MAZHARUL ULOOM COLLEGE

(AUTONOMOUS)

(Established & Managed by the Ambur Muslim Educational Society)
Accredited by NAAC with Grade 'A" CGPA 3.23 in Cycle 3
Affiliated to Thiruvalluvar University, Vellore
Ambur- 635802 (Tirupattur District)

COURSE STRUCTURE & SYLLABUS

(For the students admitted from year 2025-2026 onwards)

Programme: B.Com

Course : Computer Application

Program Outcomes (POs)	
PO Code	**Program Outcome Statement**
PO1	**PO1 – Disciplinary Knowledge, Communication Skills and Critical Thinking** Develop a sound understanding of core disciplines in commerce and management, demonstrate effective oral and written communication and apply critical thinking to evaluate real-world business challenges.
PO2	**PO2 – Problem Solving and Analytical Reasoning** Identify, analyze and solve business and financial problems using appropriate tools and logical reasoning with a data-driven approach.
PO3	**PO3 – Research-Related Skills and Team Work** Acquire research skills to investigate business issues systematically and collaborate effectively in diverse teams to achieve organizational objectives.
PO4	**PO4 – Scientific Reasoning and Reflective Thinking** Apply principles of scientific inquiry and logical reasoning to assess economic and business scenarios and engage in reflective thinking for continuous personal and professional improvement.
PO5	**PO5 – Digital Literacy and Self-Directed Learning** Use contemporary digital tools and platforms efficiently for commerce and management functions and cultivate the ability to learn independently and adapt to technological advancements.
PO6	**PO6 – Multicultural Competence and Moral & Ethical Awareness** Demonstrate cultural sensitivity, inclusiveness and social responsibility, while upholding ethical values and integrity in personal, academic and professional spheres.
PO7	**PO7 – Leadership Qualities and Lifelong Learning** Exhibit leadership skills, entrepreneurial mindset and decision-making abilities and embrace continuous learning for professional growth in a dynamic global environment.

Program Specific Outcomes (PSOs)	
PSOs Code	**Program Specific Outcome Statement**
PSO1	**Placement**: To prepare the students who will demonstrate respectful engagement with others' ideas, behaviors, and beliefs and apply diverse frames of reference to decisions and actions.
PSO2	**Entrepreneur:** To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations
PSO3	**Research and Development:** Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.
PSO4	**Contribution to Business World:** To produce employable, ethical and innovative professionals to sustain in the dynamic business world.
PSO5	**Contribution to the Society:** To contribute to the development of the society by collaborating with stakeholders for mutual benefit

Level	Definition	Key Actions
K1 : Remembering	Ability to recall or recognize facts, terms, basic concepts, or answers without necessarily understanding them.	Retrieve, Memorize, Repeat, Define, Identify, Recognize
K2 : Understanding	Comprehending the meaning of information, interpreting or translating knowledge into your own words.	Explain, Describe, Summarize, Interpret, Paraphrase
K3 : Applying	Using knowledge in new situations, such as solving problems or applying theories to real-world situations.	Use, Demonstrate, Implement, Calculate, Practice
K4 : Analyzing	Breaking information into parts to explore understandings and relationships; identifying motives or causes.	Compare, Contrast, Categorize, Distinguish, Examine, Organize
K5 : Evaluating	Making judgments based on criteria and standards, often involving checking and critiquing.	Judge, Critique, Justify, Assess, Prioritize, Recommend
K6 : Creating	Putting elements together to form a new coherent whole or original product.	Design, Develop, Invent, Compose, Construct, Generate

