



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



**SCHOOL OF COMMERCE AND
MANAGEMENT
BACHELOR OF COMMERCE
B.COM
(2020 REGULATION)
SYLLABUS**



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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 2020

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 B.Com

S.No	Semester	Course Code/ Name	Course Outcome
20110AEC11/	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.
20111AEC11/	I	Advanced English-I	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof reading

20111AEC12	I	English-I	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
20161SEC13	I	Basic Accounting	<ul style="list-style-type: none"> ➤ Understanding the fundamental offinancial accounting ➤ Develop the modern market economy ➤ Prepare the different kinds of financial statement ➤ Acquire conceptual knowledge ofbasics of accounting ➤ Identify and analyze the reasonsfor the difference between cash book and pass book balances ➤ Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP
20161SEC14	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 inthe 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

20161AEC15	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.
20161AEC16	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

201LSCIC	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
201LSCUV	I	Universal Human Values	<p>Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.</p> <ul style="list-style-type: none"> • Learn from case studies of lives of great and successful people who followed and practiced human values and achieved self-actualisation. • Become conscious practitioners of human values. • Realize their potential as human beings and conduct themselves properly in the ways of the world. • Know about universal human values and understand the importance of values in individual, social circles, career path, and national life. • Learn from case studies of lives of great and successful people who

			<p>followed and practiced human values and achieved self-actualisation.</p> <ul style="list-style-type: none"> • Become conscious practitioners of human values. • Realize their potential as human beings and conduct themselves properly in the ways of the world.
20110AEC21	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.
20111AEC21	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
20111AEC22	II	English-II	<ul style="list-style-type: none"> ➤ Appreciate different forms of literature ➤ Acquire language skills through literature ➤ Broadens the horizon of knowledge

20161SEC23	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
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20161SEC24	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.➤ Identify and prioritize personal values and apply those to making ethical decisions.
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20161AEC25	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
20161SEC26	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

20161RLC27	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
201LSCCS	II	Communication Skills	<ul style="list-style-type: none"> ➤ Learn grammar. ➤ Use a variety of reading strategies <p>Enhance the skill of making grammatically correct sentences.</p>

20110AEC31	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
20132AEC31	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
20111AEC32	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.
20161SEC33	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

20161SEC34	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
20161AEC35	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
20161AEC36	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.

20161RMC37	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
201LSCOA	III	Office Automation	<ul style="list-style-type: none"> ➤ After completion of the course, students would be able to documents, spreadsheets, make small presentations and would be acquainted with the internet.

20110AEC41	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
20111AEC41	IV	Advanced English-IV	<ul style="list-style-type: none"> ➤ Develop writing skill. ➤ Comprehend and describe poems ➤ Learn interviewing skills
20111AEC42	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.
20161SEC43	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
20161SEC44	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.

201ENSTU45	IV	Environmental Studies	<ul style="list-style-type: none"> • Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving. • Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. • Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems. • Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales. • Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes. • Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world. • Demonstrate proficiency in quantitative methods, qualitative analysis, critical thinking, and
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			written and oral communication needed to conduct high-level work as interdisciplinary scholars and/or practitioners.
20161AEC46	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

20161AEC47	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.
201LSCLS	IV	Leadership and Management Skills	<p>Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision</p> <ol style="list-style-type: none"> 1. Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, team leadership, etc. 2. Understand the basics of entrepreneurship and develop business plans 3. Apply the design thinking approach to leadership 4. Appreciate the importance of ethics and moral values for

			making of a balanced personality.
201SSCAQ	IV	General Aptitude and Quantitative Ability	<ul style="list-style-type: none"> ➤ Learn grammar. ➤ Enable to express their views in conversation ➤ Develop soft skills ➤ Enhance presentation skills

20161SEC51	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
20161SEC52	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

20161SEC53	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.
20161SEC54	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.

20161DSC55-	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)
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20161BRC57	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
201ACLSPSL	V	Professional Skills	<p>Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax</p> <p>Participate in a simulated interview Actively participate in group discussions towards gainful employment</p> <p>Capture a self - interview simulation video regarding the job role concerned Enlist the common errors generally made by candidates in an interview</p> <p>Perform appropriately and effectively in group discussions</p> <p>Explore sources (online/offline) of career opportunities</p> <p>Identify career opportunities in consideration of their own potential and aspirations</p> <p>Use the necessary components required to prepare for a career in an identified occupation (as a case study).</p> <ul style="list-style-type: none"> ➤ .

20161SEC61	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
20161SEC62	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

20161SEC63	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
20161DSC64--	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

20161PRW66	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
20161PROEE	VI	Program Exit Examination	<ul style="list-style-type: none"> ➤ Learn to create animated graphics and sound and interactivity. ➤ Can develop Website ➤ CD based presentations

201SSCIM	VI	Interview Skills Training and Mock Test	<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
201LSCCE	VI	Community Engagement	<p>Gain an understanding of rural life, culture and social realities</p> <p>Develop a sense of empathy and the bonds of mutuality with the local community</p> <p>AppreciatesignificantcontributionsoflocalcommunitiestoIndiansocietyand economy</p> <p>Learn to value the local knowledge and wisdom of the community</p> <p>Identify opportunities for contributing to community's socio-economicimprovements</p>

SCHOOL OF COMMECRE AND BUSINESS MANAGEMENT

DEPARTMENT OF COMMERCE

B.Com., - REGULATION 2020

COURSE STRUCTURE

SEMESTER – I

Course Code	Course Title	L	T	P	C
THEORY					
20110AEC11/ 20111AEC11/ 20132AEC11/ 20135AEC11	Tami – I/Advanced English-I/Hindi-I/ French - I	4	0	0	2
20111AEC12	English-I	4	0	0	2
20161SEC13	Basic Accounting	4	1	0	4
20161SEC14	Business Environment	3	1	0	3s
20161AEC15	Marketing	3	0	0	3
20161AEC16	Business Economics	3	1	3	3
	Total	21	3	3	17
AUDIT COURSE					
201LSCIC	Indian Constitution	-	-	-	2
201LSCUV	Universal Human Values	-	-	-	2

SEMESTER – II

Course Code	Course Title	L	T	P	C
THEORY					
20110AEC21/ 20111AEC21/ 20132AEC21/ 20135AEC21	Tamil – II/ Advanced English-II/Hindi-II/ French – II	4	0	0	2
20111AEC22	English-II	4	0	0	2
20161SEC23	Business Accounting	4	1	1	4

