



PRIST
DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMILNADU

B.COM PROGRAMME

Commerce is a professional course among the various arts subjects. Commerce 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 Programme of the **PRIST UNIVERSITY**

SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT
DEPARTMENT OF COMMERCE

B.Com – REGULATION 2019

B.Com

PROGRAMME OUTCOMES	
PO1	To train them to communicate commerce by improving their English vocabulary, Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO2	Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO3	Elicit views of others, mediate disagreements and help reach conclusions in group settings. Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO4	The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business.
PO5	The all-inclusive outlook of the course offer a number of values based and job oriented courses ensures that students are trained into up-to-date. In advanced accounting courses beyond the introductory level, affective development will also progress to the valuing and organization levels.

PO6	This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet the requirements.
PROGRAM SPECIFIC OUTCOME	
PSO1	To build a strong foundation of knowledge in different areas of Commerce.
PSO2	To develop the skill of applying concepts and techniques used in Commerce.
PSO3	To develop an attitude for working effectively and efficiently in a business environment.
PSO4	To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.
PROGRAM EDUCATIONAL OBJECTIVES	
PEO1	To be capable of making a positive contribution to the accountancy in public practices, Govt commerce and industry
PEO2	To be able to pursue research in their chosen field of marketing, finance and HR.
PEO3	To be able to demonstrate team spirits, skills and values continue to learn and adapt to change throughout their professional career
PEO4	Possess wide spectrum of managerial skills along with competency building qualities in specific areas of business studies.
PEO5	Excel in contemporary knowledge of business and developing inclination towards lifelong learning

Course outcomes (Cos)

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S.No	Semester	Course Code/ Name	Course Outcome
19110AEC11	I	Tamil I	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
19111AEC11	I	Advanced English-I	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof reading

19161SEC12	I	English-I	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
19161SEC13	I	Basic Accounting	<ul style="list-style-type: none"> ➤ Understanding the fundamental of financial accounting ➤ Develop the modern market economy ➤ Prepare the different kinds of financial statement ➤ Acquire conceptual knowledge of basics of accounting ➤ Identify and analyze the reasons for the difference between cash book and pass book balances ➤ Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP
19161AEC14	I	Business Environment	<ul style="list-style-type: none"> ➤ Discuss the supply and demand theory and its impact on insurance ➤ Outline an how entity operate in the Business environment ➤ Explain the legal frame work that regulate the insurance industry ➤ Understand relationship between environment and business; Applying the environmental analysis techniques in practice ➤ Understand Economic, Socio-Cultural and Technological Environment ➤ Know state policies Economic legislations and Economic reforms laid by the government

19161AEC15	I	Marketing	<ul style="list-style-type: none"> ➤ Understand fundamental marketing concepts, theories and principles in areas of marketing policy ➤ Apply the knowledge, concepts, tools necessary to understand challenges ➤ Understand the marketing concepts and its evolution ➤ Analyze the market based on segmentation, targeting and positioning ➤ Know the consumer behavior and their decision making process ➤ Understand the rural markets and the contemporary issues in marketing ➤ Make decisions on product, price, promotion mix and distribution ➤ The course helped the students to know the principles and Practices of Marketing Mix and Marketing Research.
19161AEC16	I	Business Economics	<ul style="list-style-type: none"> ➤ Apply the concept of opportunity cost. ➤ Understand the concepts of cost, nature of production and its relationship to Business operations. ➤ Apply Economic theories to business decision ➤ Use the theoretical concept of demand and supply analysis in practice ➤ Understand the cost concepts, theories of profit and business cycles ➤ Use different demand forecasting techniques and apply different pricing techniques in business ➤ Understand the importance of Fiscal policy

19120SEC01AL.	I	Package Lab-I	<ul style="list-style-type: none"> ➤ Recognize when to use each of the Microsoft Office programs to create professional and academic documents. ➤ Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards. ➤ Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.
19111SEC01L	I	Communicative English Lab-I	<ul style="list-style-type: none"> ➤ Learn grammar.. ➤ Develop listening skill ➤ Enrich vocabulary ➤ Understand the process of communication ➤ Develop listening skill
1911INDCONS	I	Indian Constitution	<ul style="list-style-type: none"> ➤ Democratic values and citizenship Training are gained. ➤ Awareness on Fundamental Rights are established. . ➤ Learn the functions of union and State Governments ➤ Learn the power and functions of the Judiciary ➤ Appreciate of Democratic Parliamentary Rule
19110AEC21	II	Tamil II	<ul style="list-style-type: none"> ➤ Know what devotion really is. ➤ Know the fruitfulness obtained through devotion. ➤ Perceive the progress achieved in the society through devotion.
19111AEC21	II	Advanced English -II	<ul style="list-style-type: none"> ➤ Develop technological skill. ➤ Able to write in a variety of formats ➤ Read biographies and develop personality

19111AEC22	II	English-II	<ul style="list-style-type: none"> ➤ Appreciate different forms of literature ➤ Acquire language skills through literature ➤ Broadens the horizon of knowledge
19161SEC23	II	Business Accounting	<ul style="list-style-type: none"> ➤ Familiarize the concept of Branch account and its system ➤ Understand the Scope of departmental accounting ➤ Appreciate the need for negotiable instruments and procedure of accounting for bills honoured and dishonoured ➤ Differentiate Trade bills from Accommodation Bills ➤ Understand the concept of Consignment and learn the accounting treatment of the various aspects of consignment ➤ Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture ➤ Understand the meaning and features of Non-Profit Organizations ➤ Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations

19161SEC24	II	Ethics in Business	<ul style="list-style-type: none"> ➤ Understand, and evaluate various organizational influences affecting ethical decisions ➤ Present and analyze ethical and moral issues ➤ Explore ethical theories ➤ Use contemporary and classical frameworks to analyze and suggest resolutions to ethical dilemmas. ➤ Identify and address common ethical issues that arise for individuals, managers, and organizations. ➤ Organize how individual differences and cognitive barriers can influence ethical judgment. <ul style="list-style-type: none"> ➤ Identify and prioritize personal values and apply those to making ethical decisions.
19161AEC25	II	Business Statistics	<ul style="list-style-type: none"> ➤ Critically evaluate the underlying assumptions of analysis tools ➤ Solve a range of problems using the techniques covered ➤ Conduct basic statistical analysis of data. ➤ Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data ➤ Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis ➤ Choose a statistical method for solving practical problems

19161AEC26	II	Business Organization and Management	<ul style="list-style-type: none"> ➤ Understand the dynamics of marketing in business ➤ Ability and confidence to tackle common practical financial problems of business. ➤ Understand the scope of Business, and its importance. ➤ Identify different forms of business organizations viz; Sole Proprietorship, Partnership, Joint Hindu Family Business & Co-operative Organizations. ➤ Understand a Joint Stock Company and various formalities to promote a Company ➤ Learn various sources Industrial Financial resources and the means to raise them
19161RLS27	II	Research Led seminar	<ul style="list-style-type: none"> ➤ Know the emerging areas in research ➤ Learning experiences of students subject to research led teaching ➤ The institutional and organization issues surrounding such learning environments ➤ The development of such teaching on the disciplinary (subject-based) requirements of curricula design ➤ The opportunity to develop high level transferable skills

19120SEC02AL	II	Packages Lab-II	<ul style="list-style-type: none"> ➤ Identify the names and functions of the PowerPoint interface. ➤ Create, edit, save, and print presentations. ➤ Format presentations. ➤ Add a graphic to a presentation. ➤ Create and manipulate simple slide shows with outlines and notes. ➤ Create slide presentations that include text, graphics, animation, and transitions.
19111SEC02L	II	Communicative English Lab-II	<ul style="list-style-type: none"> ➤ Learn grammar. ➤ Use a variety of reading strategies ➤ Enhance the skill of making grammatically correct sentences.
19111OAEC31	III	Tamil III	<ul style="list-style-type: none"> ➤ Achieve one's goal by following the ancestral path ➤ Learn to lead life of perfection by realizing the uncertainty in the life ➤ Attain happiness through honesty
19111AEC31	III	Advanced English-III	<ul style="list-style-type: none"> ➤ Understand Phonetics. ➤ Develop writing skill ➤ Able to develop creative writing systems. ➤ Correct methodology when developing mathematical models. ➤ Skill in applications ➤ Designing and developing the solutions

19111AEC32	III	English-III	<ul style="list-style-type: none"> ➤ Enable to appreciate different types of prose ➤ Develop the conversational skills through one-act plays ➤ Enhance the skill of making grammatically correct sentences.
19161SEC33	III	Cost Accounting	<ul style="list-style-type: none"> ➤ Understand various costing systems and management systems ➤ Analyze and provide recommendations to improve the operations of organizations ➤ Imbibe conceptual knowledge of cost accounting. ➤ Understand the significance of cost accounting in the modern economic environment ➤ Select the costs according to their impact on business ➤ Apply cost accounting methods to evaluate and project business performance
19161SEC34	III	Banking Theory Law and Practice	<ul style="list-style-type: none"> ➤ Understanding of Banking Channels and Payments ➤ Practices on Banking Technology ➤ Understanding of Core Banking ➤ To gather knowledge on banking and financial system in India ➤ Understand better customer relationship ➤ To create awareness about modern banking services like e-banking, m-banking and internet banking

19161AEC35	III	Business Law for Managers	<ul style="list-style-type: none"> ➤ Explain the concepts in business laws with respect to foreign trade ➤ Apply the global business laws to current business environment ➤ Demonstrate an understanding of the Legal Environment of Business. ➤ Communicate effectively using standard business and legal terminology. ➤ Demonstrate recognition of the requirements of the contract agreement ➤ Identify contract remedies ➤ understand the various provisions of Company Law
19161AEC36	III	Essentials of Business Communication	<ul style="list-style-type: none"> ➤ Identify ethical, legal, cultural, and global issues affecting business communication. ➤ Utilize analytical and problem solving skills appropriate to business communication. ➤ Effective business writing ➤ Research approaches and information collection. ➤ Developing and delivering effective presentations ➤ Effective interpersonal communications ➤ Skills that maximize team effectiveness. ➤ Good time management.

19161RMC37	III	Research methodology	<ul style="list-style-type: none"> ➤ Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools. ➤ Familiarize participants with basic of research and the research process. ➤ Enable the participants in conducting research work and formulating research synopsis and report. ➤ Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. ➤ Have basic knowledge on qualitative research techniques ➤ Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis ➤ Have basic awareness of data analysis-and hypothesis testing procedures
19120SEC03AL	III	Packages Lab-III	<ul style="list-style-type: none"> ➤ Indicate the names and functions of the Excel interface components. ➤ Enter and edit data. ➤ Format data and cells. ➤ Construct formulas, including the use of built-in functions, and relative and absolute references. ➤ Create and modify charts. ➤ Preview and print worksheets.