Sem	CourseCode	Part	CourseCategory	CourseTitle	Ins. Hrs/ Week	Credit	Marks		Total
							CIA	ESE	
Semester I	URDU - 25BLU10 / TAMIL - 25BLT10	I	Language	Tamil / Urdu - I	6	3	25	75	100
	25BLE10	II	Language	English-I	6	3	25	75	100
	25BCP11	III	Core -I	Financial Accounting I	5	5	25	75	100
	25BCP12	III	Core-II	Principles of Management	5	5	25	75	100
	25BECP13A	IV	Elective–I	a) Office Automation	2	2	25	75	100
	25BECP13B			b) E-Business Applications					
	25BSCP14	IV	Skill Enhancement Course - I	Business organization	2	2	25	75	100
	25BFCP15	IV	Foundation Course	Fundamentals of Commerce	2	2	25	75	100
	25BPCP16A	IV	Elective–I	c) Office Automation Lab	2	1	25	75	100
	25BPCP16B	IV		d) E-Business Applications Lab					
	Total				**30**	**23**			
Semester II	URDU - 25BLU20 / TAMIL - 25BLT20	I	Language	Tamil / Urdu - II	6	3	25	75	100
	25BLE20	II	Language	English-II	6	3	25	75	100
	25BCP21	III	Core–III	Financial Accounting II	5	5	25	75	100
	25BCP22	III	Core–IV	Business Law	5	5	25	75	100
	25BECP23A	IV	Elective–II	a) Programming in C	2	2	25	75	100
	25BECP23B			b) Object Oriented Programming Concepts Using C++					
	25BSCP24	IV	Skill Enhancement Course - II	Industrial Law	2	2	25	75	100
	25BSCP25	IV	Skill Enhancement Course - III	Advertising	2	2	25	75	100
	25BPCP26A	IV	Elective–II	c) Programming in C Lab	2	1	25	75	100
	25BPCP26B	IV		d) Object Oriented Programming Concepts Using C++ Lab					
	Total				**30**	**23**			

Semester	CourseCode	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BCP11	Core–I	5	5	25	75	100
Course Title	FINANCIAL ACCOUNTING – I (Theory – 30% and Practical 70%)						

Learning Objectives	
LO1	To understand the basic accounting concepts and standards.
LO2	To familiarize with the accounting treatment of depreciation.
LO3	To know the basis for calculating of bills, retirement.
LO4	To learn the methods of calculating prof it for single entry system.
LO5	To gain knowledge on the accounting treatment of insurance claims.

SYLLABUS		
Unit	Contents	Hours
I	**Final Accounts** Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.	15
II	**Depreciation** Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method.	15
III	**Bills of Exchange** Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate	15
IV	**Accounting from Incomplete Records – Single Entry System** Incomplete Records – Meaning and Features-Limitations- Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method– Preparation of final statements by Conversion method.	15
V	**Insurance Claims** Calculation of insurance Claim Amount-Average clause (Loss of Stock only)	15

TextBook(s):
S.P. Jainand K. L.Narang Financial Accounting-I, Kalyani Publishers, New Delhi.
S. N. Maheshwari, Financial Accounting, Vikas Publications, Noida.
Shukla Grewal and Gupta,“Advanced Accounts”, volume 1,S.Chand and Sons, New Delhi.
Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
R.L.GuptaandV.K.Gupta, “Financial Accounting”, Sultan Chand, New Delhi.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concept of sole trading concern statements	K1
CO2	Analyze the various methods of providing depreciation	K4
CO3	Analyze the Endorsement of Bill and retirement of bill under rebate	K4
CO4	Evaluate the methods of calculation of profit	K5
CO5	Determine the claims from insurance Companies in case of loss of stock.	K3 ,K5

RelationshipMatrix:

Course Outcomes (COs)	ProgramOutcomes (POs)							ProgramSpecificOutcomes(PSOs)					MeanScoreof COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	1	1	2	1	2	2	2	2	2	2	1.9
CO2	2	3	2	2	2	2	2	2	2	2	2	2	2.1
CO3	2	3	2	2	2	2	2	1	2	2	2	2	2
CO4	2	3	2	2	2	2	2	2	2	2	2	2	2.1
CO5	2	3	2	2	2	2	2	2	2	2	2	2	2.1
	MeanOverallScore												2.04
	Correlation												High

3 – Strong, 2- Medium, 1- Low

MeanOverallScore	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	CourseCode	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BCP12	Core–II	5	5	25	75	100
Course Title	PRINCIPLES OF MANAGEMENT						

Learning Objectives	
LO1	To understand the basic management concepts and functions
LO2	To know the various techniques of planning and decision making
LO3	To familiarize with the concepts of organization structure
LO4	To gain knowledge about the various components of staffing
LO5	To enable the students in understanding the control techniques of management

