpose-techniques-types-Effective reading  
Lab Note-1. Word Mentor - Level II Words and their meaning-Root and usage-Fill in the blanks-  
Synonyms-Antonyms-Match the Words, reading activity from Globarena Software 2. Newspaper  
Article notebook

Viva-Reading activity

Exam Components-Theory -50+MCQ online exam-20+Viva-15+Lab note-15=100

**Outcome:**

- Understand grammar
- Develop reading skills

**References:-**

1. English Grammar -Wren and Martin
2. English Grammar and Composition -Radhakrishna Pillai
3. Technical Communication -Meenakshi Sharma &Sangeetha Sharma
4. Essentials of Business Communication -Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

## முன்றாம் பருவம்

(செய்யுள், காப்பியங்கள், நாடகம், இலக்கிய வரலாறு)

### அலகு I

சிலப்பதிகாரம்- கனாத்திறம் உரைத்த காதை  
மணிமேகலை - உலக அறவி பூக்க காதை  
சீவக சிந்தாமணி - நாட்டு வளம் 2,3,4,5,6,7,24, 48

### அலகு II

பெரியபுராணம் - இளையான்குடி மாற நாயனார் புராணம்  
கம்பராமாயணம் - கங்கைப்படலம்  
28,29,30,31,32,33,34,35,36,37,38,39,40,41,42,43,44,45,46,47,48,49,50,51,52,53,54,  
55,56,57,58,59,60,61,62,63,64,65,66,67,68,69,70,71,72,73,74,75,76,77

### அலகு III

சீறாபுராணம்- மானுக்குப் பிணை நின்ற படலம்  
இயேசு காவியம் - மழை பொழிவு  
நாடகம் - பாரதிதாசன் - அமைதி

### அலகு IV

தமிழ் இலக்கிய வரலாறு  
காப்பியங்கள்  
சிறு காப்பியங்கள்  
சைவ வைணவ காப்பியங்கள்

நல்லொழுக்கப்பாடம்  
i)குரலில் குற்றமும் கொற்றமும்  
ii)பாரதியாரின் சமத்துவ நோக்கு

## SEMESTER-III

### PRIST UNIVERSITY, THANJAVUR B.COM-CA

Course Code	Course Title	L	T	P	C
17111AEC31	Advanced English-III	4	0	0	2

#### Aim:

- To improve the knowledge of English

#### Objective:

- To familiarize with the organs of speech and the description and classification of speech sounds
- To understand consonant cluster, syllable, word accent and intonation.
- To know how to interpret graphics
- To write slogans and advertisements

#### Outcome:

- Understand Phonetics
- Develop writing skill

#### UNIT –I

The organs of speech  
Classification of speech sounds  
Vowels and Diphthongs

#### UNIT –II

Consonants  
Consonant cluster

#### UNIT – III

Syllable  
Word accent  
Intonation

#### UNIT – IV

Idiom  
Interpretation of graphics

#### UNIT – V

Slogan writing  
Writing advertisement

#### References:

English Grammar -Wren and Martin  
English Grammar and Composition -Radhakrishna Pillai  
Technical Communication -Meenakshi Sharma &Sangeetha Sharma  
A text book of Phonetics for Indian Students -T.B. Balasubramaniyan

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM-CA**

Course Code	Course Title	L	T	P	C
17111AEC32	English-III	4	0	0	2

**Aim:**

- To acquaint students with learning English through literature

**Objective:**

- To sensitize students to language use through prescribed text
- To develop the conversational skills through one act plays

**Outcome:**

- Read and comprehend literature

**UNIT – 1**

The Doctor's World	- R.K. Narayan
The Postmaster	- Rabindranath Tagore
Princess September	- E.Somerest Maugham

**UNIT – II**

The Price of Flowers	-Prabhat Kumar Mukhopadhyay
The Open Window	-Saki
The Model Millionaire	-Oscar Wilde

**UNIT –III**

My Brother My Brother	- Norah Burke
Uneasy Home Coming	- Will F. Jenkins
Resignation	- Premchand

**UNIT –IV**

The Referee	-W.H. Andrews & Geoffrey Dreamer
The Case of the Stolen Diamonds	-Farrell Mitchell

**UNIT – V**

The Dear Departed	-Stanley Houghton
The Princess and the Wood Cutter	-Alan Alexander Milne

**References:-**

Nine Short Stories	-SteuartH.King Blackie Books
One-Act plays of Today	-T.Prabhakar Emerald Publishers

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM-CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17161SEC33	Cost Accounting	3	1	0	5

**AIM**

To ascertain the costs of products manufactured or services rendered and exercising control over the expenditure.

**OBJECTIVES**

- I. To know the cost of each process and each element.
- II. To serve management in the execution of policies according to the situations.

**UNIT – I**

Cost accounting definitions – Functions, Importance, Advantages and Limitations – Relationship between cost and Financial Accounting – Installation of costing system – Cost Unit and Cost Centre – Elements of Cost – Cost sheet – Tender and quotation.

**UNIT – II**

Materials cost control – Material Purchases – Storage of Material – Various levels of Stock – Pricing of Materials Issues.

**UNIT – III**

Labour Cost Control – Piece and Time Rates – Incentive Plans – Labour turnover – Idle time – Overheads – Allocation – Apportionment – Re Apportionment and Absorption.

**UNIT - IV**

Process Costing (Excluding Inter Process, Equivalent Production – By product – Joint product) and – Operating Costing.

**UNIT - V**

Contract Costing – Reconciliation of Cost and Financial Accounting.

**OUTCOME:**

The students gained knowledge on cost ascertainment and cost control.

**REFERENCE BOOKS**

1. Palekhar & Pattan Shetty – Costing.
2. Jain & Narang – Cost Accounting.
3. S.P. Iyengar – Cost Accounting.
4. Ahuja & Others – Cost Accounting.

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM-CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17161SEC34	Banking Theory Law and Practice	4	0	0	4

**AIM**

To provide a comprehensive view of Banking Services to know the application of Banking Theory Law and Practice.

**OBJECTIVES**

- I. To highlight the functions and services of a modern bank.
- II. To understand the relationship between banker and customer.
- III. To learn law relating to Negotiable Instruments, Securities and Advances.

**UNIT – I**

Bank and Banking – Role and importance of Banking – Classification of Commercial Banks – Functions of commercial Banks – Investment Policy of a Commercial Bank – Functions of RBI.

**UNIT – II**

E – Banking – Forms of E- Banking Automatic Teller Machine (ATMS) – Credit Cards, Debit Cards – Types of Credit Cards – Types of Bank Accounts – Types of Deposits – Electronic Funds Transfer.

**UNIT – III**

Special Types of Bank customers – The Paying Banker – The Collecting Banker.

