

Department of Commerce B.Com (E-Commerce)

INSTITUTION VISION

Our dream is to make the College an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society.

INSTITUTION MISSION

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instil research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life.

DEPARTMENT VISION

- To Make the students well versed in the domain of Electronic Commerce
- To Enrich the communicative ability of the students
- To Increase the employability skills

DEPARTMENT MISSION

The Curriculum is qualitatively outstanding and innovative. Theory and application-oriented E-Commerce Technology papers are offered which is directed at the present and – as far as it is foreseeable – future requirement of the business to pursue knowledge through Academic, Co-curricular and extra-curricular activities.

Programme Educational Objectives:

PEO1	Students will be able to understand the concepts of Commerce with E-Commerce
PEO2	Programme aims to develop professional knowledge which is required for Commerce graduates
PEO3	Students will acquire necessary skills to work in E-Commerce Industry
PEO4	Students can do Commerce and E-Commerce operations simultaneously. They can become entrepreneurs in E-Commerce Sector or become highly valued industrial experts in this digital era

Programme Outcomes:

PO1	Disciplinary Knowledge: Demonstrate comprehensive knowledge in Commerce, Accounting, Banking, Taxation, Business Law, Digital Marketing, E-Commerce Technologies, and Entrepreneurship
PO2	Communicate effectively in business environments through reports, presentations, emails, digital platforms, and professional correspondence
PO3	Information and Communication Technology Digital Literacy: Apply critical thinking to analyze business problems, online market trends, consumer behaviour, and digital business models.
PO4	Solve real-world business and e-commerce problems using appropriate managerial, financial, and technological tools
PO5	Analytical Reasoning: Use analytical reasoning to interpret financial statements, e-commerce data analytics, digital metrics, and online transaction reports.
PO6	Develop research skills by conducting surveys, preparing project reports, analyzing business data, and interpreting findings in commerce and e-business domains.
PO7	Work collaboratively in teams for business projects, start-ups, digital marketing campaigns, and entrepreneurial ventures.
PO8	Employability: To Infuse skills relating to electronic business and to enable students to become E-Entrepreneurs
PO9	Reflective Thinking: To Qualify the students to meet the requirements of the society and enlightening the education of global standards
PO10	Exhibit digital literacy by effectively using ICT tools, accounting software (e.g., Tally), MS Office, e-commerce platforms, and data analytics tools.
PO11	Engage in self-directed learning by independently acquiring knowledge in emerging areas such as fintech, digital payments, blockchain, and online entrepreneurship.
PO12	Multicultural Competence: To Empower the students with necessary IT-based accounting skills for prospective employment across many industries.
PO13	Moral and Ethical Awareness: To Create awareness among the students about the emerging trends in the digital era
PO14	Leadership Readiness/ Qualities: To Equip the students with the skills required to lead top managerial position
PO15	Pursue lifelong learning to adapt to evolving technologies, digital transformation, and changing business environments.

Programme Specific Outcomes:

PSO - 01	Programme Skill Development: To Develop the conceptual knowledge and application skills in the domain of Commerce and E-Commerce
PSO - 02	Modern Technology Usage: To Expose the student's knowledge in various provisions of Law, computer practical's, e-filing and preparation of project reports

Mapping

[illegible]

N.G.M College - Curriculum Development Cell
B. Com (E-Commerce)

(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2026–2027 ONWARDS)

I to VI SEMESTERS

SCHEME OF EXMINATIONS

Part	Subject Code	Title of the Paper	Hrs/W eek		Hrs/ Sem	Exam Hrs	MAXIMUM MARKS			Credits
			L	P	T		Inter nal	Exte rnal	Total	
	I SEMESTER									
I	26UTL1C1	Tamil Paper-I	5	-	-	3	25	75	100	3
	26UHN1C1	Hindi Paper-I								
	26UFR1C1	French Paper-I								
II	26UEN101	Communication Skills – I	5	-	-	3	25	75	100	3
III	26UEC101	CCI: Principles of Accounting	5		5	3	25	75	100	4
	26UEC102	CCII: Business Application Software	4			3	25	75	100	4
	26UEC1A1/ 26UEC1A2	Allied: Business Economics/Micro Economics	4			3	25	75	100	4
	26UEC103	CC LabI: Programming Laboratory – I: MS – Office	-	4		3	20	30	50	2
IV	26EVS101	AECC I: Environmental Studies	2	-		2	-	50	50	2
	26HEC101	VE: Human Excellence: Personal Values & SKY Yoga Practice- I	1	-		2	20	30	50	1
V		Extension Activities (Annexure – II)	-	-		-	-	-	-	-
	Total		30						650	23

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; **GE** – Generic Elective; **AECC** - Ability Enhancement Compulsory Course; **VE** – Value Education.

II SEMESTER										
Part	Subject Code	Title of the Paper	Hrs/ Week		Hrs/ Sem	ExamHrs	MAXIMUM MARKS			Credits
			L	P	T		Internal	External	Total	
I	26UTL2C2	Tamil Paper - II	5	-	-	3	25	75	100	3
	26UHN2C2	Hindi Paper - II								
	26UFR2C2	French Paper - II								
II	26UEN202	Communication Skills – II	5	-	-	3	25	75	100	3
III	26UEC204	CC III: Business Communication	4			3	25	75	100	4
	26UEC 205	CC IV: Fundamentals of E-commerce	4			3	25	75	100	4
	26UEC2A1/ 26UEC2A2	Allied: Principles of Management/ Financial Markets and Institutions	5		3	3	25	75	100	4
	26UEC 206	CC Lab II: Programming Laboratory – II: Accounting Package Tally	-	4	5	3	20	30	50	2
	26UEC2S1/ 26UEL2S2	SECI /Naan Mudhalvan: Banking theory law and practice/ Profession Skills	2	-		12	38	50	50	2
IV	26HEC202	VE: Human Excellence: Family Values & SKY Yoga Practice-II	1			2	20	30	50	1
V		Extension Activities (Annexure – II)	-	-		-	-	-	-	-
	Certificate Course: Annexure - III									
EC	26CMM201	ManaiyiyalMahathuvam-I				2	-	50	50*	
	26CUB201	UzhavuBharatham–I				2	-	50	50*	
	MOOC Certificate Course									
Total			30						650	23

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course;

SEC – Skill Enhancement Course, VE – Value Education.

III SEMESTER										
Part	Subject Code	Title of the Paper	Hrs/ Week		Hrs/ Sem	Exa m Hrs	MAXIMUM MARKS			Credits
			L	P			T	Internal	Exter nal	
I	26UTL3C3	Tamil Paper - III	4			3	25	75	100	3
	26UHN3C3	Hindi Paper - III								
	26UFR3C3	French Paper - III								
II	26UEN3C3	Communication Skills – III	4			3	25	75	100	3
	26UEC307	CCV: Object Oriented Programming with C++	5			3	25	75	100	4
	26UEC308	CCVI: Advanced Accounting	6		15	3	25	75	100	4
	26UEC3A1/ 26UEC3A2	Allied: E- Entrepreneurship & Business Ethics /Operation Research	5			3	25	75	100	4
	26UEC309	CCLab III:Programming Laboratory–III: Object Oriented Programming with C++	-	4		3	20	30	50	2
IV	26UEC3N1/ 26UEC3N2	Extra Departmental Course (EDC-I):/ Annexure – I (EDC-I) E-Commerce Security and Digital Crime Prevention/E-Banking	1			2	-	50	50	1
	26HEC303	VE:Human Excellence Paper:ProfessionalValues &SKY YogaPractice-III	1			2	20	30	50	1
	26GKL301	General Awareness – Self Study	SS	-	2	-	-	50	50	1
V	26UHW301	Health and Wellness	2#	-	-	-	-	-	-	1
		Extension Activities Annexure – II	-	-		-	-	-	-	-
	Certificate Course: Annexure - III									
EC	26CMM302	ManaiyiyalMahathuvam-II				2	-	50	50*	Grade
	26CUB302	UzhavuBharatham–II				2	-	50	50*	Grade
	26UEC3VA	SEC I: Essentials of Digital Marketing Annexure - III	30 Hrs			-	-	-	-	Grade
	MOOC Certificate Courses									
Total			30						700	24

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course
 CC – Core Course; E – Generic Elective; VAC-Department Specific Value Added Course; *Extra Credits; SEC – Skill Enhancement Course.

IV SEMESTER										
Part	Subject Code	Title of the Paper	Hrs/Week		Hrs / Sem	Exam hrs	MAXIMUM MARKS			Credits
			L	P			T	Internal	External	
I	26UTL4C4	TamilPaper-IV	4			3	25	75	100	3
	26UHN4C4	HindiPaper-IV								
	26UFR4C4	FrenchPaper-IV								
II	26UEN4C4	Communication Skills – IV	4			3	25	75	100	3
III	26UEC410	CCVII: Research Methodology for Social Sciences	4			3	20	30	100	4
	26UEC 411	CCVIII: Cost Accounting	5		5	3	25	75	100	4
	26UEC4A1/ 26UEC4A2	GEIV–Allied: Business Mathematics and Statistics/Supply Chain Management	5	-	15	3	25	75	100	4
	26UEC 412	CCLab IV: Programming Laboratory – IV : Statistical with Research Package	-	4		3	20	30	50	2
	26 UEC 4S1/ 26UEC 4S2	SECII/NaanMudhalvan:Introduction to Information Technology/Aptitudefor placement/ Quantitative Aptitude	2			2	12	38	50	2
IV	26UEC 4N1/ 26UEC 4N2	Extra Departmental Course (EDC-I):/Annexure – II (EDC-II) Advanced Cyber Forensics in E-Commerce Systems/ E-Commerce	1			2	-	50	50	1
	26HEC404	VE:HumanExcellence: SocialValues &SKYYogaPractice-IV	1			2	20	30	50	1
V		Extension Activities Annexure - II		-		-	-	-	-	1
	Certificate Course: Annexure - III									
E C	26CMM403	ManaiyiyalMahathuvam-III				2	-	50	50*	Grade
	26CUB403	UzhavuBharatham–III				2	-	50	50*	Grade
	26UEC4VA	SEC I:Introduction to Indian Knowledge System Annexure - III	30 Hrs.					-	-	Grade
	MOOC Certificate Course									
Total			30	20					700	25

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; SEC – Skill Enhancement Course; VAC-Department Specific Value Added Course; *Extra Credits;

V SEMESTER										
Part	Subject Code	Title of the Paper	Hrs/Week		Hrs/ Sem	Exam Hrs	MAXIMUM MARKS			Credits
			L	P			T	Int	Ext	
III	26UEC 513	CCIX: Income Tax Law and Practice	6		8	3	25	75	100	4
	26UEC 514	CCX: Internet & Web Designing	6			3	25	75	100	4
	26UEC 515	CC XI: Modern Marketing	5			3	25	75	100	4
	26UEC 5E1/ 26UEC 5E2/ 26UEC 5E3	DSE-I#: Information Security & E-Commerce Technology /Fundamentals of AI / Services Marketing	6			3	25	75	100	4
	26 UEC 516	CC Lab V: Programming Laboratory – V: Internet & Web Designing	-	4		3	20	30	50	2
	26UEC517	CC XII: Project Work and Viva – Voce	-	-		3	40	60	100	2
	26UEC 5S1/ 26UEC 5S2	SEC III: Commercial Law/Fundamentals of Entrepreneurship	2	-		2	12	38	50	2
IV	26HEC505	VE: Human Excellence: National Values & SKY Yoga Practice-V	1			2	20	30	50	1
EC	26UEC5AL	Advanced Learner Course (ALC)– I(Optional) – Self Study: Organizational Behavior	SS			-	-	100	100*	2*
	26CSD501	Soft Skills Development - I				-	-	-	-	Grade
	MOOC Certificate Course									
Total			30						650	25
Discipline Specific Elective(DSE)–I# 25UEC5E1: Information Security & E-Commerce Technology 25UEC5E2: Fundamentals of AI 25UEC5E3: Services Marketing										

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course

ALC-Advanced Learner Course (Optional)

*Extra Credits; **Credits – Based on course content maximum of 4 credits

VI SEMESTER										
Part	Subject Code	Title of the Paper	Hrs/Week		Hrs/ Sem	Exam/Hrs	MAXIMUM MARKS			Credits
			L	P			T	Int	Ext	
III	26UEC618	CCXIV:Java Programming	5	-		3	25	75	100	4
	26UEC 6E4/ 26UEC 6E5/ 26UEC 6E6	DSE– II ^{##} : Investment Management / Human Resource Management/ Customer Relationship Management	6	-		3	25	75	100	5
	26UEC 6E7/ 26UEC 6E8/ 26UEC 6E9	DSE– III ^{###} : Cyber Security/Social Networking Services / Open-Source Technologies	6	-		3	25	75	100	4
	26UEC619	CCLabVI: Programming Laboratory – VI: Java	-	4		3	20	30	50	2
	26UEC620	Core XVI:Management Accounting	6	-	10	3	25	75	100	4
	26UEC 6S1/ 26UEC 6S2	SEC IV:/Naan Mudhalvan: Company Law/Fundamentals of Insurance	2	-		2	12	38	50	2
IV	26HEC606	VE:Human Excellence Paper: GlobalValues&SKYYogaPractice-VI	1			2	20	30	50	1
	26UEC6AL	AdvancedLearnerCourse(ALC)– II(Optional)-SelfStudy: Digital Marketing	SS					100*	100*	2*
Total			30		10				550	24
GrandTotal									3900	140
Discipline Specific Elective(DSE)– II ^{##} 25UCS6E4: Investment Management 25UCS6E5: Human Resource Management 25UCS6E6: Customer Relationship Management					DisciplineSpecificElective(DSE)–III ^{###} 25UCS6E7: Cyber Security 25UCS6E8: Social Networking Services 25UCS6E9:Open Source Technologies					

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course

ALC-Advanced Learner Course (Optional)

*Extra Credits; **Credits – Based on course content maximum of 4 credits

List of Abbreviations:

- CC – Core Course
- GE – Generic Elective
- AECC –Ability Enhancement Compulsory Course
- SEC – Skill Enhancement Course
- DSE – Discipline-Specific Elective
- VAC –Value Added Course
- ALC – Advanced Learner Course

Grand Total = 3900; Total Credits = 140

Question Paper Pattern (Based on Bloom's Taxonomy)

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

1. Theory Examinations: 75 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q1 – 5 MCQ) (Q6 – 10 Define / Short Answer / MCQ)	$10 * 1 = 10$	MCQ / Define	75
K3 (Q11-15)	B (Either or pattern)	$5 * 5 = 25$	Short Answers	
K4 & K5 (Q16 – 20)	C (Either or pattern)	$5 * 8 = 40$	Descriptive/ Detailed	

2. Theory Examinations: 38 Marks (3 Hours Examination) (Part III: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q 1 – 10 MCQ)	$10 * 1 = 10$	MCQ	50 (Reduced to 38)
K3 (Q11 – 15)	B (Either or pattern)	$5 * 3 = 15$	Short Answers	
K4 & K5 (Q16-20)	C (Either or pattern)	$5 * 5 = 25$	Descriptive/ Detailed	

3. Theory Examinations: 38 Marks (2 Hours Examination) (Part IV: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1-10)	A (Q1 – 5 MCQ) (Q6–10 Define / Short Answer)	$10 * 1 = 10$	MCQ / Define	50 (Reduced to 38)
K3, K4 & K5 (Q11-15)	B (Either or pattern)	$5 * 8 = 40$	Descriptive/ Detailed	

4. Practical Examinations:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core / Elective)	50	20	30	10	05	05
Practical (Core / Elective)	75	30	45	20	05	05
Practical (Core / Elective)	100	40	60	30	05	05

5. Project:

Paper	Maximum Marks	Marks for		
		CIA	CEE	
			Evaluation	Viva-voce
Project	100	25	50	25
Project	150	40	75	35
Project	200	50	100	50

* CIA – Continuous Internal Assessment & CEE – Comprehensive External Examinations

Components of Continuous Internal Assessment (CIA)

THEORY

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Test 1	75	$(75+75+15+10)/7$	25
Test 2 / Model	75		
Assignment / Digital Assignment	15		
Others*	10		

*Others may include the following: Seminar / Socratic Seminars, Group Discussion, Role Play, APS, Class participation, Case Studies Presentation, Field Work, Field Survey, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, etc.

Maximum Marks: 50; CIA Mark: 12; CEE Mark: 38; (Part III: If applicable)

Components		Calculation	CIA Total
Test 1	50	$(50+50+10+10)/10$	12
Test 2 / Model	50		
Assignment / Digital Assignment	10		
Seminar	10		

PROJECT

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Review I	5	$5+5+5+10$	25
Review II	5		
Review III	5		
Report Submission	10		

Maximum Marks: 200; CIA Mark: 50; CEE Mark: 150;

Components		Calculation	CIA Total
Review I	10	$10+ 10+10+20$	50
Review II	10		
Review III	10		
Report Submission	20		

** Components for 'Review' may include the following:*

Originality of idea, relevance to current trend, candidate involvement, and presentation of report for Commerce, Management & Social Work.

Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science cluster.

Continuous Internal Assessment for Project **For Commerce, Management & Social Work Programme**

The Final year Commerce, Management & Social Work students should undergo a project work during (V/VI) semester

- ❖ The period of study is for 4 weeks.
- ❖ Project / Internship work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- ❖ Students are divided into groups and each group is guided by a Mentor.
- ❖ The group should not exceed four students, also interested student can undergo individually.
- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- ❖ Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned Mentor (Internal Examiner).
- ❖ Project work constitutes 100 marks, out of which 25 is CIA and 75 is CEE Marks.

Mark Split UP

CIA	CEE	Total
25	75	100

S. No	Components for CIA	Marks
1	Review – I *	5
2	Review – II *	5
3	Review – III *	5
4	Rough Draft Submission	10
Total		25

* Review includes Objectives and Scope, Research Methodology, Literature Review, Data Analysis and Results, Discussion and Interpretation, Recommendations and Implications, Presentation and Format, Creativity and Originality, and Overall Impact and Contribution.

S. No	Components for CEE	Marks
1	Evaluation*	50
2	Viva-Voce	25
Total		75

* Evaluation includes Originality of Idea, Relevance to Current Trend, Candidate Involvement, Thesis Style / Language, and Presentation of Report.

