

DEPARTMENT OF COMMERCE



Vision

To enhance holistic development in students, by giving training in intellectual, psychological, spiritual and social concerns to make them successful women leaders in the society.

Mission

The department stands for identifying and enhancing the potentials and skills of students by providing in-depth knowledge on the subject and to create self-awareness and social consciousness.

PG Programme Educational Objectives (PEOs)-COMMERCE

POs	Upon completion of M.Com Degree Programme, the graduates will be able to:
PEO - 1	Utilize computational technology to solve social and financial issues and to pursue research.
PEO - 2	exercise professional skills, values, team spirit and leadership to face challenges and to contribute building the nation.
PEO - 3	continue to learn and advance their career in industry both public and private sectors, government and academia.

PG Programme Outcomes(POs)-COMMERCE

PO	Upon completion of M.Com Degree Programme, the graduates will be able to:
PO1	Apply high level knowledge and skills in various fields of commerce
PO2	Obtain opportunities in research, writing, communication, and Publication skills.
PO3	Identify and analyse functional management issues at various levels of career advancement
PO4	Develop competency and skills to pursue higher level programmes in commerce and industry
PO5	Function effectively as a member or leader in teams by demonstrating soft skills, coping skills, and human values
PO6	sensitize professional ethics and societal needs which lead them for holistic development
PO7	learn independently for life long to execute professional, social, and ethical responsibilities promoting sustainable development

PG Programme Specific Outcomes (PSOs)-COMMERCE

PO	Upon completion of M.Com Degree Programme, the graduates will be able to:	Mapping with POs
PSO1	Design and implement accounting, marketing, finance, and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development.	PO1, PO2
PSO2	Exhibit entrepreneurial ability by enhancing critical thinking, problem-solving, decision-making, and leadership skills that will facilitate startups and high potential organizations.	PO4, PO5
PSO3	Practice different techniques of communication and research and apply them in business and progression.	PO2
PSO4	Facilitate the production of employable, ethical, and innovative professionals to sustain in the dynamic business world.	PO1, PO3
PSO5	Practice business and professional ethics to embrace moral and ethical values in business and personal life.	PO6, PO7

Eligibility Norms for Admission

A candidate who is a graduate of this college or any other recognized University in the main subject/subjects pass in B.Com./Bank Management/Computer Applications/Financial Management/B.Com.(Applied)/CA-Operation/B.B.A. and other related Programmes equivalent to B. Com or who has passed an examination accepted as equivalent thereto by the Syndicate of Manonmaniam Sundaranar University, Tirunelveli, is eligible for admission.

Duration of the Programme: 2 years

Medium of Instruction: English

**Course
Structure
Academic Course
Distribution of Hours and Credits**

Course	SEMESTER				Total	
	I	II	III	IV	Hours	Credits
Core–Theory	7(5) + 7(5) + 6(4)	6(5)+ 6(5)+ 6(4)	6(5) + 6(5) + 6(5) + 6 (4)	6(5) + 6 (5)	74	57
Elective	5 (3) + 5 (3)	4 (3) + 4 (3)	3 (3) -	4 (3) -	25	18
Project		-		10 (7)	10	7
Skill Enhancement Course		4 (2)	3 (2)	4 (2)	11	6
Internship/Industrial Activity			(2)		-	2
ExtensionActivity				(1)	-	1
Total	30 (20)	30 (22)	30 (26)	30 (23)	120	91

TotalNumberofHours=120

M.COM–GENERAL-CREDITDISTRIBUTION

Semester	Course Code	Title of the Course	Credits	Hours
I		First Year		
		First Semester		
	AP231CC1	Core Course I: Business Finance	5	7
	AP231CC2	Core Course II: Digital Marketing	5	7
	AP231CC3	Core Course III: Banking and Insurance	4	6
	AP231EC1	Elective Course I: a) Security Analysis and Portfolio Management	3	5
	AP231EC2	Elective Course I: b) Operations Research		
	AP231EC3	Elective Course I: c) International Financial Management		
	AP231EC4	Elective Course II: a) Labour Law	3	5
	AP231EC5	Elective Course II: b) Strategic Human Resource Management		
		Total	20	30

Second Semester					
I I	AP232CC1	Core Course IV - Strategic Cost Management	5	6	
	AP232CC2	Core Course V - Corporate Accounting	5	6	
	AP232CC3	Core Course VI - Setting up of Business Entities	4	6	
	AP232EC1	Elective Course III: a) Business Ethics and Corporate Sustainability	3	5	
	AP232EC2				Elective Course III: b) Audit and Due Diligence
	AP232EC3				Elective Course III: c) Managerial Economics
	AP232EC4	Elective Course IV: a) Rural and Agricultural Marketing	3	5	
	AP232EC5	Elective Course IV: b) Logistics and Supply Chain Management			
	AP232EC6	Elective Course IV: c) Total Quality Management			
	AP232SE1	Skill Enhancement: Professional Communication and Development	22	30	
Second Year					
Third Semester					
	AP233C C1	CoreVII-Taxation	5	6	

III	AP233C C2	CoreVIII-Research Methodology	5	6	
	AP233C C3	CoreIX -Computer Applications in Business	5	6	
	AP233E C1	Elective Course V a) Strategic Management	3	3	
	AP233EC2				Elective Course V b) Management Information Systems
	AP233E C3				Elective Course V c) Managerial Behavior and Effectiveness
	AP233SE1	Skill Enhancement Course - Advanced Excel	2	3	
	AP233SI1/ AP233IA1	Internship/Industrial Activity	2	-	
	AP233E C1	Elective Course V a) Strategic Management			
		Total	26	30	

SemesterIV

IV	AP234CC1	Core X -Corporate and Economic Laws	5	6
	AP234CC2	CoreXI -Human Resource Analytics	5	6
	AP234PW1	Core Project	7	10
	AP234EC1	Elective Course VI a)Quantitative Techniques for Business Decisions	3	4
	AP234EC2	Elective Course VI b)Organisational Behaviour		
	AP234EC3	Elective Course VI c)International Marketing		
	AP234SE1	Skill Enhancement Course – Modern Office Management	2	4
	AP234EA1	Extension Activity	1	-
		Total	23	30
	GRAND TOTAL	91	120	

SEMESTER I

CORE COURSE– I BUSINESS FINANCE

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP231CC1	7	-	-	-	5	7	105	25	75	100

Pre – requisite:

Students should know the capital and credit funds invested in the business

Learning Objectives:

1. To outline the fundamental concepts in business finance
2. To evaluate leasing as a source of finance and determine the sources of start-up financing