SYLLABUS

Unit	Contents	Hours
I	**Introduction to Management** Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Functions of Management – Trends and Challenges of Management. Managers–Qualification – Duties & Responsibilities.	15
II	**Planning** Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – Management by Objective (MBO).	15
III	**Organizing** Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - Formal and Informal Organization – Organization Chart–Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.	15
IV	**Staffing** Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods-Selection Procedure–Test-Interview–Training: Need - Types– Promotion –Management Games – Performance Appraisal - Meaning and Methods – 360 degree Performance Appraisal – Work from Home - Managing Work from Home [WFH].	15
V	**Directing** Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader **Co-ordination and Control** Co-ordination – Meaning – Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].	15

TextBook(s):
Gupta. C .B,-Principles of Management-L.M. Prasad, S. Chand & Sons Co. Ltd, New Delhi.
DinkarPagare, Principles of Management, Sultan Chand & Sons Publications, New Delhi.
P. C. Tripathi& P.N Reddy, Principles of Management. Tata Mc Graw, Hill, Noida.
L.M. Prasad, Principles of Management, S. Chand & Sons Co. Ltd, New Delhi.
R. K. Sharma, Shashi K. Gupta, RahulSharma, Business Management, Kalyani Publications, New Delhi.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Demonstrate the importance of principles of management.	K1
CO2	Paraphrase the importance of planning and decision making in an organization.	K2
CO3	Comprehend the concept of various authorizes and responsibilities of an organization.	K2
CO4	Enumerate the various methods of Performance appraisal	K5
CO5	Demonstrate the notion of directing, co-coordination and control in the management.	K3 ,K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					MeanScoreof COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	1	2	2	2	2	2	2	2.08
CO2	3	3	2	2	2	1	2	2	2	2	2	2	2.08
CO3	3	2	2	2	1	2	2	2	2	2	2	2	2
CO4	3	2	2	2	1	2	2	2	2	2	2	2	2
CO5	3	2	2	2	1	2	2	2	2	2	2	2	2
	Mean Overall Score												2.03
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	CourseCode	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BECP13A	Elective – I	2	2	25	75	100
Course Title	Office Automation						

Learning Objectives	
LO1	Understand the basics of Computer and parts of the Computer.
LO2	The major objective in introducing the Computer Input and Output devices and the type of operating system.
LO3	The training for students in Microsoft Office which has different components like MS Word
LO4	To acquire knowledge on editor, spread sheet software.
LO5	Understand and create a presentation using PowerPoint tool.

SYLLABUS		
Unit	**Contents**	**Hours**
I	**Introduction to Computers** Definition - .Characteristics of computer - Block Diagram Of a computer - Generations of Computer – Data and Information – Components of Computer – Software – Hardware.	**6**
II	**Introductory concepts:** Memory unit – CPU-Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. Introduction to Operating systems - Types of Operating System - Introduction to Programming Languages.	**6**
III	**MS Word:** Introduction – Elements of Window – Files, Folders and Directories - File menu operations - Text Manipulating: Cut, Copy, Paste, Drag and Drop – Text Formatting: Font – Style, Size, Face and Colors (Both foreground and background) – tools, formatting, bullets and numbering - Spell Checker - Document formatting – Paragraph alignment, indentation, headers and footers, printing – Preview, options.	**6**
IV	**MS Excel:** Introduction – Inserting rows and columns – Sizing rows and columns – Implementing formulas – Generating series - Functions in excel – Creation of Chart – Inserting objects – Filter – Sorting – Inserting worksheet.	**6**
V	**Power point:** Introduction to Power point - Features – Understanding slide typecasting & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects, audio inclusion, timers.	**6**

Text Book(s):
Peter Norton, “Introduction to Computers”–Tata Mc Graw-Hill.
Dr. P. Rizwan Ahmed, “ Office Automation” Margham Publications, 2019
Web Resource(s):
Web content from NDL/SWAYAM or open source web resources

