



SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE

(Autonomous)



[An Autonomous College Affiliated to Periyar University, Salem, Tamil Nadu]

[Accredited by NAAC with 'A' Grade with CGPA of 3.27]

[Recognized 2(f) & 12(B) Status under UGC Act of 1956]

Katteri – 636 902, Uthangarai (Tk), Krishnagiri (Dt)

Tamil Nadu, India

Website: www.svmcugi.com **E-mail:** svm.ugcommerce@gmail.com

DEGREE OF BACHELOR OF COMMERCE CHOICE BASED CREDIT SYSTEM (CBCS)

Program Code: UCM

REGULATIONS AND SYLLABUS FOR

B.COM. PROGRAMME

(SEMESTER PATTERN)

(For Students Admitted in the College from the Academic Year 2021-2022 Onwards)



Programme Outcomes (POs)

PO1	Student can acquire comprehensive knowledge in Finance, Accounting, Taxation, Business laws and Corporate Laws.
PO2	Students can equip professional interpersonal and entrepreneurial skills.
PO3	After completing three years Bachelors of Commerce (B.Com.) course, students would gain a through deep knowledge in Fundamentals of Commerce, Banking and MS – Office
PO4	All-inclusive outlooks of the course offer a number of value based and job-oriented courses, which ensure that students are trained up-to-date.
PO5	Students can possess wide spectrum of managerial skills with competency building qualities in specific areas of commerce and other related fields.

Programme Specific Outcomes (PSOs)

PSO1	Students will demonstrate progressive affective domain development of values, the role of accounting in society and business.
PSO2	Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
PSO3	Learners will gain thorough systematic and subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing.
PSO4	Learners will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.
PSO5	Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books.



SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE

(Autonomous)

Bachelor of Commerce (B.COM)

Programme Pattern and Syllabus (CBCS)

(For Students Admitted in the College from the Academic Year 2021-2022 Onwards)

Sl. No.	Part	Nature of Course	Course Code	Name of the Course	Hours/Week	Credits	Marks		
							CIA	ESE	Total
SEMESTER – I									
1	I	Language	21UTA1F01	Tamil – I	5	3	25	75	100
2	II	Language	21UEN1CE01	Communicative English – I	5	3	25	75	100
3	III	Core – I	21UCM1C01	Financial Accounting – I	6	4	25	75	100
4		Core – II	21UCM1C02	Business Communication	4	4	25	75	100
5		Allied – I	21UBA1A01	Business Economics	5	4	25	75	100
6	IV	Value Education	21UVE101	Manavalakkalai Yoga	2	2	25	75	100
7		Add-on Course	21UCM1AO01	Professional English – I	3	4	25	75	100
Total					30	24	175	525	700
SEMESTER – II									
8	I	Language	21UTA2F02	Tamil – II	5	3	25	75	100
9	II	Language	21UEN2CE02	Communicative English – II	5	3	25	75	100
10	III	Core – III	21UCM2C03	Financial Accounting – II	6	4	25	75	100
11		Core – IV	21UCM2C04	Business Management	4	4	25	75	100
12		Allied – II	21UBA2A02	Indian Economy	5	4	25	75	100
13	IV	Common Paper	21UES201	Environmental Studies	2	2	25	75	100
14		Add-on Course	21UCM2AO02	Professional English – II	3	4	25	75	100
Total					30	24	175	525	700



*** No University Examinations. Only Credit is given.**

Extra Credit Courses (Part – VI)

Semester	Course	Credit
II	SWAYAM and MOOC	2
IV	SWAYAM and MOOC	2
VI	SWAYAM and MOOC	2
Total		6

List of Elective Papers (Colleges Can Choose Any One Group)

Group A	20UCM5PR1	I	Project Work
	20UCM6E01	II	Fundamentals of Insurance
Group B	20UCM5E02	I	Office Organization
	20UCM6E03	II	Secretarial Practice
Group C	20UCM5E04	I	Human Resource Management
	20UCM6E05	II	Indian Financial Services
Group D	20UCM5E06	I	Campus to Corporate
	20UCM6E07	II	Customer Relationship Management

Note

CBCS – Choice Based Credit system

CIA – Continuous Internal Assessment

ESE – End of Semester Examinations



PROGRAMME SYLLABUS



Program: B.Com				
Core – I		Course Code: 21UCM1C01		Course Title: Financial Accounting – I
Semester I	Hours/Week 6	Total Hours 75	Credits 4	Total Marks 100

Course Objectives

1. To familiarize basic concepts of accounting and its features.
2. To understand procedures involved in accounting process and its applications.
3. To acquire knowledge of preparation of final accounts of sole trading and non-trading business.