20161SEC24	Ethics in Business	3	1	1	3
20161AEC25	Business Statistics	3	1	1	3
20161SEC26	Business Organization and Management	3	0	0	3
RESEARCH SKILL BASED COURSE					
20161RLC27	Research Led Seminar	-	-	-	1
	Total	21	3	3	18
AUDIT COURSES					
201LSCCS	Communication Skills	-	-	-	2
201SSCBE	Basic Behavioral Etiquette	-	-	-	2

SEMESTER – III

Course Code	Course Title	L	T	P	C
THEORY					
20110AEC31/ 20132AEC31/ 20111AEC31/ 20135AEC31	Tamil – III/Hindi-III/Advanced English-III/ French – III	4	0	0	2
20111AEC32	English-III	4	0	0	2
20161SEC33	Cost Accounting	2	1	2	4
20161SEC34	Banking Theory Law and Practice	2	1	1	3
20161AEC35	Business Law for Managers	2	0	2	3
20161AEC36	Essential of Business Communication	2	0	1	3
RESEARCH SKILL BASED COURSE					
20161RMC37	Research Methodology	2	0	0	2
	Total	18	2	6	19
AUDIT COURSE					
201LSCOA	Office Automation	-	-	-	2

SEMESTER – IV

Course Code	Course Title	L	T	P	C
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THEORY					
20110AEC41/ 20111AEC41/ 20132AEC41/ 19135AEC41	Tamil-IV/Advanced English-IV /Hindi-IV/ French – IV	4	0	0	2
20111AEC42	English-IV	4	0	0	2
20161SEC43	Partnership Account	3	1	2	4
20161SEC44	Advertising and Sales Promotion	3	1	1	3
201ENSTU45	Environmental Studies	2	0	1	3
20161AEC46	Company Law and Secretarial Practice	3	0	1	3
20161AEC47	Office Management	3	0	1	2
	Total	19	2	6	19
AUDIT COURSE					
201LSCLS	Leadership and Management Skills	-	-	-	2
201SSCAQ	General Aptitude and Quantitative Ability				2

SEMESTER – V

Course Code	Course Title	L	T	P	C
THEORY					
20161SEC51	Corporate Accounting	4	1	2	4
20161SEC52	Financial Management	3	1	1	4
20161SEC53	Financial Services	3	1	1	4
20161SEC54	Computer Application in Business	3	1	1	4
20161DSC55-	Discipline Specific Elective – I	3	0	1	2
RESEARCH SKILL BASED COURSE					
20161BRC57	Participation in Bounded Research	-	-	-	1
	Total	16	4	6	19
AUDIT COURSE					
201ACLSPSL	Professional Skills	-	-	-	2

SEMESTER – VI

Course Code	Course Title	L	T	P	C
THEORY					
20161SEC61	Management Accounting	3	1	2	5

20161SEC62	Entrepreneurship and Small Business Management	3	1	1	5
20161SEC63	Auditing	3	1	1	4
20161DSC64--	Discipline Specific Elective – II	3	0	2	2
201__OEC(2 Digit Course Name)	Open Elective	4	0	0	2
20161PRW66	Project Work	-	-	-	4
20161PROEE	Program Exit Examination	-	-	-	1
	Total	16	3	6	23
AUDIT COURSE					
201SSCIM	Interview Skills Training and Mock Test	-	-	-	2
201LSCCE	Community Engagement	-	-	-	1
201TERP9	Tally ERP	-	-	-	2
Total Credits -Programme					116
Total Credits - Audit Courses					21

DISCIPLINE SPECIFIC ELECTIVE

SEMESTER	COURSE CODE	COURSE TITLE
V	20161DSC55A	Stock Exchange Practice
	20161DSC55B	Cooperative Law and Practice
VI	20161DSC64A	Income Tax Law and Practice
	20161DSC64B	Co-Operation Theory

OPEN ELECTIVE

SEMESTER	COURSE CODE	COURSE TITLE
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VI	201TAOEC 201ENOEC 201MAOEC 201PHOEC 201CHOEC 201MBOEC 201CSOEC 201CAOEC	Tamil Ilakkiya Varalaru Journalism Development of Mathematical Skills Instrumentation Food and Adulteration Wild Life Conservation Web Technology E-Learning
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B.COM CREDIT DISTRIBUTION

Sem	AEC	SEC	DSC	OEC	Research	Others	Total
I	10	06	-	-	-	01	17
II	10	07	-	-	01	-	18
III	10	07	-	-	02	-	19
IV	09	07	-	-	-	03	19
V	-	16	02	-	01	-	19
VI	-	16	02	02	-	03	23
Total	39	59	04	02	04	07	115

Course Code	Course Title	L	T	P	C
20110AEC11	Tamil-I	4	0	0	2

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம்- வல்லம் தஞ்சாவூர்

சுயிழ்

முதல் பருவம்

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

இக்கால இலக்கியம் - செய்யுள், சிறுகதை, நாடகம், இலக்கிய வரலாறு

அலகு : 1.செய்யுள் :

1. தாயுமானவ கவாடிகள் - 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.பிச்சமுர்த்தி - வழித்துணை - கவிதை கருடன், 42 அடிகள்
- 8.கரதா - 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. சுசமுத்திரம் - வேரில் பழுத்த பலா

அலகு : 4. நாடகம் :

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

அலகு : 5. இலக்கிய வரலாறு

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

Course Code	Course Title	L	T	P	C
20111AEC11	Advanced English-I	4	0	0	2

Aim:

- To improve the knowledge of English

Course 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

Course Outcome:

- Develop vocabulary
- Learn to edit and do proof reading
- 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

Comparison and contrast, Cause and effect

UNIT – IV

Editing , Proof reading

UNIT – V

Speeches of famous people:

Mahatma Gandhi-Abraham Lincoln-Swami Vivekananda-John F. Kennedy

Reference book:

Author	Title of the book	Edition / Year	Publisher
Wren and Martin	English Grammar	2009	S.Chand& Company Ltd
Meenakshi Raman & Sangeetha Sharma	Technical Communication	Second Edition 2011	Oxford University Press
Sudhir Kumar Sharma	The World's Great Speeches	-	Galaxy Publishers

Course Code	Course Title	L	T	P	C
20111AEC12	English-I	4	0	0	2

Aim:

- i. To acquaint with learning English through literature

Objective:

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

Outcome:

- v. Read and comprehend literature
- vi. Appreciate the different types of poetry and prose

UNIT –I

Because I could not Stop for Death -Emily Dickinson

Stopping by Woods on a Snowy Evening -Robert Frost

UNIT – II

Enterprise -Nissim Ezekiel

Love poem for a wife -A.KRamanujam

UNIT –III

The Art of Reading - Lin Yutang

An Eco-Feminist Vision -ArunaGnanadason

UNIT –IV

The Merchant of Death -Nanda Kishore Mishra & John Kennet

She Spoke for all Nature -Young world 'The Hindu'

UNIT –V

Oliver Twist -Charles Dickens

Text book:

Author	Title of the book	Edition / Year	Publisher
S.Murugesan/Dr.K.Chellappan	The Art of Reading/ Experiencing Poetry	Reprint 2004	Emerald Publishers

SEMESTER-I

PRIST UNIVERSITY, THANJAVUR

B.COM

COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC13	Basic Accounting	4	1	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

- 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

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

SEMESTER-I

PRIST UNIVERSITY, THANJAVUR B.COM

COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC14	Business Environment	3	1	0	3

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

- 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

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

SEMESTER-I

PRIST UNIVERSITY, THANJAVUR B.COM

COURSE CODE	COURSE TITLE	L	T	P	C
20161AEC15	Marketing	3	0	0	3

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

- 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.

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.Saravanel – Marketing.

SEMESTER-I

PRIST UNIVERSITY, THANJAVUR

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COURSE CODE	COURSE TITLE	L	T	P	C
20161AEC16	Business Economics	3	1	3	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

- 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

REFERENCE BOOKS:

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

Course Code	Course Title	L	T	P	C
201ACLSICN	Indian Constitution	-	-	-	2

Aim

Course Objectives:

- To make the students understand about the democratic rule and parliamentary administration
- To appreciate the salient features of the Indian constitution
- To know the fundamental rights and constitutional remedies
- To make familiar with powers and positions of the union executive ,union parliament and the supreme court
- To exercise the adult franchise of voting and appreciate the electoral system of Indian democracy.

Course outcome:

1. Democratic values and citizenship training are gained
2. Awareness on fundamental rights are established
3. The function of union government and state government are learnt
4. The power and functions of the judiciary are learnt thoroughly
5. Appreciation of democratic parliamentary rule is learnt

Unit I: The making of Indian constitution

The constitution 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 freedom of religion-cultural and educational rights -right to constitutional remedies -fundamental duties .

Unit III: Directive principles of state policy

Socialistic principles-Gandhi an 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 Sabah -Lok Sabah .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.

References:

- 1) Palekar.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

SEMESTER I

UNIVERSAL HUMAN VALUES

Course Code	Course Title	L	T	P	C
201ACLSUHV	Universal Human Values	-	-	-	2

Aim:

This course aims at making learners conscious about universal human values in an integral manner, without ignoring other aspects that are needed for learner's personality development.

Course Objectives :

The present course deals with meaning, purpose and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realize one's potentials.

Course Outcomes :

By the end of the course the learners will be able to:

- Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.
- Learn from case studies of lives of great and successful people who followed and practiced human values and achieved self-actualisation.
- Become conscious practitioners of human values.
- Realize their potential as human beings and conduct themselves properly in the ways of the world.

Unit I

- Introduction:What is love? Forms of love for self, parents, family, friend, spouse, community, nation, humanity and other beings, both for living and non-living
- Love and compassion and inter-relatedness
- Love, compassion, empathy, sympathy and non-violence
- Individuals who are remembered in history for practicing compassion and love.
- Narratives and anecdotes from history, literature including local folklore
- Practicing love and compassion: What will learners learn gain if they practice love

and compassion? What will learners lose if they don't practice love and compassion?

- Sharing learner's individual and/or group experience(s)
- Simulated Situations
- Case studies

Unit II

- Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others)
- Individuals who are remembered in history for practicing this value
- Narratives and anecdotes from history, literature including local folklore
- Practicing Truth: What will learners learn/gain if they practice truth? What will learners lose if they don't practice it?
- Learners' individual and/or group experience(s)
- Simulated situations
- Case studies

Unit III

- Introduction: What is non-violence? Its need. Love, compassion, empathy, sympathy for others as pre-requisites for non-violence
- Ahimsa as non-violence and non-killing
- Individuals and organisations that are known for their commitment to non-violence
- Narratives and anecdotes about non-violence from history, and literature including local folklore
- Practicing non-violence: What will learners learn/gain if they practice non-violence? What will learners lose if they don't practice it?
- Sharing learner's individual and/or group experience(s) about non-violence
- Simulated situations
- Case studies

Unit IV

- Introduction: What is righteousness?
- Righteousness and *dharma*, Righteousness and Propriety
- Individuals who are remembered in history for practicing righteousness
- Narratives and anecdotes from history, literature including local folklore
- Practicing righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it?
- Sharing learners' individual and/or group experience(s)
- Simulated situations
- Case studies

Unit V

- Introduction: What is peace? Its need, relation with harmony and balance
- Individuals and organisations that are known for their commitment to peace
- Narratives and Anecdotes about peace from history, and literature including local folklore
- Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it?
- Sharing learner's individual and/or group experience(s) about peace
- Simulated situations
- Case studies

Unit VI

- Introduction: What is service? Forms of service for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living, persons in distress or disaster.
- Individuals who are remembered in history for practicing this value.
- Narratives and anecdotes dealing with instances of service from history, literature including local folklore
- Practicing service: What will learners learn/gain if they practice service? What will learners lose if they don't practice it?
- Sharing learners' individual and/or group experience(s) regarding service
- Simulated situations
- Case studies

Unit VII

- Introduction: What is renunciation? Renunciation and sacrifice. Self-restrain and Ways of overcoming greed. Renunciation with action as true renunciation
- Individuals who are remembered in history for practicing this value.
- Narratives and anecdotes from history and literature, including local folklore about individuals who are remembered for their sacrifice and renunciation.
- Practicing renunciation and sacrifice: What will learners learn/gain if they practice Renunciation and sacrifice? What will learners lose if they don't practice it?
- Sharing learners' individual and/or group experience(s)
- Simulated situations
- Case studies