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the basics of computer systems and Construct the structure of the required things in computer.	K1
CO2	Understand the basics of computer systems components learn how to use it.	K1, K2
CO3	Understand and apply the basic concepts of a word processing package.	K4
CO4	Understand and apply the basic concepts of electronic spread sheet database management software.	K3
CO5	Understand and create a presentation using PowerPoint tool.	K3 ,K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	1	2	3	1	1	2	2	1	2	1	2.08
CO2	3	3	2	2	3	1	1	2	2	2	2	1	2.08
CO3	2	3	2	1	3	2	1	2	3	2	2	2	2.08
CO4	2	3	2	2	3	2	2	2	3	3	3	2	2.41
CO5	2	2	2	1	3	2	2	3	3	2	3	2	2.58
	Mean Overall Score												2.25
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	CourseCode	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BPCP16A	Elective – I	2	1	25	75	100
Course Title	Office Automation Lab						

Learning Objectives	
LO1	Understanding write a letter by using MS- Word.
LO2	Implement the tables by using MS-word
LO3	Understand the concept of inserting the pictures and shapes using MS Word
LO4	Understand the concept of Create a Student mark sheet by using MS-Excel.
LO5	Understand the concept of Create a employee payroll, Calculate HRA by using MS-Excel.

SYLLABUS

Contents	Hours
Word **Word Orientation** : The instructor needs to give an overview of Microsoft word & Importance of MS Word as word Processor, Details of the four tasks and features that would be covered Using word – Accessing, overview of toolbars, saving files, Using help and resources, rulers, format painter. **Task1:**Write a leave letter to the principal by using different alignments using MS-Word. **Task2** : Create a bio-data using different alignments and use the page border using MS-Word. **Task3:**Create a time table of your class using MS-Word. **Task4 :**Create documents of your own and write the steps using MS-Word: a) Insert Pictures b) Insert Shapes **Task 5 :**Create a documents using MS-Word. a) The word "MS-Word" as the watermark of the document. b) Set the background color of the document. c) Choose the indent tab. d) Change the space between paragraphs by adding space. **Task 6** To prepare students mark sheet with the fields of Name, Register_Number, Mark1, Mark2,Mark3, Total, Average, Result and Class using MS-Excel. **Task 7**. To prepare employees payroll data with the fields of Sl.No. Name, Basic_pay, HRA, DA, PF, Gross_salary and Net_salary. a) Calculate HRA (10 % of Basic Pay), DA (25% of Basic Pay), DA (12% of BasicPay). b) Calculate Gross_salary=Basic_pay+HRA+DA. c) CalculateNet_salary=Gross_salary-PF **Task 8**. Prepare a bar chart and pie chart for analysis of five year results of your college UsingMSExcel. **Task 9**. Create a line chart and bar chart using its data series using MS-Excel. **Task 10**. To prepare worksheet contains Name and Sales of 10 salesmen. Calculate com-mission as per the following:	**30**

Text Book(s):
Peter Norton, "Introduction to Computers"–Tata Mc Graw-Hill.
Dr. P. Rizwan Ahmed, " Office Automation" Margham Publications, 2019
WebResource(s):
Web content from NDL/SWAYAM or open source web resources

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand and write a letter by using MS- Word.	K1
CO2	Implement the tables by using MS-word	K1, K2
CO3	Understand the concept of inserting the pictures and shapes using MS Word	K4
CO4	Understand the concept of Create a Student mark sheet by using MS-Excel.	K3
CO5	Understand the concept of Create a employee payroll, Calculate HRA by using MS-Excel.	K3 ,K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	3	2	1	2	2	1	2	1	1.91
CO2	3	3	3	2	3	1	1	2	2	1	2	1	2
CO3	3	3	2	2	3	2	1	2	2	1	2	2	2.08
CO4	2	3	2	2	3	2	2	3	3	2	3	2	2.41
CO5	2	3	2	2	3	2	2	3	3	2	3	2	2.41
	Mean Overall Score												2.15
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BECP13B	Elective I	2	2	25	75	100
Course Title	b) E-Business Application						

Learning Objectives	
LO1	To understand about the fundamentals of computers and programming languages
LO2	To provide in-depth understanding about Computer based Information system
LO3	To impart knowledge about E-Commerce working models
LO4	To understand the concept of E-Banking
LO5	To understand the concept of E-Business