Components for CEE: 75 Marks

Components for CEE	Marks	Total	Grand Total
Evaluation			75
Title Relevance of the Industry/Institute	10	50	
Technology	10		
Design and Development Publishing	10		
Testing, Report	20		
Viva Voce			
Project Presentation	10	25	
Q&A Performance	15		

HEALTH AND WELLNESS COURSE**Scheme of Evaluation**

Part	Description	Marks
A	Report	40
B	Attendance	20
C	Activities (Observation During Practice)	40
	Total	100

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC101			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Principles of Accounting	Semester:	I
					Credits:	04

Course Objective

To impart the students to learn principles, concepts and conventions of accounting frame work.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember fundamental knowledge about the concepts and conventions of accounting.	PO1, PO10
CO2	To understand the various methods of depreciation.	PO4, PO5
CO3	To understand the knowledge about bank reconciliation statement.	PO4, PO5
CO4	To apply knowledge on hire purchase system and bill of exchange.	PO4, PO5, P10
CO5	To analyze about the preparation of final Accounts	PO1, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO2	3	-	-	2	2	-	-	-	-	-	-	-	-	-	-
CO3	3	-	-	2	2	-	-	-	-	-	-	-	-	-	-
CO4	3	-	-	3	2	-	-	-	-	2	-	-	-	-	-
CO5	3	2	-	-	3	2	-	-	-	2	-	-	-	-	-

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Accounting concepts and conventions - Journal – Ledger – Trial Balance – Final Accounts of Sole trading concerns with adjustments	15
Unit II	Depreciation – Meaning – Causes – features, Methods of depreciation – Straight line method-Written down value method- Annuity method – Sinking fund method – Insurance Policy method.	15
Unit III	Bank reconciliation Statement - rectification of errors.	15
Unit IV	Accounts of Professionals and Non-Profit organizations – Receipts and Payments, Income and Expenditure Account and Balance Sheet.	15
Unit V	Bills of Exchange – Bills Honored on due date–Renewal and Dishonor of Bills Accommodation (Simple problems only)	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Chalk and Talk Lectures, Group Discussion, Seminar, Interaction, Power point presentation

Text Book

26UEC101

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy T.S. and Murthy.A	Financial Accounting	Chennai Margham Publication	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain.S.P and NarangK.L	Advanced Accounting	Kalyani Publishers, New Delhi.	2020
2	Dr.MaheshwariS.N	Financial and Management Accounting	Sultan Chand and Sons-New Delhi.	2019
3	T.S.Grewal	Introduction to Accountancy	S.Chand&Company Ltd.,	2018
4	N.Vinayakam, P.L.Mani, K.L.Nagarajan	Principles of Accountancy	S.Chand& Company Ltd., New Delhi.	2017
5	R.L.Gupta, V.K.Gupta,M.C.Shukla	Financial Accounting	Sultanchand& sons, Chennai	2015

Course Designed by	Dr.N.Ponsabarairaj	
Verified by HoD	Dr.M.V.Sathiyabama	
Approved by Chairman Academic Council	Dr.R.Manickachezian	

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC102			Title	Batch:	2026-2029
				Business Application Software	Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.				Credits:

Course Objective

To impart the students about MS office in business decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.	PO3,PO10, PO4, PO5, PO6
CO2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.	PO2
CO3	Apply various statistical tools available in Ms-excel for the business enterprise transactions.	
CO4	Gaining knowledge making effective presentation for the business meeting using power point presentation.	PO2
CO5	Understand the database using Ms-Access	

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	2	1	3	1	1	1	-	-	-	3	1	1	-	-	1
CO2	1	3	2	1	1	1	2	-	-	3	1	1	-	-	1
CO3	2	1	3	2	3	2	1	-	-	3	1	1	-	-	1
CO4	1	3	2	1	1	1	2	-	-	3	1	1	-	1	1
CO5	2	1	3	2	2	2	1	-	-	3	1	2	-	-	1

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introduction to computers – Introduction to windows - Introduction to word – Editing a document – Move and copy text –Formatting text and paragraph – finding and replacing text-spelling and grammar checking.	12
Unit II	Using tabs - enhancing documents - Columns, tables and other features – using graphics, templates and wizards – using mail merge – miscellaneous features of word.	12
Unit III	Introduction to worksheet and excel - Getting started with excel - Editing cells and using commands and functions – Moving and copying inserting and deleting rows and columns – Formatting a worksheet - Printing the worksheet - Creating charts - using date and time – naming ranges and using simple statistical and mathematical functions – additional formatting commands and drawing toolbars – miscellaneous commands and functions.	12
Unit IV	Access-Databases and tables-Creating Tables for storing data – Relationship between tables– Selection with queries - Building user interface with forms – Displaying data with reports.	12
Unit V	Introduction to power point – Creating a presentation different views in power point – Running a slide show – Animation and sound – Importing objects from other applications Automated presentations – Printing the presentations – Modifying and integrating presentations.	12
	Total Contact Hrs	60

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC102

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nellai Kannan	MS Office	Nels Publications, New Delhi	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Scott Basham	Word 2019	Kindle Edition	2021
2	Wallace Wang	Microsoft Office 2019	Wiley	2019
3	Taxalli.R.K	PC Software for windows made simple	2nd Edition,The Mc Graw Hill Co	2018
4	Dorling Kindersky	MS.Office-2007	Seventh Edition, Pearsons (India)pvtLtd.,New Delhi.	2016

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC1A1			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.		Business Economics	Semester:	I
					Credits:	04

Course Objective

To enable students to examine the importance of economic analysis for business decision making.**Course Outcomes**

On the successful completion of the course, students will be able to

CO Number	CO Statement	PO1
CO1	To remember the various economic concepts applied in business.	PO1
CO2	To understand marginal analysis for decision making.	PO1, PO3, PO4, PO5
CO3	To apply the various concepts of cost and its relationship with output.	PO1
CO4	To analyses price and output determination under various market competition	PO1
CO5	To evaluate the techniques of national income and capital budgeting operations.	PO1, PO3, PO4, PO5, PO6

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	1	1	2	-	-	-	1	1	-	-	-	-	1
CO2	3	1	2	2	3	1	-	-	1	1	-	-	-	-	1
CO3	3	1	2	3	3	1	-	-	1	1	-	-	-	-	1
CO4	3	1	3	3	3	2	1	-	2	1	-	-	-	1	1
CO5	3	2	3	3	3	3	1	1	2	2	1	1	1	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Economics – Definition – Micro and Macro Economics – Business Economics – Definition Scope of Business Economics – Economic Concepts Applied in Business Economics – Role and Responsibilities of a Business Economist.	12
Unit II	Law of Demand – Determinants of Demand – Theory of consumer behaviour - Cardinal Utility - Ordinal Utility - Law of diminishing Marginal Utility- Indifference Curve Analysis – Consumer’s Equilibrium – Elasticity of Demand – Types – Demand Forecasting – Methods of Demand Forecasting - Consumer Surplus –Measurement of Consumer Surplus.	12
Unit III	Cost Concepts – Cost – Output Relationship –Production-Function–Isoquants – Law of variable Proportions – Returns to Scale –Producer’s Equilibrium.	12
Unit IV	Market Structure – Price and Output Determination under Perfect Competition – Monopoly Discrimination Monopoly–Monopolistic Competition – Oligopoly: Cartels, Price Leadership and Price Rigidity.	12
Unit V	Pricing Policy – Objectives of pricing policy – Pricing policy methods – Capital Budgeting –Importance – Evaluation techniques National Income – Definition - Concepts Methods.	12
	Total Contact Hrs	60

Pedagogy

Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

26UEC1A1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shankaran.S	Business Economics	Progressive Corporation Private Ltd,Chennai	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Andrew Prentice Lara Bryan	Economics for Beginners	Kindle Edition,London	2020
2	V.C.Sinha	Business Economics	SBPD Publishing House,Agra	2020
3	S K Agarwal	Business Economics	S. Chand Publishing,New Delhi	2018
4	Reddy P.N and AppanniahH.R	Principles of Business Economics	S.Chand& Company Ltd. New Delhi	2015
5	Mankar V.G	Business Economics	McMillan Publishers Chennai	2013

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC1A2			Title	Batch:	2026-2029
				Micro Economics	Semester :	I
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.			Credits:	04

Course Objective

To understand the fundamental concepts and theories of Microeconomics.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To improve the knowledge of students on the basics of Micro Economics	PO1
CO2	To analyze the economic relationship between the variables.	PO3, PO5
CO3	To enhance the skills of students in the measurement of variables and relationship.	PO3, PO4, PO5, PO1
CO4	To improve the attitude of students towards economic laws.	PO9, PO13, PO14
CO5	To generate an interest in the application of economics for business decision, planning and forecasting.	PO3, PO4, PO5, PO6

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	1	1	2	-	-	-	1	1	-	-	-	-	1
CO2	3	1	3	2	3	1	-	-	1	1	-	-	-	-	1
CO3	3	1	3	3	3	2	-	-	1	2	-	-	-	-	1
CO4	2	1	2	2	2	1	1	-	2	1	-	-	2	1	1
CO5	3	2	3	3	3	3	1	1	2	2	1	1	1	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Definition of Economics-Adam Smith-Marshall -Robbins-Samuelson-Micro and Macro approach - Inductive and deductive methods - positive vs Normative study - static and dynamic analysis -Economic laws -partialvs GeneralEquilibrium	15
Unit II	Theory of consumer behaviour -Cardinal Utility-Ordinal Utility-Law of diminishing Marginal Utility - Law of Equi Marginal Utility - Law of Demand - Indifference curve analysis - Features of indifferencecurve -Consumer's Equilibrium-Income, price and substitution effects.	15
Unit III	Elasticity of demand - Types and Degrees - Measurement - Factors influencing elasticity of demand -uses-consumer's surplus	15
Unit IV	Factors of Production-Land ,Labour, Capitaland Organization-Laws of returns-Law of variable proportions.	15
Unit V	CostandRevenue-conceptsofcostandrevenue-Average,MarginalandTotalcost-Natureofshortrunandlongrunaveragecostcurves-Revenue;TotalRevenue-Importanceofrevenue curves	15
	Total Contact Hrs	75

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book

26UEC1A2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	HLAHUJA	AdvancedEconomicTheory	S.Chand&Co, New Delhi	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.L.Jhingan	MicroEconomicTheory	VrindaPublicationsLtd, NewDelhi	2019
2	Dr.S.Sankaran	MicroEconomics	MarghamPublications Chennai	2016.
3	V.Lokanathan	PrinciplesofEconomics, EconomicAnalysis	S.Chand &Co., NewDelhi	2013

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC103			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.		Programming laboratory-I:MS- Office	Semester:	I
					Credits:	2

Course Objective

To enable the students to gain adequate knowledge on MS Word, MS Excel, MS Power point, MSAccess.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.	PO10
CO2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.	PO10, PO2
CO3	Apply various statistical tools available in Ms-excel for the business enterprise transactions.	PO10, PO3, PO4, PO5
CO4	Gaining knowledge making effective presentation for the business meeting using power point presentation.	PO10, PO2
CO5	Understand the database using MS-Access	PO10 , PO3, PO4, PO5

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	2	2	1	1	-	-	-	1	3	1	-	-	-	1
CO2	2	3	2	2	1	1	-	-	1	3	1	-	-	-	1
CO3	3	2	3	3	3	2	1	1	1	3	1	-	-	1	1
CO4	2	3	2	2	1	1	2	-	2	3	1	-	-	2	1
CO5	3	2	3	3	2	2	1	-	1	3	1	1	-	1	1

3 Point Scale – 1,2,3

MS Word

1. Document with Alignment – Header and Footer
2. Document with Special Effects – Insert Pictures
3. Creation of Table
4. Resume using Templates
5. Mail Merge
6. Macro

MS Excel

1. Increment Abstract and Inventory Control
2. Salary Abstract
3. Individual Mark sheet
4. Sales Budget
5. Break Even Chart
6. Sub Total
7. AutoFilter
8. Advance Filter
9. PivotTable
10. Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.

MS Power Point

1. Sales Slide and Graphical Presentation
2. Advertisement Slide
3. Design a college day invitation using PowerPoint
4. *Create different slides in PowerPoint with organizational chart and presentation slideshow using Custom animation – Blended Mode*
5. *Create different slides in PowerPoint advertising a product with audio connection and present a slideshow using Custom animation and slide transition - Blended Mode*

MS Access

1. Table and Records
2. Employees Salary using Table and Queries
3. Employees Salary using Reports and forms

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC204			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.		Business Communication	Semester:	II
					Credits:	4

Course Objective

To impart the students to demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember fundamentals understanding of business communication.	PO2
CO2	To get the idea about various formats and purpose of business Communication.	PO2
CO3	To understand about the correct format, style and tone for various business letters.	PO2
CO4	To apply and define basic rules for correct sentence and paragraph formation.	PO2, PO3, PO4, PO5
CO5	To analyze the objectives and techniques of various types of interview	PO2, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	2	3	1	1	1	-	-	-	1	1	-	-	-	-	1
CO2	2	3	1	1	1	-	-	-	1	1	-	-	-	-	1
CO3	2	3	1	2	1	1	-	-	1	1	-	-	-	-	1
CO4	2	3	2	2	2	1	-	-	1	1	-	-	-	-	1
CO5	2	3	2	2	2	2	1	1	2	1	1	1	1	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Business Communication – Meaning – Importance of Effective Business Communication - Modern Communication Methods –Business Letters: Need – Functions – Kinds – Essentials Of Effective Business Letters – Layout.	12
Unit II	Trade Enquiries – Orders and their Execution – Credit and Status enquiries	12
Unit III	Complaints and Adjustments – Collection Letters – Sales -Letters – Circular Letters. (E-mail Ethics, Correspondence)	12
Unit IV	Company Secretarial Correspondence (Includes Agenda, Minutes and Reports Writing)	12
Unit V	Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Technique of various types of Interviews –Characteristics of good speech –Individual Report- Business Reports Presentations.	12
	Total Contact Hrs	60

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC204

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Pal, &KorahalliJ.S	Essentials of Business Communications	Sultan Chand & Co. New Delhi.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramesh, MS, &C.C.Pattanshetti&Madumati M	Business Communications	S Chand & Co, NewDelhi.	2019
2	R. K. Madhukar	Essentials of Business Communications	Vikas Publishing Company.	2018
3	Lesikar,R.V.& Flatley, M.E.	Basic Business Communication Skills	Tata McGraw Hill Publishing Company Ltd. New Delhi.	2016
4	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company	2013
5	Ramesh, MS, &C.C.Pattanshetti	Business Communications	R Chand & Co, New Delhi.	2011

Course Designed by	Dr.N.Ponsabarairaj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC205			Title	Batch:	2026-2029
				Fundamentals of E-Commerce	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.			Credits:	04

Course Objective

To impart the students about the conceptual and theoretical knowledge of E-Commerce, mechanisms involved in the models of E-Commerce.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the fundamental understanding of Information Technology	PO1, PO10
CO2	To understand the basic concept of E- Commerce and its applications	PO1, PO10, PO3, PO4, PO5
CO3	To understand the difference between traditional commerce and E-Commerce	PO1, PO10
CO4	To apply the acquired knowledge about various models of e-commerce	PO1, PO10
CO5	To analyze the legal provisions relating to internet security	PO1, PO10, PO3, PO4, PO5, PO13

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	1	-	-	-	1	3	1	-	-	-	1
CO2	3	1	3	2	2	1	-	1	1	3	1	-	-	-	1
CO3	3	2	3	2	2	1	-	-	1	3	1	-	-	-	1
CO4	3	2	3	3	3	2	1	2	1	3	1	1	-	1	1
CO5	3	2	3	3	3	2	1	1	2	3	1	1	3	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introduction to information technology – characteristics – uses of information – flow of information in organization – levels – categories.	12
Unit II	Internet and Extranet: Definition of Internet-Advantages and Disadvantages of the Internet-Component of an Internet Information technology structure - Development of a Intranet & Extranet and Intranet Difference.	12
Unit III	Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce – History of E- Commerce – features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Applications of E- commerce.	12
Unit IV	Business Models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee. Global E-commerce - Cross-border E-commerce Challenges - Localization and Cultural Sensitivity - International Payment Systems - Future Directions - Innovations and Future Trends - Sustainability in E-commerce(<i>Blended Mode</i>)	12
Unit V	Internet Security: Secure Transaction -Computer Monitoring -Privacy on Internet - Corporate Email privacy -Computer Crime (Laws, Types of Crimes – Threats - Attack on Computer System - Hacking- Computer Virus- Software Packages for privacy.	12
	Total Contact Hrs	60

Pedagogy

Flipped Class

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC205

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.Sushila Madan	E-Commerce	Scholar Tech Press	2020
2	Sanjeeb Kumar Dey	Introduction to E-Commerce	VK Global Publications Pvt. Ltd	2020
3	Parameswaran.R, Sarvana Kumar, Jayalakshi. T	A Text book of Information Technology	S.Chand Group, New Delhi	2018
4	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House, New Delhi.	2016
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd, New Delhi.	2015

Course Designed by	Mrs.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC2A1			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	03	Principles of Management	Semester:	II
					Credits:	04

Course Objective

To make the students to understand the conceptual framework of business management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the fundamental understanding of management.	PO1
CO2	To get the idea to implement the planning strategy in management.	PO1, PO4 & PO5, PO7
CO3	To apply the management concepts by students in business.	PO1
CO4	To interpret the students to develop the management etiquette.	PO1, PO2, PO7, PO13
CO5	To apply various techniques of control in business	PO1, PO4 & PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	1	1	1	-	-	-	1	1	-	-	-	-	1
CO2	3	2	2	3	2	1	1	1	1	1	-	-	-	1	1
CO3	3	2	2	3	3	2	1	1	1	1	1	-	-	1	1
CO4	2	3	1	2	1	1	2	1	2	1	-	1	2	3	1
CO5	3	2	2	3	3	2	1	1	1	1	1	-	1	2	1

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Management – Meaning and Definition-Nature and Scope – Importance – Functions of Management – Management as an Art, Science and Profession – Contributions of FW Taylor, Fayol, Management by Objectives (MBO) – Management by Exception (MBE)	15
Unit II	Planning – Meaning and Definition – Nature – Objectives Advantages and Disadvantages –Process – Types of Planning.	15
Unit III	Organization – Meaning and Definition – Formal and informal Organization – Importance – Principles of Sound Organization – Departmentation – Delegation and Decentralization – Line, Functional and Staff Organization – Span of Control.	15
Unit IV	Staffing – Sources of recruitment – Maslow’s Theory of Motivation- Leadership – Functions and Types – X, Y and Z Theories – Qualities of a Good Leader –Decision Making – Traditional and Modern Techniques – Steps Involved in Decision Making.	15
Unit V	Control –Process of Control – Techniques of Control Communication– Types, Channels of Communication – Barriers of Communication.	15
	Total Contact Hrs	75

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC2A1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dinkar Pagare	Principles of Management	Sultan Chand & Sons. New Delhi	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta C.B	Business Management	Sultan Chand & Sons New Delhi	2020
2	Atreyee Ganguly and JoyetaBhadury	Principles of Management	Cengage Learning India Pvt. Ltd.,New Delhi	2019
3	Vibrant-Publishers	Principles of Management	Vibrant- Publishers,Broomfield, Colorado, USA	2018
4	RN Gupta	Principles of Management	Sultan Chand & Sons New Delhi	2015
5	P.C.Tripatti&P.N.Reddy	Principles of Management	Tata McGraw Hill Publishing Company Ltd,New Delhi	2014

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC2A2			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	03	Financial Markets and Institutions	Semester:	II
					Credits:	04

Course Objective

To expose the students to the contemporary theory and practice of Indian financial services sector and create awareness on the functioning of various finance regulating organizations.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the significance of financial markets.	PO1
CO2	To understand of new issue market and stock exchanges in this scenario.	PO1
CO3	To implement the current trends in capital and money markets.	PO1, PO3, PO4, PO5
CO4	To analyze the theory and practice of Indian financial services.	PO1, PO3, PO4, PO5
CO5	To understand the merchant banking operations	PO1

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	1	-	-	-	-	1
CO2	3	2	2	2	2	1	-	-	1	1	-	-	-	-	1
CO3	3	2	3	3	3	2	1	1	1	2	1	-	-	1	1
CO4	3	2	3	3	3	2	1	1	2	2	1	1	1	1	2
CO5	3	2	2	2	2	2	1	1	1	2	1	1	-	1	1

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Financial Markets -Meaning- Classification of Financial Market-Financial Instruments-features-Development of financial system in India - Weaknesses of Indian Financial System.	15
Unit II	New Issue Market - Meaning- Functions of New Issue Market -Distinctions between New Issue Market and Stock Exchange - Methods of floating New Issues- Guidelines for IPO - Players in the New Issue Management - Advantages and Disadvantages.	15
Unit III	Secondary Markets - Meaning – Functions/Services of Stock Exchanges - Listing of Securities - Registration of Stock Brokers- Functions of Brokers – Kinds of Brokers and their assistants- Methods of trading in a Stock Exchange.	15
Unit IV	Money Market: Meaning - Segments of Money Markets: Call Money Markets, Repos and Reverse Repo Concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit - Characteristics features of Developed Money Market - Importance of money market - Difference between Money Market and Capital Market - Causes - Steps taken by the Government for development.	15
Unit V	Merchant Banking: Meaning and Functions - Regulatory role of SEBI. Credit Rating: Meaning - Functions – Advantages-Agencies of Credit Rating: CRISIL, ICRA, CARE-Types of Credit Rating - Steps in Credit Rating Process - Limitations.	15
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Quiz, Assignments.