19111AEC03L	III	Communicative English Lab-III	<ul style="list-style-type: none"> ➤ Learn grammar. ➤ Develop speaking and writing skills ➤ Enhance their fluency in English ➤ Develop individual perspectives that demonstrate critical thinking skills
19110AEC41	IV	Tamil IV	<ul style="list-style-type: none"> ➤ Realize how the ancient people changed their life style according to the ages ➤ Learn how to change one's lifestyle according to the needs of the future ➤ Accept the modern trend and its uses
19111AEC41	IV	Advanced English-IV	<ul style="list-style-type: none"> ➤ Develop writing skill. ➤ Comprehend and describe poems ➤ Learn interviewing skills
19111AEC42	IV	English IV	<ul style="list-style-type: none"> ➤ Improve their ability to read and understand them ➤ Know the genius of Shakespeare ➤ Express in writing their views.
19161SEC43	IV	Partnership Accounting	<ul style="list-style-type: none"> ➤ Understand the concept of partnership ➤ Understand the journal entries for the formation of partnership ➤ Familiarize the concept of Branch account and its system ➤ Understand the Scope of departmental accounting ➤ Introduce the system of Hire Purchasing ➤ Understand partnership account from admission to dissolution

19161SEC44	IV	Advertising and sales promotion	<ul style="list-style-type: none"> ➤ Understand the key principles and tools of integrated marketing communication ➤ Explain the environmental factors which influence consumer and organizational decision ➤ Identify the elements of the communication process between buyers and sellers in business. making process ➤ Identify the marketing mix components in relation to market segmentation ➤ Outline a marketing plan ➤ Utilize marketing research techniques to resolve into competitive marketing decisions.
19161AEC45	IV	Company Law and Secretarial practice	<ul style="list-style-type: none"> ➤ Get a basic understanding of different type of meeting of board of directors. ➤ Use international trade terms and concepts when communicating. ➤ Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area. ➤ Understanding of those areas of company law identified in the indicative syllabus above and form a critical judgement on areas of controversy within the topics studied; ➤ Read and study primary and secondary sources of company law, with minimal staff guidance;critically analyse, interpret, evaluate and synthesise information from a variety of sources ➤ Identify sources for research and further develop a strategy for research using standard and electronic research tools

19161AEC46	IV	Office management	<ul style="list-style-type: none"> ➤ To make them understand office management and duties of an office manager ➤ To give an idea about proper filing and indexing of office documents ➤ To understand the principles of record management and different types of records in business organization ➤ To enable them to aware about safety hazardous and steps to improve office safety ➤ To introduce different measures of office work ➤ The course helped the students to know the importance of Office Management in the present competitive world.
19120SEC04AL	IV	Packages Lab-IV	<ul style="list-style-type: none"> ➤ Examine database concepts and explore the Microsoft Office Access environment. ➤ Design a simple database. ➤ Build a new database with related tables. ➤ Manage the data in a table. ➤ Query a database using different methods. ➤ Design a form. ➤ Generate a report. ➤ Import and export data.
19111SEC04L	IV	Communicative English Lab-IV	<ul style="list-style-type: none"> ➤ Learn grammar. ➤ Enable to express their views in conversation ➤ Develop soft skills ➤ Enhance presentation skills

191ENVTSTU	IV	Environmental Studies	<ul style="list-style-type: none"> ➤ Learn about environmental pollution. ➤ Familiarize with the social issues and the environment
19161SEC51	V	Corporate Accounting	<ul style="list-style-type: none"> ➤ Find out how a company can dissolve. ➤ Understand Mutual funds' investments. ➤ Learn about working format of companies. ➤ Enabling the students to understand the features of Shares and Debentures ➤ Develop an understanding about redemption of Shares and Debenture and its type ➤ Exposure to the company final accounts
19161SEC52	V	Financial Management	<ul style="list-style-type: none"> ➤ Use business finance terms and concepts when communicating. ➤ Demonstrate a basic understanding of financial management. ➤ Provide introduction to Financial Management ➤ Create an awareness about capital structure and theories of capital structure ➤ Make them understand the cost of capital in wide aspects ➤ Provide knowledge about dividend policies and various dividend models. ➤ Enable them to understand working capital management

19161SEC53	V	Financial Services	<ul style="list-style-type: none"> ➤ Forecast a firm's future financing requirements ➤ Design an optimal capital structure. ➤ Give an idea about fundamentals of financial services and players in financial sectors ➤ Create an awareness about merchant banking, issue management, capital markets and role of SEBI ➤ Provide knowledge about leasing and hire purchase concepts ➤ Make them understand about different types of insurance and IRDA Act.
19161SEC54	V	Computer Application in Business	<ul style="list-style-type: none"> ➤ Study the development of computers and their components in each stage. ➤ Develop an idea of software, programming language and operating system. ➤ Study the concept of developing database and its maintenance using computers in a business Concern ➤ Analyze the importance of management information system and networking in a business. ➤ Be aware and perform various activities using computers in day to day life.

19161DSC54A	V	Co-operative law and practices	<ul style="list-style-type: none"> ➤ Know about the company law in the India. ➤ Understand the use of the memorandum of association and article of association in a ➤ company, they also learn from this course ➤ Develop Professionals in the filed of Co-operation, Co-operative law and Management. ➤ Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions. ➤ Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management. ➤ Enable the in-service personnel to develop skills on Co-operative Management Techniques
19161DSC55B	V	Stock Exchange Practice	<ul style="list-style-type: none"> ➤ Understand the vocabulary and grammar of a trading floor. ➤ Experience the interactions between traders, sales, clients, brokers ➤ Realize in a personal and lively way what it requires to be a trader, a sales, a structure ➤ Identify Risk Management issues related to market positions ➤ Become familiar with practical trading techniques ➤ Formal training to Bloomberg platform (Bloomberg Market Concepts)

19161BRC56	V	Participation in Bounded Research	<ul style="list-style-type: none"> ➤ Do the allotted work in research ➤ Learn to do review of literature ➤ Hands on exposure to problem solving tools in contemporary research ➤ Evolution of research intuitiveness and orientation ➤ Familiarity with cutting edge research trends
19120SEC05AL	V	Packages Lab-V	<ul style="list-style-type: none"> ➤ work with the Photoshop workspace ➤ navigate images ➤ resize and crop images ➤ make and work with selections ➤ create new layers and perform other basic layer functions ➤ transform images.
19111SEC05L	V	Communicative English Lab-V	<ul style="list-style-type: none"> ➤ Develop corporate skills. ➤ Handle their day to day affairs well with their knowledge of language skills. ➤ Get a job

19161SEC61	VI	Management Accounting	<ul style="list-style-type: none"> ➤ Prepare analysis of various special decisions, using relevant costing and benefits ➤ More effective planning and control systems ➤ The students thought and knowledge on management Accounting ➤ Helps to give proper idea on financial statement analysis in practical point of view ➤ Introduce the concept of fund flow and cash flow statement ➤ Provide knowledge about budget control keeping in mind the scope of the concept ➤ Develop the know-how and concept of marginal costing with practical problems
19161SEC62	VI	Entrepreneurship and Small Business Management	<ul style="list-style-type: none"> ➤ Understand the systematic process to select the business ideas. ➤ Write a business plan ➤ Develop students about Entrepreneurship development ➤ Create an awareness on various Entrepreneurship Development Programme ➤ Enable them to understand project formulation ➤ Familiarize the students with EDP scheme

19161SEC63	VI	Auditing	<ul style="list-style-type: none"> ➤ Articulate knowledge of fundamental audit concepts ➤ Apply critical thinking skills and solve auditing Problems. ➤ Apply and demonstrate the accounting knowledge and skills in Auditing. ➤ Explain how analytical procedures are used as an audit tool. ➤ Illustrate effective internal controls ➤ Apply ethical standards to issues in auditing
19161DSC64A	VI	Income Tax Law & Practices	<ul style="list-style-type: none"> ➤ File IT Return on individuals basis ➤ Compute the total Income and Define tax complications and structure. ➤ In order to familiarize the different know-how and heads of income with its components ➤ It helps to build an idea about income from house property as a concept ➤ It gives more idea about the income from business or profession ➤ Make the students familiarizes with the concept of depreciation and its provisions

19161DSC64B	VI	Cooperation Theory	<ul style="list-style-type: none"> ➤ Greater Social support ➤ More on-task behavior ➤ Develop Professionals in the filed of Co-operation, Co-operative law and Management. ➤ Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions. ➤ Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management. ➤ Enable the in-service personnel to develop skills on Co-operative Management Techniques
19161PRW66	VI	Project Work	<ul style="list-style-type: none"> ➤ Develop plans with relevant people to achieve the project's goals ➤ Break work down into tasks and determine handover procedures ➤ Identify links and dependencies, and schedule to achieve deliverables ➤ Estimate and cost the human and physical resources required, and make plans to obtain the necessary resources ➤ Allocate roles with clear lines of responsibility and accountability. ➤ Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
19120SEC06AL	VI	Packages Lab-VI	<ul style="list-style-type: none"> ➤ Learn to create animated graphics and sound and interactivity. ➤ Can develop Website ➤ CD based presentations

1911SEC06L	VI	Communicative English Lab-VI	<ul style="list-style-type: none">➤ Get a job➤ Apply study skills➤ Widen creative thinking➤ Be a good team worker➤ Make them proficient in English
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SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT
DEPARTMENT OF COMMERCE
B.Com – REGULATION 2019
COURSE STRUCTURE

Course Code	Course Title	L	T	P	C
SEMESTER - I					
19110 AEC 11/ 19132AEC11/ 19111AEC11/ 19135AEC11	Tamil – I / Hindi – I / Advanced English-I/ French-I	4	0	0	2
19111AEC 12	English – I	4	0	0	2
19161SEC 13	Basic Accounting	5	0	0	4
19161SEC 14	Business Environment	5	0	0	4
19161AEC 15	Marketing	4	0	0	4
19161AEC 16	Business Economics	4	0	0	3
191__SEC01__	Skill Based Elective Course – I	0	0	2	1
19111SEC01L	Communicative English Lab- I	0	0	1	1
191INDCONS	Indian Constitution	0	0	0	1
	Total	26	0	3	22
SEMESTER- II					
19110 AEC 21/ 19132AEC21/ 19111AEC21/ 19135AEC21	Tamil – II / Hindi – II / Advanced English – II/ French-I	4	0	0	2
19111AEC 22	English – II	4	0	0	2
19161SEC 23	Business Accounting	5	0	0	4
19161SEC 24	Ethics in Business	4	0	0	4
19161AEC 25	Business Statistics	5	0	0	4
19161AEC 26	Business Organization and Management	4	0	0	3
19161RLS27	Research Led Seminar	-	-	-	1
191—SEC02--	Skill Based Elective Course – II	0	0	2	1
19111SEC02L	Communicative English Lab - II	0	0	1	1
	Total	26	0	3	22
SEMESTER - III					
19110 AEC 31/ 19132AEC31/ 19111AEC31/ 19135AEC31	Tamil – III / Hindi – III / Advanced English – III French-III	4	0	0	2
19111AEC 32	English – III	4	0	0	2
19161SEC 33	Cost Accounting	5	0	0	4
19161SEC 34	Banking Theory Law and Practice	4	0	0	4
19161AEC 35	Business law For Managers	4	0	0	4
19161AEC 36	Essentials of Business Communication	4	0	0	3