SYLLABUS

Unit	Contents	Hours
I	Introduction to E-Commerce-Defining E-Commerce-Features, Importance, Objectives of E-commerce-E-Commerce industry framework-Types of E-Commerce-Levels- Need for E-commerce	6
II	Introduction Applications of E-Commerce-Challenges in E-Commerce application- E-Commerce and E-Business-Future of E-Commerce - EDI- Features of EDI- Introduction to cloud and grid computing-Android applications	6
III	E-commerce over the Internet-Concept of networking-Advantages of networking-classification of networking-LAN-WAN, Electronic payment methods-overview of EPS-modes of E-payment-Electronic Debit and Credit card payments-E-Cash-Smart cards-E-Money/cash.	6
IV	E-Banking: Introduction Concepts and Meaning-Need for computerization-Electronic delivery channels-Automated teller machine - Electronic Fund Transfer -Uses-Computerization in clearing houses-Tele banking- Computer bank branches-E-Cheque-MICR Cheque-e-Banking in India.	6
V	E-Business communication-Importance of E-Technology Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0 – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0.	6

Text Book(s):

R. Saravana Kumar, R. Parameswaran T. Jayalakshmi(unitI) “
A text book of Information Technology “ S. Chand & Co ltdNew Delhi .

Rayudu C.S (unit II- V) “E Commerce –E-Business “ Himalaya publishingHouse.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	The fundamentals of computers and programming languages	K1
CO2	In-depth understanding about Computer based Information system	K1
CO3	Impart knowledge about E-Commerce working models	K2
CO4	Learning and understanding about E-Banking	K4
CO5	Learning and understanding about of E-Business	K3 ,K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	1	2	3	2	2	2	2	2	2	2	2.08
CO2	3	2	2	2	3	2	2	2	2	2	2	2	2.17
CO3	3	3	2	2	3	2	2	2	2	2	2	2	2.25
CO4	3	3	2	2	3	2	2	2	2	2	2	2	2.25
CO5	3	3	2	2	3	2	2	2	2	2	2	2	2.25
	Mean Overall Score												2.25
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BPCP16B	Elective – I	2	1	25	75	100
Course Title	E-Business Application Lab						

Learning Objectives	
LO1	To familiarize the students in preparation of documents
LO2	To familiarize the students in preparation of LOOKUP and using formulas in MS-Excel
LO3	To acquire knowledge on editor, spread sheet software.
LO4	To familiarize the students in presentations with office automation tools.
LO5	Understand and create a presentation using PowerPoint tool.

SYLLABUS

Contents	Hours
1.Calculation of present and future values (NPV and IRR) for Investment Analysis. 2. Calculation of Depreciation using Straight line and diminishing balance method. 3. Preparation of Loan amortization Table. 4. Integrating Data Validation using VLOOKUP and HLOOKUP 5. Organizing, summarizing and Data manipulation through pivot table. 6. Financial Analysis using Sensitivity Analysis and What-If Analysis 7. Calculation of Break-Even Analysis using Goal Seek. 8. Preparation of Gantt chart to monitor project progress and proritise activities 9. Developing three Statement Financial Model- Income Statement, Balance sheet and Cash Flow Statement 10. Horizontal and vertical Analysis of financial data of the company 11. Preparation of financial projection template of the business. 12. Forecasting Model-Straight line, Moving Average and Linear regression model. 13. Preparation of merger and acquisition model (M&A) Model. 14. Preparation of Discounted Cash Flow Analysis (DCF) Model. 15. Preparation of comparable company analysis (CCA) model	**30**

TextBook(s):
The book, "Financial Forecasting, Analysis, and Modelling: A Framework for Long-Term Forecasting", is authored by Michael Samonas
WebResource(s):
Web content from NDL/SWAYAM or open source web resources

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the fundamentals concepts of computer applications and functioning of various types of e-Business models	K1
CO2	Explain the role of computer application in abridging e-Business technology	K1, K2
CO3	Develop and interpret the technical framework required for an e- Business.	K4
CO4	Analyze e-Business strategies, business transformation process and applications relevant to industry 4.0	K3
CO5	Analyze e-Business strategies, applications relevant to industry 4.0	K3 ,K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	2	2	3	1	1	2	2	2	2	2	2.17
CO2	3	3	2	2	3	1	1	2	2	2	2	2	2.17
CO3	3	2	2	2	3	1	1	2	2	2	2	2	2
CO4	3	3	2	2	3	1	1	2	2	2	2	2	2.17
CO5	3	3	2	2	3	1	1	2	2	2	2	2	2.17
	Mean Overall Score												2.14
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BSCP14	SEC 1	2	2	25	75	100
Course Title	BUSINESS ORGANIZATION						

Learning Objectives	
LO1	Understand business, profession, organization, social responsibilities, and business ethics.
LO2	Explore business forms, distinguish public and private sectors.
LO3	Comprehend industry location factors, analyze large- scale operation advantages.
LO4	Familiarize with stock exchanges, understand business combinations.
LO5	Understand trade associations and chambers of commerce in India.

