KARUPPANNAN MARIAPPAN COLLEGE

(AUTONOMOUS)

(Co-Educational Institution, Affiliated to Bharathiar University, Coimbatore and Recognized u/s 2(f) & 12(B) of UGC act 1956 and Accredited by NAAC with "B" Grade)

Chettiarpalayam, Kangayam Road, Muthur -638 105.

Tirupur District, Tamilnadu.

DEPARTMENT OF COMMERCE

B.Com.(Commerce)

SYLLABUS

CONTROLLER OF EXAMINATIONS
Muthur - 638105
Karuppannan Mariappan College (Autonomous)

(Students admitted during the academic year 2024-2025 and onwards)

(Under CBCS with Outcome Based Education (OBE) Pattern)

DEPARTMENT OF COMMERCE

Vision

To equip the students with quality education and practical knowledge for the corporate world.

Mission

To achieve the vision, the Department's Mission are:

1. To provide a high standard of education.
2. To develop the professional skills of students which are of immense value.
3. To develop competitive skills of manage the inherent risk in the field of marketing Banking, insurance and income tax.

Eligibility for admission:

Should have passed Higher Secondary Course.

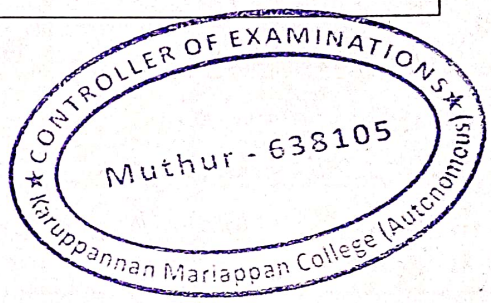
Regulation:

Regulation 2024-25 framed for the conduct of undergraduate programme is applicable.

Programme Outcomes (POs)	
On successful completion of the B.Com programme, the students will be able to	
PO1	Students will able to understand the concepts of commerce.
PO2	Programme aims to develop comprehensive professional skills which are required forcommerce graduates
PO3	Students will develop an understanding of various commerce functions such as finance, accounting, financial analysis, project evaluation, and cost accounting.
PO4	Students will be able to prove the proficiency with the ability to engage exams like CA, ACS and CMA.
PO5	Students can do commerce oriented research and consequence of this, they can becomeProfessors in Colleges and Universities
PO6	Demonstrate a comprehensive understanding of fundamental concepts and principles in commerce, including accounting, finance, economics, and business management.
PO7	Understand and apply ethical principles and social responsibility in business practices, considering the impact of decisions on society, the environment, and the economy.
PO8	Work effectively in teams, demonstrating leadership and collaborative skills to achieve organizational goals and solve business challenges.
PO9	Exhibit entrepreneurial skills and an innovative mind set to identify business opportunities, create business plans, and initiate ventures.
PO10	Recognize the importance of lifelong learning and develop the ability to continuously update knowledge and skills in response to changing business environments and professional development needs.

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Programme Specific Outcomes (PSOs)	
After the successful completion of B.Com programme, the students are expected to	
PSO1	Develop a broad range of knowledge in the accounting field for applying concepts and techniquesin Commerce to meet the current and future expectation of business.
PSO2	Build a strong foundation in the areas of taxation, finance and corporate laws, thereby they relate their conceptual and analytical skills in business finance and audit
PSO3	Nurture the students in intellectual, personal, interpersonal and social skills with a focus onrelevant professional career particularly, to maximize professional growth
PSO4	Empower the students with necessary competencies and decision making skills to foster theinnovative thinking to become an entrepreneur
PSO5	Strengthen the students to become expert in the field of communication with ethical consciousness.



B.Com-Curriculum (Autonomous)

(For the students admitted from the academic year **2024-2025** and onwards)