UNIT – I

Basic Concepts: Fundamentals of Book Keeping – Meaning – Definition – Book Keeping Vs. Accounting – Objectives – Advantages and Limitations of Accounting – Methods of Accounting – Double Entry System – Meaning – Advantages – Types of Accounts – Accounting Rules – Accounting Concepts and Conventions – Journal – Ledger – Subsidiary Books – Cash Book – Trial Balance.

UNIT – II

Final Accounts of a Sole Trading Concern – Trading, Profit & Loss a/c and Balance Sheet with Adjustments, Difference Between Trading a/c, P&L a/c and Balance Sheet.

UNIT – III

Bank Reconciliation statement – Causes for Difference – Preparation of Bank Reconciliation statement – Average Due Date.

UNIT – IV

Depreciation – Meaning – Causes – Characteristics – Objectives – Methods – Fixed –Diminishing – Annuity.

UNIT – V

Final accounts of Non – Trading Concerns – Receipts and Payments Account – Income and Expenditure Account and Balance Sheet – Difference between Receipts and Payments Account & Income and Expenditure Account.



NOTE: Question Paper Shall Cover 20% Theory and 80% Problems.

Text Books

1. R.L. Gupta and V.K. Gupta, Financial Accounting, Sultan Chand and Sons, New Delhi, 2019
2. S.P. Jain and K.L. Narang, Financial Accounting, Kalyani Publishers, Ludhiana, 2018
3. Reddy and Murthy, Financial Accounting, Margham Publications, Chennai, 2020

Reference Books

1. Dr. S. Ganesan and Kalavathi, Financial Accounting, Tirumalai Publications, Nagercoil, 2019.
2. R.S.N. Pillai and Bagavathy, Financial Accounting, Margham Publications, Chennai, 2018.
3. Dr. Chandra Bose, Advanced Accounting, PHI Learning (P) Ltd., Delhi, 2019.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand fundamental accounting concepts, principles, conventions and methods of accounting.	K1 & K2
CO2	Preparation of final accounts of companies.	K2 & K3
CO3	Gather knowledge about BRS and Average Due Date.	K3 & K4
CO4	Gain knowledge regarding methods of providing depreciation.	K5
CO5	Learn about the accounting treatment of non-trading concern.	K6

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

Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: B.Com				
Core – II		Course Code: 21UCM1C02		Course Title: Business Communication
Semester I	Hours/Week 4	Total Hours 75	Credits 4	Total Marks 100

Course Objectives

1. To facilitate the students to understand the concepts of communication to develop better written and oral business communication skills among students.
2. To enhance their writing skills in various forms of business letters and reports.
3. To know basic techniques involved in modern forms of communication.

UNIT – I

Business Communication: Meaning – Objectives – Media – Barriers – Importance of Effective Business Communication – Modern Communication – Motivation – Motivation in Terms of Communication – Methods – Business Letters: Need – Functions – Kinds – Essentials of Effective Business Letters – Layout.

UNIT – II

Enquiries – Replies – Offers and Quotations – Orders and Their Execution – Credit and Status Enquiries – Meaning – Trade and Bank References – Complaints and Adjustments – Collection Letters – How to Write Effective Collection Letters – Sales Letters – Circular Letters.

UNIT – III

Banking Correspondence – Introduction – Correspondence with Customer and Head Office – Insurance Correspondence – Life Insurance – Fire insurance – Marine Insurance – Agency Correspondence.