SYLLABUS		
Unit	**Contents**	**Hours**
I	Business - Meaning and types - Profession - meaning and importance of business Organization-Social Responsibilities of Business-Business Ethics.	6
II	Forms of Business organization-Sole trader-Partnership-joint Hindu family-Joint stock companies -Co-operative societies-public utilities and public enterprises-Public Sector vs. Private Sector.	6
III	Location of industry - Factors influencing location - size of industry - optimum firm - advantages of large - scale of operation- limitation of small scale of operation-industrial estates-District Industries Centers.	6
IV	Stock Exchange-Function-Types-Working-Regulation of Stock Exchanges in India-Business Combination-Causes- Types-Effects of Combination in India.	6
V	Trade Association – Chamber of Commerce - Functions – Objectives-Working in India	6

TextBook(s):
C.B.Gupta, Business organization.2022.Sultan Chand& Sons, New Delhi.
ReferenceBook(s):
Prakash &Jagedesh, Business organization & Management, Kitab Mahal Publishers (1997).
DinkarPagare, Business Organization and Management, Sultan Chand & Sons New Delhi.
Vasudevan&Radhasivam, Business Organization, S. Chand Publisher.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Differentiate business types, evaluate business organization's importance, and analyze ethical considerations in business.	K1
CO2	Compare forms of business organizations, assess public and private sector advantages and disadvantages.	K2
CO3	Analyze industry location factors, evaluate advantages of large-scale Operations, assess industrial estates and district industries centers.	K3
CO4	Explain stock exchange functions and regulation, analyze business combinations , causes, types, and effects.	K5
CO5	Discuss Trade Associations and chambers of commerce functions and objectives, evaluate their significance in promoting trade and commerce in India.	K3 ,K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	2	2	2	2	2	2.17
CO2	3	3	2	2	2	2	2	2	2	2	2	2	2.17
CO3	3	3	2	2	2	2	2	2	2	2	2	2	2.17
CO4	3	3	2	2	2	2	2	2	2	2	2	2	2.17
CO5	3	3	2	2	2	3	2	2	2	2	2	2	2.25
	Mean Overall Score												2.19
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BFCP15	Foundation Course	2	2	25	75	100
Course Title	FUNDAMENTALS OF COMMERCE						

Learning Objectives	
LO1	Understand the meaning of Commerce and Industry.
LO2	Familiarize with Various Accounting methods.
LO3	Explore about Market and Marketing
LO4	Understand the various Acts prevailing in India.
LO5	Gain knowledge about Taxation and Filing of Income Tax.

SYLLABUS		
Unit	Contents	Hours
I	**Commerce-Introduction:** Definition of Commerce-Importance – Meaning of Barter system - Business–Industry-Trade–Hindrances of Trade-Branches of Commerce.	6
II	**Accounting–Introduction:** Bookkeeping – Meaning - Definition- Objectives - Accounting – Meaning- Definition – objectives – Branches of Accounting - Financial Accounting – Cost Accounting - Management Accounting - its features and Differences.	6
III	**Introduction to Marketing:** Definition of Market –Classification of Markets –Marketing–Meaning and Definition-Characteristics - Difference Between Market and Marketing – Approaches to Study of Marketing.	6
IV	**Introduction to Legal aspects of Business:** Negotiable Instruments Act 1881 - Banking Regulation Act 1948	6
V	**Tax Return Filing:** Meaning and Types of Taxation - Types of Returns - Filing of Income Tax Return- Filing of GST return - Slab rates - Regime	6