Course Outcomes

On the successful completion of the course, the students will be able to:		
1	remember the basic finance concepts	K1 &K2
2	understand the risk and determine its impact on return	K2 & K4
3	apply leasing methods and other sources of finance for startups	K3 &K5
4	apply cash receivable and inventory management techniques	K3 &K5
5	evaluate techniques of long-term investment decision incorporating risk factor	K5 &K6
6	understand the difference criteria used to evaluate proposed investment (ex. NPV, profitability Index, Payback Period	K2 & K4

K1 -Remember, **K2** – Understand, **K3** – Apply, **K4**- Analyse, **K5** – Evaluate, **K6** - Create

Units	Contents	No.of Hours
I	Introduction to Business Finance and Time vale of money Business Finance: Meaning, Objectives, Scope -Time Value of money: Meaning, Causes – Compounding – Discounting – Sinking Fund Deposit Factor – Capital Recovery Factor – Multiple Compounding – Effective rate of interest – Doubling period (Rule of 69 and Rule of 72) – Practical problems.	18

II	Risk Management Risk and Uncertainty: Meaning – Sources of Risk – Measures of Risk – Measurement of Return – General pattern of Risk and Return – Criteria for evaluating proposals to minimise Risk (Single Asset and Portfolio) – Methods of Risk Management – Hedging currency risk.	18
III	Startup Financing and Leasing Start-up Financing: Meaning, Sources, Modes (Bootstrapping, Angel investors, Venture capital fund) - Leasing: Meaning – Types of Lease Agreements – Advantages and Disadvantages of Leasing – Financial evaluation from the perspective of Lessor and Lessee.	18
IV	Cash, Receivable and Inventory Management Cash Management: Meaning, Objectives and Importance – Cash Cycle – Minimum Operating Cash – Safety level of cash – Optimum cash balance - Receivable Management: Meaning – Credit policy – Controlling receivables: Debt collection period, Ageing schedule, Factoring – Evaluating investment in accounts receivable - Inventory Management: Meaning and Objectives – EOQ with price breaks – ABC Analysis.	18
V	Multi National Capital Budgeting Multi National Capital Budgeting: Meaning, Steps involved, Complexities, Factors to be considered – International sources of finance – Techniques to evaluate multi-national capital expenditure proposals: Discounted Pay Back Period, NPV, Profitability Index, Net Profitability Index and Internal Rate of Return – Capital rationing - Techniques of Risk analysis in Capital Budgeting.	18

SEMESTER I
CORE COURSE II: DigitalMarketing

CourseCode	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP231CC2	7	-	-	-	5	7	105	25	75	100

Pre-requisite:

Students should know the concepts and functions of marketing.

Learning Objectives:

1. To assess and appraise the dimensions of digital marketing and its marketing mix
2. To infer the techniques of digital marketing and to interpret data from social media

Course Outcomes

On the successful completion of the course, student will be able to:		
1.	Explain the dynamics of digital marketing	K1 & K2
2.	recognize online marketing mix	K1 & K3
3.	illustrate digital media channels	K3
4.	criticize online consumer behavior	K4
5.	measure social media data	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Units	Contents	No. of Hours
I	<p>Introduction to Digital Marketing :</p> <p>Digital Marketing – Transition from traditional to digital marketing – Rise of internet – Growth of e-concepts – Growth of e-business to advanced e-commerce – Emergence of digital marketing as a tool – Digital marketing channels – Digital marketing applications , benefits and Challenges – Factors for success of digital marketing– Emerging trends and concepts, Big Data and IOT, Segments based digital marketing, Hyperlocal marketing - Opportunities for digital marketing professionals.</p>	18
II	<p>Online marketing mix:</p> <p>Online marketing mix – E-product – E-promotion – E-price – E-place – Consumer segmentation – Targeting – Positioning– Consumers and online shopping issues</p> <p>website characteristics affecting online purchase decisions– Distribution and Implication on online marketing mix</p> <p>decisions-</p>	18

	Digitization and implication on online marketing mix decisions.	
III	Digital media channels: Digitalmediachannels–Searchenginemarketing– ePR–Affiliatemarketing– Interactive display advertising – Opt-in-email marketing and mobile text messaging,Invasivemarketing –Campaignmanagementusing–	18
	Facebook, Twitter, Corporate Blogs– Advantages and disadvantages of digitalmedia channels– Metaverse marketing	
IV	Online consume rbehavior: Online consumer behavior– Cultural implications of key website characteristics–Dynamics of onlineconsumer visit – Models of website visits – Web and consumer decision making process–Database marketing– Electronic consumer relationship Management–Goals–Process–Benefits– Role–Next generation CRM.	18
V	Analytics and Gamification: Digital Analytics –Concept– Measurement framework – Demystifying web data -Owned social metrics – Measurement metrics for Facebook, Twitter, YouTube, SlideShare, Pinterest, Instagram, Snapchat and LinkedIn – Earned social media metrics -Digital brand analysis – Meaning – Benefits – Components – Brand share dimensions –Brand audience dimensions – Market influence analytics – Consumer generated mediaand opinion leaders – Peer review – Word of mouth – Influence analytics – Miningconsumergeneratedmedia–Gamification andgamebasedmarketing–Benefits–Consumer motivationforplayingonlinegames.	18

SEMESTER I
CORE COURSE– III - BANKING AND INSURANCE

Course	L	T	P	S	Credits	Inst.	Total	Marks		
Code						Hours	Hours	CIA	External	Total
AP231CC3	6	-	-	-	4	6	90	25	75	100

Pre-requisite:

Students should know the fundamental concepts in banking and Insurance.

Learning Objectives:

1. To understand the mechanism of banking and insurance.
2. To analyse risk and its impact in banking and insurance industry.