UNIT – IV

Application for Jobs: Preparation of Resume – Interviews – Meaning – Types of Interview – Candidates Preparing for an Interview – Guidelines to be Observed During an Interview – Appointment letter – Modern forms – Fax – Email – Video Conference – Internet – Websites – Uses of the Various Forms of Communication

**UNIT – V**

Report – Meaning – Writing of Report – Meeting – Agenda – Minutes – Memorandum – Office Order – Circular Notes – Resolutions of Company Meetings.

NOTE: Question Paper Shall Cover 100% Theory

Text Books

1. Rajendra Pal and J.S. Korlahilli, Essentials of Business Communication, Sultan Chand and Sons, New Delhi, 2016.
2. V.R. Palanivelu and N. Subburaj, Business Communication, Himalaya Publishing Pvt. Ltd., Mumbai, 2018.
3. Shirley Taylor, Communication for Business, Pearson Publications, New Delhi, 2019.

Reference Books

1. M.S. Ramesh and Pattenshetty, Effective Business English and Correspondence, R S. Chand and Co. Publishers, New Delhi, 2019.
2. R.S.N. Pillai and Bhagavathi, Commercial Correspondence, S. Chand Publications, New Delhi, 2016.
3. Sathya Swaroop Debasish and Bhagaban Das, Business Communication, PHI Learning Pvt., Ltd., New Delhi, 2018.



Course Outcomes (COs):

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about various modern methods of communication and motivation in terms of communication.	K1 & K2
CO2	Learn how to write trade letters replies, circular letter and sales letter.	K2 & K3
CO3	Know about correspondence with banking and insurance companies.	K3 & K4
CO4	Familiarize effective communication skills by drafting application letters and resume.	K5
CO5	Creation of agenda, reports, circulars, resolutions and minutes.	K6

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

Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: B.Com				
Allied - I		Course Code: 21UBA1A01		Course Title: Business Economics
Semester I	Hours/Week 5	Total Hours 90	Credits 4	Total Marks 100

Course Objectives

1. To gain knowledge about the nature and scope of managerial economics.
2. To acquire knowledge about law of demand, cost analysis and pricing techniques.
3. To help students be equipped with economic tools for business analysis.

UNIT – I

Managerial Economics – Nature – Scope – Methods – Basic Economic Problems – Role of Managerial Economist – Goals of Business Firm.

UNIT – II

Demand Analysis – Demand Schedule – Demand Curve – Elasticity of Demand – Types – Measurement – Its Importance – Demand Forecasting – Different types of Demand Forecasting and Methods.

UNIT – III

Factors of Production – Law of Returns – Law of variable proportions – Law of Returns to Scale – Economics of Large Scale Production.

UNIT – IV

Cost and Revenue Analysis – Different Types of Cost and Their Relations to Each Other – Average Cost – Marginal cost – Various types of revenue curve short term and long term – Diagrammatic Representation.

UNIT – V

Market Structure and Pricing – Pricing Under Perfect Competition – Pricing Under Monopoly – Monopolistic Competition – Oligopoly and Duopolistic Competition.

NOTE: Question Paper Shall Cover 100% Theory



Text Books

1. S. Sankaran, Business Economics, Margham Publications, Chennai, 2019.
2. P.N. Reddy and H.R. Appanniah, Economics for Business, Himayala Publications House, New Delhi, 2018.
3. M.L. Jhingan, Advanced Economic Theory, Vrindha Publications, New Delhi, 2019.

Reference Books

1. T. Aryamala, Business Economics, Vijay Nicole Imprints Pvt. Ltd, Chennai, 2019.
2. M.L. Jhingan, Micro Economic Theory, Vrindha Publications, New Delhi, 2018.
3. R.K. Lekhi, Managerial Economics, Kalyani Publishers, Ludhiana, 2019.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about role of economist to achieve the business goals.	K1 & K2
CO2	Gain the knowledge about demand analysis and demand forecast.	K2 & K3
CO3	Know about factors of productions and economics of large scale of productions.	K4
CO4	Analyse about cost functions and difference between short run and long run cost functions.	K5
CO5	Acquire knowledge about market structure and pricing.	K6

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



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: B.Com				
Add-on Course		Course Code: 21UCM1A001		Course Title: Professional English – I
Semester I	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

Course Objectives

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To develop strategic competence that will help in efficient communication.
3. To sharpen students critical thinking skills and make students culturally aware of the target situation.