CIA-Continuous Internal Assessment Marks, ESE-End Semester Examination Marks

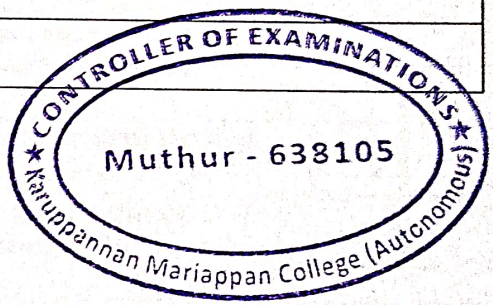
S.No	Course Code	Part	Course	Duration Hours	Maximum Marks		Total Marks	Credits
					CIA	ESE		
			SEMESTER–I					
1	24U1LT1	I	Language-I	6	25	75	100	4
2	24U1LE1	II	English-I	6	25	75	100	4
3	24U1CMC1	III	Core I: Principles of Accounting	6	25	75	100	4
4	24U1CMC2	III	Core-II: Business Organization and management	5	25	75	100	4
5	24U1CMA1	III	Allied-I– Business Economics	5	25	75	100	4
6	24U1VE1	IV	Foundation Subject-A: Environmental Studies	2	-	50	50	2
			Total	**30**	**125**	**425**	**550**	**22**
			SEMESTER–II					
1	24U2LT2	I	Language-II	6	25	75	100	4
2	24U2LE2	II	English-II	4	25	25	50	2
3	24U2CMC3	III	Core III–Financial Accounting	6	25	75	100	4
4	24U2CMC4	III	Core IV–Modern Marketing	5	25	75	100	4
5	24U2CMA2	III	Allied-II– Fundamental of Banking System	5	25	75	100	4
6	24U2VE2	IV	Foundation Subject-B: Human Rights	2	-	50	50	2
7	24U2NM1	IV	Naan Mudhalvan : Language Proficiency for Employability	2	50	-	50	2
			Total	**30**	**175**	**375**	**550**	**22**
			SEMESTER–III					
1	24U3LT3	I	Language-III	4	25	75	100	4
2	24U3LE3	II	English-III	4	25	75	100	4
3	24U3CMC5	III	Core V–Business Accounting	5	25	75	100	4
4	24U3CMC6	III	Core VI–Business law and Ethics	5	25	75	100	4
5	24U3CMC7	III	Core-VII Management Concept	4	25	75	100	3
6	24U3MAA06	III	Allied: III-Business Mathematics	4	20	55	75	3
7	24U3CMS1	IV	Skill based Subject-I: Business Application Software –I	2	25	25	50	2
8	24U3CMN1	IV	Non-Major Elective-I: Practical Banking	2	50	-	50	2
			Total	**30**	**220**	**455**	**675**	**26**

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			SEMESTER–IV					
1	24U4LT4	I	Language-IV	4	25	75	100	4
2	24U4LE4	II	English-IV	4	25	75	100	4
3	24U4CMC8	III	Core VIII– Corporate Accounting	5	25	75	100	4
4	24U4CMC9	III	Core IX– Income Tax Law and Practice	5	25	75	100	4
5	24U4CMC10	III	Core X– Executive Business Communication	3	25	75	100	3
6	24U4MAA07	III	Allied: IV: Statistics for Business	3	20	55	75	3
7	24U4CMN2	IV	Non-Major Elective-II : Insurance Law	4	20	55	75	3
8	24U4CM1P1	IV	Institutional Training report	-	50		50	-
9	24U4NM1	IV	Naan Mudhalvan: Office Fundamentals: Digital Skills for Employability.	2	50	-	50	2
			Total	**30**	**265**	**485**	**750**	**27**
			SEMESTER–V					
1	24U5CMC11	III	Core XI–Partnership Accounting	6	25	75	100	4
2	24U5CMC12	III	Core XII– Cost Accounting	5	25	75	100	4
3	24U5CMC13	III	Core XIII–Research Methods For Business	6	25	75	100	4
4	24U5CMC14	III	Core XIV– Computer Applications in Business	5	25	75	100	4
5	24U5CME1/ 01/02/03	III	Elective–I:	5	20	55	75	3
6	24U5CMS2	IV	Skill Based Subject-II: Business Application Software-II	3	25	25	50	2
			Total	**30**	**145**	**380**	**525**	**21**
			SEMESTER–VI					
1	24U6CMC15	III	Core XV–Management Accounting	5	25	75	100	4
2	24U6CMC16	III	Core XVI-Auditing	5	25	75	100	4
3	24U6CMC17	III	Core XVII- Indirect Taxes	5	25	75	100	3
4	24U6CMCPR18	III	Core XVIII: Computer Applications MS-WordMS Excel and Tally 9.2 Practical	3	40	60	100	3
5	24U6CME2/ 01/02/03	III	Elective–II:	5	20	55	75	3
6	24U6CME3/ 01/02/03	III	Elective–III:	5	20	55	75	3
7	24U6NM4	IV	Naan Mudhalvan: Project Based learning - Data Analytic & visualization	2	50	-	50	2
8	24U6CMEA1	V	Extension Activities:	-	50	-	50	2
			Total	**30**	**255**	**395**	**650**	**24**
			Grand Total	**180**	**1185**	**2515**	**3700**	**142**