SEMESTER II

Course Code	Course Title	L	T	P	C
20110AEC21	Tamil-II	4	0	0	2

- 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)

Course Code	Course Title	L	T	P	C
20111AEC21	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 technological skill
- Able to write in a variety of formats
- Read biographies and develop personality

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

Text Book

Author	Title of the book	Edition / Year	Publisher
Meenakshi	Technical	2011	Oxford University Press

Raman & Sangeetha Sharma	Communication		
Rajendra Pal & J.S.Korlahalli	Business Communication	2015	Sultan

Course Code	Course Title	L	T	P	C
20111AEC22	English-II	4	0	0	2

Aim:

- To acquaint learners with different trends of writing

Objective:

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

Outcome:

- Appreciate different forms of literature
- Acquire language skills through literature
- Broaden the horizon of knowledge

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
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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

Text book:

Author	Title of the book	Edition / Year	Publisher
Gowri Sivaraman	Gathered Wisdom	Reprint 2010	Emerald Publishers

SEMESTER-II

PRIST UNIVERSITY, THANJAVUR

B.COM

COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC23	Business Accounting	4	1	1	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

- 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

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
20161SEC24	Ethics in Business	3	1	1	3

AIM

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

OBJECTIVES

- To clarify what is ethics and what is not ethics in business.
- To apply the ethical principles in day – to –day business practices.
- To know the role of various agencies in ensuring the ethics principles and their practices.
- 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

- 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.
- Identify and prioritize personal values and apply those to making ethical decisions.

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.

SEMESTER-II

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COURSE CODE	COURSE TITLE	L	T	P	C
20161AEC25	Business Statistics	3	1	1	3

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

- 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

REFERENCE BOOKS

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

SEMESTER-II

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COURSE CODE	COURSE TITLE	L	T	P	C
20161AEC26	Business Organization and Management	3	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

- 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

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

COMMUNICATION SKILLS

Course Code	Course Title	L	T	P	C
201ACLSCOS	Communication Skills	-	-	-	2

Aim:

Course Objectives:

This course has been developed with the following objectives:

1. Identify common communication problems that may be holding learners back
2. Identify what their non-verbal messages are communicating to others
3. Understand role of communication in teaching-learning process
4. Learning to communicate through the digital media
5. Understand the importance of empathetic listening
6. Explore communication beyond language.

Course Outcome:

By the end of this program, participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.

Unit I

- Techniques of effective listening
- Listening and comprehension
- Probing questions
- Barriers to listening

Unit II

- Pronunciation
- Enunciation

- Vocabulary

- Fluency
- Common Errors

Unit III

- Techniques of effective reading
- Gathering ideas and information from a given text
 - Identify the main claim of the text
 - Identify the purpose of the text
 - Identify the context of the text
 - Identify the concepts mentioned
- Evaluating these ideas and information
 - Identify the arguments employed in the text
 - Identify the theories employed or assumed in the text
- Interpret the text
 - To understand what a text says
 - To understand what a text does
 - To understand what a text means

Unit IV

- Clearly state the claims
- Avoid ambiguity, vagueness, unwanted generalizations and oversimplification of issues
- Provide background information
- Effectively argue the claim
- Provide evidence for the claims
- Use examples to explain concepts
- Follow convention
- Be properly sequenced
- Use proper signposting techniques
- Be well structured
 - Well-knit logical sequence
 - Narrative sequence
 - Category groupings
- Different modes of Writing-
 - E-mails
 - Proposal writing for Higher Studies
 - Recording the proceedings of meetings
 - Any other mode of writing relevant for learners

Unit V

- Role of Digital literacy in professional life
- Trends and opportunities in using digital technology in the workplace
- Internet Basics
- Introduction to MS Office tools
 - Paint
 - Office
 - Excel
 - Power point

Unit VI

- Introduction to social media websites
- Advantages of social media
- Ethics and etiquettes of social media
- How to use Google search better
- Effective ways of using Social Media

- Introduction to I Marketing

Unit VII

- Meaning of non-verbal communication
- Introduction to modes of non-verbal communication
- Breaking the misbeliefs
- Open and Closed Body language
- Eye Contact and Facial Expression
- Hand Gestures
- Do's and Don'ts
- Learning from experts
- Activities-Based Learning

Reference:

1. Sen Madhucchanda (2010), *An Introduction to Critical Thinking*, Pearson, Delhi
2. Silvia P. J. (2007), *How to Read a Lot*, American Psychological Association, Washington DC

SEMESTER - III

Course Code	Course Title	L	T	P	C
20110AEC31	Tamil-III	4	0	0	2

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம் வல்வம், 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 . சூவக சிந்தாமணி - விமலைபர் 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

Course Code	Course Title	L	T	P	C
20111AEC31	Advanced English-III	4	0	0	2

Aim:

- To improve the knowledge of English

Course 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

Course Outcome:

- Understand phonetics
- Develop writing skill
- Able to develop creative writing

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

REFERENCE BOOKS:

Author	Title of the book	Edition / Year	Publisher
T.B. Balasubramaniyan	A text book of Phonetics for Indian Students	Reprint 2008	Macmillian
Meenakshi Sharma & Sangeetha Sharma	Technical Communication	2011	Oxford University Press

Course Code	Course Title	L	T	P	C
20111AEC32	English-III	4	0	0	2

Aim:

- To acquaint with learning English through literature

Course Objective:

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

Course Outcome:

- Appreciate different types of prose
- Develop the conversational skills through one act plays
- Enhance the skill of making grammatically correct sentences.

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

Text book:

Author	Title of the book	Edition / Year	Publisher
SteuartH.King	Nine Short Stories	Reprint 2001	Blackie Books
T.Prabhakar	One – Act Play		Emerald

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COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC33	Cost Accounting	2	1	2	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:

- 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

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
20161SEC34	Banking Theory Law and Practice	2	1	1	3

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:

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

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
20161AEC35	Business Law for Managers	2	0	2	3

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:

- 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

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.

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COURSE CODE	COURSE TITLE	L	T	P	C
20161AEC36	Essentials of Business Communication	2	0	1	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 Introduction to Business Communication

Introduction, Definitions, Basic forms of communication -Communication process- Effective communication - Development of positive personal attitudes - Types of Communication – Media – Barriers to Communication – Principles of Effective Communication.