Text Book

26UEC2A2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon and Natarajan	Financial Services	Himalaya Publishing Company Limited, Chennai.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.Vinoth Kumar	Financial markets and Institutions	Taxmenn,New Delhi	2021
2	Khan.M.Y	Financial Services	Tata McGraw Hill Publishing Company Ltd, New Delhi.	2020
3	Sandeep Goel	Financial Services	PHI Learning PrivateLimited, New Delhi	2014
4	Santhanam.B	Financial Services	MarghamPublishers Chennai	2014
5	Boominathan V.K	Financial Services	Sultan Chand Publishers, New Delhi	2014

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC206			Title	Batch:	2026-2029
				Programming Laboratory-II: Accounting Package Tally	Semester:	I1
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.			Credits:	02

Course Objective

To enable the students to gain adequate knowledge on Tally. It helps to know how to create vouchers, Cost categories and cost centers and preparation of final accounts.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To recollect the usage of computers and why tally is essential components in business and society.	PO10
CO2	To understand the importance of inventory status using Tally	PO10, PO3, PO4, PO5
CO3	To gain the technical knowledge on preparation of final accounts	PO10
CO4	To understand the method of preparation of stock summary	PO10
CO5	To attain knowledge on cost categories and cost center	PO10, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	1	-	-	-	1	3	1	-	-	-	1
CO2	3	1	3	2	2	1	-	-	1	3	1	-	-	-	1
CO3	3	2	3	3	3	2	1	1	1	3	1	1	-	1	1
CO4	3	1	3	2	2	1	-	-	1	3	1	-	-	-	1
CO5	3	2	3	3	3	2	1	1	1	3	1	1	-	1	1

3 Point Scale – 1,2,3

1. Company Creation & Alteration
2. Creating and Displaying Ledger
3. Voucher Creation
4. Voucher Alteration and Deletion
5. Final Accounts without Adjustments
6. Final Accounts with Adjustments
7. Inventory Information
8. Bank Reconciliation Statement
9. Creating and Displaying Godown summary
10. Bill wise Statement
11. Cost Categories and Cost Center

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC2S1			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.		SEC –I Banking Theory Law and Practice	Semester:	II
					Credits:	02

Course Objective

To enrich and enlighten the students knowledge about the ingredients of the banking sector.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the fundamentals of banking system.	PO1
CO2	To understand about various types of banks and its activities.	PO1
CO3	To implement Banking Regulation Act and its functions.	PO1, PO3, PO4, PO5, PO13
CO4	To analyze the role of recent developments of the modern banks in a globalised economic system.	PO1, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	1	1	1	-	-	-	1	1	-	-	-	-	1
CO2	3	2	2	2	2	1	-	-	1	1	-	-	-	-	1
CO3	3	2	2	3	2	1	-	1	1	1	-	-	2	1	1
CO4	3	2	3	3	3	2	1	1	2	2	1	1	2	1	2
CO5	3	1	1	1	1	-	-	-	1	1	-	-	-	-	1

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Indian Banking system Introduction: Meaning and Definition- Functions- Classifications of Banks- Commercial Banks and rural financing – Regional Rural Banks – Role of Co-operative banks in the Indian Banking scene. Development Banking – IDBI – ICICI.	6
Unit II	Banker and Customer – Definition – Relationship - Deposits: Savings Deposits, Current Deposits, Fixed Deposits - Loans And Advances: Principles of Sound Lending- Secured and Unsecured Loan-Bank customers – Minor, Married Women, Partnership Firm, Joint Stock Company.	6
Unit III	Banking Regulation Act 2049 - RBI constitution – Functions – Credit control measures.	6
Unit IV	Negotiable instrument Act 1881- Classifications -Cheques- Salient features of Cheque – Crossing-Special crossing, double crossing, who can Cross a Cheque- Opening of Crossing - Endorsement - <i>Kinds of Endorsement</i> .	6
Unit V	<i>Recent Developments in Banking</i> - E-Banking Meaning and definition- Mobile Banking, On-line Banking-Traditional Banking Vs E-Banking- Facets of E-Banking- Advantages and Disadvantages -E-Cheque - Electronic delivery channels (Debit Card, Credit Card etc).	6
	Total Contact Hrs	30

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC2S1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan & Gordon	Banking Theory Law and Practice	Himalaya Publications,Mumbai	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy & Appanniah,.	Banking Theory Law and Practice	Himalaya Publications, Mumbai	2019
2	Natarajan S & Parameswaran R ,	Indian Banking	S Chand Publications, New Delhi.	2017

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC307			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.		Object Oriented Programming with C++	Semester:	III
					Credits:	04

Course Objective

To promote the knowledge of OOPs Concepts with applications in business such as structure of C++, Array of Object, Inheritance and managing console I/O Operations through C++.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To keep in mind the various concepts of object-oriented programming.	PO1, PO10
CO2	To comprehend the procedures and associative of operators.	PO1, PO10, PO3, PO4, PO5
CO3	To execute the deterministic and in-deterministic loops.	PO1, PO10
CO4	To analyze the numerical methods and functions.	PO1, PO10
CO5	To evaluate the file stream operations in OOPs	PO1, PO10, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	1	-	-	-	1	3	1	-	-	-	1
CO2	3	1	3	2	2	1	-	-	1	3	1	-	-	-	1
CO3	3	1	3	3	3	2	-	-	1	3	1	-	-	1	1
CO4	3	1	3	3	3	2	1	-	2	3	1	1	-	1	1
CO5	3	2	3	3	3	2	1	1	2	3	1	1	-	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	C Programming Basic Concepts-Introduction to C- History of C- Applications of C- Features of C. OOPs, A New Paradigm – Evaluation of Programming Paradigm – Objects – Classes – Encapsulation and Data Abstraction – Inheritance – Dynamic Binding – Polymorphism – Message Communication – Popular OOPs Languages – Merits and Demerits of OOPs Methodology.	15
Unit II	Introduction to C++-Application Of C++ -Structure Of C++ Program-Tokens, Expression- Basic Data Types- Symbolic Constants-Declaring Data types- Reference Variables-Operator in C++-Scope Resolution Operator-Expressions And Implicit Conversions-Control Structures –Function in C++-Call By Reference-Call By Value-Inline Functions-Default Arguments- Constant Arguments-Classes And Objects-Defining Member Functions- Nesting Member Function-Private Member Function-Static Member Function.	15
Unit III	Array of Object – Friend Function – Returning Object – Constant Member Function – Pointed to Members – Constructors with Default Arguments – Copy Constructor – Dynamic Constructor – Destructor – Operator Overloading and Type Conversions – Rules for Operator Overloading – Function Overloading – Function Overloading with Arguments – Special Features of Function Overloading.	15
Unit IV	Inheritance – Single Inheritance – Types of Base Classes – Types of Derivation – Public – Private – Protected Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Polymorphism – Virtual Functions – Pure Virtual Function –Pointer to Derived Classes.(<i>Blended Mode</i>)	15
Unit V	Managing Console I/O Operations – C++ Streams – Stream Classes – Input stream- Output stream – f stream, if stream, of stream, file buff, istr stream, ostr stream – Unformatted I/O Operation – Classes for File Stream Operations – Opening and Closing a file.	15
	Total Contact Hrs	75

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balagurusamy. E	Object Oriented Programming with C++	Delhi: Tata McGraw Hill Publishing Company Ltd, Eighth Edition	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kamthane	Programming in C++	Pearson Education India Publication	2018
2	Mike Mcgrath	C++ Programming in Easy Steps	BPB Publishers	2017
3	Herbert Schildt	The Complete Reference C++ (4 th edition)	Tata McGraw Hill publishing Company Ltd	2017
4	Savitch Walter	Problem Solving with C++	Pearson Education India, Ninth Edition	2017
5	Yedidyah Langsam, Moshe J.Augenstein, Aaron M.Tenenbaum	Data Structures using C & C++	Pearson Education India. Second Edition.	2015

Course Designed by	Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC308			Title	Batch:	2026-2029
				Advanced Accounting	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	15		Credits:	04

Course Objective

This course emphasizing various aspects of accounting Partnership accounts and Company accounts.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To recollect the fundamentals of partnership.	PO1
CO2	To understand the admission and retirement of partnership accounts for critical thinking and problem solving.	PO1, PO3, PO4, PO5
CO3	To apply the adjustments in profit sharing ratio and methods valuation of goodwill.	PO1
CO4	To apply the knowledge of company accounts.	PO1
CO5	To analyze the companies final accounts and marginal of remuneration.	PO1, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	1	1	1	-	-	-	1	1	-	-	-	-	1
CO2	3	2	3	3	3	2	-	-	1	2	-	-	-	1	1
CO3	3	2	3	3	3	2	-	-	1	2	-	-	-	1	1
CO4	3	2	2	3	3	2	1	1	1	2	1	-	-	1	1
CO5	3	2	3	3	3	2	1	1	2	2	1	1	1	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Partnership Fundamentals: Meaning – Definition – Partnership deed – Interest on Capital, Drawings – Profit and Loss Appropriation Account – Partners capital Account (Fixed and Fluctuating capital Method).	18
Unit II	Admission of Partner: Adjustment in profit sharing Ratio – calculation of sacrificing Ratio – Goodwill – Methods of valuation of goodwill – treatment of Goodwill at the time of Admission.	18
Unit III	Retirement of Partner: Adjustment in profit Sharing Ratio – Calculation of Gaining ratio – distinction between Sacrificing ratio and Gaining ratio – treatment of Goodwill at the time of retirement – Revaluation of Assets and Liabilities settlement to the retiring partner.	18
Unit IV	Company Accounts – Issue of Shares – At Par, At Premium and At Discount	18
Unit V	Forfeiture of Shares and Re-Issue of Shares - Company Final Accounts (<i>Simple Problems only</i>)	18
	Total Contact Hrs	90

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book

26UEC308

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy T.S. and Murthy.A	Financial Accounting	Margham Publication, Chennai.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain .S.P and Narang.K.L	Advanced Accounting	Publishers,New,Delhi.	2018
2	Guptha.R.L and Radhaswamy M.	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2016
3	S.AnilKumar,V.Rajesh Kumar andB.Mariyappa	Advanced Accountancy	Himalaya Publishing House, New Delhi.	2016
4	M.C Shukla	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2014
5	T.S. Grewal	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2014

Course Designed by	Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.Com E-Commerce			Programme Title	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC3A1			Course Title	Batch:	2026 -2029
				GEII-Allied: E-Entrepreneurship and Business Ethics	Semester:	III
Lecture Hrs./Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

This course aims to develop students' entrepreneurial skills and ability to identify business opportunities. It also emphasizes applying ethical principles for responsible and sustainable business practices.

Course Outcomes (CO)

Students will be able to identify and develop entrepreneurial opportunities effectively.
They will also apply ethical principles to make responsible and sustainable business decisions.

CO Number	CO Statement	
CO1	Explain the fundamental concepts of E-Entrepreneurship and Business Ethics.	PO1, PO13
CO2	Describe various e-business models and ethical principles in digital business environments.	PO1, PO13
CO3	Apply entrepreneurial strategies and ethical decision-making in online business scenarios	PO1, PO8, PO13, PO3, PO4, PO5
CO4	Analyze ethical issues and challenges faced in E-Entrepreneurship practices.	PO1, PO13
CO5	Evaluate digital business practices and propose ethical solutions for sustainable e-ventures	PO1, PO8, PO13, PO3, PO4, PO5, PO6

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	2	2	1	1	-	-	1	2	2	1	1	3	1	1
CO2	3	2	3	2	2	1	-	2	2	2	1	1	3	1	1
CO3	3	2	3	3	3	2	1	3	2	2	1	1	3	2	2
CO4	3	2	3	3	3	2	1	2	3	2	1	1	3	2	2
CO5	3	3	3	3	3	3	2	3	3	2	2	2	3	3	3

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit-1	Meaning and scope of E-Entrepreneurship- Difference between traditional entrepreneurship and e-entrepreneurship-Importance and advantages of e-enterprises-Types of e-entrepreneurs-Opportunities in digital business-Challenges faced by e-entrepreneurs	15
Unit-2	E-business models — B2B, B2C, C2C, C2B-E-marketplaces and platforms-Online value creation and digital innovation-Role of internet, mobile technologies and cloud computing-Social media and e-commerce tools for business growth-E-entrepreneurship ecosystem in India	14
Unit-3	Idea generation using digital tools-Market research and competitor analysis online -Business planning and e-business model canvas-Online marketing strategies (SEO, SEM, SMO)-Website development and basic UI/UX principles-Digital payment systems and online security basics	15
Unit-4	Meaning and importance of business ethics-Ethical values and principles in digital business-Ethical issues in e-entrepreneurship(privacy, intellectual property, data security)-Corporate Social Responsibility (CSR) in digital age-Consumer protection and ethical advertising online-Trust, transparency and responsible business practices	16
Unit-5	Ethical decision-making in e-business-Regulatory frameworks for online business -Cyber laws and e-commerce regulations-Case studies of ethical and unethical practices online-Emerging issues: AI ethics, data ethics in e-commerce -Sustainability and ethical leadership in digital ventures	15
	TotalContactHrs	75

Pedagogy and Assessment Methods:

PowerPoint, Presentations, Assignment and Brainstorming

Text Book

26UEC3A1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\ EDITION	YEAR OF PUBLICATION
1	Dr. Geetha M. Rajaram, Nikhila Murthy, Tabrez Pasha	<i>Entrepreneurship Development and Business Ethics</i>	Himalaya Publishing House, Latest Edition	2023

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\ EDITION	YEAR OF PUBLICATION
1	Biswa Mohana Jena	<i>Entrepreneurship Development and Business Ethics</i>	Himalaya Publishing House, Latest Edition	2022
2	P. Mary Jeyanthi, Niranjana Rajpurohit	Business Management and Ethics: Insights from Indian Etho	Emerald Publishing Ltd., 1st Edition	2025
3	A.C. Fernando, E.K. Satheesh, K.P. Muralidheeran	<i>Business Ethics: Code of Conduct for Managers</i>	Rupa Publications, 1st Edition	2025

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.Com E-Commerce			Programme Title	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC3A2			Course Title	Batch:	2026 -2029
Lecture Hrs./Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	GEII-Allied: Operations Research	Semester:	III
					Credits:	4

Course Objective

To enable the students to apply the mathematical knowledge to solve there a life business problems

Course Outcomes (CO)

On the successful complete on of the course, students will be able to

CO Number	CO Statement	
CO1	Remember the basic concepts in Operations Research	PO1, PO3, PO4, PO5
CO2	Understand the concepts of decision-making theory	
CO3	Apply the knowledge of Queueing theory in solving business problems	PO6
CO4	Analyse the information which helps to improve the ability of decision taking	PO6
CO5	Evaluate the concepts of inventory to solve the business problems	PO6

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	1	-	-	-	-	1
CO2	3	1	3	2	3	1	-	-	1	1	-	-	-	-	1
CO3	3	1	3	3	3	2	-	1	1	2	1	-	-	1	1
CO4	3	2	3	3	3	2	1	1	2	2	1	1	-	1	2
CO5	3	2	3	3	3	3	1	1	2	2	1	1	-	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit-1	Basics–Definition–Characteristics-Scientificmethods–Necessaryofoperation research in Industry – Scope of operation research in Modern Management – Uses and limitations of operation research	15
Unit-2	DecisionMaking–DecisionMakingenvironment–Decisionsunderuncertainty– Decision under risk – Decision – Tree Analysis (Theory only)	14
Unit-3	QueueingTheory–Introduction–Queueingsystem–CharacteristicsofQueueing system–Symbols and Notations–Classifications of queues (Theory only)	15
Unit-4	InformationTheory:Introduction-AmeasureofInformation-AxiomaticApproach toInformation-Entropy-Theexpectedinformation-Somepropertiesofentropy function-Joint and conditional entropies	16
Unit-5	Inventorycontrol–Typesofinventories–Inventorycosts–EOQProblemwithno shortages – Production problem with no shortages.	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

PowerPoint Presentations, Assignment and Brainstorming

Text Book

26UEC3A2

S.NO	AUTHOR	TITLEOFTHE BOOK	PUBLISHERS\ EDITION	YEAR OF PUBLICATION
1	P.K. Gupta & D.S. Hira	ProblemsinOperations Research	NewDelhi:S.Chand& Company Ltd.,	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\ EDITION	YEAR OF PUBLICATION
1	Vittal P.R & V. Malini	Operations Research	1 st Edition, Chennai, Margham Publications	2012
2	Kanti Swarup, P.K. Gupta & Manmohan	Problems in Operations Research	12 th Edition, New Delhi, S. Chand & Sons	2019
3	Paneerselvam. R	Operations Research	2 nd Edition, New Delhi, Prentice Hall of India Pvt., Ltd.,	2016

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC309			Title	Batch:	2026-2029
				Programming Laboratory: III: Object Oriented Programming with C++	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.			Credits:	02

Course Objective

To equip the students to understand how C++ improves C with object-oriented features

To understand the concept of data abstraction and encapsulation.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the C language and OOPS concepts	PO1, PO10
CO2	To understand the various member function operations	PO1, PO10, PO3, PO4, PO5
CO3	To apply the object-oriented programming in various real-life situations.	PO1, PO10
CO4	To analyze the quality techniques in terms of experience.	PO1, PO10
CO5	To evaluate the functions and concepts in object-oriented programming.	PO1, PO10, PO3, PO4, PO5

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	1	-	-	-	1	3	1	-	-	-	1
CO2	3	1	3	2	2	1	-	-	1	3	1	-	-	-	1
CO3	3	2	3	3	3	2	1	1	1	3	1	1	-	1	1
CO4	3	1	3	3	3	2	1	-	2	3	1	1	-	1	1
CO5	3	2	3	3	3	2	1	1	2	3	1	1	-	1	2

3 Point Scale – 1,2,3

1. Write a program to display the “Sum of two numbers”.
2. Write a program to display the “Default Argument”.
3. Write a program to display the “Calculating of Class Object”.
4. Write a program to display the “Counting the number of Vowels in given String”.
5. Write a program to display the “Constructor with Destructor”.
6. Write a program to display the “Call by Reference”.
7. Write a program to display the “Inline Function”.
8. Write a program to display the “Nesting Member Function”.
9. Write a program to display the “Array of an Object”.
10. Write a program to display the “Operator Overloading”.
11. Write a program to display “Friend Function”.
12. Write a program to display the “Calculating of Class Object”

Course Designed by	Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC3N1			Title	Batch:	2026 - 2027
				Extra Departmental Course (EDC):	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.		E-Commerce Security and Digital Crime Prevention	Credits:	01

Course Objectives

Enable students to understand the fundamental concepts of E-Commerce security and the nature of digital threats affecting online business environments.