19161RMC37	Research Methodology	2	0	0	2
191--SEC03--	Skill Based Elective Course – III	0	0	2	1
19111SEC03L	Communicative English Lab – III	0	0	1	1
	Total	27	0	3	23
	SEMESTER - IV				
19110AEC 41/ 19132AEC41/ 19111AEC41/ 19135AEC41	Tamil – IV / Hindi – IV / Advanced English – IV/ French-IV	4	0	0	2
19111AEC 42	English – IV	4	0	0	2
19161SEC 43	Partnership Accounts	5	0	0	4
19161SEC 44	Advertising and sales Promotion	4	0	0	4
19161AEC 45	Company Law and Secretarial Practice	4	0	0	4
19161AEC 46	Office management	4	0	0	3
191--SEC04--	Skill Based Elective Course – IV	0	0	2	1
19111SEC04L	Communicative English Lab - IV	0	0	1	1
191ENVTSTU	Environmental studies	2	0	0	2
	Total	27	0	3	23
	SEMESTER - V				
19161SEC51	Corporate Accounting	5	0	0	5
19161SEC52	Financial Management	5	1	0	5
19161SEC53	Financial Services	5	0	0	4
19161SEC54	Computer Application in Business	5	1	0	4
19161DSC55 -	Discipline Specific Elective – I	5	0	0	4
19161BRC56	Participation in Bounded Research	-	-	-	2
191--SEC05--	Skill Based Elective Course – V	0	0	2	1
19111SEC05L	Communicative English Lab – V	0	0	1	1
	Total	25	2	3	26
	SEMESTER - VI				
19161SEC61	Management Accounting	5	1	0	5
19161SEC62	Entrepreneurship and Small Business Management	5	0	0	5
19161SEC63	Auditing	4	1	0	4
19161DSC64 -	Discipline Specific Elective – II	5	0	0	4
191- -OEC--	Open Elective	4	0	0	2
19161PRW66	Project Work	-	-	-	4
191--SEC06--	Skill Based Elective Course – VI	0	0	2	1
19111SEC06L	Communication English Lab – VI	0	0	1	1
19161EXACT	Extension activities	0	0	0	1
19161PEE	Program Exit Examination	0	0	0	2
	Total	23	2	3	29
	Total Credits of the Programme	-	-	-	145

DISCIPLINE SPECIFIC ELECTIVE COURSES

SEMESTER	COURSE CODE	COURSE TITLE
V	19161DSC55A	Stock Exchange Practice
	19161DSC55B	Cooperative Law and Practice
VI	19161DSC64A	Income Tax Law and Practice
	19161DSC64B	Co-Operation Theory

Open Electives

Semester	Open Elective Courses
V	a) 19110OEC-Tamil Ilakkiya Varalaru b) 19111OEC-Journalism c) 19112OEC-Development of Mathematical Skills d) 19113OEC-Instrumentation e) 19114OEC-Food and Adulteration f) 19116OEC – Wildlife Conservation g) 19120OEC-E- Learning h) 19122OEC-Web technology

Skill based Electives

Semester	Skill based Elective Courses
I	a) 19120SEC01AL-Package Lab – I b) 19160SEC01B-Soft skill – I
II	a) 19120SEC02AL-Package Lab – II b) 19160SEC02B-Soft skill – II
III	a) 19120SEC03AL-Package Lab –III b) 19160SEC03B-Soft skill – III
IV	a) 19120SEC04AL-Package Lab –IV b) 19160SEC04B- _Soft skill – IV
V	a) 19120SEC05AL-Package Lab –V b) 19160SEC05B-Soft skill - V
VI	a) 19120SEC06AL-Package Lab –VI b) 19160SEC06B-Soft skill – VI

B.COM CREDIT DISTRIBUTION

Sem	AEC	SEC	DSC	OEC	Research	Others	Total
I	11	10	-	-	-	01	22
II	11	10	-	-	01	-	22
III	11	10	-	-	02	-	23
IV	11	10	-	-	-	02	23
V	-	20	04	-	02	-	26
VI	-	16	04	02	04	03	29
Total	44	76	08	02	09	06	145

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம்- வல்லம் தஞ்சாவூர்

தமிழ்

முதல் பருவம்

முதலாம் ஆண்டு -(BBA , BA, B.COM, CS ,Bsc)

இலக்கால இலக்கியம் - செய்யுள், சிறுகதை , நாடகம், இலக்கிய வரலாறு

அலகு : 1.செய்யுள் :

1. தாயுமானவ சுவாமிகள் - ஆதார புவனம் - சிதம்பர ரகசியம் - 40 அடிகள்
2. இராமலிங்க அடிகள் - திருவருட்பா - கருணை விண்ணப்பம் - 40 அடிகள்
3. கவிமணி தேசிக விநாயகம் பிள்ளை - மலரும் மாலையும் - 52 அடிகள்
4. பாரதியார் - புதுமைப்பெண் - 40 அடிகள்
5. பாரதிதாசன் - பாரதிதாசன் கவிதைகள் - தமிழ் இனிமை , தமிழ் உணர்வு

அலகு : 2. செய்யுள்:

- 6 . நாமக்கல் கவிஞர் - தமிழ் தேன், தமிழ் வளர்ச்சி சபதம் செய்வோம் , 40 அடிகள்
7. ந.பிச்சமூர்த்தி - வழித்துணை - கவிதை கருடன் , 42 அடிகள்
- 8.சுரதா - தேன்மழை, கல்பை , 22 அடிகள்
9. கண்ணதாசன் - இலக்கியம் , ஒரு பாணையின் கதை , 54 அடிகள்
10. அப்துல் ரகுமான் - சொந்த சிறகுகள், குப்பையை கிளறும் சிறகுகள், 80 அடிகள்

அலகு : 3. சிறுகதை :

11. சு.சமுத்திரம் - வேரில் பழுத்த பலா

அலகு : 4. நாடகம் :

12. கு. வெ. பாலசுப்பிரமணியன் , கௌதம புத்தர் (உரைநடை நாடகம்)

அலகு : 5. இலக்கிய வரலாறு

13. சிறுகதை , புதினம், நாடகம் உரைநடை , கவிதை , புதுக்கவிதை

SEMESTER-I

DEPARTMENT OF ENGLISH

SYLLABUS FOR UG PART I - ENGLISH - REGULATION 2019

Course Code	Course Title	L	T	P	C
19111AEC11	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

Sultan Chand & Sons

English for writers and translators

-Robin Macpherson

Technical Communication

-Meenakshi Sharma & Sangeetha Sharma

The World's Great Speeches

- Sudhir Kumar Sharma Galaxy Publishers

English Work Book-I&II

-Jewelcy Jawahar

SEMESTER-I

SYLLABUS FOR UG PART II - ENGLISH - REGULATION 2019

Course code	Course Title	L	T	P	C
19111AEC12	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

-Aruna Gnanadason

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

COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC13	Basic Accounting	5	0	0	4

AIM

To develop conceptual understanding of the fundamentals of basic accounting system in a business.

OBJECTIVES

- I. To process transactions and other events through a book keeping mechanism to prepare final accounts.
- II. To impart skills in basic accounting for various kinds of business transactions.
- III. To generate basic data for business information.

UNIT – I

Self Study Unit: Introduction – Accounting Concepts and Conventions Book Keeping and Accounting – Accounting Cycle – Objectives and Advantages of Accounting – Journal – Books of Accounts – Format of Journal – Rules of Journalizing.

UNIT – II

Journalizing – Ledger – Subsidiary Books – Trail balance –Rectification of Errors.

UNIT – III

Bills of Exchange – Self balancing – Single Entry System.

UNIT – IV

Final accounts of trading and – Non Trading Concerns.

UNIT – V

Depreciation –Methods Fixed – Diminishing Annuity – Depreciation Fund – Provisions and Reserves- Fire Claims.

OUTCOME

Students are now familiarized with the basic accounting principles and practices and the ascertainment of profit and the financial statement of the business.

REFERENCE BOOKS

1. RL.Gupta and V.K.Gupta – Financial Accounting – Sultan Chand & Sons.
2. S.P.Jain and K.L.Narang – Principles of Accounting – Kalyan Publications.
3. Reddy and Murthy – Financial Accounting – Murgham Publications.
4. Dr.Radha – Financial Accounting – Prasana Publications

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC14	Business Environment	5	0	0	4

AIM

To study about the different types of environments which influence a business.

OBJECTIVES

- I. To learn the social responsibility of a business.
- II. To study about the basic aspects of a business.
- III. To highlight the economic and other environments of a business.

UNIT – I

Introduction of Business Environment – Nature and Scope of Business – Characteristics of Business – Objectives of Business – Social Responsibilities of Business – Economic Environment – Social and Cultural Environment.

UNIT – II

Political and Legal Environment – Constitutional Environment in India – Legal Environment – Technological Environment – Socio – Cultural Environment.

UNIT – III

Economic Environment;- Economic Systems – Economics systems – Economic Planning – Economic Policies – Business Cycle – Control of Business – Characteristics of Inflation – Control of inflation

UNIT – IV

Financial Environment and Financial System – What is a Financial System – Importance and Role of Banks in the Economy – Functions of Commercial Banks.

UNIT – V

Environment Analysis and Managerial Development – Techniques of Environmental Analysis – SWOT Analysis – Training and Development of Professional Managers – Management by Objectives – Methods – Advantages of Management Training – Limitations of MBO

OUTCOME

The course helped the students to understand the different types of environments which influence a business.

REFERENCE BOOKS

1. Dr. S.Sankaran – Business Environment
2. Dr. C.B. Gupta – Business Environment
3. Dr. P.K.Ghosh – Business Environment
4. V.Alagappan – Business Environment
5. Dr.D.N.Dwivedi – Business Environment

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COURSE CODE	COURSE TITLE	L	T	P	C
19161AEC15	Marketing	4	0	0	4

AIM

To learn the role of marketing in the modern Society.

OBJECTIVES

- I. To understand the concept of marketing in the new millennium.
- II. To study the marketing mix by element wise.
- III. To grasp the techniques of Marketing Research.

UNIT – I

Self Study Unit: Introduction of Marketing – Definition – Classification of Marketing – Importance of Marketing – Evolution of Marketing Concepts – Marketing Functions – Marketing Mix.

UNIT – II

Market segmentation – Bases – Benefits – Product Policy- Product Planning and Development – Product Life Cycle – Product Mix.

UNIT – III

Pricing – Meaning of Pricing – Importance of Pricing – Objectives of pricing – Kinds of Pricing – Procedure for price determination -Factory affecting Pricing Policy.

UNIT – IV

Sales Promotion – Meaning – Importance of Sales Promotion – Objectives; Advertising – Definition –Objectives – Functions – Importance of Advertising – Advantages and Disadvantages.