Course Outcomes

On the successful completion of the course, student will be able to:		
1.	relate the transformation in banking from traditional to new era of banking	K1 & K2
2.	apply modern techniques of digital banking in business and day to day life	K2 & K3
3.	evaluate the role of insurance sector	K2 & K5
4.	examine the regulatory mechanism of customer service in insurance and the relevant regulations	K1 & K4
5.	assess risk mitigation strategies and its impact in banking and insurance industry	K2 & K5

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

Unit s	Cont ents	No. of Hours
I	Introduction to Banking Banking: Brief History of Banking - Rapid Transformation in Banking: Customer Shift - Fintech Overview - Fintech Outlook - The Financial Disruptors - Digital Financial Revolution - New Era of Banking. Digital Banking – Electronic Payment Systems–Electronic Fund Transfer System – Electronic Credit and Debit Clearing – NEFT – RTGS –VSAT–SFMS–SWIFT.	1 8

II	Contemporary Developments in Banking Distributed Ledger Technology – Blockchain: Meaning - Structure of BlockChain - Types of Block Chain - Differences between DLT and Blockchain - Benefits of Blockchain and DLT - Unlocking the potential of Blockchain –Crypto currencies, Central Bank Digital Currency (CBDC) - Role of DLT in financial services - AI in Banking: Future of AI in Banking - Applications of AI in Banking - Importance of AI in banking - Banking reimagined with AI. Cloud banking - Meaning - Benefits in switching to Cloud Banking.	18
III	Indian Insurance Market	18

	History of Insurance in India –Definition and Functions of Insurance– Insurance Contract – Indian Insurance Market – Reforms in Insurance Sector – Insurance Organisation – Insurance organization structure. Insurance Intermediaries: Insurance Broker – Insurance Agent-Surveyors and Loss Assessors-Third Party Administrators (Health Services) – Procedures-Code of Conduct.	
IV	Customer Services in Insurance Customer Service in Insurance – Quality of Service-Role of Insurance Agents in Customer Service-Agent’s Communication and Customer Service – Ethical Behaviour in Insurance – Grievance Redressal System in Insurance Sector – Integrated Grievance Management System-Insurance Ombudsman - Insurance Regulatory and Development Authority of India Act (IRDA) – Regulations and Guidelines.	18
V	Risk Management Risk Management and Control in banking and insurance industries – Methods of Risk Management – Risk Management by Individuals and Corporations – Tools for Controlling Risk.	18

SEMESTER I

Elective – I A

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP231EC1	5				3	5	60	25	75	100

Pre-requisite:

Should know the theories and practices of modern portfolio choice and investment decision.

Learning Objectives:

1. To become familiar with various Investment avenues and Portfolio Construction
2. To analyse Portfolio theories and Portfolio performance methods.

Course Outcomes

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

1	understand the investment options and structure of a portfolio	K2
2	assess the value of Equity Shares, Preference Shares and Bonds	K5
3	analyse stock performance through fundamental and technical analysis	K4
4	evaluate the portfolio performance.	K5
5	recall the various Portfolio Theories.	K1

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit s	Con tent s	No. of Hours
I	<p>Investment and Portfolio Management</p> <p>Investment – Meaning – Nature and scope of Investment – Investment vs. Speculation – Type of Investors – Investment Avenues – Factors influencing the investment choice – Portfolio Management: Meaning and significance, Active vs. Passive portfolio management - Strategic vs. Tactical asset allocation - Factors Affecting Investment Decisions in Portfolio Management.</p>	12
II	<p>Valuation of Securities</p> <p>Bond: Introduction – Reasons for issuing Bonds –Features of Bond – Types of Bonds – Determinants of bond safety – Bond Prices, Yields and Interest Rates – Measuring Price Volatility of Bonds–Macaulay Duration and Modified Duration - Preference Shares: Introduction – Features of Preference Shares – Preference Shares Yield – Holding Period Return – Yield to Call –Concept of Present Value – Equity Share Valuation Models.</p>	12

III	<p>Fundamental Analysis and Technical Analysis</p> <p>Fundamental Analysis: Objectives – Economic Analysis, Industry Analysis, Company Analysis – Technical Analysis: Meaning – Assumptions – Pros and cons of technical analysis – Differences between fundamental analysis and technical analysis – Dow Theory – Types of Charts – Chart Patterns – Trend Analysis – Support Line and Resistance Line – Volume Analysis – Indicators and Oscillators – Simple Moving Average – Exponential Moving Average – Relative Strength Index – Bollinger Band – Elliott Wave Theory.</p>	14
IV	<p>Efficient Market Hypothesis</p> <p>Efficient Market Hypothesis – Markowitz Model, Arbitrage Pricing Theory</p>	10
	<p>– Sharpe’s Single index portfolio selection method – Capital Asset Pricing Model (CAPM).</p>	
V	<p>Portfolio Performance Evaluation</p> <p>Portfolio Performance Evaluation – Meaning - Need for Evaluation - Methods of calculating Portfolio return - Sharpe’s Ratio - Treynor’s Ratio - Jensen’s Differential Returns - Portfolio Revision - Need for Portfolio Revision - Formula Plans.</p>	12

SEMESTER I

Elective - IB: Operations Research

CourseCode	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP231EC2	5	-	-	-	3	5	60	25	75	100

Pre-requisite:

Students should have basic knowledge on Mathematics and Statistics.

Learning Objectives:

1. To equip students with the tools and techniques of Operations Research.
2. To provide skills in improving business practices

Course Outcomes

On the successful completion of the course, student will be able to:		
1	understand the application of operations research in business	K1 & K2
2	application of transportation models to minimize the transportation cost	K3
3	apply the game theory and analyze mixed strategies to overcome the competitors	K3 & K4
4	prioritize thenetworkanalysisistoenhanceeffectiveness	K5
5	construct the decision tree to select the best among the alternatives	K5 & K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

Units	Contents	No. of Hours
I	<p>Introduction and Linear Programming Problem</p> <p>Introduction to Operations Research – Uses and Limitations – Linear Programming Problem: Formulation, Solving LPP: Graphical method, Simplex method, the Big-M Method.</p>	12
II	<p>Transportation and Assignment Problems</p> <p>Transportation problem: Introduction – Assumptions – Formulation of Transportation models – Basic feasible solution (North-West Corner Method, Least Cost Method, Vogel’s Approximation Method) – Optimal solution (Stepping-Stone Method, Modified Distribution Method) – Degeneracy in Transportation problem. Assignment Problem: Introduction – Comparison with the Transportation problem – Formulation of assignment problems - The Hungarian method of solution.</p>	12

III	Sequencing and Game Theory Sequencing problem: Introduction – Assumptions – Processing of n jobs through one machine – Processing n jobs through two machines – Processing of n jobs through three machines. Game Theory: Introduction – Rules for Games theory – Two person zero	12
	sum game without saddle point – Mixed strategies (2xn games, mx2 games) – Graphical method (2xn, mx2 games).	
IV	Replacement and Network Analysis Replacement: Introduction – Individual replacement problems – Group replacement problems. Network Analysis: PERT and CPM.	12
V	Decision Tree Analysis and Queuing Theory Decision Tree analysis – Queuing: Introduction – Applications of queuing models, Waiting time and idle time costs – Single channel Poisson arrivals with Exponential Service, Infinite population model.	12

ELECTIVE COURSE I: c) INTERNATIONAL FINANCIAL MANAGEMENT

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP231EC3	5	-	-	-	3	5	75	25	75	100

Pre-requisite

Students should have basic knowledge on foreign exchange market.