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List of Elective Papers		
Elective–I	01	Business Finance
	02	Brand Management
	03	Fundamentals of Insurance
Elective–II	01	Entrepreneurial Development
	02	Supply Chain Management
	03	Principles of Web Designing
Elective-III	01	Project Work
	02	Insurance Legislative Framework
	03	Financial Markets



SEMESTER - I

SEMESTER	COURSE CODE	COURSE CATEGORY	HOURS/ WEEK	CREDITS	MARKS FOR EVALUATION		
					CIA	ESE	TOTAL
I	24U1CMC1	CORE-I	6	4	25	75	100
Course Title	PRINCIPLES OF ACCOUNTING						

Course Objectives:

The main objectives of this course are to:

1. Enable the students to learn basic Principles of Accountancy.
2. Make the students skill fully to prepare and present the final accounts of sole trader.
3. Learn about various types of errors and calculation of depreciation in accounts.
4. Understand about bank reconciliation statement and accounting for professionals.
5. Provide knowledge about consignment and joint ventures.

Course Outcomes:

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

CO Number	Course Outcome	Knowledge Level
CO1	Recalling Accounting Concepts and Conventions and use Accounting rules to record business transactions in the form of Journal, Ledger, subsidiary books andPreparation of Trial Balance.	K1
CO2	Understanding the steps involved in locating errors and prepare them to Understand the preparation of final accounts for sole-traders.	K3
CO3	Analyze the bank reconciliation statement, Receipts and payments, Income and expenditure and Balance sheet and accounting for professionals to enhance theknowledge.	K4,K5
CO4	Outline the concepts of Bills of exchange, Average due date and Account Current.	K2
CO5	Examine the concepts of consignment and joint venture.	K5

K1-Remember; **K2**-Understand; **K3** -Apply; **K4**-Analyze; **K5**-Evaluate

SYLLABUS

UNIT	CONTENTS	HOURS
I	Fundamentals of Book Keeping – Accounting -Definition -Accounting Concepts and Conventions-Accounting Terms.-Double Entry System –Journal –Ledger – Subsidiary books– Trial balance..	20
II	Final accounts of a sole trader: Trading A/c, Profit and Loss A/c and Balance Sheet-Depreciation- Meaning-causes-methods-Calculation of Depreciation (Straight line method, Diminishing balance method and Annuity method only).	18
III	Bank Reconciliation Statement: Meaning-Need for BRS-Preparation of BRS. Errors and rectification. Capital and Revenue Expenditures.	16
IV	Bill of exchange- Meaning-Advantages and Limitations-Types-Accommodation bills –Average due date–Meaning-Importance-Calculation Of Average due date.	16

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V	Consignment Accounts-Meaning-Features-Accounting treatment of Consignment transactions-Joint ventures-Meaning-Features-relationship between Joint ventures and Consignment Accounts-Accounting for Joint ventures (when a separate book is kept only)	20
	TOTAL	**90**

Text Books:

1. T.S. Reddy and A. Murthy, **"Financial Accounting"**, Margham Publications 1st Edition -2021.
2. N.Vinayakam, P.L.Mani, K.L.Nagarajan – **Principles of Accountancy** – 13th Edition, 2010.

Reference Books:

1. S.P. Jain, K.L. Narang, Simmi Agrawal **Principles of Accountancy** Publisher: Kalyani Publishers ; Edition: **21 Revised Ed Rp 2022**
2. M.C. Shukla, Grewal T. Sand Gupta S.C., **Advanced Accounting**, SultanChand & Sons. - Volume **II**. by **M C Shukla** | 1 January 2016
3. Kalpash Ashar **Financial Accounts essential** Vibrant Publisher 5th Edition - 2010
4. Arihant Experts Hand book of **Principles of Accountancy**, Arihant Edition – 1st Edition – 2015
5. Prof.Amithaba basu **Financial Accounting – I** Tee Dee Publicaton 12th Edition,2023

Web Resource(s):

1. https://www.fasb.org,
2. https://libguides.uttyler.edu,
3. https://library.bc3.edu/accounting/web-resources,