UNIT – V

Distribution Channel: Concept – Types of Channels, Factors affecting, choice of distribution channels – Retailers and Wholesalers – Branding and packaging.

OUTCOME

The course helped the students to know the principles and Practices of Marketing Mix and Marketing Research.

REFERENCE BOOKS

1. Rajan Nair – Marketing Management.
2. Philip Kotler – Principles of Marketing.
3. Varshaney – Marketing Management.
4. Arun Kumar – Marketing.
5. S.Ramesh Kumar – Marketing.
6. P.Saravanavel – Marketing.

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COURSE CODE	COURSE TITLE	L	T	P	C
19161AEC16	Business Economics	4	0	0	3

AIM

To study the fundamental principles of business economics.

OBJECTIVES

- I. To apply economic theory and exact procedure to arrive correct business decisions.
- II. To study the economic behaviour of business in theory and practice.

UNIT – I

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

UNIT – II

Demand Analysis – Demand Curves – Elasticity of Demand – Indifference Curves.

UNIT – III

Production Function – Factors of Production – Laws of Return – Cost of Production – Curve - Scale of Production – Economics of Large Scale Production.

UNIT – IV

Cost Concepts- Different cost - 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

The student learned the basic principles of Economics which help them in making logical business decisions.

REFERENCE BOOKS:

1. K.P.M. Sundaram & EN. Sundaram – Business Economics.
2. S.Sankaran – Business Economics.
3. PN. Reddy& Appanaiyah - Business Economics.

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Package Lab -1

MS-WORD

COURSE CODE	COURSE TITLE	L	T	P	C
19120SEC01A	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

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Course Code	Course Title	L	T	P	C
191__SEC01B	SOFT SKILL I	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.

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Course Code	Course Title	L	T	P	C
19111SEC01L	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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COURSE CODE	COURSE TITLE	L	T	P	C
191INDCONS	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 – I: 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 – II: FUNDAMENTAL RIGHTS AND FUNDAMENTAL DUTIES OF THE CITIZENS

Right of Equality – Right Of Freedom – Right against Exploitation – Right to Constitutional Remedies – Fundamental Duties.

UNIT – III: DIRECTIVE PRINCIPLES OF STATE POLICY

Socialism Principles – Gandhian Principles – Liberal and General Principles- Differences between Fundamental Rights and Directive Principles.

UNIT – IV: THE UNION EXECUTIVE, UNION PARLIAMENT AND SUPREME COURT

Powers and positions of the President – Qualification Method of Election of President and Vice President – Prime Minister Rajya Sabha – Lok Sabha – The Supreme Court – High Court – Functions and Position of Supreme court and High Court

UNIT – V: 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

1. Democratic values and citizenship Training are gained.
2. Awareness on Fundamental Rights are established.
3. The functions of union Government and State Government are learnt.
4. The power and functions of the Judiciary learnt thoroughly.
5. Appreciation of Democratic Parliamentary Rule is learnt.

REFERENCE BOOKS:

1. Paleker S.A. Indian Constitution Government and Politics, ABD publications, India.
2. Aiyer Alladi, Krishnaswami, Constitution and Fundamental rights 1955.
3. Markandan K.C. Directive Principles in the Indian Constitution 1966.
4. Kashyap Subash C Our Parliament, National Book, Trust New Delhi 1989.

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம் வல்லம் தஞ்சாவூர்
பாட குறியீடு :

தமிழ்

இரண்டாம் பருவம்

முதலாம் ஆண்டு - (BA, Bsc, B.COM, BBA)

செய்யுள், சக்தி இலக்கியம், சிற்றிலக்கியம், இலக்கிய வரலாறு

அலகு : 1. செய்யுள்:

1. திருஞானசம்பந்தர் தேவாரம் - கோளறு பதிகம்
2. திருநாவுக்கரசர் தேவாரம் - தனிக் குறுந்தொகை
3. சுந்தரர் தேவாரம் - திருநொடித் தான் மலை
4. மாணிக்கவாசகர் - திருவாசகம் - தருப்பொன் ஊசல்

அலகு : 2. செய்யுள்:

5. குலசேகராழ்வார் - பெருமாள் திருமொழி
6. நம்மாழ்வார் திருவாய் மொழி - இரண்டாம் பத்து - உலகிற்கு உபதேசம்
7. ஆண்டாள் - நாச்சியார் திருமொழி - திருமணக்கனவை உரைத்தல்
8. திருமங்கை ஆழ்வார் - சிறிய திருமடல்

அலகு : 3. செய்யுள்:

9. தினமலர் - மூன்றாம் திருமுறை
10. குமரகுருபரர் - மீனாட்சியம்மைப் பிள்ளை - தமிழ் வருகைப் பருவம்
11. திரிகூடராசப்ப கவிராயர் - குற்றால குறவஞ்சி - குறத்தி நாட்டு வளங் கூறுதல்
12. வீரமாமுனிவர் - திருக்காவ லூர்க் கலம்பகம்

அலகு : 4. புதினம்

13. கு.வெ. பாலசுப்ரமணியன் - காளவாய்

அலகு : 5. இலக்கிய வரலாறு

14. சைவ வைணவ இலக்கியங்கள், சிற்றிலக்கியங்கள், (பள்ளு - பிள்ளைத்தமிழ், - பரணி)

SEMESTER-II

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Course Code	Course Title	L	T	P	C
19111AEC21	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

-Jewelcy Jawahar

SEMESTER-II**PRIST UNIVERSITY, THANJAVUR
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Course Code	Course Title	L	T	P	C
19111AEC22	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

-GowriSivaraman EmeraldPublishers

SEMESTER-II

PRIST UNIVERSITY, THANJAVUR B.COM

COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC23	Business Accounting	5	0	0	4

AIM

To learn the accounting mechanism which is necessary for Business Accounting.

OBJECTIVES

- I. To ascertain the Profit of Branches & Departments.
- II. To learn Hire Purchase and Royalties Accounting.
- III. To practice Partnership Accounting.

Unit – I

Self Study Unit: Branch accounts (excluding foreign branches)- Departmental accounts.

Unit – II

Hire purchase accounts-Installment purchase system

Unit – III

Average due date-Royalty

Unit - IV

Consignment-Joint venture

Unit - V

Insurance claims for loss of profits-Insolvency accounts-statement of affairs-Insolvency of individual only.

OUTCOME

The students gained knowledge on accounting mechanism which is necessary for the preparation of the business accounting.

REFERENCE BOOKS

1. Jain and Narang-Advanced Accountancy
2. A.Arulanandam & rajan-Advanced Accountancy-Himalaya Publishers.

3. Reddy and Murthy-Financial Accounting-Murgham Publications.

4. Dr.Radha-Financial Accounting-Prasana Publications.

SEMESTER-II

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC24	Ethics in Business	4	0	0	4

AIM

To study about the personal values and moral standards and the importance of honesty in business.

OBJECTIVES

- I. To clarify what is ethics and what is not ethics in business.
- II. To apply the ethical principles in day – to –day business practices.
- III. To know the role of various agencies in ensuring the ethics principles and their practices.
- IV. To analyze ethical issues in Indian business.

UNIT – I

Ethics – Meaning and definition – Personal Ethics – Professional Ethics – Business Ethics – Value and Ethics in Business – Corporate Governance Ethics – Benefits to Ethics in Work Place

UNIT – II

Corporate Ethics – Investors Rights – Rights of Share Holders – Privileges, Problems and Protection – Guide for Investors.

UNIT – III

Corporate social Responsibility – Scope of Social Responsibility of Business and Corporate Justification – Advantages – Steps to attain Social Responsibility.

UNIT – IV

The Ethics in Consumer Protection – Consumer and Consumer Protection – Parties to Consumer Protection – Consumer Duties and Responsibilities – Consumer Protection Act 1986 –Consumer Protection Act 2002- Prevention of food Adulteration Act 1954.

UNIT – V

Role of various Agencies in Ensuring Ethics in Business – Public Opinion – Auditors – Board of Directors – Media –Advertising – Government Agencies-Judiciary-SEBI

OUTCOME

The course helped the students to know the importance of ethical principles in day to day business activities.

REFERENCE BOOKS:

1. A.C.Fernanando – Business Ethics –Peason Publications.
2. Biswasth- Ethics and Management and Indian Ethics – Vidya Vikas.
3. Dr.C.B.Gupta- Values and Ethics in Business – Sultan Chands & Sons
4. Dr.G.K.Kapoor and Dr.G.B.Gupta – Business law Ethics and Communication – Sultan Chand & Sons.
5. N.D.Kapoor – law Ethics and Communication – Sultan Chand & Sons.

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COURSE CODE	COURSE TITLE	L	T	P	C
19161AEC25	Business Statistics	5	0	0	4

AIM

To include the Knowledge of statistical tools for executives.

OBJECTIVES

- (i) To provide the much needed information for various business and policy decision.
- (ii) To understand the conceptual and framework and measure of central tendency, dispersion and correlation.

UNIT – I

Classification and Tabulation – graphs and Diagrams – Measures of central tendency – mean, median, Mode, Geometric mean, harmonic mean.

UNIT –II

Measures of dispersion – Range – Quartile deviation – Standard deviation – Co – Efficient of variation.

UNIT – III

Correlation – Meaning and definition – Co- efficient of correlation – regression equations.

UNIT – IV

Times series – meaning – Business forecasting – Methods of estimating trend – Graphic, semi average, moving average and least square method.

UNIT - V

Methods of construction of index numbers – Unweighted Aggregate Price Index – Weighted Aggregate Index Numbers – Quantity Index Numbers – Test for Index Numbers – Time Reversal test – Factor reversal Test – Chain base Method – Advantages of Chain base Index Numbers – Cost of living Index Numbers.

OUTCOME

The course sharpened the analytical skills of the students to the business data effectively.

REFERENCE BOOKS

1. P. Navaneetham – Business mathematics
2. S.P.Gupta – statistical methods
3. C.B. Gupta – statistical methods

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COURSE CODE	COURSE TITLE	L	T	P	C
19161AEC26	Business Organization and Management	4	0	0	3

AIM

To get an idea of the various business organizations and Management functioning in India.

OBJECTIVES

- I. To study the nature and scope of various business organizations and Management.
- II. To understand the different characteristics of various business organizations and features of Management.

UNIT – I

Business Organization – Forms of Organization – Choice of a Suitable form sole Trader – Partnership – Joint Hindu Family - Joint Stock Company.

UNIT – II

Location of Business Organization – Plant Layout – Problems relating to the establishment of New Business – Facilities for Promotion of Industrial Enterprises in India.

UNIT – III

Industrial Policy in India – Industrial Licensing Policy – New Economic Policy – Globalization.

UNIT – IV

Business Management – Management & Administration – Contribution by Taylor and Hentry & Peter Drucker – Planning Process – Kinds of Planning – Objectives – Advantages & Limitations – Management by Objectives.