Learning Objectives

1. To analyse the techniques of international investment decisions for building a better portfolio
2. To become familiar with various international instruments

Course Outcomes

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

1	explain the importance and nature of international flow of funds	K2
2	analyse the fluctuations in exchange rate and impact on exchange markets	K4
3	analyse the techniques of international investment decisions for building a better portfolio	K4
4	explain the flow of funds in the international banks	K2
5	examine various international financial market instruments	K4

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

Units	Contents	No. of Hours
I	International Financial Management International Financial Management: An overview – Importance – Nature and Scope – International flow of Funds – Balance of Payments – International Monetary System.	15
II	Foreign Exchange Market Foreign Exchange Market: Features – Spot and Forward Market – Exchange Rate Mechanism – Exchange Rate determination in the Spot and Forward Markets – Factors Influencing Exchange Rate – Salient Features of FEMA – Market for Currency Futures and Currency Options – Hedging with Currency Future and Options.	15
III	International Investment Decision Foreign Direct Investment – International Capital Budgeting – International Portfolio Investment: Meaning – Benefit of International Portfolio Investment – Problem of International Investment.	15
IV	International Financial Decisions Overview of the International Financial Market – Channels for International Flow of Funds – Role and Functions of Multilateral Development Banks – International Banking: Functions – Credit Creation – Control of International Banks.	15
V	International Financial Market Instruments Short-term and Medium-term Instruments – Management of Short-term Funds – Management of Receivables and Inventory – Factors behind the Debt Crisis.	15

Text Books

1. Vyuptakesh Sharan, (2010), “International Financial Management” 6th Edition, Prentice Hall India Learning Pvt. Ltd, Delhi
2. Seth A K and Malhotra S K, (2000), “International Financial Management” 2nd Edition, Galgotia Publishing Company, Delhi
3. Agarwal O P, (2021), “International Financial Management” 3rd Edition, Himalaya Publishing House Pvt Ltd, Mumbai
4. Apte P G, (2006), “International Financial Management” 4th Edition, MCGraw Hill (India) Pvt. Ltd., Noida, Uttar Pradesh
5. Varshney R L and Bhashyam S (2016), “International Financial Management An Indian Perspective”, Sultan Chand & Sons, New Delhi

Reference Books

1. Jeevanandam C, (2020), “Foreign Exchange Practice Concepts and Control”, 17th Edition, Sultan Chand & Sons, New Delhi
2. Kevin S, (2022), “Fundamentals of International Financial Management” 2nd Edition, Prentice Hall India Learning Pvt. Ltd, Delhi
3. Amuthan R, (2021), “International Financial Management” 3rd Edition, Himalaya Publishing House Pvt Ltd, Mumbai
4. Bhalla V K (2014), “International Financial Management (Text and Cases)”, Sultan Chand & Sons, New Delhi

Web Resources

1. <https://iare.ac.in/sites/default/files/LECTURE%20NOTES-IFM.pdf>
2. <https://www.bauer.uh.edu/rsusmel/4386/ifm%20-%20lecture%20notes.pdf>
3. https://ebooks.lpude.in/management/mba/term_4/DMGT549_INTER

NATIONAL_FINANCIAL_MANAGEMENT.pdf

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	3	2	3	3	3	2	2	3	2
CO2	2	2	3	3	3	3	3	3	2	2	2	3
CO3	2	2	3	2	2	3	3	3	2	2	2	2
CO4	2	3	3	3	2	3	3	3	3	2	3	2
CO5	2	2	3	3	2	3	3	3	2	2	3	2
TOTAL	10	11	15	14	11	15	15	15	11	10	13	11
AVERAGE	2	2.2	3	2.8	2.2	3	3	3	2.2	2	2.6	2.2

3 – Strong, 2- Medium, 1- Low

SEMESTER I
Elective –IIA: LABOUR LAWS

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP231EC4	5	-	-	-	3	5	60	25	75	100

Pre-requisite:

Students should be familiar with various laws.

Learning Objectives:

1. To gain knowledge on various measures and provisions relating to employees as per the Factories Act and Equal Remuneration Act
2. To magnify employee welfare measures with respect to provident fund, gratuity and bonus

Course Outcomes

On the successful completion of the course, student will be able to:		
CO 1	recall the basic labour legislations pertaining to Trade Unions	K1
CO 2	discuss on various provisions of the Factory's Act and Equal Remuneration Act	K2 & K4
CO 3	assess provisions relating to the workmen's compensations and state insurance.	K4
CO 4	examine provisions relating to payment of wages and minimum wages.	K5
CO 5	identify the provisions of provident fund, gratuity and bonus schemes.	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

Units	Contents	No. of Hours
I	Introduction and The Trade Unions Act, 1926 Labour legislations: Origin – Nature – Scope – Need – Objectives – Principles – Labour policy and its special features – Constitution as the basis for labour legislation – The Trade Unions Act, 1926: Definition – Objectives – Deficiencies – Registration of trade union – Cancellation of registration and appeal – Duties and obligations – Rights and privileges – Dissolution.	12
II	The Factories Act, 1948 and Equal Remuneration Act, 1976 The Factories Act, 1948: Objects – Definition – Licensing and Registration of factories – Inspecting staff – Health, safety and welfare measures – Provisions relating to hazardous processes – Working hours – Holidays – Annual leave - Employment of women	12

	<p>and young persons.</p> <p>Equal Remuneration Act – Payment of remuneration at equal rates to men and women workers – Advisory committee – Offences and penalties.</p>	
III	<p>The Workmen’s Compensation Act, 1923 and The Employees’ State Insurance Act, 1948</p> <p>The Workmen’s Compensation Act, 1923: Definitions – Objectives – Disablement – Employer’s liability for compensation – Amount of compensation – Disbursement of compensation – Notice and claims – Penalties – The Employees’ State Insurance Act 1948: Objects – Definitions – Administration of ESI Scheme – ESI Fund – ESI Corporation - Medical benefit council – Benefits under the Act – ESI court.</p>	12
IV	<p>The Payment of Wages Act, 1936 and The Minimum Wages Act, 1948</p> <p>The Payment of Wages Act, 1936: Object and Scope – Definition – Procedure regarding payment of wages – Deduction from wages – Mode of payment of wages.</p> <p>The Minimum Wages Act, 1948: Objects - Scope – Definition – Items to be included in the minimum wages – Fixation and revision of minimum wages – Norms to be followed in the payments of minimum wages.</p>	12
V	<p>The Provident Fund and Miscellaneous Provision Act, 1952, The Payment of Gratuity Act, 1972 and The Payment of Bonus Act, 1965</p> <p>Provident Fund and Miscellaneous Provision Act, 1952: Definitions – Scope – Nature – Objects – Various schemes – The Payment of Gratuity Act, 1972: Definitions – Scope – Conditions and circumstances of payment - Wages for computing gratuity – Maximum gratuity – Nomination – Penalties – The Payment of Bonus Act: Applicability of the Act – Eligibility and rate of Bonus – Allocable surplus and available surplus - Set and set off – Offences and penalties.</p>	12

SEMESTER I

Elective II B: STRATEGIC HUMAN RESOURCE MANAGEMENT

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP231EC5	5	-	-	-	3	5	60	25	75	100

Pre – requisite:

Students should have studied foundations of human resource management.