Course Outcomes

On the successful completion of the course, students will be able to demonstrate knowledge of various types of cybercrimes, frauds, and vulnerabilities associated with e-commerce transactions and digital platforms.

CO Number	CO Statement	
CO1	To remember the fundamental concepts and importance of security in E-Commerce.	PO1, PO10
CO2	To understand various types of cybercrimes, frauds and vulnerabilities in digital platforms.	PO1, PO10, PO3, PO4, PO5
CO3	To apply appropriate security tools and techniques to protect e-commerce systems.	PO1, PO10
CO4	To analyze security incidents, identify risks, and recommend preventive measures in digital environments.	PO1, PO10, PO3, PO4, PO5
CO5	To understand legal frameworks, cyber laws and ethical practices related to digital crime prevention.	PO1, PO10, PO13

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO2	3	1	3	2	3	1	-	-	1	3	1	-	-	-	1
CO3	3	2	3	3	3	2	1	1	1	3	1	1	-	1	1
CO4	3	2	3	3	3	2	1	1	2	3	1	1	-	1	2
CO5	3	2	2	2	2	2	1	1	2	3	1	1	3	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Evolution of electronic commerce - Meaning - Definitions – Importance - Difference between E-Commerce and E-Business - Evolution from traditional commerce to digital commerce - Current trends in online business.	3
Unit II	Meaning and importance of security in electronic commerce - Importance for e-commerce protection – Technical Threats - Non-Technical Threats - Security Issues in E-Commerce Transactions.	3
Unit III	Meaning and Definition of digital crime - Cybercrimes affecting online business - Financial frauds: Credit card fraud, UPI/payment fraud - E-commerce platform frauds - Online scams and consumer frauds.	3
Unit IV	Organizational security policies - Access control and password policies - Principles of secure transactions - Protects customer privacy and sensitive data - Prevents financial loss and fraud.	3
Unit V	Digital crime - Types of Digital Crimes - Need for Digital Crime Prevention - Principles of Digital Crime Prevention - Digital Crime Prevention Techniques - Legal Support for Digital Crime Prevention.	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC3N1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajiv Kapoor	Cyber Laws: Comprehensive Guide on Internet Security & Cyber Crimes	Dreamtech Press, 1st Edition	2018

Reference Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajiv Kapoor	Cyber Laws: Comprehensive Guide on Internet Security & Cyber Crimes	Dreamtech Press, 1st Edition	2018
2	P. W. Singer & Allan Friedman (Indian Edition)	Cybersecurity and Cyberwar: What Everyone Needs to Know	Oxford University Press (India Edition)	2021

Course Designed by	Dr.M.V.Sathiyabama Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC3N2			Title	Batch:	2026-2029
				Extra Department al Course (EDC): E-Banking	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.			Credits:	01

Course Objective

To enhance students knowledge about the computer technology in banks.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To keep in mind the computer technology used in banks.	PO1, PO10
CO2	To get an idea to differentiate traditional banking and e-banking.	PO1, PO10, PO3, PO4, PO5
CO3	To apply electronic funds transfer in business.	PO1, PO10
CO4	To analyze the security considerations in internet banking.	PO1, PO10, PO3, PO4, PO5, PO13
CO5	To understand the wallet application	PO1, PO10

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	1	-	-	-	1	3	1	-	-	-	1
CO2	3	2	3	2	2	1	-	-	1	3	1	-	-	-	1
CO3	3	2	3	3	3	2	1	1	1	3	1	1	-	1	1
CO4	3	2	3	3	3	2	1	1	2	3	1	1	3	1	2
CO5	3	2	2	2	2	1	1	1	1	3	1	1	2	1	1

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Technology in Banking – Need for innovation in banking – Benefits – Issues involved in technology – orientation of banks.	6
Unit II	Computer technology in banks: Brief history of computers of early computers – Generations of computers – Uses of computers.	6
Unit III	Software: Need for software – What is software? Types of software – wallet application. (Blended Mode)	6
Unit IV	Technology based products in banking – ATMs – Home Banking MICR cheques Electronic Funds Transfer (EFTs)	6
Unit V	Internet Banking – Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services – Security considerations.	6
	Total Contact Hrs	30

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC3N2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Abha Singh	E-banking	ABD Publishers New Delhi	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan & Gordon	Banking Theory Law and Practice	Himalaya Publications, Mumbai.	2020
2	Gurusamy S	Banking Theory Law and Practice	(3rdEdition) Vijay Nicole Imprints Private Ltd. Chennai	2019
3	Reddy &Appanniah.	Banking Theory Law and Practice ,	Himalaya Publications, Mumbai	2018
4	Reddy &Appanniah	Banking Theory Law and Practice	Himalaya Publications, Mumbai.	2018
5	Maheswari S.N	Banking Theory Law and Practice.	(5th Edition). Vikas Publishing House Pvt. Ltd. Chennai	2018

Course Designed by	Dr.M.V.Sathiyabama Dr.N.Ponsabariraj	
Verified by HoD	Dr.M.V.Sathiyabama	
Approved by Chairman Academic Council	Dr.R.Manickachezian	

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC3VA			Title	Batch:	2026-2029
				Value Added Course: Essentials of Digital Marketing	Semester:	III
Lecture Hrs	30	Tutorial Hrs./Sem.	3		Credits:	Grade

Course Objective

To gain a comprehensive understanding of the core concepts, tools, and strategies in digital marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To Identify different digital marketing channels and platforms.	PO1, PO10
CO2	To Explain the fundamental principles and strategies of digital marketing.	PO1, PO10
CO3	To Apply principles of effective content creation and distribution to various digital channels.	PO1, PO10, PO3, PO4, PO5, PO2
CO4	To Analyze case studies or real-world examples to identify successful digital marketing strategies and tactics.	PO1, PO10
CO5	To Critically assess the effectiveness of digital marketing campaigns and strategies.	PO1, PO10, PO3, PO4, PO5, PO2

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	2	2	1	1	-	-	1	1	3	1	-	-	-	1
CO2	3	2	3	2	2	1	-	2	1	3	1	-	-	1	1
CO3	3	3	3	3	3	2	1	3	1	3	1	1	-	1	1
CO4	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO5	3	3	3	3	3	3	2	3	3	3	2	2	1	2	3

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introduction to Digital Marketing Digital marketing – Meaning, Definition, Objectives-Importance of digital marketing - Difference between traditional and digital marketing - recent trends and current scenario of the industry - digital marketing tools -digital marketing to increase salescompetitive analysis -Case studies on digital marketing strategies. Website Planning and Creation-website tool to generate leads, increase their credibility among consumers – Basic structure of a website – commercial websites –personal website and Blogs.	10
Unit II	Search Engine Optimisation (SEO) and Social Media Marketing Search Engine Optimisation - Objectives, Functions, Advantages- Problems - SEM activities via Google Ads platform - search volume, cost-per- click (CPC), customer lifetime value (CLV) and other such metrics - ad copy, URL, ad description and call-to-action (CTA). Social Media Marketing (SMM) – Need & Importance - social media strategies on platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Google+, Snapchat and TikTok - Ccost-Per-Click (CPC), Cost-Per-View (CPV), CostPer-Impression (CPM) .	10
Unit III	Digital Media Planning and Buying Media Planning – Meaning, importance- Steps in Media Planning- Digital Media – Types, Uses- Selection of appropriate Media- Media Audit- cost-per-install (CPI), costper-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc. - platformbased Ad space, and media planning and budgeting. Web Remarketing - Web Remarketing - Remarketing process – Need and Importance, Advantages -remarketing and remarketing list.	10
	Total Contact Hrs	30

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC3VA**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	DeLadurantey, R., & Barlow, J.	Digital Marketing for Dummies	John Wiley & Sons, Hoboken, New Jersey, USA	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Simon Kingsnorth	Digital Marketing Strategy: An Integrated Approach to Online Marketing	Kogan Page, London	2022
2	Self-Learning Management Series	Digital Marketing Essentials You Always Wanted to Know	Vibrant Publishers,Broomfield, Colorado, USA	2020
3	Vandana Ahuja	Digital Marketing	Oxford University. Press, <i>New Delhi</i> (India edition)	2020

Course Designed by	Dr.T.Kiruthika Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC410			Title	Batch:	2025 – 2028
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.		Research Methodology for Social Sciences	Semester:	IV
					Credits:	04

Course Objective

To enable students to develop basic research skills for enhancing their project preparation.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the basic principles of research skills and ethics for effective project preparation.	PO1, PO13
CO2	To understand the concepts, objectives and methodologies of experimental research and survey research	PO1, PO6
CO3	To understand the practical exposure in data coding and obtaining results using software.	PO1, PO3, PO4, PO5, PO10
CO4	To apply various data collection methods and develop questionnaires and instruments.	PO1
CO5	To analyze various sampling methods to obtain accurate results on recent topics that will be relevant to future projects.	PO1, PO3, PO4, PO5, PO6

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	2	2	1	2	2	-	-	2	2	1	-	3	1	1
CO2	3	2	3	2	3	3	-	-	2	2	1	-	2	1	1
CO3	3	2	3	3	3	3	1	1	2	3	1	1	-	1	1
CO4	3	2	3	3	3	3	1	1	2	2	1	1	1	1	2
CO5	3	2	3	3	3	3	1	1	3	2	1	1	1	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introduction: Introduction Meaning, objectives and motivations in research, Characteristics and limitations of research – Components of research work - Criteria of good research, Research process – Types of Research.	12
Unit II	Research Design: Research Design Research Design – definition – essentials and types of research design – Research problem: Selecting and analyzing the research problem – problem statement formulation – formulation of hypothesis. Literature review: purpose, sources and importance - literature review procedure - Formulation of the research objectives.	12
Unit III	Measurement Scaling and Sampling: Variables in Research – Measurement and scaling – Different scales - Validity and Reliability of instrument. Data Collection methods – primary and secondary data – Construction of questionnaire and instrument – Sample size determination - Sample design and sampling techniques.	12
Unit IV	Computer Application and Data Analysis: Software Application in research Analysis - SPSS Package - Processing of Data: Editing of Data – Coding of Data – Data view purpose – Variable view purpose.	12
Unit V	Report Writing and Related Techniques: Research report – Different types – Contents of report –chaptalization – contents of chapters – report writing – Layout of the Research Report – Precaution for Writing Research Reports – final proof – Ethical issues in research: Code of Ethics in Research – Ethics and Research Process – Importance of Ethics in Research.	12
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book**26UEC410**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kothari, C.R.,	Research methodology: Methods and techniques	New Age International, New Delhi	2023

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cooper, D.R., Schindler, P.S. and Sun, J.	Business research methods	McGraw Hill Education, New York, USA	2024
2	Creswell, J.W. and Creswell, J.D.	Research design: Qualitative, quantitative, and mixed methods approaches.	Sage publications, USA	2017
3	Krishnaswamy, K.N.	Management Research Methodology: Integration of Principles, Methods and Techniques.	Pearson Education India, New Delhi	2016
4	Sekaran, U. and Bougie, R.	Research methods for business: A skill building approach.	John Wiley & Sons, West Sussex, UK	2017

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC411			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Cost Accounting	Semester:	IV
					Credits:	04

Course Objective

This course aims to enlighten the students about conceptual framework of cost accounting.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To keep in mind the basic concepts and principles of cost accounting.	PO1
CO2	To provide knowledge to study the effective control of cost.	PO5
CO3	To apply various methods of labour wage payment	PO5
CO4	To gain knowledge on classification of overheads	
CO5	To analyze the process costing and treatment of normal loss, abnormal loss and gain.	PO5

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

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	1	1	2	-	-	-	1	1	-	-	-	-	1
CO2	3	1	2	2	3	1	-	-	1	1	-	-	-	-	1
CO3	3	2	2	3	3	1	-	-	1	1	-	-	-	1	1
CO4	3	1	2	2	2	1	-	-	1	1	-	-	-	-	1
CO5	3	2	3	3	3	2	1	1	2	2	1	1	1	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Cost Accounting – Definition, Meaning, Objectives & Scope – Relationship of Cost Accounting with Financial Accounting and Management Accounting – Methods of Costing– Elements of Cost, Preparation of Cost Sheet and Tender(Simple problems only) – Costing as an Aid to Management – Limitations of Cost Accounting	15
Unit II	Materials – Meaning – Techniques of material control – Level setting: Reorder, Minimum & Maximum level – EOQ – Methods of Valuing Materials – FIFO - LIFO – Simple & Weighted average cost method.	15
Unit III	Labour – methods of remuneration – Time rate system – Piece rate system– Straight piece rate, Taylor piece rate, Merricks multiple piece rate systems – Premium & Bonus plan – Halsey and Rowan plan – Comparison between Halsey & Rowan plan.	15
Unit IV	Overheads – Classification on the basis of elements - Basis of Behaviour – Basis of function– Allocation & Apportionment – Methods of Absorption – Direct material cost, Prime cost, Direct labour, Direct labour hour, Machine hour rate methods.	15
Unit V	Process costing – Characteristics – Importance – Limitations of Process costing - Treatment of normal loss, abnormal loss & abnormal gain (simple problems only)	15
	Total Contact Hrs	75

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book

26UEC411

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain. S.P & Narang. K.C	Cost Accounting	Kalyani Publishers, Chennai	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kalpesh Ashar	Cost Accounting and Management	Vibrant Publishers	2019
2	Dr.S.N.Maheshwari	Cost Accounting and Management accounting	Sultan Chand & Sons Publishers, New Delhi.	2016
3	Jain.S.P and Narang	Advance Cost and Management accounting	Chennai,Kalyani publishers.	2015
4	Chan. M.Y & Jain. P.K,	Cost Account and Financial Management	Tata MC Graw hill education private Ltd, Newdelhi.	2015
5	Pillai. R.S.N & Bagavathi	Cost Accounting	SAP (Student Aid Publications)	2015

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC4A1			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	15	Business Mathematics and Statistics	Semester:	IV
					Credits:	04

Course Objective

To enable students to understand the applications of business mathematics in business decision

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To keep in mind how to arrive logical conclusions to common business maths problems.	PO1
CO2	To understand the problem in the area of business finance and matrix.	PO1, PO3, PO4, PO5
CO3	To implement appropriate statistical methods in various data analysis problems.	PO1, PO3, PO4, PO5
CO4	To understand the concept of Index numbers.	PO1
CO5	To analyze mathematical concepts that are foundational in business mathematics, including functions and their mappings, linear systems and their solutions, and descriptive statistics and their applications.	PO1, PO3, PO4, PO5

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	2	3	1	-	-	1	1	-	-	-	-	1
CO2	3	1	3	2	3	1	-	-	1	1	-	-	-	-	1
CO3	3	1	3	3	3	2	-	1	1	2	1	-	-	1	1
CO4	3	1	2	2	2	1	-	-	1	1	-	-	-	-	1
CO5	3	2	3	3	3	2	1	1	2	2	1	1	-	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Mathematics of finance: Simple Interest - Compound Interest –Depreciation.	18
Unit II	Matrix Algebra –Addition, Subtraction & Multiplication of matrix – Rank of a matrix – inverse of matrix; Determinants and solution of simultaneous linear equations - Application to business.	18
Unit III	Meaning and Scope of Statistics - Characteristics and Limitation - Measures of central tendency – Mean, Median, Mode, Geometric mean, Harmonic mean. Measures of Dispersion – Range, Quartile deviation, Standard deviation & Mean Deviation.	18
Unit IV	Correlation: Simple correlation – Interpretation of coefficient of correlation- Coefficient of concurrent deviation- Ranking methods of correlation.	18
Unit V	Index numbers (Price index only) – Method of consumption – Wholesale and Cost of living indices, weighted index number – Lasperes Method, Paasches Method, Fishers Ideal Index (excluding tests of adequacy of index number formulae).	18
	Total Contact Hrs	90

Pedagogy

Digital Presentation Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

26UEC4A1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navanitham.P.A	Business mathematics & Statistics	Jai Publishers, Thiruchy	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Asim Kumar Manna	Business Mathematics and Statistics	McGraw Hill Education	2019
2	J.K. Sharma	Business Mathematics	Dream tech Press	2019
3	Dr.S.M. Shukla	Business Mathematics	Shahithya Bhavan Publications	2019
4	Ranganath G K, Sampangiram C S and Rajaram Y	Text Book of Business Mathematics	Himalaya Publishing House	2019
5	Rangaraj G., Mallieswari R. and Rema V.	Business Mathematics	Cengage Learning India Pvt. Ltd.	2019

Course Designed by	Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC4A2			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	15	Supply Chain Management	Semester:	IV
					Credits:	04

Course Objective

To understand the importance and key issues of supply chain management

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	Recall the importance of supply chain management in the modern times	PO1
CO2	Understand the various strategies in supply chain management	PO1, PO3, PO4, PO5
CO3	Critiquing the concept of retailer supplier partnership	PO1
CO4	Analyze the process of procurement, outsourcing and e-procurement	PO1, PO10
CO5	Apply innovative ideas about smart pricing strategies and measuring customer values	PO1, PO3, PO4, PO5, PO10, PO2

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	1	-	-	-	-	1
CO2	3	2	3	2	3	1	-	1	1	2	1	-	-	1	1
CO3	3	2	3	3	3	2	1	1	2	2	1	-	-	1	1
CO4	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO5	3	3	3	3	3	2	1	3	2	3	1	1	-	2	2

Units	Content	Hrs
Unit I	Supply Chain Management – Global Optimization – importance – key issues – Inventory management–economic-lot size model. Supply contracts centralized vs decentralized system	18
Unit II	Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry– retail industry– distribution strategies	18
Unit III	Strategic Alliances: Framework for strategic alliances–3PL–meritsand demerits–retailer –supplier partnership– advantages and disadvantages of RSP– distributor Integration	18
Unit IV	Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision– e-procurement– frame work of e-procurement	18
Unit V	Dimension of customer Value–conformance of requirement –product selection –price and brand–value added services–strategic pricing–smart pricing–customer value measures	18
	Total Contact Hrs	90

Pedagogy

Digital Presentation Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

26UEC4A2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rushton,A.,Oxley,J&Croucher,P	Handbook of Logistics and Distribution Management.	Kogan Page	2ndEdition,2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.B. Handfield and E.L. Nochols, ,	Introduction to Supply Chain Management	Prentice Hall	1999
2	Sunil Chopra and Peter Meindel.	Supply Chain Management: Strategy,Planning,and Operation	Prentice Hall of India	2002

Course Designed by	Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	25UEC412			Title	Batch:	2025 - 202
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.		Programming Lab.-IV: Statistical with Research Package	Semester:	IV
					Credits:	02

Course Objective

To develop a statistical package to assist students' projects and apply technical tools to obtain relevant results.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember how to create a basic dataset using both data view and variable view.	PO10
CO2	To understand the basic options for running statistical analysis step by step.	PO10, PO3, PO4, PO5
CO3	To apply technical tools to obtain relevant results from the dataset.	PO10, PO6
CO4	To apply tools to compare independent and dependent variables.	PO10
CO5	To analyze students' project datasets using a statistical package.	PO10, PO6, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	1	-	-	1	3	1	-	-	-	1
CO2	3	1	3	2	3	2	-	-	1	3	1	-	-	-	1
CO3	3	2	3	3	3	3	1	1	2	3	1	1	-	1	1
CO4	3	2	3	3	3	3	1	1	2	3	1	1	-	1	1
CO5	3	2	3	3	3	3	1	2	3	3	2	1	-	1	2

3 Point Scale – 1,2,3

1. To create a dataset in the Data View and Variable View.
2. To identify and address missing values in the dataset.
3. To perform percentage analysis on the demographic dataset.
4. To calculate descriptive statistics for the dataset.
5. To conduct a Chi-Square test between two datasets.
6. To perform an independent sample t-test on the respondent dataset.
7. To apply a paired sample t-test for pre- and post-impact analysis.
8. To analyze the relationship between two variables using ANOVA.
9. To determine the relationship between two variables using correlation analysis.
10. To calculate the Spearman Rank Correlation to measure the relationship between independent and dependent variables.
11. To perform regression analysis to measure the impact of variables.