UNIT – II -Writing Skills drafting of business letters

Correspondence – Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters, enquiries, customers’ complaints, collection letters – Sales promotion letters, Application letters- office memorandum - Memo formats - Applications for Job- Enquiry letter - Request letter - Report writing -

Unit III Communication Skills

Non-verbal communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio Visual Aids for communication – Dyadic communication : Face to Face Communication – Telephonic Conversation. Listening: Meaning, Importance, Types of listening, Tips for effective listening, Barriers for listening

Unit IV Report Writing

Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports, Technical Reports – Norms for including Exhibits & Appendices.

Unit V

Conducting Meetings : Procedure – Preparing agenda, Minutes and Resolutions Conducting Seminars & Conferences : Procedure of Regulating Speech Evaluating Oral Presentation – Group Discussion : Drafting Speech – Negotiation Skills.

OUTCOME:

- 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.

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
4. Business communication – PC Bhatia – Ane books Pvt ltd., - www.anebooks.com.
5. Business communication, principles and methods and Techniques – Nirmal singh, Deep and Deep publications Pvt Ltd., - www.ddpbooks.com
6. Business communication – Sathya swaroop Debaish Bhagabandas – PHI learning private ltd.,
7. Business communication – Meenakshi Raman, Prakash singh, Oxford university press 5. Foundations of Business communication, India Edition – Dona. J. Young Tata mcgraw – Hill.

COURSE CODE	COURSE TITLE	L	T	P	C
20161RMC37	Research Methodology	2	0	0	2

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:

- 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

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
COMMUNICATION SKILLS

Course Code	Course Title	L	T	P	C
201ACLSOAN	OFFICE AUTOMATION	-	-	-	2

Aim:

Course Objectives :

To provide an in-depth training in the use of office automation, internet and internet tools. The course also helps the candidates to get acquainted with IT.

Course Outcomes:

After completion of the course, students would be able to documents, spreadsheets, make small presentations and would be acquainted with the internet.

UNIT I

Knowing the basics of Computers

UNIT II

Word Processing (MS word)

UNIT III

Spread Sheet (MS XL)

UNIT IV

Presentation (MS Power Point)

UNIT V

Communicating with Internet

Reference:

1. Fundamentals of computers - V.Rajaraman - Prentice- Hall of India
2. Microsoft Office 2007 Bible - John Walkenbach, Herb Tyson, Faithe Wempen, Cary N. Prague, Michael R groh, Peter G.Aitken, and Lisa a.Bucki -Wiley India pvt. ltd.
3. Introduction to Information Technology - Alexis Leon, Mathews Leon, and Leena Leon, Vijay Nicole Imprints Pvt. Ltd., 2013.
4. Computer Fundamentals - P. K. Sinha Publisher: BPB Publications
5. <https://en.wikipedia.org>
6. <https://wiki.openoffice.org/wiki/Documentation>
7. <http://windows.microsoft.com/en-in/windows/windows-basics-all-topics>

Course Code	Course Title	L	T	P	C
20110AEC41	Tamil-IV	4	0	0	2

• தில்லி இலக்கியப் பண்புகளையும் வல்லம் தஞ்சாவூர்
பா. குறியீடு : 20110AET41

சுயிற்
நான்காம் பருவம்
முதலாம் ஆண்டு (BA, BSC, B.COM, BBA)
செய்யுள், சங்க இலக்கியம், 219 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 - இளவேளிற் பத்து - முதல் இரண்டு பாடல்கள்
5. முல்லை - பாசறைப் பத்து - முதல் இரண்டு பாடல்கள்

அலகு . 2 : கலிந்தொகை

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 , பதினெண்கீழ்க்கணக்கு நூல்கள் .

Course Code	Course Title	L	T	P	C
20111AEC41	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 writing skill
- Comprehend and describe poems
- Learn interviewing skills

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.

REFERENCE BOOKS:

Author	Title of the book	Edition / Year	Publisher
Rajendra Pal & J.S Korlahalli	Essentials of Business Communication	2015	Sultan Chand & Sons
Meenakshi Raman & Sangeetha Sharma	Technical Communication	2011	Oxford University Press
Wren & Martin	English Grammar & Composition	2009	S.Chand

Course Code	Course Title	L	T	P	C
20111AEC42	English-IV	4	0	0	2

Aim:

- To learn English through literature

Course Objective:

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

Course Outcome:

- Improve their ability to read and understand them
- Know the genius of Shakespeare
- Express one's views in writing

UNIT –I

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

UNIT –II

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 –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

Text book:

Author	Title of the book	Edition / Year	Publisher
Devaraj	English for Enrichment	2012	Emerald Publishers
Board of Editors	Selected Scenes from Shakespeare Book I & II	2012	Emerald Publishers

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COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC43	Partnership Accounts	3	1	2	4

AIM:

The purpose of **accounting** is to accumulate and report on financial information about the performance, financial position, and cash flows of a business. This information is then used to reach decisions about how to manage the business, or invest in it, or lend money to it.

OBJECTIVES:

- I. To understand the general characteristics of a partnership and the importance of each one.
- II. To calculate the division of profits, prepare the proper journal entries, and prepare the financial statements for a partnership.
- III. To calculate and prepare the journal entries for the sale of a partnership interest, the withdrawal of a partner, and the addition of a partner.

IV.**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.

OUTCOMES:

- 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

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.

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COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC44	Advertising and Sales Promotion	3	1	1	3

AIM:

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

OBJECTIVES:

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

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

OUTCOME:

- 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.

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

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COURSE CODE	COURSE TITLE	L	T	P	C
20161AEC45	Company Law and Secretarial Practice	3	0	1	3

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:

- 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

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

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COURSE CODE	COURSE TITLE	L	T	P	C
20161AEC46	Office Management	3	0	1	2

AIM:

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

OBJECTIVES:

- II. To throw light on the basic principles and functions of office management.
- III. 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:

- 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.

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

Course Code	Course Title	L	T	P	C
201ENSTU47	Environmental Studies	0	0	0	2

Aims:

UNIT-I

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

UNIT – II

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

UNIT –III

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

UNIT-IV

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

UNIT-V

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

OUTCOME:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
- Demonstrate proficiency in quantitative methods, qualitative analysis, critical thinking, and written and oral communication needed to conduct high-level work as interdisciplinary scholars and/or practitioners.