**UNIT – IV**

Negotiable Instruments – Characteristics – Parties to Negotiable Instruments – Endorsement – Types of Endorsement.

**UNIT – V**

Bills of exchange and Promissory notes – Cheques and Bank Drafts Crossing of Cheques.

**OUTCOME:**

The course helped the students to understand the basic important functions and principles and practices of Banking Theory Law in day to day business.

**REFERENCE BOOKS**

1. B.S.Raman - Banking, Theory, Law and Practice
2. S.M. Sundaram - Banking Theory Law and Practice
3. Varshney and Sundaram - A Text Book on Banking Theory Law Practice
4. K.P.M.Sundaram - Banking Theory Law and Practice

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM-CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198AEC 35	Programming in C++	6	0	0	6

**AIM:**

Implement several programs in languages other than the one emphasized in the core curriculum (Java/C++)

**OBJECTIVES:**

- **To understand how C++ improves C with object-oriented features.**
- **To learn how to write inline functions for efficiency and performance.**

**UNIT-I**

Object oriented programming: Software evolution - OOP Paradigm- concepts, benefits, Object oriented languages and applications.

**UNIT-II**

Introduction to the basic concepts of C++ language - Tokens, keywords, identifiers, data type, variables, manipulators- expression and control structures - functions: main function - function prototyping - call by reference function overloading - friend and inline functions.

**UNIT-III**

Classes and objects - constructors and destructors - operator overloading -type conversions.

**UNIT-IV**

Inheritance - single inheritance - multiple inheritances - hierarchical, hybrid inheritance - polymorphism - pointers - virtual functions - console I/O operations.

**UNIT-V**

Files - Classes for file stream operations - opening, closing and processing files - end of file detection - file pointers - updating a file - error handling during file operations - command line arguments - templates - exception handling.

**OUTCOMES:**

Apply C++ features to program design and implementation.

**TEXT BOOK:**

"Object oriented programming with C++". E. Balagurusamy , Tata McGraw . Hill publishing ltd., New Delhi, 1995.

**REFERENCE BOOKS:**

1. C++ The complete reference- Herbert Schilt, 3rd edition, Tata McGrawHill Pub-Ltd., 1999.



2. Let us C++-YeswantKanetkar-BPB Publications, 1999.

**PRIST UNIVERSITY, THANJAVUR**  
**B.COM-CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198AEC 36L	Programming in C++ lab	0	0	3	2

**AIM:**

Use C++ to demonstrate practical experience in developing object-oriented solutions

**OBJECTIVES:**

- Analyse a problem description and design and build object-oriented software using good coding practices and techniques
  - design and implement programs using C++
1. Write C++ program using a class to represent a bank account with datamembers- name of depositor, account number, type of account, balance and member functions - deposit amount, withdraw amount, show Name and balance. Check the program with your own data.
  2. Design an abstract base class "Shapes" and derive three classes "Rectangle", "Circle" and "Triangle". Develop polymorphic functions "Circumference" and "Compute-Area" to calculate the circumference and area of these objects and display it. Develop a main program to create each of these and apply these polymorphic functions.
    2. Write C++ programs for implementing inheritance.
    3. Write a C++ program to illustrate inline functions.
    4. Write a C++ program using friend operator function.
    5. Write a C++ program to illustrate virtual base class, virtual function and abstract class.
    6. Write a program which reads a text from a file and display the following information.
      7. Number of Lines
      8. Number of words.
      9. Number of characters.
    10. Strings should be left-justified and numbers should be right-justified in \_ a suitable field width.
    11. Write a C++ program to implement file concept: Create a file and store some text, display the content of the file with line numbers.
    12. File Processing: Mark sheet preparation.
    13. File Processing: Inventory preparation.

**OUTCOME:**

The course is to build students' conceptual and practical skills in building software projects in the C++ programming language to reasonably advanced level.

**SEMESTER-III**

**PRIST UNIVERSITY, THANJAVUR  
B.COM CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198RMC37	Research methodology	3	0	0	3

**GENERALRESEARCH METHODOLOGY**

**AIM:**

To create a basic appreciation towards research process and awareness of various research publication

**OBJECTIVES:**

- To understand the steps in research process and the suitable methods.
- To identify various research communications and their salient features
- To carry out basic literature survey using the common data-bases
- To give exposure to MATLAB platform for effective computational and graphic works required for quality research

**OUTCOME:**

Ability to carry out independent literature survey corresponding to the specific publication type and assess basic computational frameworks used in mathematical researches.

**PREREQUISITES:**

Basic computer literacy&skills for working in window-environment

**UNIT I: Introduction to Research Methodology**

Meaning of research – Objectives of research – Types of research – Significance of research – Research approaches

**UNIT II: Research Methods**

Research methods versus methodology – Research and scientific method – Criteria of good research – Problems encountered by researchers in India.

**UNIT III: Literature Survey**

Articles – Thesis – Journals – Patents – Primary sources of journals and patents – Secondary sources – Listing of titles – Abstracts – Reviews – General treatises – Monographs.

#### **UNIT IV: Database Survey**

Database search – NIST – MSDS – PubMed – Scopus – Science citation index – Information about a specific search.

#### **UNIT - V**

##### **Business Research**

Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research -Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs.-Sampling and types of sampling-Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire construction.-Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data .

**PRIST UNIVERSITY, THANJAVUR****B.COM-CA**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17120SEC03A	Packages Lab-III	0	0	2	1

**POWER POINT**

1. Create a slide show presentation for a seminar (choose your own topics)
  - a. Enter the text in the outline view
  - b. Create Non-bulleted and bulleted text
2. Create a slide show presentation for a science exhibition
  - a. Create Non-bulleted and bulleted text
  - b. Apply appropriate text attributes
3. Create slide show presentation for an invitation
  - a. Insert an object from a bitmap file
  - b. Apply appropriate text attributes
  - c. Rotate the object to 45 degree
  - d. Apply shadow to the object
4. Create a slide show presentation to display percentage of marks in each semester for all students
  - a. Use bar chart (x-axis: semester; y-axis: % of marks)
  - b. Use different presentation template and different transition effect for each slide
  - c. Use different text attributes in each slide
5. Create a slide show presentation for a shop advertisement to be open shortly
6. Create a slide show presentation to display percentage of sales in each quarter for the any vendor using bar chart (x-axis: Quarter; y-axis: % of sales)
7. Create a slide show presentation for a tourists places
8. Create a slide for calendar using appropriate text attributes and insert an object from a bitmap file

**PRIST UNIVERSITY, THANJAVUR****B.COM-CA**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17160SEC03B	SOFT SKILL - III Interpersonal Relations and Social Responsibilities	0	0	3	2

**Part -III Interpersonal Relations and Social Responsibilities****UNIT I: Interpersonal Relations**

Nature of groups and teams, Team effectiveness, Group discussions and decision making, Emotional Intelligence (EI) and Emotional Quotients (EQ), and its effect on team, Cross Cultural Aspects, Interdependence, Peer Reviews.