Course Designed by	Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC4S1			Title	Batch:	2026-2029
				SEC II:	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.		Introduction to Information Technology	Credits:	02

Course Objective

To develop an understanding of hardware and software computer system and to know about components of computers and its application

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	Understand the hardware and software Information Systems.	PO1, PO10
CO2	Recall the different types of computer system and networking	PO1, PO10
CO3	Gain knowledge about components of computers	PO1, PO10
CO4	Describe the operating systems and mobile computers	PO1, PO10, PO2
CO5	Understand the System analysis and design, management information system-decision support systems-expert system	PO1, PO10, PO3, PO4, PO5, PO2

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO2	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO3	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO4	3	2	2	2	2	1	-	-	1	3	1	-	-	1	1
CO5	3	2	3	3	3	2	1	1	2	3	1	1	-	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Hardware and software: computer systems ,importance of computers in business, data and information, data processing ,data storage and data retrieval capabilities ,computer application sin various areas of business computer related jobs in business.	6
Unit II	Types of computer systems Micro, mini, mainframe and super computers. Analog, digital and Hybird computers, business and Scientific computer systems, First, second ,third and fourth generation computers, Laptopor notebook computers, data processing systems- batch, online and Real time system. Time sharing, multiprogramming and multiprocessing systems. Networkings :Local and wide area networks.	6
Unit III	Components of computer input output and storage devices ,software: system software and application software: Programming language- machine language-assembly language ,higher level languages. Flow chart and programme flow charts. Step sin developing a computer programme.	6
Unit IV	Operating systems: Dos, windows, UNIX, windoms NT, windoms98 – E- Commerce. Internet- Extranet Emailand its uses- world wide web sites – mobile computers.	6
Unit V	System analysis and design, computer based information systems- Transaction processing office automation- management information system- decision support systems-expert system	6
	Total Contact Hrs	30

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC4S1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Parameswaran.R, Sarvana Kumar, Jayalakshi. T	A Text book of Information Technology	S.Chand Group, New Delhi	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House New Delhi.	2020
2	CSV Murthy	E-Commerce – Concepts, Models Strategies	Himalaya Publishing House, 1st Edition	2019
3	Chaffey.D	E- Business and E-commerce	3rd Edition, Pearson,	2018
4	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, New Delhi.	2014
5	Daniel Minoli & Emma Minoli	Web Commerce Technology Handbook ,	Tata McGraw Hill Publishing, New Delhi.	2012

Course Designed by	Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	UEC			ProgrammeTitle:	B.A., / B.Sc., / B. Com.,	
CourseCode:	26UEC4S2			Title	Batch:	2026-2029
				SEC II: Naan Mudhalvan: Aptitude for placement	Semester:	IV
LectureHrs./Week or PracticalHrs./Week	2	Tutorial Hrs./Sem.			Credits:	2

Course Objective

- To enable the students to refine their mathematical, logical, and analytical skills.
- The student will be able to answer real-life simple problems by using HCF and LCM.
- The student is able to apply the correct sequence of operations to find out the value of a given mathematical expression.
- The student will be able to solve the problem involving square roots, cube roots, and average.
- To make them prepare for various public and private sector exams and placement drives.
- To understand the functions of tableau for data process and deploy dashboard.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To have fundamental knowledge of Mathematics about problems of numbers using Mathematical formulae.	PO1, PO5
CO2	To understand the concepts of profit & loss related processing, simplification, etc.,	PO1
CO3	To apply the formulae to real time problems on probability, Areas of surfaces and apply data visualization tool for any data set.	PO1, PO3 & PO4, PO10
CO4	To analyze the problems solving related to Age, Time and Distance and Time and Work etc. To examine their employability skills.	PO1, PO5, PO3 & PO4

CO5	Use their logical thinking and analytical abilities to evaluate puzzle and decision making related questions from company specific and other competitive tests / To critically evaluate numerous possibilities related to puzzles. To develop their Competitive skills and improve the decision-making skills. To generate analytical reports and presentations using Data Interpretation.	PO1, PO8
-----	--	----------

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	2	3	1	-	1	1	1	-	-	-	-	1
CO2	3	1	2	2	3	1	-	1	1	1	-	-	-	-	1
CO3	3	2	3	3	3	2	1	2	2	2	1	1	-	1	1
CO4	3	1	3	3	3	2	-	1	2	1	-	-	-	-	1
CO5	2	2	2	2	2	1	1	3	2	1	1	1	1	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Numbers-HCF And LCM of Numbers-Decimal Fractions- Comparison of Fractions - Simplification- Square Root and Cube Roots – Average.	6
Unit II	Time and Work - Time and Distance – Mixtures or Allegations - Problems on Numbers - Problems on Ages –Percentage - Profits and Loss.	6
Unit III	Ratio and Proportion - Time and Work - Time and Distance - Simple Interest - Compound Interest - Area-Volume and Surface Area.	6
Unit IV	Permutation and Combination-Probability, Height and Distances-Boats and Streams-Odd Man Out & Series.	6
Unit V	Interpretation: Tabulation, Bar Graphs, Pie Chart, Line Charts.	6
	Total Contact Hrs	30

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods

Seminar, Quiz, Assignments, Group Task.

Text Book

26UEC4S2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	R.S. Aggarwal	Quantitative Aptitude for Competitive Examinations	S.Chand & Company Ltd., New Delhi.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \EDITION	YEAR OF PUBLICATION
1	Dinesh Khattar	The Pearson Guide to Quantitative Aptitude for Competitive Examinations	Pearson's Publications, New Delhi. 2 nd Edition	2013
2	Praveen R.V	Quantitative Aptitude and Reasoning	PHI Learning Pvt. Ltd., New Delhi. 3 rd Edition.	2016
3	Rajesh Varma	Fast Track Objective Arithmetic	Arihant Publications India Limited, New Delhi	2018
4	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	McGraw Hill Education (India) Private Limited. 7 th Edition	2020
5	Sarvesh K Verma	Quantitative Aptitude Quantum CAT	Arihant Publications India Limited, New Delhi; Twelve edition	2022

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC4N1			Title	Batch:	2026 - 2027
				Extra Departmental Course (EDC- I): Advanced Cyber Forensics in E-Commerce Systems	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.			Credits:	01

Course Objectives

To provide an in-depth understanding of cyber forensics principles and enable students to understand the mechanisms of online frauds, data breaches, identity theft, and payment-related attacks. To learn appropriate prevention measures for issues affecting e-commerce transactions and digital marketplaces.

Course Outcomes

On the successful completion of the course, students will be able to evaluate and implement appropriate prevention and security measures to safeguard e-commerce systems from cyber threats.

CO Number	CO Statement	
CO1	To remember the fundamental concepts, meaning, definitions and importance of cyber forensics, and understand its role and types in the context of E-Commerce.	PO10
CO2	To understand various types of cybercrimes, digital evidence principles and forensic tools used in e-commerce investigations.	PO10
CO3	To apply appropriate forensic investigation techniques, including evidence identification, collection, preservation and use of investigative tools in e-commerce environments.	PO10, PO3, PO4, PO5, PO6
CO4	To analyze network, web, cloud, mobile, and payment gateway forensic cases, evaluate forensic findings, and recommend preventive or corrective measures.	PO10
CO5	To understand and evaluate digital crime detection approaches, forensic analysis techniques, fraud prevention strategies, and emerging challenges in e-commerce cyber forensics.	PO10, PO3, PO4, PO5, PO6, PO13

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	1	-	-	1	3	1	-	2	-	1
CO2	3	1	3	2	3	2	-	-	1	3	1	-	2	-	1
CO3	3	2	3	3	3	3	1	1	2	3	1	1	2	1	1
CO4	3	2	3	3	3	3	1	1	2	3	1	1	2	1	2
CO5	3	2	3	3	3	3	1	2	3	3	2	1	3	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Cyber forensics - Meaning - Definitions – Importance - Role of Cyber Forensics in E-Commerce - Types of Cyber Forensics Related to E-Commerce - Common Cybercrimes in E-Commerce.	3
Unit II	Digital Evidence in E-Commerce - importance of Digital Evidence in E-Commerce - Principles of Handling Digital Evidence – Cyber Forensic Tools Used in E-Commerce Investigations.	3
Unit III	Investigation Life Cycle - Identification of E-Commerce Attacks - Evidence Collection Techniques - Preservation and Chain of Custody - Tools for E-Commerce Investigations.	3
Unit IV	Network Forensics - Payment Gateway Forensics - Web Forensics - Cloud Forensics - Mobile Forensics in E-Commerce.	3
Unit V	Detecting Cybercrimes in E-Commerce - Forensic Analysis Techniques - Digital Crime Prevention Strategies - Fraud Prevention in E-Commerce - Future Challenges.	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC4N1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gaytri Gupta	A Textbook of Cyber Forensic Analytics	S. K. Kataria & Sons / 1st Edition	2023

Reference Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Keval Ukey	Cyber Forensic: A Legal Perspective of Data Protection and E-Commerce	Selective & Scientific Books / 1st Edition, India	2018
2	Dejeý & S. Murugan	Cyber Forensics	Oxford University Press India / 1st Edition, UK	2018

Course Designed by	Dr.M.V.Sathiyabama Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC4N2			Title	Batch:	2025-2028
				Extra Departmental	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.		Course (EDC- I): E-Commerce	Credits:	01

Course Objective

To enrich the students about the basics of E-Commerce

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To recollect the foundation of e-commerce.	PO1 & PO10
CO2	To understand about business models of e-marketing and advertising	PO1 & PO10
CO3	To implement intranet and extranet technology.	PO1 & PO10, PO3, PO4, PO5
CO4	To analyze the importance of electronic commerce on retailing system.	PO1 & PO10
CO5	To apply Business to Business model	PO1 & PO10, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO2	3	2	3	2	3	1	-	2	1	3	1	-	-	1	1
CO3	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO4	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO5	3	3	3	3	3	2	1	3	2	3	1	1	-	2	2

Units	Content	Hrs
Unit I	Foundation of electronic Commerce: - Definition and content of the field –Benefits and Limitations of EC Retailing in EC	6
Unit II	Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.	6
Unit III	Advertisement: Advertisement Methods – Advertisement Strategies –Push Technology and Intelligent – Online Catalogs.	6
Unit IV	Intranet and Extranet - Architecture of Intranet and Extranet- Applications of Intranet and Extranet.	6
Unit V	Business – to – Business Electronic Commerce: Characteristics of B2B EC- Model– Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace.	6
	Total Contact Hrs	30

Pedagogy

Digital Presentation Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC4N2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ravi Kalakota & Andrew B.Winston,	Frontiers of Electronic Commerce	Dorling Kindersley (India) Pvt Ltd.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House New Delhi.	2020
2	CSV Murthy	E-Commerce- Concepts, Models Strategies	Himalaya Publishing House, 1st Edition	2019
3	Chaffey.D	E- Business and E-commerce	Pearson 3rd Edition	2018
4	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, New Delhi.	2014
5	Daniel Minoli & Emma Minoli	Web Commerce Technology Handbook	Tata McGraw Hill Publishing, New Delhi.	2012

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC4VA			Title	Batch:	2026-2029
				Value Added Course:	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	30	Tutorial Hrs./Sem.	-	Introduction to Indian Knowledge System	Credits:	Grade

Course Objective

To enable the students to understand the concept of Indian Knowledge Systems (IKS) and emphasize its importance in preserving and disseminating indigenous knowledge.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To Understand the diverse paths of spirituality in Bhartiya culture, including Gyaan Marg, Bhakti Marg, Karm Marg, and Yog Marg, and recognize their significance in individual and collective spiritual growth.	PO1, PO12, PO13, PO9
CO2	To Evaluate the Bhartiya philosophy of life derived from Shashtras and analyze its implications for contemporary Bhartiya lifestyles, fostering a deeper understanding of the connection between spirituality and everyday life.	PO1, PO12, PO13, PO9
CO3	To Explain the concept of Indian Knowledge Systems (IKS) and recognize its importance in preserving and promoting indigenous knowledge, fostering a sense of cultural identity and pride.	PO1, PO12, PO13
CO4	To Demonstrate knowledge of various Indian knowledge systems, such as Ayurveda, Vedic sciences, Yoga, Vedanta, and Jyotish, and appreciate their contributions to human knowledge and well-being	PO1, PO12, PO13
CO5	Analyze the Bhartiya wisdom related to life sciences, including physics, chemistry, and botany, as described in ancient texts, and understand their relevance and potential applications in contemporary scientific research	PO1, PO12, PO13, PO9

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	2	1	1	1	-	1	-	3	1	1	2	3	1	2
CO2	3	2	2	2	2	1	1	-	3	1	1	3	3	1	2
CO3	3	2	1	1	1	1	1	-	2	1	1	3	3	1	2
CO4	3	2	1	1	1	1	1	-	2	1	1	3	3	1	2
CO5	3	2	2	2	2	2	1	-	3	1	1	3	3	1	3

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Spiritual Bharat and Introduction to IKS - Bhartiya Concept of Spirituality : Gyaan Marg, Bhakti Marg, Karm marg, Yog Marg - Bhartiya Spiritual Thinking Leading to Unity - Bhartiya Philosophy of Life Derived from Shashtras and its Implications for Bhartiya Life Style.	10
Unit II	Introduction to IKS and Its Importance - Introduction of Various Indian Knowledge Systems Contribution of IKS to the World - Bhartiya Contribution in Mathematics and Astronomy.	10
Unit III	Bhartiya Wisdom related to Life Science: Physics, Chemistry, Botany - Bhartiya Science of Architecture with reference to Lothal, Mohan Jo Daro, Dholavira, Temple Architecture	10
Total Contact Hrs		30

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book**26UEC4VA**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mahadevan, B., Bhat, Vinayak Rajat, Nagendra Pavana R.N.	Introduction to Indian Knowledge System: Concepts and Applications	Phi learning pvt. Ltd.	2022

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Radhakrishnan, S.	The Hindu View of Life	HarperCollins Publishers	1992
2	by <u>Buddhadev Chandra</u> (Author), <u>Sourav Ghosh</u> (Author)	Indian Knowledge System and Its Applications	Global Net Publication	2024

Online References :

- Indian Knowledge Systems Vol 1 <https://iks.iitgn.ac.in/wpcontent/uploads/2016/01/Indian-Knowledge-Systems-Kapil-Kapoor.pdf>
- Traditional Knowledge Systems of India <https://www.sanskritimagazine.com/india/traditional-knowledge-systems-ofindia/>

Course Designed by	Dr.M.V.Sathiyabama Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC513			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	8	Income Tax Law and Practice	Semester:	V
					Credits:	04

Course Objective

To enable the students to gain adequate knowledge on Business Taxation and familiarize the students with present tax system.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To keep in mind the basic concepts of income tax.	PO1
CO2	To understand the computation of income under various heads.	PO1, PO5
CO3	To apply the income related theories and practical's	PO1, PO3 & PO4
CO4	To analyze the deductions and exemptions in the income tax.	PO1, PO13
CO5	To analyze the various online tax filing system	PO1, PO5, PO3 & PO4, PO13

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	1	1	2	-	-	-	1	1	-	-	2	-	1
CO2	3	1	2	2	3	1	-	-	1	1	-	-	2	-	1
CO3	3	2	2	3	3	1	-	1	1	2	1	-	2	1	1
CO4	3	2	3	3	3	2	-	1	2	2	1	1	3	1	2
CO5	3	2	3	3	3	2	1	2	2	3	1	1	3	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Tax System in India – Definitions under Income Tax Act – Agricultural Income – Person –Assesses – Income – Gross Total Income – Total Income – Assessment Year – Previous Year– Residential Status – Scope of Total Income on the basis of residential status- Exempted income under section 10.	18
Unit II	Income from Salary – Computation of Income from Salary– Allowances – Perquisites - Profit in Lieu of Salary – Gratuity – Pension - Leave encashment - Retrenchment compensation - Deductions out of Gross Salary.	18
Unit III	Income from House Property– Annual Value Computation - Let out House and Self-Occupied House - Profits and Gains of Business or Profession – Computation of Profits and Gains of Business or Profession and Computation of Professional Income – Doctors, Chartered Accountant and Lawyer.	18
Unit IV	Capital Gains – Mode of Computation – Exemption -Short -term and long- term Capital Gain– Exempted Capital Gains. Income from Other Sources- General Income-Specific Income.	18
Unit V	Set off and Carry forward - Set off Losses - Exempted Income – debate of Tax - Theoretical aspects of reduction from the Gross Total Income- 80C to 80GG, 80QQB and 80U – e- filing - Concept of e-filing.	18
	Total Contact Hrs	90

Pedagogy

Flipped Class, Digital Presentation

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book**26UEC513**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gaur.V.P, Narang, Pujaghai.D.B, Rajeev Puri	Income Tax Law and Practice	Kalyani Publishers	2022