UNIT – I

COMMUNICATION

Listening: Listening to Audio Text and Answering Questions – Listening to Instructions

Speaking: Pair Work and Small Group Work

Reading: Comprehension Passages – Differentiate Between Facts and Opinion **Writing:**

Developing a Story with Pictures.

Vocabulary: Register specific – Incorporated into the LSRW Tasks

UNIT – II

DESCRIPTION

Listening: Listening to process description – Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning – Reading Passages on Products, Equipment and gadgets.

Writing: Process Description – Compare and Contrast Paragraph – Sentence Definition and Extended Definition – Free Writing.

Vocabulary: Register Specific – Incorporated into the LSRW Tasks.

**UNIT – III****NEGOTIATION STRATEGIES**

Listening: Listening to Interviews of Specialists / Inventors in Fields (Subject specific)

Speaking: Brainstorming. (Mind mapping) – Small Group Discussions (Subject – Specific)

Reading: Longer Reading Text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific – Incorporated into the LSRW Tasks

UNIT – IV**PRESENTATION SKILLS**

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations – Interpreting Visuals inputs

Vocabulary: Register Specific – Incorporated into the LSRW Tasks

UNIT – V**CRITICAL THINKING SKILLS**

Listening: Listening Comprehension – Listening for Information.

Speaking: Making Presentations (with PPT- practice).

Reading: Comprehension Passages –Note Making.

Comprehension: Motivational Article on Professional Competence, Professional Ethics and Life Skills)

Writing: Problem and Solution Essay– Creative Writing – Summary Writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

NOTE: Question Paper Shall Cover 100% Theory

Text Book:

1. English for Commerce and Management, Tamil Nadu State Council for Higher Education
English for Commerce & Management (TANSCHE).



Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Recognise the students' ability to improve their own competence in using the language.	K1 & K2
CO2	Use language for speaking with confidence in an intelligible and acceptable manner.	K3
CO3	Understand the importance of reading for life and read independently unfamiliar texts with comprehension.	K4
CO4	Understand the importance of writing in academic life.	K5
CO5	Write simple sentences without committing error of spelling or grammar.	K6

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

Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	S
CO2	M	M	M	S	S
CO3	M	M	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: B.Com				
Core - III		Course Code: 21UCM2C03		Course Title: Financial Accounting – II
Semester II	Hours/Week 6	Total Hours 75	Credits 4	Total Marks 100

Course Objectives

1. To enable students to understand branch and departmental accounts.
2. To enable students to acquire the knowledge about preparation of non- trading concern.
3. To make students understand partnership accounts and apply the same in the real business world.

UNIT – I

Branch Accounts – Meaning, Definition – Dependent Branches – Stock and Debtor System – Independent Branches (Foreign Branches Excluded) — Departmental Accounts — Meaning, Definitions, Features, Basis for Allocation of Expenses – Inter Departmental Transfer at Cost or Selling Price.

UNIT – II

Single Entry System – Meaning – Features – Statement of Affairs Method and Conversion Method.

UNIT – III

Royalty Accounts – Meaning – Methods of Recoupment – Fixed and Flexible Method. Self-Balancing Ledger – Debtor or Sales Ledger – Creditor or Purchase Ledger – General or Impersonal or Nominal Ledger

UNIT – IV

Partnership Fundamental – Admission of a Partner – Profit Sharing Ratio – Adjustment of Goodwill – Revaluation of Assets and Liabilities – Adjustment of Reserve and Profits – Adjustment of Capital – Retirement of a Partner – Death of a Partner.

**UNIT – V**

Dissolution of a Partner – Insolvency of a Partner – Gradual Realization of Garner vs. Murray – Piecemeal Distribution.

NOTE: Question Paper Shall Cover 20% Theory and 80% Problems.

Text Books

1. R.L. Gupta and V.K. Gupta, Financial Accounting, Sultan Chand and Sons, New Delhi, 2018.
2. S.P. Jain and K.L. Narang, Financial Accounting, Kalyani Publishers, Ludhiana, 2019.
3. Reddy and Murthy, Financial Accounting, Margham Publications, Chennai, 2020.