**UNIT II: Ethics and Social Responsibilities**

Personal professional and corporate ethics, Ethical dilemma, Corporate social responsibilities: Green computing, Social accounting, Auditing, Civic sense.

**SEMESTER-III****PRIST UNIVERSITY, THANJAVUR****B.COM-CA**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17111SEC03L	Communicative English Lab-III	0	0	2	1

**Aim:**

- To acquaint with the basic grammar and develop language skills

**Objective:**

- To change a sentence from active to passive and vice versa
- To make sentences
- To write a letter
- To improve vocabulary
- To enhance speaking skills
- To enrich writing skills

**Outcome:**

- Understand grammar
- Develop speaking and writing skills

**UNIT –1**

Active and Passive

**UNIT –II**

Developing the hints

**UNIT –III**

Letter writing

**UNIT –IV**

Speaking-benefits-features of a good speaker-Tip for improving speech-types

**UNIT –V**

Writing-benefits-types-tips for improving writing

**Lab Note-1.** Anagrams, Word Traps, Stinging Words, letter writing from Globarena Software, Self-introduction, 2. Picture writing note book

**Viva-**Self introduction, Picture talk

**Exam components-**Theory -50+MCQ online exam -20+Viva-15+Lab note-10=100

**References:-**

English Grammar

-Wren and Martin

English Grammar and Composition

-Radhakrishna Pillai

Technical Communication -Meenakshi Sharma &Sangeetha Sharma

Essentials of Business Communication

-Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

## நான்காம் பருவம்

(செய்யுள், சங்க இலக்கியம், பொது க்கட்டுரை, இலக்கிய வரலாறு)

அலகு I

நற்றிணை பாடல் எண்கள் - 1,21,70

குறுந்தொகை பாடல் எண்கள் - 28,40,142,283,397

ஐங்குறுநூறு - வேட்கைப்பத்து முழுமையும் 1-10 பாடல்கள்

அலகு II

கலித்தொகை - அறியாத அறன் எய்தி -பாலைக்கலி -பாடல் எண்(10)

கயமலர் உன் கண்ணாய் ! காணாய் குறிஞ்சிக்கலி -பாடல் எண் 1

அகநானூறு பாடல் எண்கள் - முல்லை -144,மருதம்-156, பாலை-389

புறநானூறு - ஒரு நாட் செல்வம் 1

விளங்கு மணிக்கொடும் பூண் 2

படைப்புப்பல படைத்து 3

யாண்டும் பலவாக....4

யாதும் ஊரே -5

அலகு III

திருக்குறள் - வான்சிறப்பு, நாடு, நட்பு ஆராய்தல், புலவி நுணுக்கம்

அலகு IV

உங்கள் தமிழைத் தெரிந்து கொள்ளுங்கள் தமிழண்ணல்

அலகு V

1.தமிழ் இலக்கிய வரலாறு

i)சங்க இலக்கியம்

ii)நீதி இலக்கியம்

2. நல்லொழுக்கப் படலம்

i)நல்லதை செய்யத் தூண்டும் நாலடியார் .

ii)ஒழுக்க நெறிக்கல்வி

**SEMESTER -IV**  
**PRIST UNIVERSITY, THANJAVUR**  
**B.COM-CA**

Course Code	Course Title	L	T	P	C
17111SEC41	Advanced English-IV	4	0	0	2

**Aim:**

- To improve the knowledge of English

**Objective:**

- To familiarize with the objectives and types of interview
- To know the types of questions and answering techniques
- To prepare reviews and proposals
- To learn the grammatical forms
- To understand the meaning of a poem and write the content
- To write for and against a topic
- To draw a flowchart
- To write definitions

**Outcome:**

- Develop communicative skill
- Read and comprehend literature

**UNIT –I**

Interviews Objectives, types, ten success factors, ten failure factors - Planning and preparation –Presentation– Type of questions – Answering techniques.

**UNIT – II**

Flowchart  
Proposals

**UNIT – III**

Discourse markers  
Review

**UNIT IV**

Grammatical forms  
Paraphrasing

**UNIT –V**

Definition  
Writing for and against a topic.

**References:**

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Essentials of Business Communication	-Rajendra Pal &J.S Korlahalli Sultan Chand & Sons
Technical Communication	-Meenakshi Sharma &Sangeetha Sharma
English for writers and translators	-Robin Macpherson
English Work Book-I&II	-JewelcyJawahar



**SEMESTER -IV****PRIST UNIVERSITY, THANJAVUR  
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Course Code	Course Title	L	T	P	C
17111AEC42	English-IV	4	0	0	2

**Aim:**

- To acquaint students with learning English through literature

**Objective:**

- To introduce learners to the standard literary texts
- To impart wisdom through morally sound poems and essays
- To introduce Shakespeare to non-literature students

**Outcome:**

- Read and comprehend literature

**UNIT –I**

How to be a Doctor	-Stephen Leacock
My Visions for India	-A.P.J. Abdul Kalam
Woman, not the weaker sex	-M.K. Gandhi

**UNIT –II**

My Last Duchess	-Robert Browning
The Toys	-Coventry Patmore
I, too	-Langston Hughes

**UNIT –III**

The Best Investment I ever made	-A.J.Cronin
The Verger	-W.S Maugham
A Willing Slave	-R.K.Narayan

**UNIT –IV**

Macbeth
As You Like It

**UNIT –V**

Henry IV
Tempest

**References:-**

English for Enrichment  
Selected Scenes from Shakespeare Book I &II

-.Devaraj Emerald Publishers  
-Emerald Publishers

**SEMESTER-IV**

**PRIST UNIVERSITY, THANJAVUR  
B.COM-CA**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC43	Auditing	5	0	0	5

**AIM:**To define the aim of your clinical audit project consider what it is that you hope to achieve

**OBJECTIVES:**

- The students will enable the system of internal check.
- Checking arithmetical accuracy of books of accounts, verifying posting, casting, balancing etc.

**Unit -I**

Auditing — Definition — Objectives — Types of Audit — Advantages — Qualities of a Professional auditor — Investigation Vs Auditing

**Unit - II**

Internal Check — Objectives, Principles, Advantages — Internal check system and Auditor — Internal Control — Internal Audit

**Unit — III**

Vouching — Objectives, Importance, - Vouching of Cash Transactions, Trading Transactions and Impersonal ledger.