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Government of India	Income Tax	Edu Creation Publishers	2022
2	J.K.Lasser Institute	Income Tax 2022	Willey	2022
3	Taxmann	Income Tax Act	Taxmann	2020
4	Dr.T.S.Srinivasan&Dr.S.Mayilvaganan	Income Tax Law & Practice	Schitech Publications (India) Pvt Ltd, Chennai	2016
5	T.S Reddy &Y.Hari Prasad Reddy	Income Tax Law and Practice	Margham Publishers, Chennai.	2016

Course Designed by	Dr.T.Kiruthika Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC514			Title	Batch:	2026-2029
				Internet and Web Designing	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	4

Course Objective

To make the students expertise in Creating Web Page

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember fundamental tools and technologies for internet Service Feature.	PO1, PO10
CO2	To understand web Search Engine Function.	PO1, PO10
CO3	To understand Hypertext Mark-up Language (HTML) for designing a web page.	PO1, PO10, PO3, PO4, PO5
CO4	To apply various tags used to link an image, sound and video to a web page.	PO1, PO10
CO5	To analyze the forms and frames	PO1, PO10, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO2	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO3	3	2	3	2	3	1	-	1	1	3	1	-	-	1	1
CO4	3	2	3	3	3	1	1	2	2	3	1	1	-	1	2
CO5	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introduction to Internet – Internet Access/dialer - connection – Internet services features – TCP/IP Vs Shell Accounts – Configure the machine for TCP/IP Account – Configuring Shell Account – Telnet – (WWW) World Wide Web– Web Page – Hyper Text – HTML Tags – Net Surfing – Internet/Web Browsing – Browser – Internet Addressing – IP Address – Domain Name – Electronic Mail – Uniform Resource Locator (URL) – Internet Protocols- TCP/IP – FTP – HTTP –Telnet-Gopher – WAIS-Content Management System.	15
Unit II	Searching the Web – Web Index – Web Search Engine – Web Meta – Searcher Function – Search Engines – Meta Search Sites – Directories and Indexes – Specialized Directories – Electronic Mail(E- Mail) – E- Mail Message – Customizing E- Mail Programs – Managing Mails – Address Book – Signature Features – File Attachment Facility – Setting Priority – Advantages and Disadvantages of E-Mail.	15
Unit III	Introduction to HTML- HTML Code for the Web Page – Web Page Basics – Set up a Web Page – Display a Web Page in a Browser – Start a New Paragraph – Start a New Line – Insert Blank Spaces – Heading – Pre-format Text – Comment – Special Characters – Format Text – Emphasize – Superscript - Subscript – Font Style and Size Color – Ordered List – Unordered list – Nested list – Definition list – Images- Added Image – Background – Border– Wrap Text - Around an Image – Aligning the Image – Horizontal Role - Image List –Convert an Image to GIF or JPEG.	15
Unit IV	Links – Link to another Web – Link within a page - Link to an image – Link to an File – E- Mail Link- Link to an FTP Site – Change in color – Create Keyboard Shortcuts – Change the Tab Order – Tables – Create Table – Add a Border – Caption – Column Groups – Row Groups – Color- Background Images – Aligning Data – Size of the Table – Size of the cell – Span cells – Cell Spacing and Padding – Borders – Text Wrapping – Nested Wrapping – Nested Tables – Wrap Text around a Table.	15
Unit V	Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended video – video Consideration – internal Video – introduction to Forms – Set up the Form and reset button — Hidden File – Organize Form Elements – Label from Elements – introduction to Frames – hyper creative frame- frame consideration - Wide alternative information – Link to a Frame – Scroll Bars – Resizing Frames – Frame Borders – Frame Margins – Nested Frame sets – In line Frame.	15
	Total Contact Hrs	75

Pedagogy

Flipped Class, Digital Presentation Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book**26UEC514**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Thomas A Powell	The complete Reference HTML & CSS	Mc Graw Hill Publishers, London	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.Imtiyaz Hassan	Internet Technology and Web designing	Gold books India	2020
2	T.Balaji	Internet Technology and Web designing	T.Balaji	2020
3	Group ISRD	Internet Technology and Web designing	McGraw Education	2019
4	Eric Ladd, Jim O' Donnel	Using HTML 4, XML and JAVA	Prentice Hall of India QUE, Platinum Edition	2012
5	Ramesh Bangia	Web Technology (including HTML ,CSS,XML,ASP,JAVA)	Firewall Media	2008

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC515			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.		Modern Marketing	Semester:	V
					Credits:	04

Course Objective

To endow students with the knowledge of Marketing. To endure the concepts and conventions of Modern marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the modern marketing concepts	PO1
CO2	To understand the marketing strategy in achieving firm's goals	PO1, PO3, PO4, PO5
CO3	To implement and evaluate trends, changes and opportunities presented in the promotions field for product and service, consumer and industrial markets	PO1, PO2, PO8
CO4	To analyze the consumer rights and consumer exploitation	PO1, PO13
CO5	Explaining the emerging trends in marketing and the regulatory mechanisms	PO1, PO3, PO4, PO5, PO2, PO8, PO13

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	2	2	1	2	-	-	-	1	2	1	-	-	-	1
CO2	3	2	3	2	3	1	-	2	1	2	1	-	-	1	1
CO3	3	3	3	3	3	2	1	3	2	2	1	1	-	2	2
CO4	3	2	3	3	3	2	1	2	2	2	1	1	3	1	2
CO5	3	3	3	3	3	2	1	3	2	3	2	1	3	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Market – Marketing – Definition – Objectives and Importance of Marketing – Modern Marketing Concept – Global Marketing – Telemarketing –Recent Development in Marketing Concept – Marketing Functions - Career Opportunities in Marketing.	18
Unit II	Product Policy- Product Planning and Development - Product Life Cycle –Product Mix - Branding – Features – Types – Functions. Packaging – Features – Types – Advantages – Brand Name and Trademark.	18
Unit III	Pricing – Definition – Objectives –Factors affecting Price Determinations – Methods of Setting Prices – Cost – Demand and Competition - Pricing Policies and Strategies- Market Segmentation – Basis – Criteria – Benefits.	18
Unit IV	Sales Promotion – Objectives and Importance of Sales Promotion – Distribution Channels- Types of Channels – Factors affecting Choice of Distribution - Personal Selling – Advertising– Meaning – Objectives – Functions and Importance – Kinds of Media – Direct Marketing – Multi-level marketing.	18
Unit V	Marketing Ethics- Consumerism – Meaning – Evolution – Types of Exploitation – Consumer Rights –Laws protecting the consumer interest - Consumer Protection Act – Consumer Courts. E-marketing-traditional marketing vs. e-marketing - Internet marketing-e - advertising-new trends in internet marketing. (<i>Blended Mode</i>)	18
	Total Contact Hrs	90

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC515**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai R.S.N & Bagavathi	Modern Marketing Principles and Practice	New Delhi S. Chand& co PVLtd.	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajan Saxena	Marketing Management	Mcgraw Hill Publishing	2019
2	Dr.Rajan Nair	Marketing management	New Delhi, Sultan Chand & Son.	2017
3	PhilipKotler,	Principles of Marketing ,	New Delhi, Prentice Hall of India.	2017
4	William Stanton	Fundamentals of Marketing	Mcgraw Hill Publishing	2016
5	Pingali Venugopal	Marketing management	SAGE Publication, New Delhi.	2013

Course Designed by	Ms.B.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC5E1			Title	Batch:	2026-2029
				DSE: Information Security & E- Commerce Technology	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	4

Course Objective

To enable the students to understand the technology of e-Commerce for Business Application.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To understand the Components of communication systems	PO1, PO10
CO2	To remember the information security threats and how to overcome the threats	PO1, PO10, PO13
CO3	To apply knowledge on internet marketing and advertising.	PO1, PO10, PO3, PO4, PO5
CO4	To understand technology behind Mobile commerce	PO1, PO10
CO5	To analyze the various methods of Electronic Payment Systems	PO1, PO10, PO3, PO4, PO5, PO8

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO2	3	1	2	2	3	1	-	-	1	3	1	-	3	-	1
CO3	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO4	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO5	3	2	3	3	3	2	1	3	2	3	1	1	2	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Components of communication systems – Transmission Media – Protocol definition – Introduction to TCP/IP – wireless Network – Basics of internet – Types of attack : Phishing, spoofing, Impersonation, Dumpster diving – Information security goals- Information security threats –and vulnerability: Spoofing Identity, Tampering with data, Repudiation, Information disclosure, Denial of service, Elevation of Privilege.	18
Unit II	Authentication- Password management – E-Commerce security – windows security- Network security: Network intrusion detection and prevention systems – firewalls – software security – Web security: User authentication, authentication – secret and session management, Cross site scripting, Cross site forgery, SQL injection. Computer Forensics – Steganography.	18
Unit III	Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising. Internet Marketing- Internet marketing techniques. Electronic data interchange – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	18
Unit IV	M-Commerce – Introduction – Mobile Computing Applications – Advantages and Disadvantages. E-Learning - Role of E-Learning – Components of e-learning: CBT, WBT, Virtual Classroom – Barriers to e-Learning. E-Banking- Changing dynamics in e-banking-Advantages of e-banking-Limitations of e- banking-Transaction Processing.	18
Unit V	Electronic Payment Systems-Types-Digital -Smart Cards & Credit Card- risks involved in Electronic Payment Systems - Designing electronic payment system – Process of EPS. Supply Chain Management (SCM)- E-commerce Supply Chain Models - Inventory Management- Logistics and Distribution (<i>Blended Mode</i>)	18
	Total Contact Hrs	90

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC5E1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.Sushila Madan	E-Commerce	Scholar Tech Press	2020
2	Sanjeeb Kumar Dey	Introduction to E-Commerce	VK Global Publications Pvt. Ltd	2020
3	Parameswaran.R, Sarvana Kumar, Jayalakshi. T	A Text book of Information Technology	S.Chand Group, New Delhi	2014
4	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House, Newdelhi.	2014
5	Kamlesh K Bajaj and Debjani Nag	Electronic Commerce	Tata McGraw Hill Publishing Company Ltd, NewDelhi.	2012

Course Designed by	Ms.B.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC5E2			Title	Batch:	2026-2029
				Fundamentals of AI	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	4

Course Objective

To understand the foundational concepts and principles of Artificial Intelligence, identify and apply AI-based business tools, develop skills in using AI techniques for informed decision-making, and evaluate the ethical, legal, and social implications of AI systems.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the foundational concepts, types and history of Artificial Intelligence	PO1,
CO2	To understand the various AI techniques, system components, and their applications in business processes.	PO1, PO2
CO3	To apply AI tools to perform fundamental business tasks, including data analysis, report generation, and decision support.	PO1, PO2, PO3, PO4, PO5
CO4	To investigate AI applications in functional areas to identify trends and generate business insights	PO1
CO5	To apply knowledge of the ethical, legal, and social implications of AI implementation in business and recommend responsible usage strategy	PO1, PO2, PO3, PO4, PO5, PO6

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	2	2	1	2	-	-	-	1	2	1	-	-	-	1
CO2	3	3	3	2	3	1	-	2	1	2	1	-	-	1	1
CO3	3	3	3	3	3	2	1	3	2	2	1	1	-	2	2
CO4	3	2	3	3	3	2	1	2	2	2	1	1	-	1	2
CO5	3	3	3	3	3	3	1	3	3	2	2	1	1	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introduction to Artificial Intelligence Meaning and definition of AI - Evolution and history of AI - Components of AI system - Types of AI – Weak AI, Strong AI, General AI - Applications of AI in: Business, Banking, Education, Healthcare, Retail and Logistics, Advantages & limitations of AI	18
Unit II	AI in Digital Marketing Mix AI in Digital Marketing Mix - Evolution of digital advertising techniques - Role of AI in automating promotional decisions - Benefits of AI in campaign planning.	18
Unit III	AI in Business and Applications AI in Finance: Automated trading, Risk assessment, Fraud detection - AI in Marketing: Recommendation systems, Predictive analysis and Chatbots - AI in Human Resources: AI-enabled recruitment tools, Performance tracking AI-enabled supply chain & inventory	18
Unit IV	AI in Digital Advertising Introduction to AI and Advertising - Meaning and relevance of AI-driven advertisements - AI Tools for Advertising and Marketing - Content Creation and Campaign Automation - Ad Campaign Optimization and Analytics -	18
Unit V	Ethical, Legal and Social Implications of AI AI bias in decision making – Cyber security risks - Data privacy and GDPR basics - Ethical use of AI tools - AI laws and emerging policies - Sustainable AI applications - Future scope of AI in commerce.	18
	Total Contact Hrs	90

Pedagogy

Flipped Class, Digital Presentation Direct Instruction
--

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments, Group Task.

Text Book**26UEC5E2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N. P. Padhy; S. P. Simon; M. Senthil Kumar	Artificial Intelligence	Recent edition, published by OUP India	2025

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pavankumar Gura zada & Seema Gupta.	Artificial Intelligence in Business	Vikas Publishing; ISBN 9789370635883	2025
2	Saroj Kaushik	<i>Artificial Intelligence</i>	(2nd Edition) , India release edition	2022

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC5E3			Title	Batch:	2026-2029
				Services	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.		Marketing	Credits:	4

Course Objective

To expose the students on the field of real world of Service Marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the fundamentals of Service Marketing	PO1
CO2	To understand the service marketing mix and its growth	PO1, PO3, PO4, PO5
CO3	To understand the service quality in the area of service marketing	PO1
CO4	To apply the strategies of service marketing in the real world scenario	PO1, PO2, PO8
CO5	To analyze the marketing of financial services	PO1, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	2	2	1	2	-	-	-	1	2	1	-	-	-	1
CO2	3	2	3	2	3	1	-	2	1	2	1	-	-	1	1
CO3	3	2	3	2	3	2	-	2	2	2	1	1	1	1	1
CO4	3	3	3	3	3	2	1	3	2	2	1	1	1	2	2
CO5	3	2	3	3	3	2	1	2	2	2	1	1	2	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Services – Introduction – Meaning – Characteristics – Importance – Classification – Players in Service Sector - Service Sectors in Indian Economy – Components of Service Economy – Evolution and Growth of Service Sector	18

Unit II	Service Marketing System – Importance – Service Marketing Mix – Service Product Planning – Service Pricing Strategy – Service Distributions – Employees’ and Customers’ Role in Service Delivery– Service Promotion – Physical Evidence – Role of Technology in Service Marketing	18
Unit III	Service Quality – Understanding Customer Expectations and Perceptions – Measuring Service Quality – Gap Model of Service Quality – Service Quality Function Development – Service Quality Management – Quality Function Deployment for Services.	18
Unit IV	Services from Sector Perspective – Hospitality – Travel and Tourism – Financial Logistics – Educational - Entertainment – Healthcare and Medical – Telecom Services	18
Unit V	Marketing the Financial Services – Devising of Strategies in Financial Services – Marketing Mix – Education as Service – Marketing of Educational Services–Strategies for Educational Marketing.	18
	Total Contact Hrs	90

Pedagogy

Digital Presentation Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC5E3

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
-------------	---------------	--------------------------	---------------------------------	--------------------------------

1	R. Srinivasan	Services Marketing: The Indian Context	PHI Learning Private Ltd	2014
---	---------------	--	--------------------------	------

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Wirtz Jochen , Lovelock Christopher ,Chatterjee Jayanta	Services Marketing	Pearson	2018
2	Dr.Rajan Nair	Marketing Management	NewDelhi, Sultan Chand & Son.	2016
3	PhilipKotler	Principles of Marketing	New Delhi, Prentice Hall of India.	2014
4	William Stanton	Fundamentals of Marketing	Mcgraw Hill Publishing	2012
5	Pingali Venugopal	Marketing Management	SAGE Publication, New Delhi.	2010

Course Designed by	Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Course Objective

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC516			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.		Programming Laboratory – V : Internet and Web Designing	Semester:	V
					Credits:	02

To prepare the students for developing websites by using HTML

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember how to combine basic HTML elements to create Web pages.	PO1, PO10
CO2	To understand how to use HTML tags and attributes to design Web page appearance.	PO1, PO10
CO3	To remember the various HTML tags for creating different lists in a web page	PO1, PO10
CO4	To apply the various HTML tags for internal link and external link.	PO1, PO10, PO3, PO4, PO5
CO5	To create various HTML tags	PO1, PO10, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO2	3	2	2	2	2	1	-	1	1	3	1	-	-	1	1
CO3	3	1	2	1	2	-	-	-	1	3	1	-	-	-	1
CO4	3	2	3	3	3	1	1	2	2	3	1	1	-	1	2
CO5	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2

3 Point Scale – 1,2,3

1. Write a HTML code for designing a web page for system configuration.
2. Create a HTML to show the web page for the list of elements.
3. Design a HTML document to show a web page for semester paper title.
4. List out the names of software companies using Ordered List.
5. List out the Educational website using Unordered List.
6. Create a web page using Definition List to prepare definitions for tags in the HTML document.
7. Create a HTML documents to show a web page for the syllabus of B.Com, E-com II Year third semester.
8. Design a table to show the time table for II B.com E-Commerce.
9. Create a web page using a HTML document to show a weather report.
10. Create a HTML document to link files internally.
11. Create a HTML document to show a web page for external link.
12. Design a HTML document to show a web page for FRAME –UGCOURSE

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC517			Title	Batch:	2026-2029
				Project Work and Viva-Voce	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	--	Tutorial Hrs./Sem.			Credits:	02

Course Objective

This course would create interest in the minds of students to undergo the research in computer application and share the analytical skill of the students in the field of research.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the techniques involved in website development for business.	PO1, PO10
CO2	To understand plan, calculate and adjust project variables.	PO1, PO10, PO3, PO4, PO5
CO3	To apply forms and access in creation of software	PO1, PO10
CO4	To interpret the software project estimation and assurance	PO1, PO10, PO6
CO5	To apply knowledge of software development models.	PO1, PO10, PO3, PO4, PO5, PO8

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	3	1	-	-	-	1
CO2	3	2	3	2	3	2	1	1	1	3	1	-	-	1	1
CO3	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO4	3	2	3	3	3	3	1	2	2	3	1	1	-	1	2
CO5	3	2	3	3	3	2	1	3	2	3	1	1	-	2	2

3 Point Scale – 1,2,3

Guidelines for Project / Internship – Commerce, Management & Social Work

The final year Commerce, Management & Social Work students should undergo a project work during V / VI semester

- The period of study is for 4 weeks.
- Project/Internship work has to be done in an industrial organization (or) work on any industrial
- Problem outside the organization is allowed.
- Students are divided into groups and each group is guided by a mentor.
- The group should not exceed four students, also interested student can undergo individually.
- A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- Viva – Voce is conducted at the end of this semester, by an external examiner and concerned mentor (Internal Examiner).
- Project work constitutes 100 marks, out of which 50 is internal and 50 is external marks.