UNIT – V

Organizing process – Features – Structure – Different Forms – Departmentation, Delegation and Decentralization – Staffing – Manpower Planning – Directing and Co-Ordination: Principles – Elements – Controlling –Steps.

OUTCOME

The course guided the students to know the fundamentals and the special characteristics of various business organization and Management.

REFERENCE BOOKS:

1. Dinker Pagare – Business Organization Management
2. C.B.Gupta – Business Organization and Management.
3. Dr.G.L.Tayal – Modern Business Organization.
4. Y.K.Bhushan – Sultan Chand& Sons Fundamentals of Business Organization and Management.

SEMESTER-II

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Course Code	Course Title	L	T	P	C
19120SEC02A	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

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Course Code	Course Title	L	T	P	C
191__SEC02B	SOFT SKILL II	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

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Course Code	Course Title	L	T	P	C
19111SEC02L	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

Outcome:

- Understand grammar
- Develop reading skills

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

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

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம் வல்லம், தஞ்சாவூர்

பாட குறியீடு : 20110AET31

தமிழ்

மூன்றாம் பருவம்

முதலாம் ஆண்டு (BA , Bsc , B.COM, BBA)

செய்யுள் , காப்பியங்கள் இலக்கிய வரலாறு

செய்யுள்

அலகு : 1

- 1 . சிலப்பதிகாரம் - மனையறம் படுத்த காதை
- 2 . மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை
- 3 . சுவக சிந்தாமணி - விமலையர் இலம்பகம்

அலகு : 2

- 4 . பெரியபுராணம் - இளையான் குடிமாற நாயனார் புராணம்
- 5 . கம்பராமாயணம் - கைகேயி சூழ்வினைப் படலம்

அலகு : 3

- 6 . சூறாப்புராணம் - நபி அவதாரப் படலம் - 24 வரிகள்
- 7 . தேம்பாவணி - வாமன் ஆட்சி படலம் - முதல் 5 பாடல்கள்

அலகு : 4

- 8 . நளவெண்பா - சுயம்வர காண்டம் (20 - 51)

அலகு . 5 : இலக்கிய வரலாறு

- 9 . காப்பியங்கள் , ஐஞ்சிறு காப்பியங்கள் , புராணங்கள் , இதிகாசங்கள்

SEMESTER-III

PRIST UNIVERSITY, THANJAVUR B.COM

Course Code	Course Title	L	T	P	C
19111AEC31	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

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Course Code	Course Title	L	T	P	C
19111AEC32	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	-Steuart H.King Blackie Books
One-Act plays of Today	-T.Prabhakar Emerald Publishers

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC33	Cost Accounting	5	0	0	4

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 & PattanShetty – Costing.
2. Jain & Narang – Cost Accounting.
3. S.P.Iyengar – Cost Accounting.
4. Ahuja & Others – Cost Accounting.
5. R.Srinivasan & R.Ramachandran – Cost Accounting.

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC34	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

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COURSE CODE	COURSE TITLE	L	T	P	C
19161AEC35	Business Law for Managers	4	0	0	4

AIM:

To know the various principles of commercial laws.

OBJECTIVES:

- I. To study the nature and scope of the Indian Contract Act.
- II. To learn other business related laws and rules.

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:

The course helped in gaining knowledge of basis laws and rules governing the business.

REFERENCE BOOKS

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

SEMESTER-III

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COURSE CODE	COURSE TITLE	L	T	P	C
19161AEC36	Essentials of Business Communication	4	0	0	3

AIM

To master the art of communication in the business matters effectively.

OBJECTIVES

- I. To learn and write various types of business letters.
- II. To identify the critical communication points.
- III. To keep the business communication as evidences for future references.

UNIT – I

Business communication – Need and importance – Principles of letter writing – structure and layout of letters – Commercial terms and abbreviations – Modern Electronic communication system and their uses.

UNIT – II

Quotations, Orders and Execution, status enquires, Trade and Bank references, sales letters, circular letters

UNIT – III

Claim and adjustment letters – credit and collection letters – job application letters – Banking letters

UNIT – IV

Letters relating to agency – Export and Import Correspondence – Government correspondence – Precise writing

UNIT – V

Drafting of business reports – Press reports – Market reports – Letters to Editor – Speech writing

OUTCOME:

The course helped the students in developing and improving their communicative Skills to sustain in the competitive BusinessWorld.

REFERENCE BOOKS

1. Rajendrapal and Korlahalli - Business Communication
2. M.S.Ramesh and Pattenshetty - Effective Business English & Correspondence
3. Sharma and Krishnamohan - Report writing Business Correspondence

SEMESTER-III

PRIST UNIVERSITY, THANJAVUR B.COM

COURSE CODE	COURSE TITLE	L	T	P	C
19161RMC37	Research Methodology	3	0	0	3

AIM

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

OBJECTIVES

- I. To understand the steps in research process and the suitable methods.
- II. To identify various research communications and their salient features.
- III. To carry out basic literature survey using the common data-bases.

PREREQUISITES:

Basic computer skills for working in window-environment & Conceptual knowledge on basic matrices.

UNIT – I

Research in Management : An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research.

UNIT – II

Research Design – Defining Research Problem and Formulation Of Hypothesis – Experimental Designs – Sampling and types of sampling.

UNIT – III

Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire Construction.

UNIT – IV

Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference –Correlation and Regression analysis.

UNIT – V

Report writing and Presentation – Steps in Report writing – Types of reports – Formats of Reports – Presentation of a Report.

OUTCOME:

The course helped the students to learn the research process, Research design, the different types of research, formulation of hypothesis data collection data processing and the preparation of the research report.

REFERENCE BOOKS

1. Rajendrapal and Korlahalli - Business Communication
2. M.S.Ramesh and Pattenshetty - Effective Business English & Correspondence
3. Sharma and Krishnamohan - Report writing Business Correspondence

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Course Code	Course Title	L	T	P	C
19120SEC03A	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

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Course Code	Course Title	L	T	P	C
191__SEC03B	SOFT SKILL III	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, Inter dependence, 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.

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Course Code	Course Title	L	T	P	C
19111SEC03L	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

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Course Code	Course Title	L	T	P	C
19111SEC41	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

-Jewelcy Jawahar

SEMESTER -IV

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Course Code	Course Title	L	T	P	C
19111AEC42	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

-.Devaraj Emerald Publishers

Selected Scenes from Shakespeare Book I &II

-Emerald Publishers

SEMESTER -IV

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC43	Partnership Accounts	5	0	0	4

AIM:

OBJECTIVES:

- I. To provide students an exposure to understand the practice of Partnership Accounts
- II.

Unit - I

Partnership - Meaning, Partnership Deed, Capital Accounts. Accounting Treatment - Distribution of Profits- Interest on Partner's Loans - Interest on Capital and Drawings – Salary and Commission of Partner- P&L Appropriation Account- Capital Accounts of partners – Fixed– Fluctuating- Past Adjustment and guarantee.

Unit – II

Admission of Partner, Calculation of Profit sharing ratio- Revaluation of assets and Liabilities- Treatment of Goodwill- Adjustments in Partners' capital Accounts - Revaluation of Assets and Liabilities-Accumulated Profits and Losses,-Partner's Capital Accounts and Balance Sheet.

Unit -III

Retirement of a Partner-calculation of gaining ratio- Treatment of goodwill- Revaluation Of assets and liabilities-Accumulated reserves and profits- Adjustments regarding partner's Capital Account- Calculation of profit up to the date of death of a partner- Preparation of Capital Accounts and Balance Sheet.

Unit -IV

Dissolution of partnership firm- Realisation of asset and making payment of Liabilities- Treatment of unrecorded Assets and Liabilities- Preparation of Realisation Accounts - Partner's Capital Accounts and Bank Accounts –Insolvency of a partner- Garner vs Murray-insolvency of all partners- Piece-meal distribution - Proportionate capital – Maximum possible loss.

Unit - V

Amalgamation of firms – Computation of purchase consideration - Conversion of sale of a partnership firm to a company.

Text and Reference Books (Latest revised edition only)

1. Financial Accounting by T.S. Reddy and A.Murthy, Margham Publications, Chennai.
2. Modern Accountancy by A Mukherjee and M Hanif TMH Publishing company –New Delhi
3. Financial Accounting by Dr. S.N. Maheswari, Vikas Publishing House, New Delhi.
4. Advanced Accounting by Grewal and Shukla, S.Chand Publishers, New Delhi.
5. Introduction to Accounting by P.C. Tulasian, Pearson Editions,
6. Financial Accounting by Jain &Narang. Kalyani Publishers, Chennai.

SEMESTER -IV

PRIST UNIVERSITY, THANJAVUR B.COM

COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC44	Advertising and Sales Promotion	4	0	0	4

AIM:

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

OBJECTIVES:

- To understand the decision process in advertising management.
- 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 -IV

PRIST UNIVERSITY, THANJAVUR
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COURSE CODE	COURSE TITLE	L	T	P	C
19161AEC45	Company Law and Secretarial Practice	4	0	0	4

AIM:

To understand all the important aspects of company management and secretarial practice, right from the incorporation of a company to its winding up.

OBJECTIVES:

- I. To study the laws, practices and procedure related to company secretarial work.
- II. To focus on the role of the company secretary.

UNIT – I

Companies Act – Definition of company – formation – kinds – incorporation – characteristics of company – memorandum of association – alteration – duties of secretary regarding the above.

UNIT – II

Articles of association – contents – alteration – Prospectus – Statement in lieu of prospectus – Shares – Kinds – allotment – minimum subscription – transfer and transmission of shares – Share warrant – Share certificate – Secretarial duties regarding the above.

UNIT – III

Types of secretary – Qualification – appointment - functions – Legal position – Rights – Duties – Liabilities

UNIT – IV

Directors – Rights – Duties – Powers – Shares qualification – Liabilities.

UNIT – V

Communication pertaining to meetings – Preparation of notices – Agenda – Proxies – Motions – Resolutions – Minutes – Duties of the chairman of the meeting.

OUTCOME:

To course helped the students to learn the different terminologies in company law and secretarial practice.

REFERENCE BOOKS

1. N.D.Kapoor - Company Law & Secretarial Practice
2. Shukla and Gulshan – Company Secretarial Practice
3. Tandon – Company Secretary Practice
4. P.K.Ghosh – Company Secretarial Practice

SEMESTER -IV

**PRIST UNIVERSITY, THANJAVUR
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COURSE CODE	COURSE TITLE	L	T	P	C
19161AEC46	Office Management	4	0	0	3

AIM:

To keep in view for the benefit of students of job oriented courses as well as supervision.

OBJECTIVES:

- I. To throw light on the basic principles and functions of office management.
- II. To highlight the management functions of planning, communication, control and their applications to the modern office management.

UNIT – I

Office Management – Office Manager and his job – Office Environment

UNIT – II

Location – Planning and layout of accommodation – Office system routine

UNIT – III

Records management, filing – Form Design – Control Office Stationery & Supplies

UNIT – IV

Office correspondence and mail – Communication system – Office and Management Cost reduction and cost control

UNIT – V

Mailing services, inward and outward mail

OUTCOME:

The course helped the students to know the importance of Office Management in the present competitive world.