TextBook(s):
S.P.Jainand K.LNarang2023,Financial Accounting-I, Kalyani Publishers, New Delhi
N.D. Kapoor, Mercantile Law, Sultan Chand & Sons, New Delhi.
Dr. L. Natarajan,Margham Publications, Chennai.
WebResource(s):
https://www.incometax management.com/Direct-Taxes/AY-2021-22/ assessment/1- assessment-of-an-individual.html
https://dea.gov.in/sites/default/files/moneylaunderingact.pdf
https://www.mca.gov.in/Ministry/pdf/TheInsolvencyandBankruptcyofIndia.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To make the students familiar with the concepts of Commerce and Industry.	K1
CO2	To encourage and motivate the students for the Accounting Education.	K2
CO3	To Analyze the Various classification of Markets and Marketing.	K2
CO4	To make the students aware towards the various commercial Laws.	K5
CO5	To aware the types of Taxation and slab rates.	K4

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	2	2	2	2	2	2	2	2.08
CO2	3	2	2	2	2	2	2	2	2	2	2	2	2.09
CO3	2	2	2	3	2	2	2	2	2	2	2	2	2.08
CO4	2	3	2	2	2	2	2	2	2	3	2	2	2.07
CO5	3	2	2	2	2	2	2	2	2	2	2	2	2.08
	Mean Overall Score												2.08
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BCP21	Core–III	5	5	25	75	100
Course Title	FINANCIAL ACCOUNTING-II(Theory – 30% and Practical 70%)						

Learning Objectives	
LO1	To gain knowledge on Dependent & Independent branch account.
LO2	To understand the allocation of expenses under departmental accounts
LO3	The students are able to prepare different kinds of accounts such Higher purchase and InstallmentsSystem.
LO4	Provides knowledge to the learners regarding average due date.
LO5	To gain an understanding about partnership accounts relating to Admission and retirement

SYLLABUS		
Unit	Contents	Hours
I	**Branch Accounts** Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) -	15
II	**Departmental Accounts** Departmental Accounts: Basis of Allocation of Expenses–Inter-Departmental Transfer at Costor - Selling Price.	15
III	**Hire Purchase and Instalment System** Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account - Instalment System - Calculation of	15
IV	**Average Due Date** Average Due Date-Meaning, need, calculation of average due date-consideration of holidays intervening in the period-Account	15
V	**Partnership Accounts** Partnership Accounts: Treatment of Goodwill - Calculation of Hidden Goodwill – Admission of a Partner – Retirement of a Partner.(Simple problems)	15

TextBook(s):
Radhaswamyand R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
M.C .Shukla T.S. Grewal &S.C.Gupta, Advance Accounts, S Chand Publishing, New Delhi.
R.L. GuptaandV.K.Gupta, “Financial Accounting” ,Sultan Chand, New Delhi.
S P Jainand K.L. Narang :Financial Accounting-I, Kalyani Publishers, New Delhi.
T.S. Reddy & A. Murthy, Financial Accounting, Margam Publishers, Chennai.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To prepare Branch accounts	K1
CO2	To understand Departmental Accounts	K2
CO3	To evaluate the Hire purchase accounts and Instalment systems	K2
CO4	To know Settlement of accounts of Average due date	K5
CO5	To understand the accounting treatment for admission and retirement in partnership	K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	1	1	2	2	2	2	2	1.92
CO2	3	3	2	2	2	3	2	2	2	2	2	2	2.25
CO3	3	3	2	2	2	1	1	2	2	2	2	2	2.08
CO4	3	3	2	2	2	3	2	2	2	2	2	2	2.25
CO5	3	2	2	2	2	1	1	2	2	2	2	2	1.92
	Mean Overall Score												2.08
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BCP22	Core–IV	5	5	25	75	100
Course Title	BUSINESS LAW						

Learning Objectives	
LO1	To know the nature and objectives of Mercantile law and the essentials of valid contract
LO2	To gain knowledge on performance contracts
LO3	Tobe acquainted with the rules of Indemnity and Guarantee
LO4	To make aware of the essentials of Bailment and pledge
LO5	To understand the provisions relating to sale of goods