**Unit -IV**

Verification and valuation of Assets and Liabilities — Cash – InvestmentsAdvances, Land and Building, Plant and Machinery, Furniture, Stock, Capital, Creditors, Bills Payable

**Unit — V**

Company Audit — Provision in the companies Act relating to auditor’s qualifications, appointment, removal, Rights, duties and liabilities, (Civil and Criminal)

## OUTCOMES:

This course helped the students that who to calculated financial activities

### Reference Books

1. B.N.Tandon — ‘A Practical] Hand Book of Auditing’
2. DinkarPagare — ‘Principles and Practice of Auditing’
3. R.G.Saxena — ‘Principles and Practice of Auditing’
4. Rupram Gupta — Auditing.
5. C.R.M. Depuala — The Principles of Auditing

### PRIST UNIVERSITY, THANJAVUR B.COM-CA

Course Code	Course Title	L	T	P	C
17198SEC44	Business Statistics	4	0	0	5

#### Aim:

- Provide a foundation and motivation for exposure to statistical ideas subsequent to the course.

#### Objective:

- Motivate in students an intrinsic interest in statistical thinking.
- Instill the belief that Statistics is important for scientific research.

### UNIT -I

Meaning and scope of statistics, uses of statistics in business, statistical data --primary and secondary — classification of data — frequency distribution — graphs and diagrams.

### UNIT – II

Measures of central tendency — arithmetic, geometric and harmonic mean -characteristics — measures of dispersion — range — mean deviation and standard deviation — skewness — correlation -- regression.

### UNIT -III

Time series — secular trend — index numbers — uses — cost of living index — index numbers of wholesale prices.

### UNIT -IV

Quantitative analysis in the practice of management — models and their development — matrices — addition — multiplication — transpose — inverse — introduction to linear programming — concepts of optimization — solving LPusing graphical and simplex method — transportation — assignment — (only simple problems). ,

### UNIT -V

Simulation - Queuing model (M/M/I) — replacement decisions.

**OUTCOMES:**The ability to apply fundamental concepts in exploratory data analysis. Distinguish between different types of data

**References:**

1. V.K.Srinivastave, Gv. Snenoy, S.C.Sharma, Quantitative techniques for managerial decision making.
2. N.D. Vohra Quantitative techniques in management.
3. Sharma, Operation research, theory and applications.
4. Gupta S.P. statistics methods.
5. Elhance D.N, Fundamentals of statistics

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<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198AEC45	Visual Basic Programming	6	0	0	6

**Aim: Students must know about the Core programming of visual basic**

**Objective:**

- The ability of the system to adjust to the changing requirement of user.
- The ability of the System to be able to withstand long period of time operation by the user

**UNIT I**

Introduction to Visual Basic — Integrated Development Environment (IDE) features — VB editor — customizing the IDE — anatomy of a formworking with form properties — setting form’s properties — introducing form events and form methods.

**UNIT II**

Variables in Visual Basic: Declaring variables — Data types — Null values, Error value — empty value — the scope of a variable — Module level variables — Constants — Creating your own constants — Scope of a constant — Converting data types — arrays — Declaring arrays — Fixed size arrays - Dynamic arrays — Preserve keywords — ReDim. Writing Code in Visual Basic - The anatomy of a procedure — Subroutine and Functions — Languageconstructs - For...Next, The While loop, Select case....End select, Exit statement, with structure.

**UNIT III**

Selecting and Using controls — Introduction to standard controls - command buttons — Text boxes — labels — option buttons — Check boxes - frame controls — List boxes - Combo boxes — Image objects — Picture boxes - Timer- Scroll Bars-File System Controls(Drive, Dirlist, File List boxes).

**UNIT IV**

Introduction to Built in ActiveX control — Tool bar —The Treeview control — The Listview control — the Imagelist control - Comman Dialog Control — status bar Control — Rich textbox control — Menu editor.

**UNIT V**

DDE properties — DDE Methods — OLE properties — Active control Creation and Usage and ActiveX DLL creation and usage — Database access — Data Control — Field control — Data grid record set using SQL to manipulate data — Open Data Base Connectivity.

**OUTCOMES:** This course will be helped the students understanding on database operations

**Text Books:**

1. Mohammed Azam Programming with Visual Basic 6.0 — Vikas Publishing House Pvt. Ltd — 2002
2. Content Development Group Visual Basic 6.0 — Tata McGraw Hill Publishing Company Limited — 2002.

**SEMESTER -IV**

**PRIST UNIVERSITY, THANJAVUR  
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<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198AEC46L	Visual Basic Programming Lab	0	0	3	2

**Aim:**

**It gives practical knowledge to the students on visual Basic Programming**

**Objective:**

1. To know the process of visual program design and development.
  2. To understand the term event-driven programming.
  3. To acquire the concepts of objects, properties, and methods.
- 
1. Simple exercises using standard controls.
  2. Write a program to design a calendar of any year.
  3. Write a program to expand and shrinking an object — while program is running.
  4. Write a code to design and implement a scientific calculator.
  5. Write a program to create animation by using move method and timerObject.
  6. Write a program for preparing students mark list.

7. Write a program to populate the label entities using data bound control.
8. Write a program to expand and shrink Objects using timer control and move method

**OUTCOME:** Visual Basic provides a huge number of graphics tools that students can be used to solve all sorts of problems.

**SEMESTER-IV**

**PRIST UNIVERSITY, THANJAVUR  
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<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17160SEC04B	SOFT SKILL - IV Etiquette And Interviewing Skills	0	0	3	2

**PART -IV Etiquette and Interviewing Skills**

**UNIT I Corporate**

Corporate grooming and dressing, Etiquettes in social as well as office settings, Email Etiquettes, Telephone Etiquettes, Contemporary issues in corporate life: diversity, Attrition, Work life balance, Hygiene and health.

**UNIT II Interviewing Skills**

Researching the job-Researching the company -Questions to research the company-Informational interviews-Behavioral interviewing- Types of interview (Individual interviews, panel interviews, serial interviews, video interviews and teleconferencing) references-selling yourself-dressing for success- body language-stress reduction-Handling illegal questions.