REFERENCE BOOKS

1. G.P.Tarry - Office Management and Control
2. Lettingwell & Rokingson - Tax Book of Office Management
3. S.P.Arora - Office organization & Management
4. E.P.Strong - Increasing office productivity
5. R.K.Ghoush - Office Management

SEMESTER -IV

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Package Lab -IV

COURSE CODE	COURSE TITLE	L	T	P	C
19120SEC04A	Packages Lab-IV	0	0	2	1

MS-ACCESS

1. Create a database and a simple table
2. Create a database for sorting the marks scored by the student in the universality exams
3. Create a database for sorting the date of joining by the employee in the organization.
4. Create queries to select records that matches specific condition
5. Create relationships among the different tables
6. Create queries using built-in functions

7. Develop forms to enter data in to the student marks database

8. Develop forms to enter data in to the employee database

- பிரிஸ்ட் நிகர்நிலை பல்கலைக்கழகம் வல்லம் ,தஞ்சாவூர்
பாட குறியீடு : 20110AET41

தமிழ்

நான்காம் பருவம்

முதலாம் ஆண்டு (BA , BSC , B.COM , BBA)

செய்யுள் , சங்க இலக்கியம், அற இலக்கியம் , செம்மொழி , இலக்கிய வரலாறு

அலகு . 1 : பண்டைய இலக்கியம் - நற்றிணை;

- 1 . நெய்தல் - தோழி கூற்று - பாடல் எண் . 11
- 2 . குறிஞ்சி - தலைவி கூற்று - பாடல் எண். 64
- 3 . முல்லை - தலைவன் கூற்று - பாடல் எண்.142
- 4 . பாலை - நற்றாய் கூற்று - பாடல் எண். 29
- 5 . மருதம் - தலைவி கூற்று - பாடல் எண். 70

குறுந்தொகை

- 1 . குறிஞ்சி - தோழி கூற்று - பாடல் எண்.1
- 2 . முல்லை - செவிலித்தாய் கூற்று - பாடல் எண்.167
- 3 . மருதம் - தலைவி கூற்று - பாடல் எண். 181
- 4 . நெய்தல் - தலைவி கூற்று - பாடல் எண் . 290
- 5 . பாலை - தலைவன் கூற்று - பாடல் எண் . 347

ஐங்குறுநூறு

- 1 . மருதம் - கள்வன் பத்து - முதல் இரண்டு பாடல்கள்
- 2 . நெய்தல் - தோழிக்கு உரைத்த பத்து - முதல் இரண்டு பாடல்கள்
- 3 . குறிஞ்சி - குன்றக் குறவன் பத்து - முதல் இரண்டு பாடல்கள்
- 4 . பாலை - இளவேனிற் பத்து - முதல் இரண்டு பாடல்கள்
- 5 . முல்லை - பாசறைப் பத்து - முதல் இரண்டு பாடல்கள்

அலகு . 2 : கவிந்தொகை

- 1 . பாலை - பாடல் எண். 2
- 2 . குறிஞ்சி - பாடல் எண். 37

அகநானூறு

- 1 . பாலை - பாடல் எண். 5
- 2 . மருதம் - பாடல் எண். 6

புறநானூறு

பாடல் எண் : 6 ,121, 41, 153 ,172 191, 223, 246, 284, 358.

பதிற்றுப்பத்து

இரண்டாம் பத்து பாடல் எண். 4 (நிலம் நாள் வளி விசம்பு)

அலகு . 3 ;

- 1 . பட்டினப்பாலை - முதல் 105 வரிகள்
- 2 . திருக்குறள் - 1.மருந்து 2.ஊக்கமுடைமை 3.உழவு

அலகு . 4 : செம்மொழி வரலாறு ;

(மொழி - விளக்கம் , மொழிக்குடும்பங்கள் , உலகச் செம்மொழிகள் , இந்தியச் செம்மொழிகள் , செம்மொழித் தகுதிகள் , வரையறைகள் , வாழும் தமிழ் செம்மொழி , தொன்மை , தமிழின் சிறப்புகள் , தமிழ் செம்மொழி நூல்கள்)

அலகு . 5 : இலக்கிய வரலாறு

சங்க இலக்கியங்கள் , பதினெண்கூழ்க்கணக்கு நூல்கள்.

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Course Code	Course Title	L	T	P	C
191__SEC04B	SOFT SKILL IV	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.

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COURSE CODE	COURSE TITLE	L	T	P	C
19111SEC04L	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

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

SEMESTER -IV

PRIST UNIVERSITY, THANJAVUR B.COM

COURSE CODE	COURSE TITLE	L	T	P	C
191ENVTSTU	Environmental studies	1	0	0	1

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.

TEXT BOOK:

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

SEMESTER-V

**PRIST UNIVERSITY, THANJAVUR
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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC51	Corporate Accounting	5	0	0	5

AIM

The course covers the basic accounting practices of corporate businesses.

OBJECTIVES

- I. To understand the accounting side of shares debentures and bones shares.
- II. To ascertain the net profit of the corporate businesses through final accounts.
- III. To compute valuation of goodwill and shares of corporate businesses.
- IV. To carry out the various strategies of the corporate businesses in the form of merger, reorganization and liquidation.

UNIT – I

Issue and forfeiture of shares – Redemption of Preference shares.

UNIT – II

Issue of Debentures – Redemption of debentures – Profits prior to Incorporation.

UNIT – III

Final accounts of corporate businesses – Divisible profit and dividends – bones shares.

UNIT - IV

Valuation of goodwill and shares – Holding Company.

UNIT – V

Alteration of share capital and internal Reconstruction - Amalgamation and External Reconstruction.

OUTCOME:

The course helped the students to familiarize with the basis accounting practices of corporate businesses.

REFERENCE BOOKS

1. M.C. Shukla and T.S. Grewal – Advanced Accounts.
2. R.L. Gupta – Advanced Accountancy Vol. – II.

3. Jain and Narang – Advanced Accountancy Vol. – II.
4. S.P.Iyengar – Advanced Accountancy Vol. – II.
5. Dr.R.Ramachandarn and Dr.R.Srinivasan – Corporate Accounting

SEMESTER-V

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC52	Financial Management	5	1	0	5

AIM

To focus on the analytical approach to financial decisions.

OBJECTIVES

- I. To know the basic financial management concepts.
- II. To study the important development in Indian capital Market and its impact on the corporate financial management.

UNIT – I

Introduction – Finance and related disciplines – Scope of financial management – Objectives of financial management – Financial Decisions – Organizations 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 net income approach – net operating income approach – M.M. Approach – Traditional approach.

UNIT - IV

Leverages meaning and Types – Significance – Operating leverage – Financial and combined leverage.

UNIT – V

Dividend policy – factors influencing dividend policy – Theories – Relationship with value of firms – Stock dividend – Stock splits.

OUTCOME

The students gained rich knowledge on financial decisions making and compositions of different securities in the total capital structure.

REFERENCE BOOKS

1. Kulkarani – 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 management

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC53	Financial Services	5	0	0	4

AIM

To analyze the various financial institutions and their services.

OBJECTIVES

- I. To gain knowledge on financial services.
- II. To understand importance of various services including banking, insurance, mutual funds.

UNIT – I

Structure of Indian Financial System – Financial assets – Financial intermediaries – Financial market – Money market – capital market.

UNIT – II

Merchant banking – Definition – Objectives – Functions – Management of New Issues – Indian experience – SEBI Guidelines.

UNIT – III

Mutual funds : Meaning – Types – Functions – Institutions involved – UTI , LIC , and Commercial banks – Entry of Private sector – Growth of mutual Funds in India – SEBI Guidelines.

UNIT – IV

Lease Financing : The concept – Types – Merits and demerits of leasing – Hire purchase – Meaning – Lease Vs Hire purchases – Problems &Prospects of Hire Purchase in India.

UNIT – V

Factoring : The concept – factoring mechanism – Factoring in India – Forfeiting – Definition – Factoring Vs Forfeiting – Venture capital – Credit rating – Benefits – Rating symbols – Rating agencies in India.

OUTCOME

This course helped the students to compare and analyze the performance of various financial services available in the financial marketing.

REFERENCE BOOKS

1. Gordon , Natarajan – Financial Market and Services.
2. Dr. S. Gurusamy – Financial services and Market.
3. Kucchol S.C. – Financial Management
4. Pandey I.M. – Financial Management.

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC54	Computer Application in Business	5	1	0	4

AIM:

To apply the computer techniques for the various business activities.

OBJECTIVES:

- I. To study the fundamental of the computers.
- II. To understand data processing techniques, concepts of programming languages.

UNIT – I

Introduction to Computer – Generation of computer – Characteristic of computer – Area of Applications – Components of Computer.

UNIT- II

Objectives of windows – introduction to logging of desktop and task bar – Creation of file and folder – windows explorer – find option – shortcut – briefcase running applications – customization.

UNIT – III

Word – Objectives – introduction to word – creating word – document – creating business letters – formatting documents – word count – thesaurus – Mail merge – Excel – Objectives – Introduction to Spreadsheet – creating worksheet – Editing work sheet – charts – applications of financial and statistical functions – Shorting data – filtering data.

UNIT – IV

Tally – introduction – objectives – fundamentals of computerized accounting – principal of accounting – Computerized accounting vs. Manual accounting – Tally advances – introduction to inventory.

UNIT – V

Introduction to E- Commerce – scope – issues and impact of E- Commerce classification of E-Commerce applications and benefit of E-Commerce – Advantages & Disadvantages of E-commerce – technology and framework of E-Commerce – E-Payment –EFT- Banking applications.

OUTCOME:

The course helped the students to gain knowledge on Computer Application for various business activities.

REFERENCE BOOKS

1. Computer Applications in Business – K Mohan Kumar and Dr. S.Rajkumar – The MC Graw Hill Publication.
2. Computer Applications in Business with Tally ERP9 – By S.V.P.Rizwan Ahmed – Margham Publication.
3. Srinivasa Vallaban – Computer Applications in Business.
4. K.Mohankumar and Dr. S.Rajkumar – Computer Application in Business.
5. Deva Publication – Compentaniced Accounting under Tally.

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COURSE CODE	COURSE TITLE	L	T	P	C
19161DSC55A	Elective Paper-I-A-Stock Exchange Practice	5	0	0	4
19161DSC55B	Elective Paper-II-B- Co-operative Law and Practice				

Elective paper-I-A-Stock Exchange Practice**AIM:**

This course aim at giving a comprehensive understanding on the stock market operations in terms of its structure, trading, settlement procedures, processes and related components and the regulations, emerging challenges in the Indian Stock market.

OBJECTIVES

To provide an introduction to the financial markets and to analyze the role of financial markets for the broader macro The course will help them in building career in stock market/broking houses.λ To help them to understand the practical aspects of primary and secondary market operations.