Learning Objectives:

1. To understand the implication of HRM on Government regulations and corporate Decisions.
2. To apply the principles and techniques of HRM to major personnel issues.

Course Outcomes

On the successful completion of the course, student will be able to:		
1	understand the fundamental strategic human resource management	K1
2	recognize the models of strategic human resource management	K1
3	Integrate and apply the knowledge of various strategies in human resource Management in the corporate arena	K3
4	Assess drafting of HR policies	K5
5	Explore the latest trend in the strategic human resource management.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Units	Contents	No. of Hours
I	<p>Introduction to SHRM</p> <p>SHRM- Meaning, Features, Evolution, Objectives, Advantages, Barriers to SHRM, SHRM v/s Traditional HRM, Steps in SHRM, Roles in SHRM: Top Management, Front-line Management, HR - Changing Role of HR Professionals.</p>	12
II	<p>Models of SHRM</p> <p>Models of SHRM – High Performance Working Model, High Commitment Management Model, High Involvement Management Model - HR Environment – Environmental trends and HR Challenges -Linking SHRM and Business Performance</p>	12
III	<p>Strategic Planning and Compensation</p> <p>Resourcing Strategy: Meaning and Objectives - Strategic HR Planning: Meaning, Advantages, Interaction between Strategic</p>	12

	<p>Planning and HRP, Managing HR Surplus and Shortages, Strategic Recruitment and Selection: Meaning and Need - Strategic Human Resource Development: Meaning, Advantages and Process - Strategic Compensation as a Competitive Advantage - Rewards Strategies: Meaning, Importance - Employee Relations Strategy, Retention Strategies, Strategies for Enhancing Employee Work Performance.</p>	
IV	<p>Human Resource Policies</p> <p>Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies, Factors affecting HR Policies, Areas of HR Policies in Organisation, Requisites of Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal, Compensation, Promotion, Outsourcing, Retrenchment, Barriers to Effective Implementation of HR Policies and Ways to Overcome these Barriers.</p>	12
V	<p>Latest trends in Strategic HRM</p> <p>Mentoring - Employee Engagement – Meaning, Factors Influencing Employee Engagement, Strategies for Enhancing Employee Engagement - Competency based HRM: Meaning, Types of Competencies and Benefits of Competencies for Effective Execution of HRM Functions -Human Capital Management: Meaning and Role - New Approaches to Recruitment – Employer Branding.</p>	12

SEMESTER II
Core Course IV: STRATEGIC COST MANAGEMENT

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232CC1	6				5	6	90	25	75	100

Pre-requisite:

Students should have studied Cost and Management Accounting.

Learning Objectives:

1. To understand the aspects of strategic and quality control management
2. To apply cost management techniques in various sectors

Course Outcomes

On the successful completion of the course, student will be able to:		
1.	understand and apply strategic cost management and techniques	K1 & K3
2.	apply the strategies for product Life Cycle and Budgeting	K3
3.	Analy reactivity based costing in practice	K4
4.	apply transfer pricing methods and its relevance in decision making	K3 & K4
5.	evaluate cost structure for Agriculture and IT sector	K4 & K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

Units	Contents	No. of Hours
I	<p>Introduction to Strategic Cost Management</p> <p>Introduction to Strategic Cost Management (SCM) – Need for SCM – Differences between SCM and Traditional Cost Management - Value Chain Analysis: Meaning and steps - Quality Cost Management: Meaning of Quality and Quality Management – Cost of Quality – Indian Cost Accounting Standard 21 on Quality Control - Introduction to Lean System – Benefits of Lean System – Just in Time (JIT) – Kaizen Costing</p>	18
II	<p>Cost Control and Reduction</p> <p>Cost Management Techniques: Cost Control: Meaning and Prerequisites - Cost Reduction: Meaning and Scope – Differences between Cost control and cost reduction - Pareto Analysis: Meaning, importance and applications - Target Costing: Meaning, steps and Principles – Life Cycle Costing: Meaning, Strategies for each stage of product life cycle, Benefits – Learning Curve: Meaning, Learning curve ratio and applications</p>	18

III	Activity Based Cost Management Activity Based Cost Management: Concept, Purpose, Stages, Benefits, Relevance in Decision making and its Application in Budgeting – Practical problems	18
IV	Transfer Pricing Transfer Pricing: Meaning, Benefits, Methods: Pricing based on cost, Market price on transfer price, Negotiated pricing and Pricing based on opportunity costs – Practical Problems.	18
V	Cost Management in Agriculture and IT sector Agriculture Sector: Features, Cost Structure, Cost Management, Tools to measure the performance, Minimum Support Price and International Perspective – Information Technology Sector: Features, Cost Structure, Cost Management and International Perspective.	18
Self study	Transfer Pricing: Meaning, Benefits, Methods	

Semester II

Core – V CORPORATE ACCOUNTING

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232CC2	6				5	6	90	25	75	100

Pre-requisite:

Students should have the knowledge of Financial Accounting.