## SEMESTER -IV

### PRIST UNIVERSITY, THANJAVUR B.COM CA

COURSE CODE	COURSE TITLE	L	T	P	C
17111SEC04L	Communicative English Lab-IV	0	0	1	1

**Aim:**

- To develop communicative skills

**Objective:**

- To change sentences from direct to indirect and vice versa
- To comprehend a passage
- To enhance language skill
- To improve presentation skill
- To enrich vocabulary

**Outcome:**

- Understand grammar
- Develop language and presentation skills

**UNIT –I**

Direct and Indirect

**UNIT –II**

Comprehension

**UNIT –III**

Conversation

**UNIT –IV**

Descriptive Writing

**UNIT –V**

Soft skills-Importance-aspects-SWOT analysis-values-positive attitude-perception

**Lab Note-** Confusing Words, Word families, Non-English words, Presentation skills, Oral presentation, Conversation from Globarena software

**Viva-**Presenting a topic

**Exam components-**Theory -50+MCQ online exam-20+Viva-15+Lab note-15=100

**References:-**

English Grammar

-Wren and Martin

English Grammar and Composition -Radhakrishna Pillai

Technical Communication

-Meenakshi Sharma &Sangeetha Sharma

Essentials of Business Communication -Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

Soft skills

-D.Jayacandran D.J Publishers

## GLOBARENA SOFTWARE

### Objective:

- To hone LSRW skills through emerging techniques
- To comprehend meaning from text to words
- To cultivate the habit of reading
- To make the students proficient in pronunciation
- To improve the listening skill

### Outcome:

- Develop LSRW skills
- Phonetics

Listening Comprehension

Reading Comprehension

Word Mentor - Level I & II

- Words and their meaning
- Root and usage
- Fill in the blanks
- Synonyms
- Antonyms
- Match the Words

### Lab Note:

Word Mentor - Level I & II  
Listening Comprehension  
Reading Comprehension  
Newspaper Article

### Viva:

Listening Comprehension  
Reading Comprehension

### Exam Components

Theory exam	:	50
Lab note	:	10
Listening Comprehension:		20
Reading Comprehension:		20
Total:		100

### Theory exam pattern:

Section A	10*2=20
Section B	2*15=30
Total	=50



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**B.COM CA**

COURSE CODE	COURSE TITLE	L	T	P	C
171ENVTSTU	Environmental studies	1	0	0	1

**AIM:**

To help the students to acquire knowledge of pollution and environmental degradation

**OBJECTIVES: Students can help and care**

- **Social groups and individuals to acquire a set of values for environmental protection.**
- An opportunity to be actively involved at all levels in environmental decision making.

**UNIT-I**

The Multidisciplinary Nature of Environmental Studies – Definition, Scope and Importance – Need for Public awareness- natural Resources: Renewable and Non – Renewable Resources- Forest Resources – Water Resources- Mineral Resources- Food Resources – Energy Resources – Land Resources.

**UNIT – II**

Ecosystems- Concept of an ecosystem – Structure and function of an ecosystem – Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession- Food chains, food webs and ecological pyramids – Types of ecosystem – Forest ecosystem – Greenland ecosystem – Desert ecosystem – Aquatic ecosystems.

**UNIT –III**

Biodiversity and its Conservation – Definition- Genetic, Species and ecosystem diversity – Bio geographical classification of India – Values of biodiversity – Biodiversity at global, National and local levels – India as a mega – diversity nation – Hot-spots of biodiversity- Threats to biodiversity – Endangered and endemic species of India – Conservation of biodiversity.

**UNIT-IV**

Environmental Pollution – Definition – Air Pollution – Water pollution –Soil Pollution- Marine Pollution- Noise Pollution –Thermal Pollution – Nuclear hazards –Solid waste Management –Role of an individual in prevention of pollution – Disaster management.

**UNIT-V**

Social Issues and the Environment – From Unsustainable to Sustainable development- Urban problems related to energy –Water conservation, rain water harvesting, watershed management- Environmental Ethics – Climate change greenhouse effect and global warming – Ozone depletion –Waste land reclamation –Consumerism and waste products –Environmental Legislation –Issues involved in enforcement of environmental legislation – Public awareness- Human population and the environment.

**OUTCOME:**

**This course created awareness about environment ecosystem**

**TEXT BOOK:**

‘ENVIRONMENTAL STUDIES’, K.Kumarasamy, A.Alagappa Moses, M.vasanthy.

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<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC51	Corporate Accounting	5	0	0	5

**AIM**

To train the student to grasp the principles and practice of corporate accounting

**OBJECTIVES**

- I. To get broad picture of inflation and human resources accounting.
- II. To gain expert knowledge in advanced corporate accounting on Banking, Insurance and Electricity services.
- III. To learn Holding companies accounting.

**UNIT – I**

Holding Companies-consolidated Balance Sheet with single subsidiary

**UNIT – II**

Accounts of Insurance Companies

**UNIT – III**

Accounts of Insurance Companies

**UNIT – IV**

Double Accounts System- Electricity-Repairs and renewals

**UNIT – V**

Principles of Government Accounting – Human Resource Accounting and Inflation Accounting.

**OUTCOME**

The course helped the students to gain expert knowledge on advanced corporate accounting.

**REFERENCE BOOKS**

1. R.L.Gupta and M. Radhaswamy – Advanced accountancy vol – II
2. S.P. Jain K.L. Narang – Advanced Accountancy Vol – II
3. T.S. Reddy and Dr. A. Murthy – Corporate Accounting Vol – II
4. S.P. Iyenger – Advanced accountancy – Vol – II

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<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC52	Business Economics	5	0	0	5

**AIM:** Students will learn how markets and other governance structures organize core economic activities

**OBJECTIVE:** Students will be able to

- Identify and explain economic concepts and theories related to the behavior of economic agents, markets, industry and firm structures, legal institutions, social norms, and government policies.
- Integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones.

### **Unit -I**

Definition — Methods of Economics — Meaning of Business Economics — Objectives of Business Economics — Nature of Business Economics — Economic Laws — Micro — Macro Economics.

### **Unit — II**

Demand Analysis — Demand Schedule — Law of Demand — Demand Curves — Elasticity of Demand — Indifference Curves.

### **Unit — III**

Production Function — Factors of Production — Laws of Return — Cost of Production — curve — Scale of Production — Isoquant curve - Economies of Large scale production.

### **Unit -IV**

Cost concepts - Different costs - Long and short run cost curves — Relationship between costs — Break even analysis

### **Unit- V**

Market Structure — Firm — Equilibrium Firm and Industry — Optimum Firm — Pricing — Pricing under Perfect competition — Monopoly — Duopoly – Oligopoly

**OUTCOME:** Students learned through this course about economics structure, police and application

### **Reference Books:**

1. K.P.M. Sundaram & N. Sundaram - Business Economics
2. S., Sankaran - Business Economics
3. P.N. Reddy & Appanaiyah – Business Economic

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**B.COM-CA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC53	Financial Management	5	0	0	5

**AIM:**

Optimum funds utilization. Once the funds are procured, they should be utilized in maximum possible way at least cost.

**OBJECTIVE:**

1. To ensure regular and adequate supply of funds to the concern.
2. To ensure adequate returns to the shareholders which will depend upon the earning capacity, market price of the share, expectations of the shareholders

**Unit —I**

Introduction — Finance and related disciplines — Scope of financial management — Objectives of financial management — Financial Decisions - Organization of finance function

**Unit -II**

Cost of capital — cost of debt — cost of preference shares — cost of equity — cost of retained earnings — weighted average cost of capital.