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Mapping Course Outcomes with Programme Outcomes:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	S	M
CO3	S	M	M	S	M	S	M	M	S	M
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	S	M	M	L	S	S	M	M	L

S-Strong; M-Medium; L-Low

R. Avitha
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SEMESTER	COURSE CODE	COURSE CATEGORY	HOURS/ WEEK	CREDITS	MARKS FOR EVALUATION		
					CIA	ESE	TOTAL
I	24U1CMC2	CORE-II	5	4	25	75	100
Course Title	BUSINESS ORGANIZATION AND MANAGEMENT						

Course Objectives:

The main objectives of this course are to:

1. To understand different forms of organization
2. To understand various factors affecting business organization and functioning.
3. To provide insight about office functioning, data processing system and organization
4. To understand the organization functions.
5. To acquire knowledge about the staffing and recruitment process

Course Outcomes:

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

CO Number	Course Outcomes	Knowledge Level
CO1	Understanding the concepts of business and its forms of organizations involved in sole trader, partnership firms, companies and co-operative societies and publicenterprise.	K2
CO2	Analyzing the business factors which are involved in sources of finance.	K4
CO3	Explaining the functioning of management.	K3
CO4	Remembering organization functions.	K1
CO5	Outlining of staffing and recruitment and co-ordination.	K2,K5

K1-Remember;**K2**-Understand;**K3** -Apply;**K4**-Analyze;**K5**-Evaluate

SYLLABUS

UNIT	CONTENTS	HOURS
I	Business: Meaning - Nature - Scope - Objectives - Requisites for a successful business-Business vs. Profession. Forms of business organizations (Sole proprietorship - Partnership firms- LLP - One Person Company-Joint Hindu Family and Co-operative Society) Joint Stock Companies: Meaning-features-Types.	20
II	Management: Meaning-Nature-Scope-Importance-Functions-Management vs. Administration- Principles of scientific management and modern management.	17
III	Planning: Meaning-Importance- advantages and limitation- types - Steps in planning. Organizing: Meaning -Importance - Principle-Process-structure-theories of organization-models.	19
IV	Staffing: Meaning-Recruitment and selection-sources of recruitment – Selection process. Directing: Meaning-Importance-Elements of Direction.	17
V	Co-ordination: Meaning – Importance-types- Controlling: Meaning - Importance - process.	17
	TOTAL	90

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Text Books:

1.Shukla-**"Business Organization and Management"**–S.Chand & Company Ltd Edition 1-2022
2..C.B.Gupta - **Business Organisation** - Sultan Chand & Sons, New Delhi 5th Edition 2017.

Reference books:

1. P. Thulsian Business **Organization & Management Pearson Publication** 2nd Edition 2009.
2. **Singh**, B.P. and T.N. Chhabra; **Business Organisation and Managmement, Dhanpat Rai** & Co. (P) Ltd. Delhi, 2017,
3. P.N. Reddy, **"Principles of business organization and Management"**, S.Chand &Co. Ltd 6th Edition - 2022.
4. Robbins SP,Timothy A. Judge and Sanghi Seema, **Organisational Behaviour**, Pearson Education, 3rd Edition – 2009
5. Luthans F, **Organisational Behaviour**, McGraw Hill, New Delhi, 2nd Edition 2007.

Web Resource(s):

1.https://libraryguides.mdc.edu,
2.https://indiafreenotes.com,
3.https://guides.centralpenn.edu/business-general/web

Mapping Course Outcomes with Programme Outcomes:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	S	S	S	M	M
CO2	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	S	M	M	S	S	S	M	M
CO5	S	S	M	M	L	S	S	M	M	L

S-Strong; M-Medium; L-Low

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SEMESTER	COURSE CODE	COURSE CATEGORY	HOURS/ WEEK	CREDITS	MARKS FOR EVALUATION		
					CIA	ESE	TOTAL
I	24U1CMA1	ALLIED-I	5	4	25	75	100
Course Title	BUSINESS ECONOMICS						

Course Objectives:

The main objectives of this course are to:

1. Recall the fundamentals of micro economics.
2. Get insight on law of demand, supply and theories of production.
3. Analyses the pricing in different market structure.
4. Know the theories on wages, rent, interest and profit.
5. Understand the knowledge on theories of productivity and wages

Course Outcomes:

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

CO Number	Course Outcomes	Knowledge Level
CO1	Understand the fundamentals of micro Economic and theory consumer behavior	K2,K5
CO2	Learn the concepts of demand and elasticity of demand	K2,K3
CO3	Understand theories of production, cost and revenue concepts	K3
CO4	Analyses the price and output determination under various market structures	K4
CO5	Acquire knowledge on theories of productivity and wages	K5,K2

K1-Remember; K2-Understand; K3 -Apply; K4-Analyze; K5-Evaluate

SYLLABUS

UNIT	CONTENTS	HOURS
I	Scope and methodology: Definition of Economics–Nature and Scope of Economics–Utility analysis–Law of diminishing utility–Law of Equilibrium- marginal utility–Indifference curve–Approaches of Economic Analysis– Methodology of Economics.	18
II	Elements of demand: Demand Analysis–Demand Schedule–Law of Demand–Demand Curve– Elasticity of Demand– Price, Income andCross– Consumer's Surplus.	18
III	Theory of production: Factors of Production–Law of Diminishing Returns– Law of Variable Proportions–Return to Scale–Law of Supply- Cost and Revenue– Concepts and Curves.	18
IV	Product pricing: Market Definition–Types–Equilibrium Under Perfect Competition of Firm and Industry–Pricing–Pricing Under Perfect Competition. Monopoly –Price Discrimination–Pricing Under Monopolistic Competition–Pricing under Oligopoly.	18
V	Factor pricing– Marginal Theory, Productivity Theory, Theories of wages, rent,interest and profit.	18
	TOTAL	90

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Text Books:

1. Sundaram K.P.M. and Sundaram E.N .Business Economics Fifth Edition, 2023
2. H.L Ahuja Business Economics (Microeconomic Analysis) S.Chand Pulications 13th Edition 2016

Reference books:

1. Jhingan,M.L, **Micro Economic theory**, Vrinda Publications,NewDelhi. Lal,S.N (2012):
2. H.L. Ahuja, **Principles of Micro Economics**, Edition 1 2019
3. A New Look at **Economics Theories**, S.Chand and Company, New Delhi, 2014
4. Sloman Essential for **Business Economics** Pearson Publication 6th Edidtion 219
5. Dr.J.P.Mishra **Business Economics** Sahitya Bhawan Publications 1st Edition 2022

Web Resource(s):

1. https://libguides.gvsu.edu/economics/websites,
2. https://guides.temple.edu/c.php?g=77780&p=506537,

Mapping Course Outcomes with Programme Outcomes:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	S	S	M	M	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	M

S-Strong; M-Medium; L-Low

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SEMESTER - II

SEMESTER	COURSE CODE	COURSE CATEGORY	HOURS/ WEEK	CREDITS	MARKS FOR EVALUATION		
					CIA	ESE	TOTAL
II	24U2CMC3	CORE-III	6	4	25	75	100
Course Title	FINANCIAL ACCOUNTING						

Course Objectives:

The main objectives of this course are to:

1. Explore various methods of calculating and recording depreciation.
2. Make them to understand about royalties and investment accounts.
3. Offer an idea about single entry system of accounts.
4. Promote knowledge about departmental and branch accounting.
5. Inculcate knowledge about hire purchase and installment system of accounting.

Course Outcomes:

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

CO Number	Course Outcomes	Knowledge Level
CO1	Identifying the essential characteristics of single entry system.	K1
CO2	Describing the concepts based on accounting of Non-trading and preparation of receipts and payments accounts.	K1,K2
CO3	Applying the basic concepts of departmental and branch accounting.	K3
CO4	Familiarize the procedure relating to hire purchase and installment in books of Accounts	K4
CO5	Outline about the nature of Investment and Royalty and Sublease	K4,K5

K1-Remember; **K2**-Understand; **K3** -Apply; **K4**-Analyze; **K5**-Evaluate

SYLLABUS

UNIT	CONTENTS	HOURS
I	Single Entry system-meaning and features- Difference between double Entry system and single entry system. Statement of affairs method and Conversion method	18
II	Accounting of Non-trading Concerns-Preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet. Differences Between Receipts and Payments Account and Income and Expenditure Account.	18
III	Departmental accounts–Meaning- Need-Advantages and limitations - Difference between department and branch –transfers at cost or selling price–Branch accounts - dependent branch only. (excluding independent and foreign branches)	18
IV	Hire purchase and instalment systems including Hire Purchasing Trading account- Goods on sale or Return	18
V	Royalty-Meaning- Treatment in final accounts-Sublease -Meaning-accounting treatment	18
	TOTAL	90