Mark Split UP

Internal	External	Total
12	38	50

S. No	Internal Components	Marks
1	Review – I	02
2	Review – II	02
3	Review – III	02
4	Rough Draft Submission	06
Total		12

S. No	External Components	Marks
1	Originality of Idea	05
2	Relevance to Current Trend	05
3	Candidate Involvement	05
4	Thesis Style / Language	05

5	Presentation of Report	05
6	Viva-Voce	13
Total		38

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC5S1			Title	Batch:	2026 - 2029
				Skill based elective subject – 1 Commercial law	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.			Credits:	2

Course Objective

To make the students to understand the fundamental provisions of Indian Contract Act on commercial activities.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the general legal environment impacts on commercial activities	PO1, PO13
CO2	To implement basic knowledge about considerations.	PO1, PO13
CO3	To apply provisions of capacity to Contract Act and performance of contract.	PO1, PO3, PO4, PO5, PO13
CO4	To analyze the legal provisions relating to contract of Indemnity and guarantee	PO1, PO3, PO4, PO5, PO13
CO5	To understand various Modes of performance of contract	PO1, PO13

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	-	1	1	1	-	2	-	1
CO2	3	2	2	2	2	1	-	1	1	1	1	-	2	1	1
CO3	3	2	3	3	3	1	1	2	2	1	1	1	3	1	2
CO4	3	2	3	3	3	2	1	2	2	1	1	1	3	1	2
CO5	3	2	2	2	2	1	-	1	2	1	1	-	3	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introduction and meaning of Indian Contract –Contract Act-Definition Classification of contracts – Essential elements of valid contract. Offer and acceptance-Essential of Valid offer and Acceptance.	6
Unit II	Consideration –Essentials of Valid Consideration – Stranger to Consideration- No Consideration No Contract – Exceptions	6
Unit III	Capacity to Contract–Law Relating to Minor, Unsound Mind - Persons qualified by Law. Coercion – undue Influence – Fraud – Mistake.	6
Unit IV	Performance of contract – Modes of performance – By whom must be contract performed- Demand performance - Quasi contract - Types of quasi contracts. Modes of discharge of contract – Remedies for breach of contract.	6
Unit V	Contract of indemnity and Guarantee – Rights of indemnity holder –Rights and liabilities of surety – Bailment and pledge- Contract of Agency –Rights and duties	6
	Total Contact Hrs	30

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC5S1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Business Law	Sultan Chand & Sons New Delhi	2020

Reference Books

S.no	Author	Title of the book	Publishers \ edition	Year of publication
1	<u>Dr.D. Sasikala devi</u>	Basics of mercantile law	New win technoloiges	2020
2	Pillai.r.s.n&bagavathi	Business law	S.chand& company ltd .newdelhi	2018
3	Arun kumarsen	Commercial law	The world press pvtltd ,kolkatta	2018
4	<u>M.c.kuchhal</u> and <u>vivekkuchhal</u>	Commercial law	Vikas publishers	2019
5	P. P. S. Gogna	Business laws	S.chand publishers	2019

Course Designed by	Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC5S2			Title	Batch:	2026- 2029
				Fundamentals of Entrepreneurship	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.			Credits:	2

Course Objective

To enable the students to apply knowledge to business problems.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the entrepreneurial process.	PO1, PO8, PO3, PO4, PO5
CO2	To understand the need for EDP in India.	PO1, PO8
CO3	To apply knowledge acquired on various institutional support to entrepreneurs.	PO1, PO8
CO4	To analyze the legal provisions for formation of business.	PO1, PO8, PO3, PO4, PO5, PO13
CO5	To understand the needs of institutional finance	PO1, PO8

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	2	1	1	1	-	-	1	1
CO2	3	2	2	2	2	1	-	2	1	1	1	-	-	1	1
CO3	3	2	3	3	3	2	1	3	2	2	1	1	1	2	2
CO4	3	2	3	3	3	2	1	3	2	1	1	1	3	2	2
CO5	3	2	2	2	2	2	1	3	2	1	1	1	1	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Entrepreneur-Entrepreneurship-Meaning-Types of Entrepreneur-Qualities of an Entrepreneur-Distinction between an Entrepreneur and Manager.	6
Unit II	Barriers to Entrepreneurship-Need for Entrepreneurship Training-Concepts of Training Program-EDP in India-Phases of EDP.	6
Unit III	Institutional support to Entrepreneurs-National Small Industries Corporation(NSIC)-District Industries Centre(DIC)-Small Industries Development Corporation(SIDCO).	6
Unit IV	Source of Finance-Own Fund-Lease-Venture Capital.	6
Unit V	Institutional Finance-IFCI-SFC-EXIM Bank.	6
	Total Contact Hrs	30

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC5S2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	SS Khanka	Entrepreneurship Development	S Chand & Co. New Delhi.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Mintu Gogoi (Author), Anil Tanti (Author), Gautom Hazarika (Author)	Entrepreneurship Development	Mahaveer Publications	2021
2	Robert D Hisrich; Michael P Peters; Dean A Shepherd	Entrepreneurship, Boston	McGraw-Hill/Irwin.	2018
3	Dr. D. Kesavan and N. Vivek	Entrepreneurship Development	Notion Press	2019
4	Gupta CB & Khanka SS	Entrepreneurship & Small Business Management	Sultan Chand & Sons , New Delhi.	2014
5	Gupta S	Entrepreneurship Development	Abd Publishers	2011

Course Designed by	Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.Com E-Commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC5AL			Title	Batch:	2026-2029
				ALC: 1 Organisational Behaviour	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-		Credits:	2*

Course Objective

To expose the students to understand the organization structure and maintain relationships for advanced learners

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the structure of organization	PO1
CO2	To understand the various stages in personality development and theories of group dynamics	PO1
CO3	To deploy leadership styles and motivational theories in real business	PO1, PO2, PO3, PO4, PO5
CO4	To analyze the factors leading to change in organization	PO1
CO5	To apply leadership styles in organization	PO1, PO2, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	1	1	-	-	1	1
CO2	3	2	2	2	2	1	1	1	2	1	1	1	1	1	1
CO3	3	3	3	3	3	2	2	3	2	1	1	1	2	3	2
CO4	3	2	3	3	3	2	2	2	3	1	1	1	2	2	2
CO5	3	3	3	3	3	2	3	3	2	1	1	1	2	3	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Organizational Behaviour – Meaning - Importance- Organization as a Social System – Socio - Technical System- Constraints over Organization and Managerial Performance.	-
Unit II	Stages of Personality Development - Determinants of Personality-Learning-Perception-Factors Influencing Perception-Perceptual Distortion-Values – Attitudes –Attitude Formation-Role of Behaviour Status	-
Unit III	Group and Group Dynamics- Reasons for the Formations of Groups-Characteristics of Groups - Theories of Group Dynamics - Types of Groups in Organizations - Group Cohesiveness-Factors Influencing Group Cohesiveness-Group Decision Making	-
Unit IV	Leadership - Characteristics- Leaderships Styles –. Motivation – Concepts and Importance Theories of Motivation.	-
Unit V	Management of Change: Meaning - Importance - Resistance to Change – Causes – Dealing with Resistance to Change – Concepts of Social Change & Organizational Change- Factors Contributing to Organizational Change.	-
	Total Contact Hrs	-

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments

Text Book

26UEC5AL

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.J.Jayashankar	OrganisationalBehaviour	Margham Publishers	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Paul Smith, Marilyn Farmer, Wendy Yellowley	Organisational Behaviour	Routledge	2020
2	Robbins, P. Stephen	Organisational Behaviour – Concepts Controversies and Applications,	Prentice Hall of India Ltd., New Delhi.	2018
3	Aswathappa	Organisational Behaviour	Himalaya Publishing House	2018
4	Sarah Sabir	Organisational Behaviour	Oxford Fajar Sdn.	2017
5	Khanna, S.S	Organisational Behaviour	S Chand & Co. Ltd., New Delhi	2017

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC618			Title	Batch:	2026-2029
				Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.			Credits:	4

Course Objective

To enable the students for application-oriented programming using Java and to upgrade them in developing net based business applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the design and concept of OOPs in java programming	PO1, PO10
CO2	To understand the decision making in java programmes	PO1, PO10, PO3, PO4, PO5
CO3	To apply the various data types in java program coding	PO1, PO10
CO4	To analyze the multiple threading and interface concepts in java	PO1, PO10
CO5	To evaluate the concepts of application programming, applet programming & android application in java	PO1, PO10, PO3, PO4, PO5, CO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	3	1	-	-	-	1
CO2	3	1	3	2	3	1	-	1	1	3	1	-	-	1	1
CO3	3	1	3	3	3	1	-	2	1	3	1	1	-	1	2
CO4	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO5	3	2	3	3	3	2	1	3	2	3	1	1	-	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introduction to Java - Java Program Structure – Java Tokens – Java Statements – Implementing Java Program – Command Line Arguments - Constants – Variables – Data types – Type Casting – Operators: Arithmetic – Relational – Logical – Assignment – Increment – Decrement – Conditional – Bitwise – Special.	15
Unit II	Decision Making and Branching statements – Decision Making and Looping Statements – Classes, Objects and Methods: Defining a Class – Adding Variables – Adding Methods – Creating Objects – Accessing Class Members – Constructors – Method Overloading – Inheritance – Overriding of Methods – Final Variables, Methods and Class – Abstract Methods and Class – Visibility Control: Public – Friendly – Protected – Private (Simple Concepts).	15
Unit III	Arrays: One-Dimensional Array – Two-Dimensional Array – String: String Arrays – String Methods – String Buffer Class - Interfaces (Multiple Inheritance): Defining Interfaces – Extending Interfaces – Implementing Interface – Packages: System Packages – Using System Packages – Creating, Accessing and Using a Package – Adding a Class to a Package – Hiding Classes.	15
Unit IV	Multithreaded Programming: Creating Threads – Extending the Thread Class – Stopping and Blocking Thread – Life Cycle of a Thread – Using Thread Methods – Implementing the ‘Runnable’ Interface (Simple Concepts). Managing Errors and Exceptions: Types of Errors – Exceptions – Syntax of Exception Handling Code.	15
Unit V	Applet Programming: Applets – Difference between Applet and Application Preparing to Write Applets – Building Applet Code – Applet Life Cycle – Creating Executable Applet – Applet Tag – Adding Applet to HTML File – Running the Applet – Aligning the Display – Getting Input from User. Android Application: Android development Fundamentals - Working with Android Layouts and Views and handling user interactions-Android App Development.	15
	Total Contact Hrs	75

Pedagogy

Direct Instruction, Digital Presentation

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book**26UEC618**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balagurusamy. E	Programming with Java - A Primer.	Tata McGraw Hill Publishing Company Ltd New Delhi	2022

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cay.S.Horstmann	Java Volume I – Fundamentals	Pearson Publishing	2020
2	Joshua Loch	Effective Java	Addison Wesley	2018
3	Liang	Introduction to Java Programming	Pearson Publishing House, London	2014
4	Sachin Malhotra and Saurabh Choudhary	Programming in Java	Oxford University Press India	2013
5	Cay.S.Horstmann	Java	Pearson Publishing House, London	2013

Course Designed by	Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC6E4			Title	Batch:	2026-2029
				Investment Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	5

Course Objective

This course aims at imparting basic knowledge about analysis of investment and portfolio management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the various categories of investment media.	PO1,
CO2	To understand the concepts of fundamental and technical analysis.	PO1, PO3, PO4, PO5
CO3	To apply the Charts as a Technical Tool	PO1,
CO4	To analyze the basic principles of portfolio theory	PO1,
CO5	To Evaluate the assets through the Markowitz Model, Sharpe Single Index Model, CAPM, Factor Models.	PO1, PO3, PO4, PO5, PO6, PO9

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	1	1	-	-	-	1
CO2	3	2	3	2	3	1	-	1	1	2	1	-	-	1	1
CO3	3	2	3	3	3	1	-	2	2	2	1	-	-	1	2
CO4	3	2	3	3	3	2	1	2	2	2	1	1	-	1	2
CO5	3	2	3	3	3	3	1	2	3	2	1	1	-	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Investment- Meaning- Nature and Scope- Investment Media- Investment Vs. Gambling Vs Speculation- Investment Process- Risks of Investment- Types of Risks.	15
Unit II	Fundamental of Economic Analysis- Economic Indicators- Industry Analysis- Company Analysis.	15
Unit III	Technical Analysis- Basic Technical Assumption- Dow Theory- Elliot Wave Principles- Charts as a Technical Tool.	15
Unit IV	Portfolio Management- Meaning and Objectives- Scope- Principles of Portfolio Decision- Portfolio Construction.	15
Unit V	Markowitz Model- Sharpe Single Index Model- Capital Asset Pricing model- Factor Models.	15
	Total Contact Hrs	75

Pedagogy

Direct Instruction, Flipped Class.

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

26UEC6E4

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Preeti Singh	Investment Management security Analysis and Portfolio Management	Himalaya PublishingHouse	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	GeradusBlokdyk	Investment management	5 star cooks	2020

2	SIA Publishers	Investment management	SIA Publishers	2020
3	Dr.Avadhani.V.A	Security Analysis andPortfolio Management	Himalaya Publishning House, New Delhi.	2016
4	Bhalla V.K.	Investment management (Security Analysis and Portfolio Management),	S.Chand and Sons, NewDelhi	2011
5	Gopalakrishnan .V	Investment Management	S.Chand and sons, New Delhi	2005

Course Designed by	Dr.T.Kiruthika		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC6E5			Title	Batch:	2026-2029
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.		Human Resource Management	Semester:	VI
					Credits:	5

Course Objective

To expose the students to the Human Resource Management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the importance of human resource management in organizations.	PO1
CO2	To understand the idea about training and development needed to the human resource.	PO1
CO3	To apply different strategies and approaches to resolve the conflict	PO1, PO2, PO3, PO4, PO5
CO4	To analyze the key issues related to administering the human elements such as motivation, performance appraisal, recruitment and training.	PO1
CO5	To evaluate the impact of Causes and Remedies of Conflict	PO1, PO9, PO13

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	1	1	-	1	1	1
CO2	3	2	2	2	2	1	1	2	1	1	1	-	1	1	1
CO3	3	3	3	3	3	2	2	2	2	1	1	1	2	2	2
CO4	3	2	3	3	3	2	2	2	2	1	1	1	2	2	2
CO5	3	2	3	3	3	2	2	2	3	1	1	1	3	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Human Resource Management- Meaning and Scope – Importance - Evolution of Human Resource Management – HR Policies – HR Information System – International HRM – HRM vs. IHRM - Human Resource Function.	15
Unit II	Manpower Planning - Importance – Factors governing Human Resource Planning. Recruitment – Factors Governing Recruitment - Recruitment Process - Sources of Recruitment - Selection Process – Tests – Interviews - Placement – Induction - Evaluation of Recruitment Methods.	15
Unit III	Concept and Importance - Identifying Training and Development needs - Methods of Training – Evaluating Training effectiveness – Training Process Outsourcing - Management and career development	15
Unit IV	Performance Appraisal - Objectives – Importance – Modern techniques of performances appraisal – Compensation: Concepts and Policies – Methods of wage Payment and incentive plans – Fringe benefits – Performance linked compensation.	15
Unit V	Employee relations - An overview – Grievances handling and redressal - Conflict Management- Types of Conflict- Stages of Conflict - Causes and Remedies of Conflict – Measures to Stimulate Conflicts.	15
	Total Contact Hrs	75

Pedagogy

Flipped Class, Digital Presentation

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

26UEC6E5

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aswathappa.K.	Human Resources and Personnel Management- Text and Cases.	7th Edition, New Delhi, Tata MC.Graw- Hill Publishing Ltd	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shashi K Gupta and Rosy Joshi	Human Resource Management Text and Cases	Kalyani Publishers	2019
2	Verma N	Human Resource Management	Published by Vayu Education of India.	2018
3	Subba Rao. P.	Personal and Human Resources Management-Text and Cases,	4th Edition, Mumbai, Himalaya Publishing House.	2017
4	Tripathi.P.C	Human Resource Development.	7th Edition, New Delhi, Sultan Chand & Sons.	2016
5	Decenzo D A	Human Resource Management	John Wiley, 11 Edition	2015

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC6E6			Title	Batch:	2026-2029
				Customer Relationship Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	5

Course Objective

To demonstrate and understand the terms and benefits of CRM on Company's bottom-line

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the basic concepts of Customer relationship management.	PO1
CO2	To understand marketing aspects of Customer relationship management	PO1
CO3	Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used.	PO1, PO3, PO4, PO5, PO8
CO4	To analyze the different components of a CRM plan	PO1
CO5	Evaluate various technological tools for data mining and also successful implementation of CRM in the Organizations.	PO1, PO3, PO4, PO5, PO10, PO6, PO9

Mapping

Pos cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	2	1	-	1	1	1
CO2	3	2	2	2	2	1	1	2	1	2	1	-	1	1	1
CO3	3	2	3	3	3	2	1	3	2	2	1	1	2	2	2
CO4	3	2	3	3	3	2	1	2	2	2	1	1	2	2	2
CO5	3	2	3	3	3	3	1	2	3	3	1	1	2	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Relationship Marketing- Overview, Meaning- Basis of Building Relationships Customer Lifetime Value- Conflict Management and Customer Retention.	15
Unit II	CRM- Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM& Technology- Creating a CRM culture- Building blocks of CRM- CRM Strategies Types of CRM.	15
Unit III	Planning CRM Project- General Business Goals and Objectives- Framework of Successful CRM- CRM: Implementation Steps- Role of CRM and Employees, the HCRM Model, Way Forward.	15
Unit IV	Call centre - Objectives, Classification, Functionality, Developments- CRM & Data Warehousing- Steps, Collecting payments over the telephone, Converting Customer Enquiries into sales, make outbound telesales calls, Information Processing- Data Mining Technology and Process.	15
Unit V	CRM Marketing Initiatives- What is ECRM? - Levels, ECRM Tools- Difference between CRM and ECRM- CRM: Opportunities, Challenges and Ways to avoid Pitfalls.	15
	Total Contact Hrs	75

Pedagogy

Direct Instruction, Digital Presentation

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC6E6**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. K. Govinda Bhat	Customer Relationship Management	Himalaya Publishing House	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS/EDITION	YEAR OF PUBLICATION
1	Shraddha M. Bhome, Dr.Amarpreet Singh Ghura	Customer Relationship Management a theory and Practice to manage and retain customers	International book house	2018
2	S. Shajahan	Relationship Marketing	McGraw Hill	2018
3	Paul Green Breg	Customer Relationship Management	Tata McGraw hill	2016
4	Alok Kumar, Chhabisinba, RakeshSharama	Customer Relationship Management concepts and Application	Biztantra Publication	2014
5	Francis Buttleand Stan Maklan	Customer Relationship Management	Routledge	2014

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	26UEC6E7			Title	Batch:	2026-2029
				Cyber Security	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.			Credits:	4

Course Objective

To enable the students to be aware of various E-Commerce strategy and its Applications