Learning Objectives:

1. To understand the accounting treatment for various companies.
2. To improve the skills of CSR reporting

Course Outcomes

On the successful completion of the course, student will be able to:		
CO 1	Prepare financial statements of companies as per schedule III of Companies Act, 2013	K2&K4
CO 2	apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of life insurance and general insurance companies.	K1 &K3
CO 3	Prepare consolidated financial statements of holding companies in accordance with AS 21.	K3&K4
CO 4	assess contemporary accounting methods	K5
CO 5	Examine financial reporting based on appropriate accounting standards and provisions of Companies Act 2013 with respect to corporate social responsibility	K4& K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Units	Contents	No. of Hours
I	Issue of Shares and Final Accounts of Companies Issue of Shares: ESOPs - ESPS - Sweat Equity Shares - Book Building - Buy-back of Shares - Conversion of debentures into shares - Final accounts of Companies as per Schedule III of the Companies Act, 2013 – Managerial remuneration.	18
II	Insurance Company Accounts	18

	Insurance Company Accounts: Types of Insurance - Final accounts of life assurance Companies- Ascertainment of profit- Valuation Balance Sheet-Final accounts of Fire, Marine and miscellaneous Insurance Companies.	
III	Consolidated financial statements Consolidated financial statements as per AS 21: Consolidated Profit and Loss Account– Minority interest – Cost of control – Capital reserve – Inter-company holdings –Preparation of consolidated Balance Sheet.	18
IV	Contemporary Accounting Methods Accounting for price level changes – Social responsibility accounting – Human resource accounting - Forensic Accounting.	18
V	Financial reporting Financial reporting: Meaning, Objectives, Characteristics – Indian Accounting Standards (AS 5, AS 10, AS 19, AS 20) – Corporate Social Responsibility: Meaning, Key provisions of Companies Act, 2013, Accounting for CSR expenditure, Reporting of CSR, Presentation and disclosure in the financial statements.	18

SEMESTER II

Core Course VI: SETTING UPOF BUSINESS ENTITIES

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232CC3	6	-	-	-	4	6	90	25	75	100

Pre-requisite:

Students should have knowledge on Company and Business Laws.

Learning Objectives:

1. To understand and analyse the formation and registration of Section 8 company
2. To determine the procedure for obtaining registration and license and to create awareness about the legal compliances governing business entities

Course Outcomes

On the successful completion of the course, student will be able to:		
1	recognize and determine the startups in india	K1 & K2
2	describe and identify legal requirements for section 8 company	K2 & K3
3	Examine the proceedings for LLP and joint venture	K4
4	determine the registration and licensing procedure	K5
5	examine and evaluate the compliance of regulatory framework	K4 & K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Units	Contents	No. of Hours
I	Startups in India: Types of business organisations – Factors governing selection of an organisation-Startups – Evolution – Definition of a Startup – Startup lands cape in India – Startup India policy – Funding support and incentives – Indian states with Startup policies – Exemptions for startups – Life cycle of a Startup – Important points for Startups – Financing options	18

	<p>available for Startups – Equity financing – Debt financing – Venture capital financing–IPO–Crowdfunding–Incubators–Mudrabanks–Successful Startups in India.</p>	
II	<p>Not-for-Profit Organisations: Formation and registration of NGOs – Section 8 Company – Definition – Features –Exemptions – Requirements of Section 8 Company – Application for incorporation –Trust: Objectives of a trust – Persons who can create a trust – Differences between a public and private trust – Exemptions available to trusts – Formation of a trust - Trustdeed–Society–Advantages–Disadvantages–Formation of a society–Tax exemption to NGOs.</p>	18
III	<p>Limited Liability Partnership and Joint Venture Limited Liability Partnership: Definition – Nature and characteristics – Advantages and disadvantages – Procedure for incorporation – LLP agreement – Annual compliances of LLP-Business collaboration: Definition –Types–Joint venture:Advantages and disadvantages–Types–Joint venture agreement- Successful joint ventures in India–Special Purpose Vehicle–Meaning–Benefits–Formation.</p>	18
IV	<p>Registration and Licenses: Registration and Licenses: Introduction – Business entity registration – Mandatory registration – PAN – Significance – Application and registration of PAN – Linking of PAN with Aadhar –TAN – Persons liable to apply for TAN – Relevance of TAN – Procedure to apply for TAN –GST: Procedure for registration – Registration under Shops and Establishment Act – MSME registration – Clearance from Pollution Control Board – FSSAI registration and license – Trade mark, Patent and Design registration.</p>	18
V	<p>Environmental Legislations in India Geographical Indication of Goods (Registration and Protection) Act, 1999: Objectives, Salient Features - The Environmental Protection Act, 1986: Prevention, control and abatement of environmental pollution - The Water (Prevention And Control of Pollution) Act, 1974: The Central and State Boards for Prevention and Control of Water Pollution - Powers and</p>	18

	<p>Functions of Boards - Prevention and Control of Water Pollution - Penalties and Procedure- The Air (Prevention and Control of Pollution) Act, 1981: Central and State Boards for The Prevention and Control of Air Pollution - Powers And Functions - Prevention and Control of Air Pollution - Penalties and Procedure. PowersAndFunctions- PreventionandControlofAir Pollution-PenaltiesandProcedure.</p>	
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Semester II

Elective – III A BUSINESS ETHICS AND CORPORATE SUSTAINABILITY

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232EC1	4				3	4	60	25	75	100

Pre requisite :

Students should be familiar with ethics in business and personal life.

Learning Objectives:

1. To gain knowledge on moral issues relating to business, marketing, advertising, finance, HR and environmental protection
2. To analyse sustainability information and prepare reports

Course Outcomes

On the successful completion of the course, the students will be able to:		
1	understand the concepts of business ethics in practice	K2 & K4
2	demonstrate and recommend ethical decision making by applying various theories	K4 & K5
3	evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection	K5 & K6
4	remember the concepts of corporate sustainability	K1 & K2
5	construct reports disclosing sustainability information	K5 & K6
6	evaluate the need for ethics in business and identify the issues involved in business ethics.	K5 & K6

K1 -Remember, **K2** – Understand, **K3** – Apply, **K4**- Analyse, **K5** – Evaluate, **K6** – Create

Units	Contents	No.of hours
I	Introduction to Business Ethics Business Ethics – n Meaning and Definition of Ethics – Nature of Business Ethics – Role and importance of Business Ethics and values in Business – Causes of unethical behaviour – Ethical issues.	12
II	Ethical Theories Ethical Decision Making – Decision Making (Normal Dilemmas and problems) – Application of Ethical Theories in Business – Traditional Ethical Theories – Utilitarianism, - Ethical Egoism – Ethics of Duties – Normative Theories of Business Ethics – Stakeholder Theory – Stockholder Theory – Lawrence Kohlberg’s Theory Model Development.	12