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Text Book:

1. T.S.Reddy and A.Murthy, **"Financial Accounting"**, Margham Publications Edition 1-2021

Reference books:

1. S.P.Jain and K.L.Narang, **Advanced Accountancy**, Kalyani Publishers.21st 2022.
2. R N Naayanasamy **Financial Accounting** & managerial perspective PHI Learning 7Th edition 2022
3. T.Horngren Chales & L Sundren Gary **Fiancial Accounting** Pearson 11th Edition 2017
4. Arihant **Experts Hand book of Accountancy**, Arihant Edition – 1st Edition – 2015
5. Prof.Amithaba basu **Financial Accounting** – I Tee Dee Publicaton 12th Edition,2023

Web Resource(s):

1. www.icai.org/new_post.html?post_id
2. www.icsi.edu/academic-corner/study-material
3. www.caclubindia.com/

Mapping Course Outcomes with Programme Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	M	S	S	M	S	M	S	S	M
CO3	S	M	M	S	M	S	M	M	S	M
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	M	L	S	M	M	M	L

S-Strong; M-Medium; L-Low

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SEMESTER	COURSE CODE	COURSE CATEGORY	HOURS/ WEEK	CREDITS	MARKS FOR EVALUATION		
					CIA	ESE	TOTAL
II	24U2CMC4	CORE-IV	5	4	25	75	100
Course Title	MODERN MARKETING						

Course Objectives:

The main objectives of this course are to:

1. Conceptualize an idea about marketing and related terms.
2. Provide insight about various forms and types of marketing.
3. Understand various concepts relating to consumer behavior.
4. Introduce the components of marketing mix.
5. Understand emerging marketing trends and regulatory mechanisms.

Course Outcomes:

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

CO Number	Course Outcomes	Knowledge Level
CO1	Defining the various concepts and terms related to marketing	K1,K2
CO2	Explaining about various marketing functions	K4,K3
CO3	Understanding terms of consumer behavior and examined about different Concepts related to consumers.	K3
CO4	Identifying the marketing mix and its elements	K2
CO5	Understanding different provisions related to trends in emerging markets.	K5,K2

K1-Remember;**K2**-Understand;**K3** -Apply;**K4**-Analyze;**K5**-Evaluate

SYLLABUS

UNIT	CONTENTS	HOURS
I	Market: Meaning-classification. Marketing: Meaning-importance-functions-Methods of buying- Marketing Vs. Selling. Marketing Mix (4 Ps). Services Marketing: Characteristics-Importance-Differences between Product Marketing and Services Marketing-7 Ps in Service Marketing.	18
II	Product: Meaning- Classification-Product Life Cycle-Process of Product Planning for new product. Product mix- Meaning and importance of Product line, Product branding, Product packaging and Labeling. Standardization and Grading: Meaning-Advantages- Bureau of Indian Standards (BIS) - AGMARK - ISO.	18
III	Logistics and Supply chain: Meaning-Objectives- importance. Transportation: Importance-Road transportation- Rail transportation- Air transportation- Water transportation. Channels of distribution: Meaning-importance. Functions of wholesalers and retailers. Pricing: Objectives-kinds- factors influencing the Pricing.	18
IV	Advertising: Meaning-merits and demerits. Advertising copy: Meaning-qualities of a good advertising copy. Personal selling: Meaning-qualities of an effective salesman. Sales promotion: Meaning-importance.	18

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V	Agricultural Marketing- Regulated Market- Co-operative Market- Green Marketing- Mobile Marketing. Electronic Marketing: Meaning-features-Importance.	18
	TOTAL	**90**

Text Books:

1. R.S.N. Pillai and bagavathi, **"Modern Marketing"**, S. Chand & Company Pvt. Ltd., 2023.
2. Philip Kotler **Marketing Managemnet** Pearson Education 19th Edition 2023

Reference Books:

1. J. Jayasankar, **Marketing Management**, Margham Publication, 2016.
2. R.S.N.Pillai&Bagavathi **Marketing Managemnt** 7th Edition 2010
3. N. Rajan Nair, **"Marketing Management"**, Sultan Chand & Sons, 2012.
4. J.N Jain **Modern Marketing of Services** Regal Publications 1st Edition 2007
5. S.A. Sherlakar **"Marketing Management** Himalaya Publishing House 2nd Edition 2014

Web Resource(s):

1. www.managementstudyguide.com/
2. www.yourarticlelibrary.com
3. www.pondiuni.edu.in.