**Unit - III**

Introduction — Capital structure — Determinants - Theories ~ Netincome approach — Net operating income approach — M.M. Approach — Traditional approach

**Unit —-IV**

Leverage — Meaning and types — Significance — Operating leverage — Financial leverage - Combined leverage

**Unit — V**

Dividend policy — Factors influencing dividend policy — Theories - Relationship with value of firms — Stock dividend — Stock splits

**OUTCOME: This course guided the students various relationship among the financial movements**

**Reference Books**

1. Kulkarni - Financial Management
2. S.N.Maheswari - Financial Management
3. R.K. Sharma - Financial Management
4. Prasanna Chandra - Fundamentals of Financial Management
5. R.Ramachandran, R.Srinivasan— Financial of Management

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<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC54	Software Engineering	4	0	0	4

**AIM:**To produce programmers equipped with an understanding of fundamental computational concepts underlying most programming languages

**OBJECTIVE: Students to know about:**

- Techniques for solving problems
- Basic computational concepts and elementary data structures
- The edit-compile-link-run cycle from a user point of view

### **UNIT I**

Introduction — definition-size factors- quality and productivity factors- managerial issues. Planning - software project — introduction — defining the problem - developing a strategy - planning the development process- planning an organizational structure.

### **UNIT II**

Software cost estimation — cost factors — cost estimation techniques — staffing — level estimation — estimating software maintenance costs. Software requirements definition — software requirements specification techniques — languages and processors for requirements.

### **UNIT III**

Software design — fundamental design concepts — modules and modulation criteria — design notations — design techniques — detail design considerations — real time and distributed system design — test plans — milestones walkthroughs and inspections — design guidelines .

### **UNIT -IV**

Implementation issues — structured coding techniques — coding style — standards and guidelines — documentation guidelines — data abstraction — exception handling — concurrency mechanisms

### **UNIT V**

Verification and validation techniques — quality assurance — walkthrough and inspections — static analysis — symbolic executions — unit testing and debugging — system testing — formal verification. Software maintenances — enhancing maintainability during development — managerial aspects — configuration management — source code metrics.

### **OUTCOMES:**

**The student** would understand the problem; plans; top-down design / stepwise refinement; recognition of similarities between problems leading to adaptation and reuse.

### **Text Book**

Software Engineering Concepts “— Richard fairly TMH

### **Reference Book:**

“Software Engineering”- Roger S.Pressman, 5th edition 2001.

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<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198DSC55_	Discipline Specific Elective - I	4	1	0	4

**Object Oriented Analysis & Design**

**AIM:**

- **This programme should promote the students in the field of designing world**

**OBJECTIVE:**

- “Complex, Multi-faced learning outcomes that require substantial time and instruction to accomplish”
- Educational objectives: derived from global objectives by breaking “them down into–

**UNIT- I**

Introduction to object-oriented Development- object-oriented themes — Modeling- The object modeling Technique- object and classes Links and Associations concepts- Generalization and Inheritance- Grouping constructs.

**UNIT- II**

Advanced object modeling- Aggregation- Abstract classes- Extension and Restriction- Multiple inheritance- Metadata - Candidate keys- Constraints. Dynamic modeling:- Events and states — Operations- Nested state diagram- Concurrency. Function modeling:- Functional models- Data flow diagram- Specifying operations- Constraints.

**UNIT- III**

OMT as software Engineering Methodology- The OMT Methodology- impact of an object oriented Approach. Analysis: - Overview of analysis — problem statement — automated teller machine example — object modeling — Dynamic modeling — functional modeling- adding operations iterating the analysis.

**UNIT- IV**

System Design- overview of system design — Breaking a system into subsystem -- identifying concurrency — allocating subsystems to processors and tasks — management of data stores- handling global resources — choosing software control implementation- handling boundary design — overview of object design — combining the three models — designing algorithms - design optimization - implementation of control.

**UNIT- V**

Implementation: Implementation using a programming language- Implementation using a database system. Programming style: object —oriented style — reusability — extensibility — Robustness - object oriented language features — survey of object — oriented languages.

**OUTCOME: This course enshrined the student cognitive skill**

**Reference Book:**

- Object Oriented Modeling and Design — James Rumbaugh, Michael Blaha, William Premerlani— PHI Twelfth Printing — 2001.
- Object Oriented Analysis and Design with Applications- Grady Booch Second Edition — Pearson
- Education Asia publications

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**B.COM**  
**Package Lab -V**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>17120SEC05A</b>	<b>Packages Lab-V</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>

*PHOTOSHOP*

1. Design a Visiting card.
2. Design a Identity card.
3. Design a letter pad with LOGO.
4. Create an advertisement for News paper and Poster creation.
5. Design a calendar with pictures.
6. Design a Magazine.
7. Create a front page for a Magazine
8. Design a CD Cover.

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<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17160SEC05B	SOFT SKILL - V Leadership Skills and Body Language	0	0	3	2

**PART -V Leadership Skills and Body Language**

**UNIT I            Leadership Skills**

**Leaders:** their skills, roles, and responsibilities. Vision, Empowering and delegation, motivating others, organizational skills, team building, decision making, giving support, Vision, Mission, Coaching, Mentoring and counseling, Appraisals and feedback, conflict, Power and Politic, Organizing and conducting meetings, Public Speaking

**UNIT II            Body language**

Handshake: Type of Handshake - Posture- Universal Facial Gestures- Eye Contact- Nervous Ticks- reading and analyzing body language, Body language signals and meanings -eyes, mouth, head , arms , hands , handshakes , legs and feet, personal space





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<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC61	Management Accounting	5	1	0	6

**AIM**

To emphasis the importance of accounting information for managerial decision making and solving problems.

**OBJECTIVES**

- i. To gain expert knowledge of the techniques of managerial accounting.
- ii. To know the application of various financial tools for making managerial decisions.
- iii. To apply techniques of costing for business decisions.

**Unit -I**

Definition of Management accounting — Nature, scope, objectives, Functions of management accounting — Management Accounting and Financial Accounting Management Accounting and Cost Accounting — Advantages & Limitations of Management Accounting

**Unit -II**

Financial Statement Analysis - Comparative statement — Common Size statement — Trend percentages — Ratio Analysis.

**Unit -III**

Fund Flow Analysis and Cash Flow Analysis

**Unit - IV**

Marginal costing and Break — Even analysis — Budget and budgetary controls — Classification of budgets

**Unit — V**

Standard costing and variance analysis, Capital budgeting - Importance — Techniques of capital budgeting

**OUTCOMES:**

The course helped the students to learn the analyzes and interpretation of financial statements and applications of Marginal costing and Standard costing techniques.