Reference Books

1. Dr. S. Ganesan and Kalavathi, Financial Accounting, Tirumalai Publications, Nagercoil, 2018.
2. R.S.N. Pillai and Bagavathy, Financial Accounting, Margham Publications, Chennai, 2018.
3. Dr. Chandra Bose, Advanced Accounting, PHI Learning (P) Ltd., Delhi, 2019.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Familiarize concept of branch accounts and departmental accounts.	K1 & K2
CO2	Preparation of single entry accounts.	K2 & K3
CO3	Impart knowledge with relevance to preparation of royalty accounts and self-balancing ledgers.	K4
CO4	Know about accounting procedure in case of admission of a partner and also understand accounting concept of retirement and death of a partner.	K5
CO5	Prepare accounts in case of dissolution of partnership firm and insolvency of a partner and partners.	K6

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



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: B.Com				
Core - IV		Course Code: 21UCM2C04	Course Title: Business Management	
Semester II	Hours/Week 4	Total Hours 75	Credits 4	Total Marks 100

Course Objectives

1. To enable students to understand and appreciate contribution made by management thinkers.
2. To familiarize students with principles, functions and techniques used to effectively manage Business enterprises.
3. To provide opportunities to apply general and specific functions of management in day-to-day managerial practice for modern management.

UNIT – I

Management – Definition – Importance – Nature and Scope of Management – Functions of Management – Principles of Management – Administration and Management – Role and Functions of Managers – Levels of Management – Scientific Management – Contribution by Henry Fayol – F.W. Taylor – Mary Parker Follet – Peter F. Drucker – Elton Mayo – Hawthorne Experiment.

UNIT – II

Planning – Meaning – Definition – Nature and Importance of Planning – Steps in Planning – Advantages and Limitations of Planning. Forecasting – Decision Making Process – Types of Decision – Steps in Decision Making – Staffing – Nature & Purpose of Staffing

UNIT – III

Organization – Meaning – Nature and Importance of organization – Principles – Types of Organisation – Organization Chart – Departmentation – Span of control – Delegation and Decentralization – Centralization vs. Decentralization – Authority – Responsibility Relationship – Line, Line and Staff – Functional.

UNIT – IV

Directing – Meaning – Elements – Principles – Importance – Leadership – Meaning – Definition – Nature and Characteristics – Importance – Leadership Styles – Motivation – Meaning –



Definition – Nature and Characteristics of Motivation – Importance of Motivation – Maslow’s Need Hierarchy and McGregor Theories.

UNIT – V

Co-ordination – Nature – Importance – Principles of Co-ordination – Approaches to Achieve Effective Co-ordination. Control – Meaning – Definition – Nature – Importance – Problems – Steps in control – Essentials of Effective Control – Techniques of control.

NOTE: Question Paper Shall Cover 100% Theory

Text Books

1. Dinkar Pagare, Business Management, Sultan Chand and Sons, New Delhi, 2020.
2. L.M. Prasad, Principles and Practice of Management, Sultan Chand and Sons, New Delhi, 2020.
3. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons, 2019

Reference Books

1. S.A. Sherlekar, Principles of Business Management, Himalaya Publishing House, Mumbai, 2020.
2. P.C. Tripathi and P.N. Reddy, Principles of Management, Tata McGraw Hill, New Delhi, 2019.
3. Dr. V.R. Palanivelu, Principles of Management, Himalaya publishing House, Mumbai, 2020.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand basic concepts of business management and theories of management.	K1 & K2
CO2	Acquire knowledge of nature of planning and staffing.	K2 & K3
CO3	Know about organization and departmentation.	K3 & K4
CO4	Learn about concept of direction and leadership.	K4 & K5
CO5	Gather the information about co-ordination and controlling.	K6

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



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: B.Com				
Allied - II		Course Code: 21UBA2A02		Course Title: Indian Economy
Semester II	Hours/Week 5	Total Hours 90	Credits 4	Total Marks 100

Course Objectives

1. To acquire sufficient knowledge about India's economic features, growth and development.
2. To impart knowledge about relative share of India as an emerging economic power in the world market.
3. To enable students to understand nature of different sector of our country & planning.