Mapping Course Outcomes with Programme Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	S	M	S	S
CO2	S	S	M	S	M	S	S	M	S	M
CO3	S	S	S	M	M	S	S	S	M	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	S	S	S	M	S	S	S	S	M

S-Strong; M-Medium; L-Low

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SEMESTER	COURSE CODE	COURSE CATEGORY	HOURS /WEEK	CREDITS	MARKS FOR EVALUATION		
					CIA	ESE	TOTAL
II	24U2CMA2	ALLIED-1I	5	4	25	75	100
Course Title	FUNDAMENTALS OF BANKING SYSTEM						

Course Objectives:

1. To familiarize the students with the functions of RBI.
2. To impart knowledge about the various forms of E - banking services.
3. To enable the students to learn various provisions of the Banking Regulations Act, 1949.
4. To provide the knowledge about loans and advance related process in banks
5. To clarify the kind of documents involved in banking services

Course Outcomes:

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

CO Number	Course Outcome	Knowledge Level
CO1	Remembering the various terms and concepts used in banking industry	K1,K2
CO2	Understanding the various process and activities of accounts in banks	K3,K1
CO3	Outline various features of cheques for easy and simple banking	K2
CO4	Examine the various loans and advance related process in banks	K4,K3
CO5	Classifying various kind of documents involved in banking services	K5

K1-Remember; **K2**-Understand; **K3** -Apply; **K4**-Analyze; **K5**-Evaluate

SYLLABUS

UNIT	CONTENTS	HOURS
I	Banking: Meaning - Definition - classification of banks- Structure of Indian banking system-Reserve Bank of India-Primary Functions-Promotional functions-Supervisory functions- Banking Ombudsman Scheme: Features.	18
II	Electronic Banking: Meaning-ATM - Internet banking - Mobile banking - Electronic Clearance Service (ECS) - Real Time Gross Settlement (RTGS) - National Electronic Funds Transfer (NEFT) - Immediate Payment Service (IMPS) - Credit cards - Debit cards - Risks in E-banking- Payment Banking: Meaning - Features. Block chain Technology.	18
III	Commercial banks - Functions - Credit creation. Cheque - features. Crossing - Importance - types of Crossing. Endorsement - significance - Types of Endorsement. Demand Draft - Advantages.	18
IV	Banking Regulation Act1949: Features-Relationship between Banker and Customer - General & Special relationships. Opening a Bank Account - Precautions to be taken by a banker while opening a new Account. Special types of Customers: Minor, Partnership Firms, Joint Stock Companies and Joint Account.	18
V	Loans and advances: Principles of sound Lending-Forms of Advances: Secured and Unsecured Advances -Modes of charging security: Lien-Pledge-Mortgage- Hypothecation.	18
	TOTAL	90

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Text Books:

1. S.Natarajan & R.Parameshwaran, **"Indian Banking"**, S.Chand & Co. Ltd Edition 1-2013
2. Shekhar " **Banking Theory And Practice** " Vikas Publications 21st Edition 2016

Reference Books:

1. K.P.M. Sundharam and P.N. Varsheny, **Introductory Banking Theory**, Law and Practice,Sultan Chand & Sons.2019
2. KandasamiK.P.and Parameshwaran.P, **Banking Law and Practice**, S.Chand & Company, 2013.
3. Biswajit Das **Basics Of Banking** Notion Press Latest Edition 2023
4. Majumdar **Fundamentals of Modern Banking** BNP Pulisher Latest Edition 2021
5. Justin P James Fundamental **Approach to Banking Theory** and Practices NBCC Publication 1st Edition 2022.

Web Resource(s):

1. https://rbidocs.rbi.org.in/rdocs/Publications/PDFs/BANKI15122014.pdf,
2. https://www.bankexamstoday.com/ and advances.html,
3. http://www.allbankingsolutions.com/

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CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	M	M	S	S	S	M	M

S-Strong; M-Medium; L-Low

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2. https://www.bankexamstoday.com/ and advances.html,
3. http://www.allbankingsolutions.com/

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CO4	S	S	S	S	S	S	S	S	S	S
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