TEXT BOOK:

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

SEMESTER IV

Course Code	Course Title	L	T	P	C
201ACLSLMS	Leadership and Management Skills	-	-	-	2

Aim:

The aim of the course is to cultivate and nurture the innate leadership skills of the youths so that they may transform these challenges into opportunities and become torchbearers of the future by developing creative solutions.

Course Objective:

The Module is designed to:

- Help students to develop essential skills to influence and motivate others
- Inculcate emotional and social intelligence, and integrative thinking for effective leadership
- Create and maintain an effective and motivated team to work for the society
- Nurture a creative and entrepreneurial mindset
- Make students understand the personal values and apply ethical principles in professional and social contexts.

Course Outcomes :

Upon completion of the course, students will be able to:

1. Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision
2. Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, team leadership, etc.
3. Understand the basics of entrepreneurship and develop business plans
4. Apply the design thinking approach to leadership
5. Appreciate the importance of ethics and moral values for making of a balanced personality.

UNIT I- Leadership Skills

a. Understanding Leadership and its Importance

- What is leadership?
- Why Leadership required?
- Whom do you consider as an ideal leader?

b. Traits and Models of Leadership

- Are leaders born or made?
- Key characteristics of an effective leader
- Leadership styles
- Perspectives of different leaders

c. Basic Leadership Skills

- Motivation
- Teamwork
- Negotiation
- Networking

UNIT II -Managerial Skills

a. Basic Managerial Skills

- Planning for effective management
- How to organise teams?
- Recruiting and retaining talent
- Delegation of tasks
- Learn to coordinate
- Conflict management

b. Self Management Skills

- Understanding self concept
- Developing self-awareness
- Self-examination
- Self-regulation

UNIT III -Entrepreneurial Skills

a. Basics of Entrepreneurship

- Meaning of entrepreneurship
- Classification and types of entrepreneurship
- Traits and competencies of entrepreneur

b. Creating Business Plan

- Problem identification and idea generation
- Idea validation
- Pitchmaking

UNIT IV - Innovative Leadership and Design Thinking

a. Innovative Leadership

- Concept of emotional and social intelligence
- Synthesis of human and artificial intelligence
- Why does culture matter for today's global leaders

b. Design Thinking

- What is design thinking?
- Key elements of design thinking:
 - Discovery
 - Interpretation
 - Ideation
 - Experimentation
 - Evolution.
- How to transform challenges into opportunities?
- How to develop human-centric solutions for creating social good?

UNIT V - Ethics and Integrity

a. Learning through Biographies

- What makes an individual great?
- Understanding the persona of a leader for deriving holistic inspiration
- Drawing insights for leadership
- How leaders sail through difficult situations?

b. Ethics and Conduct

- Importance of ethics
- Ethical decision making
- Personal and professional moral codes of conduct
- Creating a harmonious life

Bibliography and Suggested Readings :

Books

- Ashokan, M. S. (2015). *Karmayogi: A Biography of E. Sreedharan*. Penguin, UK.
- Brown, T. (2012). *Change by Design*. HarperBusiness
- Elkington, J., & Hartigan, P. (2008). *The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World*. Harvard Business Press.
- Goleman D. (1995). *Emotional Intelligence*. Bloomsbury Publishing India Private Limited
- Kalam A. A. (2003). *Ignited Minds: Unleashing the Power within India*. Penguin Books India
- Kelly T., Kelly D. (2014). *Creative Confidence: Unleashing the Creative Potential Within Us*. William Collins
- Kurien V., & Salve G. (2012). *I Too Had a Dream*. Roli Books Private Limited
- Livermore D. A. (2010). *Leading with cultural intelligence: The New Secret to Success*. New York: American Management Association
- McCormack M.H. (1986). *What They Don't Teach You at Harvard Business School: Notes From A Street-Smart Executive*. RHUS
- O'Toole J. (2019) *The Enlightened Capitalists: Cautionary Tales of Business Pioneers Who Tried to Do Well by Doing Good*. HarperCollins
- Sinek S. (2009). *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Penguin
- Sternberg R. J., Sternberg R. J., & Baltes P. B. (Eds.). (2004). *International Handbook of Intelligence*. Cambridge University Press.

E-Resources

- Fries, K. (2019). 8 Essential Qualities That Define Great Leadership. *Forbes*. Retrieved 2019-02-15 from <https://www.forbes.com/sites/kimberlyfries/2018/02/08/8-essential-qualities-that-define-great-leadership/#452ecc963b63>.
- How to Build Your Creative Confidence, Ted Talk by David Kelly - https://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence
- India's Hidden Hot Beds of Invention Ted Talk by Anil Gupta - https://www.ted.com/talks/anil_gupta_india_s_hidden_hotbeds_of_invention
- Knowledge@Wharton Interviews Former Indian President APJ Abdul Kalam - "A Leader Should Know How to Manage Failure" <https://www.youtube.com/watch?v=laGZaS4sdeU>
- Martin, R. (2007). How Successful Leaders Think. *Harvard Business Review*, 85(6):60.
- NPTEL Course on Leadership - <https://nptel.ac.in/courses/122105021/9>

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COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC51	Corporate Accounting	3	1	2	4

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:

- 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

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

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COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC52	Financial Management	3	1	1	4

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

- 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

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
20161SEC53	Financial Services	3	1	1	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

- 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.

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
20161SEC54	Computer Application in Business	3	1	1	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:

- 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.

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
20161DSC55A	Elective Paper-I-A-Stock Exchange Practice	3	0	1	2

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

- I. To provide an introduction to the financial markets and to analyze the role of financial markets for the broader macro.
- II. The course will help them in building career in stock market/broking houses.
- III. 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:

- Understand the trading mechanism in stock exchange.

- Understand the trading pattern in BSE and NSE.
- Get knowledge on the Demat Trading.
- Discuss on the SEBI guidelines and other regulations relating to Demat Trading.
- Get through the certification examinations conducted by BSE and NSE, and
- Start a stock trading concern and become a successful Financial Entrepreneur.
- Pedagogical Methods Adopted: Flipped Learning, Blended Learning, Experiential Learning,
- Participative Learning, Case Study Method and Problem Based Learning

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, 3rd 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 .

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COURSE CODE	COURSE TITLE	L	T	P	C
20161DSC55B	Elective Paper-II-B- Co-operative Law and Practice	3	0	1	2

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.