<p>III</p>	<p>Moral Issues in Business</p> <p>Moral Issues in Business – Importance of moral issues and reasoning – Whistle Blowing – Kinds of Whistle Blowing – Ethical issues in functional areas of business.</p> <p>Marketing and Advertising – Truth in Advertising – Manipulation – Coercion – Trade Secrets – Corporate disclosure – Insider trading.</p> <p>Finance –Fairness’ and efficiency in Financial Market – Greenmail – Golden Parachute.</p> <p>HR: Workers Rights and Duties – Work place Safety – Sexual Harassment-Equal Employment Opportunity- Preferential hiring.</p> <p>Environmental Protection – Safety and acceptable risk-Environmental Harm, Pollution and its Control– Product Safety and Corporate Liability.</p>	<p>12</p>
<p>IV</p>	<p>Corporate Sustainability</p> <p>Corporate Sustainability – Concepts of sustainability – Social, Environmental and Economic dimensions - Sustainability in a business context.</p> <p>Principles of Sustainable Development: History and emergence of the concept of Sustainable Development – Definitions, Environmental issues and crisis, Resourcedegradation, Greenhouse gases, Desertification, Social insecurity, Industrialization, Globalization and Environment.</p>	<p>12</p>
	<p>Moral Issues in Business</p> <p>Sustainability Reporting – Investors, customers, government, and media- Disclosing sustainability information – report and website – Transparency and Accountability – One Report movement – Financial and non-financial together – Triple bottom line concept for Sustainable Business – Sustainability Reporting: Flavour of GRI, BRR, BRSR.</p>	

SEMESTER II
Elective – III B: AUDIT AND DUE DILIGENCE

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232EC2	4				3	4	60	25	75	100

Pre-requisite:

Students should have the basic knowledge on auditing principles and practices

Learning Objectives:

1. To understand the basics of due diligence
2. To analyse different types of due diligence

Course Outcomes

On the successful completion of the course, student will be able to:		
1	understand the types and process of secretarial audit	K1 & K4
2	evaluate the provisions relating to secretarial audit	K3 & K5
3	analyse the basics and techniques of due diligence	K1 & K4
4	applicability of secretarial audit under the companies act 2013	K4 & K5
6.	apply the diligence for take overs and to prepare report	K2 & K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

Units	Contents	No. of Hours
I	Introduction to Audit Audit: Meaning – Types of Audit: Corporate Governance Audit: Meaning and scope; Corporate Social Responsibility Audit: Meaning and objectives;	12
	Insider Trading Audit: An introduction – Labour Law audit: Meaning, process and benefits – Environment Audit: Meaning and Need – Social Audit: Meaning and implications – Introduction to Takeover Audit.	
II	Secretarial Audit Secretarial Audit: Meaning – Need – Applicability of Secretarial Audit under Companies Act, 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – The process of Secretarial Audit – Scope and Benefits of Secretarial Audit.	12
III	Introduction to Due Diligence Due diligence: Meaning, Need, Objectives and Scope – Factors to be considered while conducting due diligence – Process of due diligence – Techniques of due diligence	12
IV	Types of Due Diligence Types of Due Diligence: Operational, Strategic, Financial, Technical, Legal, Management, Technical, Environmental, Human Resource.	12
V	Due Diligence for Take overs and Due Diligence Report Due diligence for Mergers and Amalgamation: Introduction and Process, Preparation of scheme of amalgamation - Due diligence for take overs - Guidance on diligence reporting – Format of diligence report.	12

ELECTIVE COURSE III: c) MANAGERIAL ECONOMICS

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232EC3	4	-	-	-	3	4	60	25	75	100

Pre-requisite

Students should have the basic knowledge on managerial economics

Learning Objectives

1. To offer expertise and knowledge on the application of economic theories
2. To understand the concepts of business decisions

Course Outcomes

On the successful completion of the course, students will be able to:		
1.	understand the scope and methods of managerial economics	K1 & K4
2.	evaluate the demand forecasting for goods	K3 & K5
3.	analyse the concept in resource allocation	K1 & K4
4.	applicability of market structure in different time periods	K4 & K5
5.	apply the different pricing methodologies of products	K2 & K3

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

Units	Contents	No. of Hours
I	The Scope and Methods of Managerial Economics Risk -uncertainty and probability analysis - Approach to managerial decision making and the theory of firm	12
II	Demand analysis Basic concepts and tools of analysis for demand forecasting, use of business indicators; demand forecasting for consumer goods, Consumer durable and capital goods	12
III	Concepts in resource allocation cost analysis; breakeven analysis, short run and long run cost functions; production function: cost -price -output relations -Capital investment analysis - Economics of size and capacity utilization input -output - analysis	12
IV	Market structure Pricing and output; general equilibrium. Product policy, rates, promotion, and market strategy -Advertising rates model- Advertisement budgeting	12
V	Pricing objectives Pricing methods and approaches -Product line pricing -Differential pricing - Monopoly policy restrictive agreements -Price discrimination - Measurement of economic concentration -Policy against monopoly and restrictive trade practices	12

SEMESTER II
Elective – IV A

RURAL AND AGRICULTURAL MARKETING

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232EC4	4				3	4	60	25	75	100

Pre-requisite:

Students should know the principles and practices of marketing

Learning Objectives:

1. To gain knowledge on strategies relating to rural marketing.
2. To analyse the functioning of food processing industry including distribution and promotion in the rural market.

Course Outcomes

On the successful completion of the course, student will be able to:		
1.	understand the concepts of rural marketing, buyer behavior and product strategy.	K2
2.	analyse the factors affecting product innovation strategies.	K2 & K4
3.	apply the strategies relating to rural product, branding and packaging.	K3 & K5
4.	evaluate the distribution and promotional mix relating to food processing industry.	K1 & K5
5.	analyse the principles and functioning of co-operative marketing.	K4 & K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

Units	Contents	No. of Hours
I	Introduction to Rural marketing Rural marketing – Meaning – Definition – Concept and nature of rural marketing – Taxonomy of rural markets – Urban vs Rural marketing – Rural marketing environment – Becoming a successful rural marketer.	12
II	Rural buyer behaviour Rural buyer behaviour – Aspects of rural buyer behaviour – Rural consumer decision making process – Environmental factors affecting rural consumers – Buyer characteristics and innovation adoption – Rural STP approach – Guidelines for effective segmentation and emerging rural market segments.	12
III	Rural product strategy – Rural product classification and decisions – Product innovation strategies – Customer value strategies – Rural branding and packaging strategies – Role of Agricultural Price Commission in India (APC) - Introduction to APC - Basic objectives of the Commission - Determination of Minimum Support Price (MSP) - Non price measures - Minimum support price of selected commodities - Benefit to the farmers - Rationale of support pricing - Limitations of MSP.	12
IV	Food processing industry infrastructure in India Food processing industry infrastructure in India - Meaning of processing - Advantages of food processing - Processing of agricultural commodities (Wheat, Paddy, Pulses and Oilseeds) – Importance of cold chains - Rural distribution strategy – Rural distribution and logistics – Direct vs Indirect marketing – Organised rural retailing – Types of retail outlets – Rural malls – e-tailing and training for rural retailers – Rural supply chain management – ITC e-choupal – Rural promotion mix – Marketing communication challenge in rural markets.	12
V	Cooperative marketing Cooperative marketing: Meaning - Role of cooperatives - Structure of cooperative marketing societies - Types of Co-operative marketing societies – Membership – Functioning – Agri export zones – Small Farmers Agri Business Consortium - eNAM – Tamil Nadu State Agricultural Marketing Board.	12

Semester II

Elective – IV B - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232EC5	4				3	4	60	25	75	100

Pre-requisite:

Students should have studied the Principles of Management

Learning Objectives:

1. To understand the individual processes of supply chain management and their interrelationships within individual companies and across the supply chain.
2. To create awareness on the professional opportunities in the supply chain management sector..