UNIT – I

Meaning and Definitions of Under Development – Features of Less Developed and Developing Economics. Economic Development – Economic and Non–Economic Factors Impending Economic Development – Concept of Growth and Development – Stages of Economic Growth – Indicators of Economic Development.

UNIT – II

Capital Formation – Human and Physical, Savings and Investment Pattern Since 1991 – National Income – Methods, trends, Limitation – Distribution – Recent trends in National Income – Black Money – Corruption.

UNIT – III

Place of Agriculture in Indian Economy – Causes for Low Productivity – Credit Needs of the Indian Farmers – Sources of Rural Credit – Present System of Indian Agricultural Marketing – Measures to Improve Agricultural Marketing in Brief New Agricultural Strategy – Green Revolution.

UNIT – IV

Role of Industrialization – Cottage and Small Scale Industries – Some Large Scale Industries (Cotton, Sugar, Iron And Steel, Tea and Petro Chemical) Industrial Policy – 1991 – Industrial Sickness in India – Subsidies of Incentives for Industries – LPG – Objectives and Specialization – New Economic Policy (NEP) – Objectives.

**UNIT – V**

Services Sectors – Information Technology – Information Technology Enabled Services (ITES) – BPO
–Types of BPO – Call Centre Services – On Site – Off Site Services – NITIAYOG.

NOTE: Question Paper Shall Cover 100% Theory

Text Books

1. Dutt and Sundaram, Indian Economy, Sultan Chand and Sons, New Delhi.
2. Misra and Puri, Indian Economy, Himalaya Publishing House, Mumbai.
3. Jhingan, Economic Development and Planning, M.L. Vrindha Publications, New Delhi.

Reference Books

1. Five Year Plan Reports – Govt. of India.
2. S. Sankaran, Indian Economy, Margham Publications, Chennai.
3. Dhingara, Indian Economy, I.C. Sultan and Sons, New Delhi.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about developed, developing and under developing countries economics.	K1 & K2
CO2	Acquire concepts of savings pattern and national income.	K2 & K3
CO3	Gather knowledge about agriculture revolution.	K3 & K4
CO4	Know about role of industrialization and industrial policy.	K5
CO5	Learn about the functions of different service sectors and NITIAYOG.	K6

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



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: B.Com				
Add on Course - II		Course Code: 21UCM2AOSS02		Course Title: Professional English – II
Semester II	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

Course Objectives

1. Develop students' competence in the use of English with particular reference to the workplace situation.
2. Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
3. Help students with a research bent of mind develop their skills in writing reports and research proposals.

UNIT – I

Communicative Competence

Listening: – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

UNIT – II

Persuasive Communication

Listening: Listening to a product launch- sensitizing learners to the nuances of persuasive communication



Speaking: Debates – Just – A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing – writing an argumentative /persuasive essay.

UNIT – III

Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area) **Writing:**

Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS-Office and how they can be utilized in relation to work in the subject area

UNIT – IV

Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g.

<https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based **Reading:** Essay on Creativity and Imagination (subject based)

Writing

- Basic Script writing for short films (subject based)
- Creating blogs, flyers and brochures (subject based)

Poster Making

– writing slogans/ captions (subject based)

UNIT – V

Workplace Communication & Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting. Writing an



introduction, paraphrasing

Punctuation: (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

NOTE: Question Paper Shall Cover 100% Theory

Text Book

1. English for Commerce and Management, Tamil Nadu State Council for Higher Education
English for Commerce & Management (TANSCHE).

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Adapt easily into the work place context, having become communicatively competent.	K1 & K2
CO2	Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace	K3
CO3	Develop their competence and competitiveness and thereby improve their employability skills.	K4
CO4	Help students with a research bent of mind develop their skills in writing reports and research proposals.	K5
CO5	Apply to the Research & Development organisations/ sections in companies and offices with winning proposals.	K6

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

Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	S
CO2	M	M	M	S	S
CO3	M	M	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low