UNIT- I

Capital Markets in India - An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of capital – Problems of New Issues Market – Investor protection in primary market – Recent trends in primary market – SEBI measures for primary market

UNIT-II

Stock exchanges and its Functions : Meaning, Nature, Functions of Secondary Market – Organization and Regulatory framework for stock exchanges in India – SEBI : functions and measures for secondary market – Overview of major stock exchanges in India –

UNIT- III

Trading , settlement and Surveillance System In Stock Exchanges : Different trading systems – BSE - BOLT System – Different types of settlements - Pay-in and Pay-out – Bad Delivery – Short delivery – Auction – NSE – NEAT system options – Market types, Order types and books

UNIT- IV

Meaning, Purpose, and Construction in developing index – Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free-Float method) – Stock market indices in India – BSE Sensex - Scrip selection criteria

UNIT-V

Commodity exchanges: evolution and history – role in globalizing economy – governing regulations – price –risk management – commodity exposure

OUTCOMES:

Students will get a basic introduction to stocks as well as learn practical applications of how to invest. This course aims to help students build the ability and knowledge to make their own decisions with their investment decisions in the stock market.

Text Book:

1. Punithavathy Pandian, “Security Analysis and Portfolio Management”, Vikas Publishing House Pvt. Ltd.

2. 2. Prasanna Chandra, “Investment Analysis and Portfolio management”, Tata McGraw Hill, 3 rd Edn., 2008
3. V. A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House.
4. Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers .

SEMESTER-V

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COURSE CODE	COURSE TITLE	L	T	P	C
19161DSC55A	Elective Paper-I-A-Stock Exchange Practice	5	0	0	4
19161DSC55B	Elective Paper-II-B- Co-operative Law and Practice				

Elective paper – II- B -Co-operative Law and Practice

AIM:

To make the students gain expert knowledge in co-operative law and Practices.

OBJECTIVES:

- (i) To learn the important concepts in co-operative law.
- (ii) To understand all the important legal aspects of co-operative management from The incorporation stage to the winding up stage.

Unit – I

Registration – Change of Liability – By – Laws – Amendment of by – Laws – Power of the Registrar to direct Amendment of by – laws – Divisions – Amalgamation – Power of Registrar in Amalgamation – Conversion – Transfer of Assets and Liabilities among Registered Societies.

Unit – II

Qualification and Disqualification for Membership – Duties and rights of Members – Management of registered Societies – Constitution of Representative – General Body – Constitution of Board – Disqualification for Membership of a Board – Election of Office bearers of the Board – Removal of Member of the Board.

Unit – III

Duties and Privileges of Registered Societies, Charges of societies – Deduction from Salary etc Property and Funds of Registered societies – Investment of Funds – Disposal of Net profits.

Unit – IV

Execution of Decrees, Decisions, Awards and Orders – Procedure for Attachment and Sale of Immovable Properties – Appeal, Review and Revision – Offences – Penalties

Unit – V

Audit , Inquiry, Inspection, Surcharge and supervision – Settlement of Disputes – Mode of Service and Summons – Winding up – Powers of Liquidator – Power of Registrar under the Co-operative Societies Act 1983.

Reference Books

1. Tamilnadu Co-operative Societies Act, 1983.
2. Tamilnadu Co-operative Societies Rules 1988.
3. Modern Co-operative Societies Act Product and Companies Act.

SEMESTER-V

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Package Lab -V

COURSE CODE	COURSE TITLE	L	T	P	C
19120SEC05A	Packages Lab-V	0	0	2	1

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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Course Code	Course Title	L	T	P	C
191__SEC05B	SOFT SKILL V	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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COURSE CODE	COURSE TITLE	L	T	P	C
19111SEC05L	Communicative English Lab-V	0	0	2	1

Aim:

- To develop communicative skills

Objective:

- To understand the degrees of comparison
- To build up a thought
- To write resume
- To construct report, agenda and minutes
- To prepare for an interview

Outcome:

- Develop communicative skills
- To get a job

UNIT –1

Degrees of comparison

UNIT –II

Proverb expansion

UNIT –III

Resume writing

UNIT –IV

Interview

UNIT –V

Corporate skills-body language-etiquette-good manners-interpersonal skills

Lab Note- Report writing, Resume writing, Interview from Globarena software, Writing agenda, Writing minutes

Viva-Mock Interview

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

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC61	Management Accounting	5	1	0	5

AIM

To emphasize 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.

OUTCOME

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. Shashi K.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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COURSE CODE	COURSE TITLE	L	T	P	C
17161SEC62	Entrepreneurship and Small Business Management	5	0	0	5

AIM:

To know the role of entrepreneurs and small Businesses in the economic development of the country.

OBJECTIVES:

- I. To study the environment for entrepreneurship development.
- II. To identify suitable business opportunities for small businesses.
- III. To prepare project report and appraise project implementation.

UNIT – I

Concept of Entrepreneurship – Definitions – Types of Entrepreneurship -Functions - Characteristics - Role of Entrepreneurs in the Economic Development – Factors affecting entrepreneurial growth.

UNIT – II

Entrepreneurial Development Programmes – Self-Employment schemes – Objectives of EDP - Women entrepreneurs – Phases of EDP - Govt. Policies on entrepreneurial development – Small Entrepreneurs development.

UNIT – III

Steps Involved in Establishing a small business – generation of Project ideas – Project identification – Selection of a product - Project formulation - assessment of project feasibility study.

UNIT – IV

Legal formalities; Registration and licensing of small scale industrial unit Benefits –Stages of Registration – Procedures for Registration – Deregistration – Filing of Entrepreneur Memorandum– Licensing for SSI sector.

UNIT – V

Issues in small business marketing – small entrepreneurs in International Business – Accounting for small business – office organization for small business – sickness in small industries.

OUTCOME:

The course helped the students to learn the role of entrepreneurs and small businesses in the economic development of the country.

REFERENCE BOOKS:

1. P.Saranavel – Entrepreneurial Development.
2. Dr.C.B.Gupta – Entrepreneurship &Small Business Management.
3. Dr.S.S.Khanka -- Entrepreneurship &Small Business Management.
4. Dr.Radha - Entrepreneurial Development.
5. Dr.P.T.Vijayshree - Entrepreneurship &Small Business Management

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COURSE CODE	COURSE TITLE	L	T	P	C
19161SEC63	Auditing	4	1	0	4

AIM

To study and report about the state of affairs of business in the Organization.

OBJECTIVES

- I. To trace errors and frauds in business.
- II. To analyze the available evidences of all receipts and payments.
- III. To protect the interest of stakeholder and outsiders.

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 – Investments – Advances, 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).

OUTCOME

The course helped the students to learn the principles and practices of auditing of various business organizations.

REFERENCE BOOKS

1. B.N . Tandon – ‘ A Practical Hand Book of Auditing
2. Dinkar Pagare – ‘Principles and Practice of Auditing’
3. R.G.Saxena – ‘Principles and Practive of Auditing’
4. Rupram Gupta – Auditing

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COURSE CODE	COURSE TITLE	L	T	P	C
19161DSC64A	Elective paper – I- A- Income Tax Law and Practice				
19161DSC64B	Elective paper – II- B- Co-operation Theory	5	0	0	4

Elective paper-I-A-Income Tax Law and Practice

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 under Sections 10,11,12,13 and 13A.

UNIT – II

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

UNIT – III

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.

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

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COURSE CODE	COURSE TITLE	L	T	P	C
19161DSC64A 19161DSC64B	Elective paper – I- A- Income Tax Law and Practice Elective paper – II- B- Co-operation Theory	5	0	0	4

Elective paper-II-A-Co-operation Theory

AIM:

To understand the basic principles of co-operation and their applications to the various co-operative organization.

OBJECTIVES:

- I. To study the functioning of various co-operative organizations.
- II. To analyze the impact of co-operative credit on agriculture.

UNIT – I

Principles of Co-operation – Meaning – Rochdale Principles – Reformulation of Co-operative Principles – Committee on Co-operative Principles 1937 and 1966 – Application of Co-operative Principles in Practice – Evolution of Co-operative Principles

UNIT – II

Co-operation and other forms of economic organization: Co-operation and Capitalism – Communism and Socialism – Co-operation as a balancing sector – Co-operative as a system, a sector & a movement – Characteristics of Co-operative economy – Benefits of Co-operation, Economic, Social, Educational and Political.

UNIT – III

History of Co-operative Movement in India – Co-operative Credit Societies Act 1904 – 1912 – Multi Unit Co-operative Societies Act 1957 – Recent trends in Co-operative act – Producer companies

UNIT – IV

Co-operative credit movement in India – Primary Agricultural co-operative bank central co-operative Banks – State co-operative Banks – co-operative Agricultural and Rural development Bank – State Co-operative Agricultural and Rural Development Bank

UNIT – V

Co-operative Marketing – Service Co-operatives – Non Credit Societies – Co-operative Urban Banks – Employees Credit Society – Consumer Co-operatives – Housing Co-operatives – Dairy Co-operatives

REFERENCE BOOKS

1. B.S.Mathur - Co-operation Theory
2. Hajeela - Principles of Co-operation
3. Rangasamy – Co-operation

PRIST UNIVERSITY, THANJAVUR
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Open Elective -Journalism

COURSE CODE	COURSE TITLE	L	T	P	C
19111OEC	Open Elective - Journalism	4	0	0	2

Aim :

- To acquaint with the basic knowledge of journalism so that it may enthuse the students to become journalists.

Objective:

- To instill in the minds of students the different aspects of journalism
- To understand the different kinds of news
- To learn the qualities and duties of a reporter, editor and sub editor
- To familiarize with the style and features of the different sections in a newspaper

Outcome:

- Become a journalist

UNIT- I

Journalism – Definition, Qualities of a journalist, Forms of journalism, Role and elements

UNIT- II

News – Definition – Kinds – Elements – Sources

UNIT- III

Reporters

UNIT- IV

The Editor and the Sub Editor

UNIT –V

Language of Journalism, Style

Qualities of a Writer

Writing a News story, Opinion Pieces, Reviews, Headlines, Editorials

References:-

Journalism -Susan

Professional Journalism - John Hogenberg

News Writing and Reporting - M.James Neal (Surjeet Publication)

Professional Journalism -M.V Komath

The Journalist's Handbook -M.V Komath

Mass Communication &Journalism - D.S Mehta

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Open Elective:Development of Mathematical Skills

COURSE CODE	COURSE TITLE	L	T	P	C
19112OEC	Open Elective : Development Of Mathematical Skills	4	0	0	2

Objectives

Knowledge and understanding are fundamental to studying mathematics and form the base from which to explore concepts and develop problem-solving skills. Through knowledge and understanding students develop mathematical reasoning to make deductions and solve problems.