Course Outcome

On the successful completion of the course, student will be able to:		
1	recall the concepts and features of SCM	K1
2	assess global and Indian perspectives of SCM	K2 & K3
3	examine changing logistics environment pertaining to materials management, warehousing and distribution	K4
4	assess strategic warehousing for SCM including global level	K5
5	assess the role of internet in SCM	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

Units	Contents	No. of Hours
I	Supply Chain Management Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management – Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting - Supply chain intermediaries – Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channels of Distribution at Services Level, Factors for selection of suitable channels.	12
II	Global perspectives Global perspectives: Measuring and analyzing the value and efficiency of Global Supply Chain Networks, Global market forces, Types of global supply chain -Indian Perspectives: Measuring and Analyzing the value and efficiency of Domestic Supply Chain Networks, Economic effects of supply chains - Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM.	12
III	Framework of Logistics Logistics: Introduction – Positioning of Information in Logistics and Supply Chain Management – Logistics Information System (LIS) - Logistics Management: Concept and Process, Competitive Advantages and Three C’s, Changing Logistics Environment, Reverse Logistics, Importance of Inventory Control - Elements of inventory management – Inbound and out bound logistics, Bull- whip effect – distribution and warehousing management - Transport Functions and Participants in Transportation Decisions - Transport Infrastructure- Packaging and Materials Management: Consumer and Industrial Goods Packaging - Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling.	12
IV	SCM-Warehousing Introduction– Concepts of Warehousing– Types of Warehouse – Functions of Warehousing– Strategic Warehousing, Warehouse Operations, Ownership Arrangements, Warehouse Decisions, Warehouse Management Systems, Packaging Perspectives, Packaging for Material Handling Efficiency, Materials Handling, Supply Chain Logistics Design: Global Strategic Positioning; Global SC Integration, SC Security, International Sourcing, Distribution control and evaluation.	12
V	SCM-Plan SCM Plan: Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods-Use of Internet in SCM: Role of computer/ IT in supply chain management – E- market places, E-procurement, E-logistics, E-fulfillment - Operative Systems in SCM: Enterprise Resource Planning (ERP), Performance Modeling of supply chains using Markov chains, Inventory Control- Importance, Pareto’s Law -Emerging Technologies in Logistics and Supply Chain Management: CRM Vs SCM, Benchmarking concept, Features and implementation, Outsourcing: Basic concepts, Value addition in SCM – Concept of demand chain management - Growth of Logistics and Supply Chain Management in national and international scenarios	12

SEMESTER - II
ELECTIVE COURSE IV: c) TOTAL QUALITY MANAGEMENT

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232EC6	4	-	-	-	3	4	60	25	75	100

Pre-requisite

Students should have studied the total quality management

Learning Objectives

- 1.To provide expert knowledge in the emerging Total Management techniques.
- 2.To build conceptual clarity and skill of concept applications

Course Outcome

On the successful completion of the course, students will be able to:		
1.	understand the concept of quality control applications	K2 &K4
2.	assess quality control techniques in TQM	K2 & K3
3.	examine sampling inspection and diagnosis	K4
4.	assess different techniques of TQM	K5
5.	evaluate the ISO model and implementation	K5 &K6

K1 -Remember, **K2** – Understand, **K3** – Apply, **K4**- Analyse, **K5** – Evaluate, **K6** – Create

Units	Contents	No. of Hours
I	Introduction to Quality Control Quality and Cost Considerations - Statistics and its Applications in Quality Control	12
II	Sampling Inspection in Engineering Manufacture Statistical Quality Control by the Use of Control Charts- Methods of Inspection and Quality Appraisal - Reliability Engineering - Value Engineering and Value Analysis	12
III	Theory of Sampling Inspection Standard Tolerancing - ABC Analysis - Defect Diagnosis and Prevention	12
IV	Quality Improvement Recent Technique for Quality Improvement - Zero Defect - Quality Motivation Techniques - Quality Management System and Total Quality Control	12
V	Selection of ISO Model ad Implementation of ISO 9000 Human Resource Development and Quality Circles - Environmental Management System and Total Quality Control	12

SEMESTER II
Skill Enhancement: Professional Communication and Development

CourseCode	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
AP232SE1	4				2	4	60	25	75	100

Pre-requisite:

Students should have basic knowledge in communication.

Learning Objectives:

1. To introduce students the effective ways of improving communication skills
2. To recognize the importance of improving one 's self image.

Course Outcomes

On the successful completion of the course, student will be able to:		
1	understand the impact of communication.	K1 & K3
2	remember the tips to handle the fear of public speaking.	K2 & K4
3	apply the ways to make first impression.	K3 & K4
4	evaluate the ways to manage emotional intelligence	K4& K5
5	Apply the neuromarketing for success in life.	K3 & K4

sK1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

Units	Contents	No. of Hours
S I	Communication Skills Communication- Importance- Avoiding Miscommunication- Learning High Impact Communication-7 C's of Communication- Do's and Dont's of Communication	12
II	Public Speaking Concept-Dealing with lack of confidence- Tips to tackle fear of public speaking. Becoming a confident public speaker- Perseverance-Pleasure-Personality-Projection-Passion- Progress.Perfecting: Delivery- Eye Contact-Enthusiasm- Energetic- Wow factor-Humour-Effective- Persuasive- Brief.	12
III	Self-Image Management Parts-Types-Effects-Self-image and First impression- Factors that	12

	affect one's self-image-Ways to make the best first impression.	
IV	Emotional Intelligence Essentials- Components- Applying Emotional intelligence at home and work-Ways to improve emotional intelligence.	12
V	Neuromarketing: The art of promoting yourself: Concept- Steps to use neuromarketing for life success-Ways to recognize and capitalize on opportunities before others.	12