**Reference Books**

1. ShashiK.Gupta&R.K.Sharma - Management Accounting
2. S:N.Maheswari - Management Accounting
- 3.R.Ramachandran and R.Srinivasan — Management Accounting
4. Hingorani and Ramanathan — Management Accounting

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<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17198SEC62	Income Tax Law and Practice	5	0	0	5

**AIM:**

To understand the basic elements of Income Tax theory, Law and Practice.

**OBJECTIVES:**

- I. To learn the basic concepts in Income Tax Law
- II. To identify the various sources of income.
- III. To know tax exemptions and deductions.

**Unit — I**

Basic Concepts — Definitions — Assesses — Person, income, assessment year, previous year, basis of charge: Determination of Residential Status — Incomes exempt from tax

**Unit - II**

Salary: Definition — Salary under section 17 — allowances, perquisites, profit in lieu of salary — deductions under section 16 - computation of salary income.

**Unit — HI**

House property: Definition, exempted incomes from house property — Annual value — determination of annual value — Let out — Self occupied — Deductions — computation of property income.

**Unit —IV**

Profits and Gains of business or profession — definition — charging provisions — deductions — computation of business and professional income

**Unit — V**

Capital Gains: Basis of charge — Cost of acquisition, cost of improvement — exempted capital gain — computation of capital gain — Income from other sources — Chargeability — deductions — Computation of Income under other sources.

**OUTCOMES:****Reference Books**

1. Gaur and Narang - Income Tax Law and Practice
2. Jayakumar and Dr.Hariharan - Income Tax Law and Practice
3. Rajavelu — Income Tax Law & Practice
4. Bagawathi Prasad — Income Tax

## PRIST UNIVERSITY, THANJAVUR

## B.COM – CA

COURSE CODE	COURSE TITLE	L	T	P	C
17198SEC63	Database Management Systems	4	0	0	4

**OBJECTIVES**

- The DBMS is the interface between the user of application programs on one hand and the data base on the other. The objective of a database management system is to facilitate the creation of data structures and relieve the programmer of the problems of setting up complicated files.

**UNIT-I:**

Concepts of DBMS, advantages, various vies of data, data independence, schema and Sub-schema, data models, database languages, database administration & Users.

**UNIT-II:**

Data dictionary, overall system architecture, E-R models, mapping constraints, Keys: Primary, Candidate, Super Key, Foreign Key.

**UNIT-III:**

Access Concepts & terms: database tables, relational database, record, fields controls & objects, queries and dynasets.

**UNIT-IV:**

Forms, reports, properties, wizards, macros, Access requirements, starting & quitting access, the access workspace & toll views.

**UNIT-V:**

Creating database & tablets with & without wizard, field name, data types and properties, adding & deleting fields in fields.

**OUTCOME:****References:**

1. Working in MS-Office — “Ron Mansfield” (TMH)
2. Complete Reference Access 2002- Virginia Anderson (TMH)
3. Database-Management System— Silberchatz, Korth

## PRIST UNIVERSITY, THANJAVUR

## B.COM – CA

COURSE CODE	COURSE TITLE	L	T	P	C
17198DSC64_	Discipline Specific Elective - II	4	0	0	4

**MULTIMEDIA**

**AIM:**This course provide to the students support of self-efficacy learning methods and strategies with visual-design tools

**OBJECTIVES: The Course will be able**

- to support and motivate the students coming from disadvantaged environments towards the achievement of their educational potential, through experiential learning;
- To back the development of a Virtual Reflective Learning approach to foster the real involvement of all the students.

**UNIT I**

Introduction to Multimedia - CDROM and the Multimedia highway — Use of Multimedia - Introduction to making Multimedia — Multimedia skills.

**UNIT II**

Multimedia hardware and software — Macintosh and windows production platforms — Connections - Memory and storage devices — Input devices — Output devices Communication devices — Basic software tools — Text editing and word processing tools — Painting and drawing tools – 3D modeling and animation tools - Making instant multimedia - Multimedia authoring tools.

**UNIT III**

Multimedia Building Blocks — Text — Fonts and Faces — Using Text in Multimedia: — Computers and Text — Font Editing and Design Tools - Hypermedia and hypertext — Sound — Multimedia System Sounds ~ MIDI Versus Digital Audio — Digital Audio - Making MIDI Audio - Audio File Formats — Images — Making Still Images — Color — Image File Formats- Animation- Principle of Animation — Making Animations That Work — Video — How Video Works — Integration Video Standards — Integrating computers and Television — Shooting and Editing — Video — Video Tips — Recording Formats — Digital Video.

**UNIT IV**

Multimedia and the Internet — The Internet and How it Works — Internetworking — Connections - Internet Services — The World Wide Web — Web Services- Web Browsers — Plug-ins and Delivery Vehicles — Designing for the World Wide Web — Working on the Web — Text for the Web — Images for the Web — Sound for the Web — Animation for the Web.

**UNIT V**

Assembling and Delivering a Project — Planning and Costing — Project Planning — Estimating — Designing and Producing — Content and Talent -- Using Content Created by others — Using Content Created for a Project — Delivering — Testing — Preparing for Delivery — Delivery — Delivering on CD — ROM — Delivering of World Wide Web.

**OUTCOME: This course encouraged the students to appear in Multimedia World**

**Reference Books:**

- Multimedia Making It Work — Fifth Edition - Tay Vaughan — Tata McGraw Hill Edition 2001
- Multimedia In Action — James E.Shuman — Vikas Publishing House Multimedia an Introduction — John Villamil — Casanova, Louis Moliva,

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## B.COM – CA

COURSE CODE	COURSE TITLE	L	T	P	C
171_GEC65	General Elective – I	4	0	0	2

## E-COMMERCE

**AIM:**

To equip the students with Pc hardware and software

**OBJECTIVES:**

- To study the architecture of microprocessors like 8085 and higher versions
- To understand the Assembly language programming
- To know the methods of connecting them to the peripheral devices.
- To learn the basic concepts and Microprocessor applications

**UNIT -I**

Internet and Commerce: Business Operation; E-Commerce practices Vs. traditional business practices; Concepts b2b, b2c, c2c, b2g, g2h, g2c.

**UNIT -II**

Benefits of e-commerce to organization, consumers, and society, Limitation of e-commerce; Management issues relating to e-commerce.

**UNIT -III**

Operation of E-Commerce; Credit and transaction; Secure Hypertext cash, Smart Cards, Indian Payment models.