To develop student's ability to apply both conventional and creative techniques to the solution of mathematical problems

Unit I

Simple interest and compound interest

Unit II

Sinking fund – discounting – trade discount – quantity discount – cash discount

Unit III

Set theory – Series

Unit IV

Matrices – Determinants

Unit V

Assignment problems

References

1. P.A.Navanitham, Business Mathematics & Statistics
2. Kanti swarup, P.K.Gupta and Manmohan, “ Operations Research”

- Learning outcomes
- By the end of this course, you should be able to
- know and demonstrate understanding of the concepts from the five branches of mathematics (Operations Research, Set Theory, statistics, Matrices and Business mathematics)
- use appropriate mathematical concepts and skills to solve problems in both familiar and unfamiliar situations including those in real-life contexts
- Select and apply general rules correctly to solve problems including those in real-life contexts.

PRIST UNIVERSITY, THANJAVUR
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Open Elective:Instrumentation

COURSE CODE	COURSE TITLE	L	T	P	C
19113OEC	Open Elective : Instrumentation	4	0	0	2

Aim:

Making and analyzing measurements is the primary task of the experimental physicist. This includes designing experiments. Most experimental work, whether in bench-top situations, or using complex instruments. To many physicists this can be as interesting and involving as the basic physics one is trying to do.

Objectives:

The use of instruments is of course not confined to physicists and this kind of experience is valuable in many situations which many students will encounter after graduation.

A good physicist will bring a critical mind aiming to understand not only the result of an investigation but the primary reasons for the behavior of the data. Understand that there are finite limits to our ability to make good measurements, and why.

UNIT – I: Introduction

Potentiometer - calibration of volt meter and ammeter, measurement of resistance, Principles of network theorems – Thevenin's and Norton's theorem – Bridges :

AC bridges – Maxwell, Owen, Schering and deSauty's bridges – Wien bridges.

UNIT – II: ELECTRONIC INSTRUMENTS – I

Basic characteristics of instruments – resolution – sensitivity - Audio frequency oscillator, Conversion of galvanometer into voltmeter and ammeter – resistance meter - Amplified D.C. meter – Chopper stabilized amplifier – A.C. Voltmeter using

rectifiers – Electronic multimeter – Differential voltmeter – Digital voltmeters –

Component measuring instruments (quantitative studies)

UNIT – III: ELECTRONIC INSTRUMENTS – II

Signal conditioning systems – DC and AC carrier systems – Instrumentation

amplifiers – Vibrating capacitor amplifier – Analog to digital data and sampling – A/D and D/A convertor (successive approximation, ladder and dual slope conversions).

Unit IV – Recording Devices

Recorders necessity – Recording requirements – Analog recorders – Graphic recorders – strip chart recorders – Galvanometer types recorders – Null type recorders.

Unit V – CRO

CRO – Construction and action – Beam transit time and frequency limitations –

Measurement of potential, current, resistance, phase and frequency – Special purpose oscilloscopes – Sampling storage oscilloscope.

Books for Study

1. Electronic Instrumentation and Measurement techniques – W.D. Cooper and A.D. Helfrick – PHI – Third edn. – 1989

Learning Outcomes:

Appreciate important practical aspects of theoretical knowledge: how important components work, when to impedance match, non-ideal behaviour of op-amps etc.

Acquire a sound understanding of the role of noise in measurement systems and know how to apply noise reduction techniques.

Be able to apply Fourier and Laplace transforms to analyse the behaviour and stability of complex systems.

Books for Reference:

1. A course in electrical and electronic measurements and Instrumentation – A.K. Sawhney – DhanpatRai and Sons – 1990.
2. Electronic measurements and instrumentation – Oliver Cage – McGraw Hill – 1975.

PRIST UNIVERSITY, THANJAVUR
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Open Elective:Mushroom Technology

COURSE CODE	COURSE TITLE	L	T	P	C
19117OEC	Open Elective : Mushroom Technology	4	0	0	2

UNIT-1

Introduction-history-scope of edible mushroom cultivation-types of edible mushroom in India-calacyble indica, volvariella vulvae ,pleurotus sp. Agaricus bisporus

UNIT-II

Pure culture-preparation of media(PDA and oat meal agar media)sterilization-preparation of test tube slants to store mother culture-culturing of pleurotus mycelium on petriplates-preparation of mother spawn in saline bottle and polypropylene bags and their multiplication

UNIT-III

Cultivation technology:infrastructure,substrates(locally available)polythene bag, vessels,inoculation hood-inoculation loop-low cost stove-sieves-cultural rack mushroom unit(Thatched mouse)-mushroom bed preparation-paddy sraw,sugarcane trash,maiza straw, banana leaves

UNIT-IV

Storage and nutrition: short term storage-long term storage (Scanning, pickles, papads,drying, storage ion salt solutions)-nutrition:proteins,amino acids,mineral elements,nutrition:carbohydrates-crude fiber content, vitamins

UNIT-V

Food preparation, types of foods prepared from mushroom-soup,cutlet,omelette,samosa,pickles,curry,research centres-national level and regional level cost benefit ratio-marketing in India and abroad-export value

REFERENCES:

- 1.Marimuthu et al.,(1991) oyster mushrooms,Dept of plant pathology, TNAU,coimbatore
- 2.Nita Bahl(1988) Hand book of mushrooms.IIedition.Vol.1&II
- 3.Paul stamets,J.S and Chilton,J.S.(2004).Mushroom cultivator:A practical guide to growing mushrooms at home.Agarikon press
- 4.Shu-Ting chang,Philip G.Miles,Chang,S.T(2004) Mushrooms: cultivation,nutritional value,medicinal effect and environmental impact,2 nd ,CRC press.
- 5.Swaminathan M.(1990) food nutrition,bappco.The banglore printing and publishing co Ltd.,Banglore.

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Open Elective:FOOD AND ADULTERATION

COURSE CODE	COURSE TITLE	L	T	P	C
19114OEC	Open Elective : FOOD AND ADULTERATION	4	0	0	2

Aim:

To introduce students to food safety and standardization act and quality control of foods.

Objectives:

1. To educate about common food adulterants and their detection.
2. To impart knowledge in the legislator aspects of adulteration.
3. To educate about standards and composition of foods and role of consumer.

Unit-I Introduction to Food Chemistry

Introduction to Food Chemistry- Water (Structure of water and ice, Physical constants of water, Types of water, Water activity) Composition of Food- Carbohydrates, Proteins, Lipids, Vitamins & Minerals.

Unit- II Food Pigments

Introduction- classification, types of food pigments- chlorophyll, carotenoids, anthocyanins, flavanoids.

Unit – III Food Preservation

Introduction - Importance, principle and Types.

High and low temperatures preservation - Pasteurization - Sterilization- Canning- Freezing- Refrigeration.

Unit – IV Food Additives

introduction- antioxidants, sequestrants, preservatives, nutrient supplement, emulsifiers, stabilizers and thickening agents, bleaching and maturing agent, sweeteners, humectants and anti -caking agents, coloring and flavoring substance.

Unit-V Food Adulteration

Types of adulterants- intentional and incidental adulterants, methods of detection. Detection of common food adulterants in Spices , Grains, Coffee , Tea, Oil fats , Food colours and Milk. Health hazards and risks.

References:

1. The Food Safety and Standard ACT, 2006 – Seth & Capoor
2. Hand book of Food Adulteration and Safety Laws – Sumeet Malik
3. Food Science – B.Srilakshmi

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Open Elective - Web Technology

COURSE CODE	COURSE TITLE	L	T	P	C
19120OEC	Open Elective Web Technology	4	0	0	2

AIM:

To equip the students with basic programming skill in Web Designing

OBJECTIVE:

- To understand the concepts and architecture of the Worldwide Web.
- □□To understand and practice mark up languages
- To learn Style Sheet and Frames

UNIT I

Introduction to the Internet – Internet Technologies – Internet browsers.

UNIT II

Introduction to HTML – Head and body sections – Designing the body section.

UNIT III

Ordered and unordered lists – Table handling.

UNIT IV

DHTML and Style Sheet – Frames.

UNIT V

A web page design project – Forms.

OUTCOMES:

Acquire knowledge about functionalities of world wide web
 Explore markup languages features and create interactive web pages using them
 Learn and design Client side validation using scripting languages
 Acquire knowledge about Open source JavaScript libraries
 Able to design front end web page and connect to the back end databases.

Text Book

World Wide Web design with HTML – C. Xavier – Tata McGraw – Hill – 2000.

Reference Book

Principles of web design – Joel Sklar – Vikas publishing house 2001.

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Open Elective –E-COMMERCE AND ITS APPLICATIONS

Course Code	Course Title	L	T	P	C
	Open Elective	4	0	0	2
19122OEC	E- Commerce and its Applications				

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

Introduction to the Personal Computer – Safe Lab Procedures and Tool use – Computer Assembly – Step by step.

UNIT II

Basics of Preventive maintenance and troubleshooting – Fundamental Operating Systems – Fundamental Laptops and Portable Devices

UNIT III

Fundamental printers and scanners – Fundamental networks – Fundamental security

UNIT IV

Advanced personal computers – Advanced operating systems – Advanced Laptops and portable devices.

UNIT V

Advanced printers and scanners – Advanced networks – Advanced security.

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.

REFERENCE BOOKS:

“IT Essentials PC Hardware and Software Labs and Study Guide”, Third Edition – Patrick Regan – Cisco Press – Pearson Education (Chapters 1-9, 11-16)

PRIST UNIVERSITY, THANJAVUR
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Open Elective –Banking Services

COURSE CODE	COURSE TITLE	L	T	C
19161OEC	Open Elective - BANKING SERVICES	4	0	2

AIM

To Provide the Bank is financial institution which is involved in borrowing and lending money.

OBJECTIVES:

- I. To provide a lending money to firms ,customers and home buyers.
- II. To provide keep money for customers
- III. To provide offering financial advice and related financial services ,such as insurance.

UNIT – I

Banking-Functions-Features-Types-Merits and Demerits.

UNIT – II

Retail banking-Mobile banking-Online banking –Merchant banking.

UNIT – III

Savings-Deposits-Types-Financial institutions-Non financial institutions.

Unit – IV

Loans-Treasury Services-Merchant Services-Business banking.

Unit-V

Foreign exchange –History of banking –List of banking services.

OUT COMES:

The course helped the students to make money, Banks use deposit and wholesale deposit, share equity and fees interest from dept. Loans and consumer lending, Such as Credit cards and bank fees.

REFERENCES:

1. Elements of Banking and Insurance - Jyotsna Sethi& Nishwan Bhatia
2. Banking Theory law and practice -Santhanam
3. Banking Awareness - N.K.Gupta
4. Management of Banking and financial Services-Padmalathasuresh,Justin paul .

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Course Code	Course Title	L	T	P	C
19120SEC06A	Skill based Elective -VI Packages Lab-VI	0	0	2	1

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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Course Code	Course Title	L	T	P	C
191__SEC06B	SOFT SKILL VI	0	0	3	2

PART -VI Life 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.

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Course Code	Course Title	L	T	P	C
19111SEC06L	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

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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 actualated 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**