OUTCOMES:

- 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

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
COMMUNICATION SKILLS

Course Code	Course Title	L	T	P	C
201ACLSPSL	Professional Skills	-	-	-	2

Aim:

Course Objectives :

The Objectives of the course are to help students/candidates:

1. Acquire career skills and fully pursue to partake in a successful career path
2. Prepare a good resume, prepare for interviews and group discussions
3. Explore desired career opportunities in the employment market in consideration of an individual SWOT.

Course Outcomes :

At the end of this course the students will be able to:

1. Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax
2. Participate in a simulated interview
3. Actively participate in group discussions towards gainful employment
4. Capture a self - interview simulation video regarding the job role concerned
5. Enlist the common errors generally made by candidates in an interview
6. Perform appropriately and effectively in group discussions
7. Explore sources (online/offline) of career opportunities
8. Identify career opportunities in consideration of their own potential and aspirations
9. Use the necessary components required to prepare for a career in an identified occupation (as a case study).

Unit I: Resume Skills

Resume Skills : Preparation and Presentation

- i. Introduction of resume and its importance
 - Difference between a CV, Resume and Biodata
 - Essential components of a good resume
- ii. Resume skills : common errors
 - Common errors people generally make in preparing their resume
 - Prepare a good resume of her/his considering all essential components

Unit II: Interview Skills

i. Interview Skills : Preparation and Presentation

- Meaning and types of interview (F2F, telephonic, video, etc.)
- Dress Code, Background Research, Do's and Don'ts
- Situation, Task, Approach and Response (STAR Approach) for facing an interview
- Interview procedure (opening, listening skills, closure, etc.)
- Important questions generally asked in a job interview (open and closed ended questions)

- ii. Interview Skills :Simulation
 - Observation of exemplaryinterviews
 - Comment critically on simulatedinterviews
- iii. Interview Skills : CommonErrors
 - Discuss the common errors generally candidates make ininterview
 - Demonstrate an idealinterview

Unit III: GroupDiscussionSkills

Meaning and methods of GroupDiscussion

- Procedure of GroupDiscussion
- Group Discussion-Simulation
- Group Discussion - CommonErrors

Unit IV: ExploringCareer Opportunities

Knowing yourself – personalcharacteristics

- Knowledge about the world of work, requirements of jobs includingself-employment.
- Sources of careerinformation
- Preparing for a career based on their potentials and availability ofopportunities

SEMESTER-VI

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COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC61	Management Accounting	3	1	2	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

- 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

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
20161SEC62	Entrepreneurship and Small Business Management	3	1	1	4

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:

- 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 schemes

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

SEMESTER-VI

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COURSE CODE	COURSE TITLE	L	T	P	C
20161SEC63	Auditing	3	1	1	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

- 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

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

SEMESTER - VI

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COURSE CODE	COURSE TITLE	L	T	P	C
20161DSC64A	Elective paper – I- A- Income Tax Law and Practice	3	0	2	3

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.

OUTCOMES:

- 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 provision

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

SEMESTER-VI

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COURSE CODE	COURSE TITLE	L	T	P	C
20161DSC64B	Elective paper – II- B- Co-operation Theory	3	0	2	3

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

OUTCOMES:

- More on-task behavior Greater Social support
- 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

REFERENCE BOOKS

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

SEMESTER VI

Course Code	Course Title	L	T	P	C
201ACLSCET	Community Engagement	-	-	-	1

Aim:

Course Objectives:

- To develop an appreciation of rural culture, life-style and wisdom amongst students
- To learn about the status of various agricultural and rural development programmes
- To understand causes for rural distress and poverty and explore solutions for the same
- To apply classroom knowledge of courses to field realities and thereby improve quality of learning

Course Outcomes:

After completing this course, students will be able to

- Gain an understanding of rural life, culture and social realities
- Develop a sense of empathy and the bonds of mutuality with the local community
- Appreciate significant contributions of local communities to Indian society and economy
- Learn to value the local knowledge and wisdom of the community
- Identify opportunities for contributing to community's socio-economic improvements

UNIT I - Appreciation of Rural Society

Rural lifestyle, rural society, caste and gender relations, rural values with respect to community, nature and resources, elaboration of "soul of India lies in villages" (Gandhi), rural infrastructure.

UNIT II-Understanding rural economy & livelihood

Agriculture, farming, land ownership, water management, animal husbandry, non-farm livelihoods and artisans, rural entrepreneurs, rural markets

UNIT III Rural Institutions

Traditional rural organisations, Self-help Groups, Panchayati Raj institutions (Gram Sabha, Gram Panchayat, Standing Committees), local civil society, local administration

UNIT IV Rural Development Programmes

History of rural development in India, current national programmes: Sarva Shiksha Abhiyan, Beti Bachao, Beti Padhao, Ayushman Bharat, Swachh Bharat, PM Awas Yojana, Skill India, Gram Panchayat Decentralised Planning, NRLM, MNREGA, etc.

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Open Elective -Journalism

COURSE CODE	COURSE TITLE	L	T	P	C
201ENOEC	Open Elective - Journalism	4	0	0	2

Aim :

- To acquaint with the basic knowledge of journalism

Objective:

- To instil 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
- Explore the different kinds of news

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

ReferenceBook:-

Author	Title of the book	Edition / Year	Publisher
Susan	Journalism		
John Hogenberg	Professional Journalism	2012	
M.James Neal	News Writing and Reporting		Surjeet Publication
M.V Komath	The Journalist's Handbook		

SEMESTER - VI

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Open Elective: Development of Mathematical Skills

COURSE CODE	COURSE TITLE	L	T	P	C
201MAOEC	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.

SEMESTER - VI

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Open Elective: Instrumentation

COURSE CODE	COURSE TITLE	L	T	P	C
201PHOEC	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:

- To build the strong foundation in physics of students needed for the field of Instrumentation.
- To prepare student to apply reasoning informed by the contextual knowledge to practice.
- To provide opportunity for students to work as part of teams on multi-disciplinary projects.

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 converseons).

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.

Books for Reference:

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

SEMESTER - VI

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COURSE CODE	COURSE TITLE	L	T	P	C
201MBOEC	Open Elective : Wild Life Conservation	4	0	0	2

Aim:

To enable the students understand the need of conservation of wildlife in India.

Objectives:

- Maintenance of rare species in protected areas such as national parks, sanctuaries etc., Establishment of specific biosphere reserves for endangered plants and animals.
- Protection of wild life through legislation such as banning hunting etc.,
- Imposing specific restrictions on export of endangered plants and animals or their products.