**UNIT -IV**

Secure electronic transaction (SET); Set's encryption; Process; Cyber cash, Smart Cards; Indian Payment models

**UNIT -V**

Applications of B2B Application of b2b; Key technologies for b2b; Architectural models of b2b, Characteristics of the supplier- oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Just in time delivery in b2b, internet based EDI from traditional EDI; Integrating EC with back end information systems; Marketing issues in b2b.

## **OUTCOMES:**

- Understand and be able to use Assembly Language.
- Understand number systems and the ASCII character set as to how they relate to developing and writing Assembly Language programs.
- Understand the basic architectural structure, and the various hardware components including Input/output, Memory, and Control Systems.
- Understand the purpose of each of the architecture registers..
- Recognize the relationship of high-level programming language constructs to the equivalent Assembly Language instructions.

## **References:**

1. Miller, Roger (2002). The Legal and E-Commerce Environment Towner (Hardcover ed.)...
2. Kotler, Philip (2009). Marketing Management. Pearson:Prentice-Hall.
3. E-Commerce RitendraGoel to New age International Pvt., Ltd Publishing
4. E-Commerce: an Indian Perspective P.T. Joseph PHI Leneaih Pvt, Ltd.



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<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>17120SEC06A</b>	<b>Skill based Elective -VI Packages Lab-VI</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>

**FLASH**

1. Drawing and painting original art in flash.
2. Creating simple objects using flash.
3. Creating a frame-by-frame animation techniques.
4. Develop a program for animation with motion Twenning.
5. Develop a program for animation with shape Twenning.
6. Develop a program for adding sound to your movies.
7. Create a simple Banner.
8. Create a simple animations techniques movie clip and graphic symbols.

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<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
17160SEC06B	SOFT SKILL –VI Life Skills and Other Skills	0	0	3	2

**PART -VILife Skills and Other Skills****UNIT I Life Skills**

**Life Skills-** Knows how to use technology to communicate safely and effectively. - Knows how to access community resources in case of emergency. -Knows how to obtain copies of personal documents - knows how to book train ticket, Bus Ticket and Air Ticket. - Occupational Safety , First-aid

**UNIT II Other Skills****Other Skills**

Meditation. Improving personal memory, Study skills that include Rapid Reading, Notes Taking, Self learning, Complex problem solving and creativity.

## PRIST UNIVERSITY, THANJAVUR

## B.COM-CA

Course Code	Course Title	L	T	P	C
17111SEC06L	Communicative English Lab-VI	0	0	2	1

**Aim:**

- To develop communicative skills

**Objective:**

- To write simple, compound and complex sentences
- To extract the main ideas from a text
- To shorten a text
- To enhance writing skills
- To learn to manage time and stress
- To widen creative thinking
- To enrich the skill of working in a group

**Outcome:**

- Develop communicative skills
- To be a good team worker

**UNIT –I**

Simple, Compound and Complex

**UNIT –II**

Note making

**UNIT –III**

Precise writing

**UNIT –IV**

Developing a story

**UNIT –V**

Essay writing

**Lab Note-**Creative thinking, Time management, Stress management, Assertiveness, Group discussion from Globarena Software

**Viva-**Group discussion

**Exam components-**Theory -50+MCQonline exam-20+Viva-15+Lab note-15=100

**References:-**

English Grammar -Wren and Martin  
English Grammar and Composition -Radhakrishna Pillai  
Technical Communication -Meenakshi Sharma &Sangeetha Sharma  
Essentials of Business Communication-Rajendra Pal &J.SKorlahalli Sultan Chand & Sons

# **PRIST UNIVERSITY, THANJAVUR**

## **B.COM-CA**

### **RESEARCH INTEGRATED CURRICULUM**

The relationship between teacher and learner is completely different in higher education from what it is in school. At the higher level, the teacher is not there for the sake of the student; both have their justification in the service of scholarship. For the students who are the professionals of the future, developing the ability to investigate problems, make judgments on the basis of sound evidences, take decisions on a rational basis and understand what they are doing and why is vital. Research and inquiry is not just for those who choose to pursue an academic career. It is central to professional life in the twenty- first century.

It is observed that the modern world is characterized by heightened levels of complexity and uncertainty. Fluidity, fuzziness, instability, fragility, unpredictability, indeterminacy, turbulence, and changeability, contestability: these are some of the terms that mark out the world of the twenty-first century. Teaching and research is correlated when they are co-related. Growing out of the research on teaching-research relations, the following framework has been developed and widely adopted to help individual staff, course teams and whole institutions analyze their curricula and consider ways of strengthening students understanding of and through research. Curricula can be:

#### **Research – Led: Learning about current research in the discipline**

Here the curriculum focus is to ensure that what students learn clearly reflects current and ongoing research in their discipline. This may include research done by staff teaching them.

#### **Research – Oriented: Developing research skills and techniques**

Here the focus is on developing student's knowledge of and ability to carry out the research methodologies and methods appropriate to their discipline(s)

#### **Research – Based: Undertaking research and inquiry**

Here the curriculum focus is on ensuring that as much as possible the student learns in research and or inquiry mode (i.e. the students become producers of knowledge not just consumers). The strongest curricula form of this is in those special undergraduate programmes for selected students, but such research and inquiry may also be mainstreamed for all or many students.

## Research- Tutored: engaging in research discussions

Here the focus is on students and staff critically discussing ongoing research in the discipline.

All four ways of engaging students with research and inquiry are valid and valuable and curricula can and should contain elements of them.

Moreover, the student participation in research may be classified as,

Level 1: Prescribed Research

Level 2: Bounded Research

Level 3: Scaffold Research

Level 4: Self actuated Research

Level 5: Open Research

Taking into consideration the above mentioned facts in respect of integrating research into the B.Com curriculum, the following Research Skill Based Courses are introduced in the B.Com curriculum.

Semester	RSB Courses	Credits
II	Research Led Seminar	1
III	Research Methodology	3
V	Participation in Bounded Research	2
VI	Project Work	4

### Blueprint for assessment of student's performance in Research Led Seminar Course

● **Internal Assessment:** **40 Marks**

- Seminar Report (UG)/Concept Note(PG) : 5 X 4= 20 Marks
- Seminar Review Presentation : 10 Marks
- Literature Survey : 10 Marks

● **Semester Examination** : **60 Marks**  
(Essay type Questions set by the concerned resource persons)

## **Blueprint for assessment of student's performance in Research Methodology Courses**

**Continuous Internal Assessment: 20 Marks**

- Research Tools( Lab) : 10 Marks
- Tutorial: 10 Marks

**Model Paper Writing: 40 Marks**

- Abstract: 5 Marks
- Introduction: 10 Marks
- Discussion: 10 Marks
- Review of Literature: 5 Marks
- Presentation: 10 Marks

**Semester Examination: 40 Marks**

**Total: 100 Marks**