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To understand the basics of Cyber security	PO1, PO10
CO2	To apply the appropriate security over internet and mobile devices	PO1, PO10, PO3, PO4, PO5
CO3	To understand the legal frame work of Cyber security and different security threats	PO1, PO10, PO13
CO4	To analyze and adopt the required firewall and security details	PO1, PO10
CO5	To examine the method and procedure for cryptography	PO1, PO10, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	3	1	-	2	-	1
CO2	3	2	3	3	3	1	1	2	2	3	1	-	2	1	2
CO3	3	2	3	2	3	2	-	1	2	3	1	-	3	1	2
CO4	3	2	3	3	3	2	1	2	2	3	1	1	2	1	2
CO5	3	2	3	3	3	2	1	2	3	3	1	1	2	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	History of Internet – Overview of Cyber Security – The Security Environment –Threats: Cyber Crime, Warfare, terrorism and Espionage. Vulnerabilities: vulnerabilities in software, System administration, Network Architectures, Open Access Data, Weak Authentication.	18
Unit II	Cyber space – web browsing and browser security – Email security, firewall in browsers, security certificate – basic security for HTTP applications and services. Password security – guidelines to choose a password – two steps authentication – WiFi security. Securing social media – social media secure networking – smart phone security –Android, iOS	18
Unit III	Cyber Intrusion, Abuse of Privileges, Unauthorized Access, Malware infection, Intrusion detection and Prevention Techniques: Network based and hostbased, Anti-Malware software. Cyber Security Regulations – Government and Private organizations in Cyberspace – Cyber Security Standards – National Cyber Security Policy 2013.	18
Unit IV	Introduction to Cryptography, Classifications of Cryptography: Symmetric key and Asymmetric key Cryptography, Applications of Cryptography. Firewalls- Types of Firewalls, VPN Security Security Protocols: - Application Layer security - PGP and S/MIME, Transport Layer security – SSL and TLS, Network Layer Security - IPSec.(Blended Mode)	18
Unit V	Introduction to Cyber Forensics, Preliminary Investigations procedure and methods, Conducting disk-based analysis, Tracing Internet access, Tracing memory. Recovering from Information Loss – Destroying Sensitive Information – Cleaner for Windows – Defensive Programming – Emerging Cyber Security Threats.	18
	Total Contact Hrs	90

Pedagogy

Flipped Class, Digital Presentation

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book**26UEC6E7**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael E Whitman and Herbert J Mattord	Principles of Information Security	Vikas Publishing House 4 th Edition	2011

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cyber Security	Rahul Sahu	Blue Rose Publishers	2020
2	William Stallings	Cryptography and Network Security Principles and Practices	7th Edition, Pearson	2017
3	Atul Kahate	Cryptography and Network Security	Tata Mc Graw Hill New Delhi.	2013
4	Man Young Rhee	Internet Security: Cryptographic Principles	Wiley Publications	2010
5	Nelson, Phillips, Enfinger, Steuart	Computer Forensics and Investigations	Cengage Learning, India Edition	2008

Course Designed by	Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.Com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC6E8			Title	Batch:	2026-2029
				Social Networking Services	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	5

Course Objective

To inculcate knowledge on social media – social networking websites, blogging and micro blogging, and other forms of online interaction and content generation – has introduced a powerful tool for people to communicate and share information.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To understand the concept of social networking services	PO1, PO10
CO2	To remember the various Social Networking Apps	PO1, PO10
CO3	To apply practical insights on Facebook	PO1, PO10, PO2, PO3, PO4, PO5
CO4	To understand the comprehensive framework of Twitter and LinkedIn	PO1, PO10
CO5	To analyze the presentation skills required for social networking.	PO1, PO10, PO2, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	3	1	-	1	-	1
CO2	3	1	2	1	2	-	-	2	1	3	1	-	1	-	1
CO3	3	3	3	2	2	1	1	3	2	3	1	1	2	2	2
CO4	3	2	3	2	3	1	1	3	2	3	1	1	2	2	2
CO5	3	3	3	3	3	2	1	3	3	3	1	1	2	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Social Networking Service –Meaning and Definition – History – Social Impact - Features – Emerging Trends – Professional, Curriculum and Learning Uses - Niche Networks – Trading Network – Business Model – Social Interaction – Issues - Psychological effects of Social Networking.	15
Unit II	Social Networking Sites (SNS) -Meaning – Basic concepts – Risk and Benefits- Types – Facebook –YouTube – Instagram - Twitter – Reddit - Vine (shut down soon) – Ask.fm -Tumblr -Flickr- Google+ - LinkedIn – Pinterest –VK- ClassMates -Meetup	15
Unit III	Social Networking Apps- Meaning – Functions – Features – Benefits – Types – Messenger – WhatsApp; Calls – Chats -Contacts – Group – Broadcasting – Status – Gallery – Document – Location – Settings - QQ Chat – WeChat – QZone – Instagram – Viber – LINE - Snapchat – YY	15
Unit IV	Facebook - Create a Profile –Events – Pages – Groups – Sharing – Message – Friend request – Photos/videos- Tag friends – Post- Understand the privacy options - Deactivate a social network profile - Set profile permissions and privacy settings	15
Unit V	Twitter – How does it work – Create an account –Signing Up - Tweets – Following – Followers - Notification – Message –Disadvantage of Twitter – Deactivation of account – LinkedIn–Profile –My network – Learning – Jobs – interests – Posts – Groups – Privacy and Settings	15
	Total Contact Hrs	75

Pedagogy

Direct Instruction, Digital Presentation.

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC6E8**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael Branding	Social Media Marketing and Facebook Marketing	Createspace Independent Pub	2022

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pam Dsouza	Social Networking Sites: Various Social Networking	Createspace Independent Pub	2019
2	Gerardus Blokdyk	Social Networking Service	Createspace Independent Pub	2018
3	Tara Hunt	The Power of Social Networking: Using the Whuffie Factor to Build Your Business	Crown Business	2018
4	Valerio Arnaboldi Andrea Passarella Marco Conti Robin Dunba	Online Social Networks	Elsevier	2018
5	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2018

Course Designed by	Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.Com E-Commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC6E9			Title	Batch:	2026-2029
				Open Source Technologies	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	5

Course Objective

To learn the process of executing a PHP-based script with MySQL on a web server

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To keep in mind PHP basic syntax and PHP object-oriented classes	PO1, PO10
CO2	To understand functions available to deal with file and directory operations	PO1, PO10, PO3, PO4, PO5
CO3	To implement cookies, sessions and headers	PO1, PO10
CO4	To figure out the error handling methods	PO1, PO10
CO5	To understand the database connectivity using PHP MySQL/MySQLi/SQLite extensions	PO1, PO10, PO3, PO4, PO5, PO8

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	3	1	-	-	-	1
CO2	3	1	3	2	3	1	-	1	1	3	1	-	-	1	1
CO3	3	2	3	3	3	1	1	2	2	3	1	1	-	1	2
CO4	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO5	3	2	3	3	3	2	1	3	2	3	1	1	-	2	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Introducing PHP: History – Unique features – Basic Development Concepts – Creating your First PHP Script – Sample Applications. Using Variables and Operators: Storing Data in Variables – Understanding PHP's Data types – Setting and Checking Variable Data Types – Using Constants – Manipulating Variables with Operators* – Handling Form Input.	15
Unit II	Controlling Program Flow: Writing Simple Conditional Statements – Writing More Complex Conditional Statements – Repeating Actions with Loops – Working with String and Numeric Functions. Working with Arrays: Storing Data in Arrays – Processing Arrays with Loops and Iterations – Using Arrays with Forms – Working with Array Functions – Working with Dates and Times.	15
Unit III	Using Functions and Classes: Creating User-Defined Functions – Creating Classes – Using Advanced OOP Concepts. Working with Files and Directories: Reading Files – Writing Files– Processing Directories – Performing Other File and Directory Operations.	15
Unit IV	Working with Databases and SQL: Introducing Databases and SQL – Creating and Populating a Database – Using PHP's MySQLi Extension – Adding or Modifying Data – Handling Errors. Using PHP's SQLite Extension – Using PHP's PDO Extension – Using a MySQL Database – Switching to a different Database.	15
Unit V	Working with Cookies, Sessions and Headers: Working with Cookies – Saving and Restoring User Preferences – Working with Sessions – Using HTTP Headers. Handling Errors: Handling Script Errors – Using Exceptions – Validating form Input – Logging Errors – Debugging Errors.	15
	Total Contact Hrs	75

Pedagogy

Direct Instruction, Flipped Class.

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC6E9**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Vikram Vaswani	PHP: A Beginner's Guide	Second Reprint, Tata McGraw Hill Publications	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Tim Converse	PHP 4 Bible	IDG Books Worldwide, INC, An International Data Group Company	2018
2	Rasmus Lerdorf Kevin Tatroe	Programming PHP	O'ReillyMedia 2 nd Edition	2018
3	Luke Welling; Laura Thomson	PHP and MySQL- WebDevelopment	4 th Edition	2018
4	P.Rizwan Ahmed	Open source software	Margham Publication	2015
5	Steve Holzner	HTML Black book	Dream Tech Press	2017

Course Designed by	Ms.M.Gayathri		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC619			Title	Batch:	2026-2029
				Programming Lab.VI: Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.			Credits:	2

Course Objective

To learn why java is useful for the design of desktop and web applications.

To identify java language components and how they work together in applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To recollect the concepts of java programming	PO1, PO10
CO2	To understand the application programming in java	PO1, PO10, PO3, PO4, PO5
CO3	To implement the programs to generate a solution in real life problems.	PO1, PO10
CO4	To figure out the results in risky tasks and interpret the concepts to produce output.	PO1, PO10
CO5	To create an applet for developing Android c App Applications	PO1, PO10, PO3, PO4, PO5, PO8

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	3	1	-	-	-	1
CO2	3	2	3	2	3	1	-	1	1	3	1	-	-	1	1
CO3	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO4	3	2	3	3	3	2	1	2	2	3	1	1	-	1	2
CO5	3	2	3	3	3	2	1	3	2	3	1	1	-	2	2

3 Point Scale – 1,2,3

1. Program to generate a Pascal Triangle.
2. Program for roots of a Quadratic Equation.
3. Program for merging two sorted arrays.
4. Program for counting letter frequencies in a given string.
5. Program for Multithreading
6. Program for preparing mark list using inheritance.
7. Program for Multiple inheritances.
8. Program for creating your own package.
9. Program that counts the number of lines, words and characters in a given text file.
10. Program that right-justifies a text file.
11. Program that displays a digital clock using applet.
12. Program that generates a human face using applet.
13. Create an applet containing three buttons labeled red, green and blue. Depending on the button pressed, the background color of the applet should change.
14. Create an Android App Applications.

Course Designed by	Dr.N.Ponsabariraj		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC6S1			Title	Batch:	2026-2029
				SEC – IV	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.		Company Law	Credits:	2

Course Objective

To provide various provisions laid on Indian Companies Act.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the major topics in Company Law.	PO1, PO13
CO2	To understand the contents in memorandum of association and articles of association.	PO1, PO13
CO3	To figure out prospectus, shares and debentures of a company.	PO1, PO3, PO4, PO5, PO13
CO4	To analyze the appointment, qualification and removal of director and company secretary	PO1
CO5	To analyze the requisites of a valid meeting, types and winding up procedures, modes of winding up.	PO1, PO3, PO4, PO5

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

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	1	1	-	2	-	1
CO2	3	2	2	2	2	1	-	1	1	1	1	-	2	1	1
CO3	3	2	3	3	3	1	1	2	2	1	1	1	3	1	2
CO4	3	2	3	3	3	2	1	2	2	1	1	1	3	1	2
CO5	3	2	3	3	3	2	1	2	3	1	1	1	3	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Company – Definition – Characteristics – Kinds – Privileges of Private Company – Formation of a Company.	6
Unit II	Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultra virus – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management.	6
Unit III	Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus - Kinds of Shares and Debentures.	6
Unit IV	Director and Secretary ,Board of Directors– Qualification and Disqualification – Appointment – Removal –Remuneration – Powers, Duties and Liabilities	6
Unit V	Meetings – Requisites of Valid Meeting – Types of Meeting – Winding up – Meaning - Modes of Winding Up.	6
	Total Contact Hrs	30

Pedagogy:

Direct Instruction, Flipped Class

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC6S1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Company Law	Sultan Chand & Sons, New Delhi.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Company Law and Secretarial Practice	Sultan Chand & Sons, New Delhi	2020
2	Corporate Professionals	Handbook of Company Law Procedures	Corporate Professionals	2020
3	BagrialA.K	Company Law	Vikas Publishing House, New Delhi	2014
4	N.D.Kapoor	Elements of Mercantile Law	Sultan Chand & Sons, New Delhi	2014
5	Avtar Singh	Company Law	Eastern Book Company	2018

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC6S2			Title	Batch:	2026-2029
				Nan Mudhalvan: Fundamentals of Insurance	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.			Credits:	2

Course Objective

To provide a customized business education that prepares students for seeking career opportunities in the growing risk and Insurance industry.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the basic concepts of insurance	PO1,
CO2	To understand claim processing with any Insurance company both cash-less and pre- paid claims	PO1, PO3, PO4, PO5
CO3	He understand campaigns about the Governments' Insurance schemes and private offerings available in the market	PO1,
CO4	To fill out any application under the segment of the insurance	PO1,
CO5	To promote Life, Health, Rural, and Group Insurance to appropriate clients	PO1, PO3, PO4, PO5, PO9

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	1	1	1	1	-	1	-	1
CO2	3	2	3	3	3	1	1	2	2	2	1	1	1	1	2
CO3	3	2	3	2	3	1	1	2	2	2	1	1	1	1	2
CO4	3	2	3	3	3	1	1	2	2	2	1	1	1	1	2
CO5	3	2	3	3	3	2	1	2	3	2	1	1	2	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	What is Insurance - Purpose and Need of Insurance - Insurance as a Social Security Tool Role of Insurance Economic in Development - Advantage of Life Insurance.	6
Unit II	Insurance Agency as a Career - Definition of an Agent - Agent Regulations - Other Intermediaries - Methods of Remunerating Agents - Procedure of Becoming an Agent.	6
Unit III	Principles of Life Assurance - Life Insurance Contract - Principle of utmost Good Faith - Insurable Interest - Principle of Indemnity - Needs and Insurance.	6
Unit IV	What is Premium - Premium Calculation & Actuarial Variation - Bonus - Life Insurance Product Tradition / Unit Linked Policies - Individual & Group Policies With Profit And Without Profit - Types of Insurance Products as Whole Life Product, Interest Sensitive Products Term Assurance – Annuities Endowment Assurance, etc - Insurance Products for Female and Children, etc.	6
Unit V	What is Insurance Agent - Selling Process - Consumerism in Insurance - Personal Development - Product Knowledge - Customer Orientation.	6
	Total Contact Hrs	30

Pedagogy :

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC6S2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.N. Mishra	Insurance Principles and Practice	S Chand & Co.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bali, S.K.	Insurance in India	A.K.Publications	2020
2	Bhargava, B.D.	Legal practices of Insurance	Peard Books, NewDelhi.	2019

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC620			Title	Batch:	2026-2029
				Management Accounting	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	10		Credits:	4

Course Objective

To acquaint the students about the management accounting techniques that facilitates managerial decision-making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember how management accounting plays important roles for decision-making.	PO1
CO2	To understand ratio analysis and balance sheet	PO1, PO3, PO4, PO5
CO3	To understand management accounting ideas and practices for making long - term business decision.	PO1
CO4	To implement managerial applications of marginal costing.	PO1
CO5	To analyze budget management ideas, methods and their uses in business decision.	PO1, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	2	2	-	-	1	1	2	1	-	1	-	1
CO2	3	2	3	2	3	1	-	2	2	2	1	1	1	1	2
CO3	3	2	3	3	3	1	1	2	2	2	1	1	1	1	2
CO4	3	2	3	3	3	2	1	2	2	2	1	1	1	1	2
CO5	3	2	3	3	3	2	1	2	3	2	1	1	2	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Management Accounting- Meaning, Objectives & Scope - Need and Significance - Relationship between Management Accounting, Cost Accounting & Financial Accounting.	18
Unit II	Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet	18
Unit III	Working Capital – Working capital requirement– Fund Flow Analysis and Cash Flow Analysis.	18
Unit IV	Marginal Costing and Break Even Analysis – Managerial applications of Marginal Costing –Significance and limitations of Marginal Costing	18
Unit V	Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation cash budget, sales budget, purchase budget- Raw material budget and flexible budget- Zero base budgeting.	18
	Total Contact Hrs	90

Pedagogy

Flipped Class, Digital Presentation

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

26UEC620

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.S.N.Maheswari	Cost and Management Accounting	Sultan Chand & Sons, New Delhi	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Chinmoy Bhattacharyya	Cost & Management Accounting	B.C. Publication	2020
2	Kalpesh Ashar	Cost Accounting and Management	Vibrant Publishers	2019
3	Sharma and Gupta. S.K	Management Accounting	Kalyani Publishers, NewDelhi	2014
4	Jain.S.P and Narang. K L	Cost and Management Accounting	Kalyani Publishers, NewDelhi	2014
5	Bhattacharya.S.K	Accounting and Management	Vikas PublishingHouse	2010

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	26UEC6AL			Title	Batch:	2026-2029
				ALC: II	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Digital Marketing	Credits:	2*

Course Objective

To familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	
CO1	To remember the importance of digital marketing	PO1, PO10
CO2	To understand the concepts, levels and strategies in a digital environment	PO1, PO10, PO3, PO4, PO5
CO3	To apply the various online marketing techniques	PO1, PO10
CO4	To analyze the concepts of interactive marketing	PO1, PO10
CO5	To understand the ethical issues and legal challenges in digital marketing	PO1, PO10, PO3, PO4, PO5

Mapping

Pos COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	1	2	1	2	-	-	2	1	3	1	-	1	-	1
CO2	3	2	3	2	3	1	1	2	2	3	1	1	2	1	2
CO3	3	2	3	3	3	2	1	3	2	3	1	1	2	1	2
CO4	3	2	3	3	3	2	1	3	3	3	1	1	2	1	2
CO5	3	2	3	3	3	2	1	3	3	3	1	1	3	1	2

3 Point Scale – 1,2,3

Units	Content	Hrs
Unit I	Concept- scope and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.	-
Unit II	Digital - Marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer - relationship management. Digital consumers and their buying decision process.	-
Unit III	Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.	-
Unit IV	Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.	-
Unit V	Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.	-
	Total Contact Hrs	-

Pedagogy

Direct Instruction, „Flipped Class.

Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**26UEC6AL**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neeru Kapoor	Fundamentals of E-Marketing	Pinnacle learning	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston	Internet Marketing: Strategy, Implementation, and Practice	Pearson India	2018
2	Frost, Raymond D., Alexa Fox, and Judy Strauss	E- Marketing	Routledge	2018
3	Seema Gupta	Digital Marketing	McGraw Hill Education (India) Private Ltd	2018
4	Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan	Digital Marketing: 4.0 Moving from Traditional to Digital	Pearson India	2017
5	Ryan, Damian and Jones Calvin	Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.	Koganpage	2016

Course Designed by	Dr.M.V.Sathiyabama		
Verified by HoD	Dr.M.V.Sathiyabama		
Approved by Chairman Academic Council	Dr.R.Manickachezian		