Course Outcome:

- Protection of natural habitats of organisms through controlled exploitation.
- Educating the public about the need to protect the environment
- Long range goal for preserve the wild life for welfare of future generations
- Conservation and Maintenance of endangered plants in wild life

Unit I:

Wildlife Management: Basic concepts and principles - Wildlife management before and after implementation of Wild Life (Protection) Act, 1972 – IUCN – CITES – NBA – IBA –

Evaluation of Wildlife habitat: Define habitat – Forest habitat types - basic survey techniques of habitats – Vegetative analyses – Point centered quadrat, Quadrat, strip transect – Habitat manipulation: Food, Water, shade, impact and removal of invasive alien species.

Unit II:

Introduction to conservation biology, the origin of conservation biology, ethical and economical values of conservation biology, definition of biodiversity, types of biodiversity, threats to biodiversity. Scopes and importance of conservation methods – *In-situ* and *Ex-situ* conservation approaches of Indian animals. Captive breeding (Lion-tailed macaque, white tiger and vultures) and reintroduction (Tiger, rhinoceros, gaur).

Unit III:

Biodiversity: Definition and importance - Biodiversity hotspots in India: Western Ghats, Eastern Himalayas. Mega diversity nations – an introduction. Landscape approach and people participation in biodiversity conservation.

Unit IV:

Role of Government and Non-Government organizations in conservation.– **Government -**

Wildlife Institute of India, Ministry of Environment and Forests (MoEF), National Biodiversity Authority (NBA), Zoological Survey of India (ZSI), Botanical Survey of India (BSI), Salim Ali

Centre for Ornithology and Natural History (SACON), Centre for Ecological Sciences (CES). NGOs – Bombay Natural History Society (BNHS), World Wide Fund for Nature (WWF), Wildlife Trust of India (WTI), Nilgiri Wildlife and Environment Association (NWEA), Wildlife Conservation Society (WCS).

Unit V:

Conservation Biology Tools - Biological Parks, Zoological Parks, Forest Research Institute, Agricultural Research Institutions, Gene Pools, Cryopreservation Centres, Interpretation Centres and role of Field Biologists.

References:

1. Anon, 1992. Conservation on biological diversity. Text and annexure –WWF-India.
2. Gaughley, G. and A. Gunn. 1995. Conservation Biology in Theory and practice. Blackwell Publishers.
3. Dobson, A.P. 1996. Conservation and biodiversity scientific American Library, New York, USA.
4. John M. Fryxell, Anthony R.E. Sinclair and Graeme Caughley. 2014. Wild life Ecology, Conservation and Management. 3rd Ed. Wiley Blackwell Publi

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COURSE CODE	COURSE TITLE	L	T	P	C
201CAOEC	Open Elective – E- Learning	4	0	0	2

COURSE OBJECTIVES

- Learn the basics of E-Learning concepts.
- Learn the content development techniques.

COURSE OUTCOMES

- Develop e – learning application on their own.
- Ability to develop contents for e-learning.
- To perform course management using tools.

UNIT I INTRODUCTION

Introduction – Training and Learning, Understanding elearning, components and models of e- learning, Advocacy of e-learning – benefits, learning styles, criteria for choosing, - Applications of E-learning.

UNIT II CONCEPTS and DESIGN

E-Learning Strategy, the essential elements of elearning strategy, Quality assuring e-learning, suppliers and resources, virtual learning environments, authoring tools, e- assessment, Learning Design Issues – purpose, general principles, designing live e- learning, designing self managed learning.

UNIT III APPLICATIONS

Moodle 2.0 E-Learning Course Development – Features, Architecture, Installation and Configuring Site.

UNIT IV COURSE MANAGEMENT

Creating – Categories, Courses, Adding Static Course Material – Links, Pages, Moodle HTML Editor, Media Files, Interacting with Lessons and Assignments – Evaluating Students – Quizzes and Feedback.

UNIT V ENHANCEMENT

Adding Social Activities - Chat, Forum, Ratings, Blocks – Types, Activities, Courses, HTML, Online Users – Features for Teachers.

REFERENCE BOOKS:

1. Delivering E-Learning: A complete Strategy for Design, Application and Assessment, Kenneth Fee, Kogan page, 2009.
2. Designing Successful e-Learning, Michael Allen, Pfeiffer Publication, 2007.
3. Moodle 2.0 E-learning Course Development, William Rice, PACKT, 2011.
4. Moodle 2.0 First Look, Mary Cooch, 2010.

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COURSE CODE	COURSE TITLE	L	T	P	C
201CSOEC	Open Elective - Web Technology	4	0	0	2

AIM

To equip the students with basic programming skill in Web Technology.

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: networking- internet – email – Internet Technologies: modem internet addressing .

UNIT II

Internet browsers: Internet Explorer – Netscape navigator- Introduction to HTML: Html document – anchor tag – hyperlink.

UNIT III

Head and body sections: Header section – titles – links- colorful web page – sample html document – Designing the body section: paragraph – tab setting.

UNIT IV

Ordered and unordered lists: list – unordered list – heading in a list- order list- nested list.

UNIT V

Table handling: tables – table creation in html cell spanning multiple rows and columns- coloring cells- sample tables- frames frame set definition- nested frames set.

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.

REFERENCE BOOKS

1. World Wide Web design with HTML – C. Xavier – Tata McGraw – Hill – 2000.
2. Principles of web design – Joel Sklar – Vikas publishing house 2001.

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B.COM

RESEARCH INTEGRATED CURRICULUM

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

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

Research – Led: Learning about current research in the discipline

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

Research – Oriented: Developing research skills and techniques

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

Research – Based: Undertaking research and inquiry

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

Research- Tutored: engaging in research discussions

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

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

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

Level 1: Prescribed Research

Level 2: Bounded Research

Level 3: Scaffold Research

Level 4: Self actuated Research

Level 5: Open Research

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

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

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

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

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

● **Semester Examination** : **60**
Marks

(Essay type Questions set by the concerned resource persons)

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

Continuous Internal Assessment: **20**

Marks

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

Model Paper Writing:

40 Marks

- Abstract:
- Introduction:
- Discussion:
- Review of Literature:
- Presentation:

5 Marks

10 Marks

10 Marks

5 Marks

10 Marks

Semester Examination:

40 Marks

Total:

100 Marks