SYLLABUS

Unit	Contents	Hours
I	**Elements of Contract** **Indian Contract Act 1872:** Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration – Capacity to Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract	**15**
II	**Performance of Contract** Meaning of Performance, Offer to Perform, Devolution of Joint liabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract - Termination and Discharge of Contract - Quasi Contract	**15**
III	**Contract of Indemnity and Guarantee** Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety –	**15**
IV	**Bailment and Pledge** Bailment and Pledge – Bailment – Concept – Essentials - Classification of Bailments, Duties and Rights of Bailor and Bailee – Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.	**15**
V	**Sale of Goods Act1930:** Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties - Transfer of Property – Contracts involving Sea Routes - Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller	**15**

TextBook(s):
N.D. Kapoor, Business Laws-Sultan Chand and Sons, New Delhi.
R.S.N.Pillai – Business Law, S.Chand, New Delhi.
M C Kuchhal&VivekKuchhal, Business law, S Chand Publishing, New Delhi
M.V. Dhandapani, Business Laws, Sultan Chand and Sons, New Delhi.
Shusma Aurora, Business Law, Taxmann, New Delhi.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the Objectives and significance of Mercantile law	K1
CO2	Understand the clauses and exceptions of Indian Contract Act.	K4
CO3	Outline the contract of indemnity and guarantee	K2
CO4	Familiar with the provision relating to Bailment and Pledge	K5
CO5	Explain the various provisions of Sale of Goods Act 1930	K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	3	2	2	2	2	2	2	2.24
CO2	3	2	1	2	1	3	2	2	2	2	2	2	2
CO3	3	3	2	2	2	3	2	2	2	2	2	2	2.25
CO4	3	3	2	2	2	3	2	2	2	2	2	2	2.24
CO5	3	2	1	2	1	3	2	2	2	2	2	2	2
	Mean Overall Score												2.14
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BECP23A	Elective - II	2	2	25	75	100
Course Title	**Programming In C**						

Learning Objectives	
LO1	To familiarize the students with the programming basics and the fundamentals of C, Datatypes in C.
LO2	To understand the concept using Mathematical and logical operations.
LO3	To understand the concept using if statements and loops
LO4	To understand the concept of Arrays
LO5	To understand the concept of Functions

SYLLABUS

Unit	Contents	Hours
I	Introduction to C Language: C Language Introduction-Features of C Language – Basic Structure- Programming Rules – Flow Charts-Commonly used library function- Benefits of Cover other languages-Compilation of C Program- variable and data types: Character Set, C tokens, and Keywords, Constants, Variables and Data types.	**6**
II	Operators: Types in C-Operators –Arithmetic Operator – Relational Operator – Logical Operator – Assignment Operator- Conditional Operator – Bitwise Operator –Increment and decruitment operators - Typecasting in C	**6**
III	Control Flow Statements: If Statements – If- Else Statement nested if – else statement - Break Statement - Continue Statement – go to Statements- Switch Statement in C-C Looping Statements: Introduction – While Statements – Do While Statements- For Statements & Nested loop Statements.	**6**
IV	Array in C: Declaration and accessing of one Dimensional Arrays two Dimensional Arrays - Multidimensional Dimensional Arrays in C.	**6**
V	Functions: The form of C functions, return values and types – calling function –categories of function – nested functions-recursion – function with array – call by value – call by reference – Storage classes.	**6**

TextBook(s):

E.Balaguruswamy. “ProgramminginANSIC”,8thEdition,2019,McGraw Hill Education, ISBN:978-93-5316-513-0.

PradipDey,ManasGhosh,“ProgramminginC”,2ndEdition,2018,Oxford University Press,ISBN:978-01-9949-147-6.

KernighanB.WandDennisM.Ritchie,“TheCProgrammingLanguage”,2nd Edition, 2015,PearsonEducationIndia,ISBN:978-93-3254-944-9.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Apply the concept of Control Structures to solve any given problem.	K1
CO2	Apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations.	K4
CO3	Apply the concept of Strings for writing programs related to character array.	K4
CO4	Write programs using concept of user defined and recursive functions.	K3
CO5	Apply concept of structures to write programs.	K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	2	2	3	1	2	2	3	2	2	1	2.16
CO2	3	3	2	2	3	1	2	2	3	2	2	1	2.16
CO3	3	3	3	2	3	1	2	2	2	2	2	1	2.16
CO4	3	3	3	2	3	1	2	2	3	3	2	1	2.33
CO5	3	3	3	2	3	1	2	2	3	3	2	1	2.33
	Mean Overall Score												2.3
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BPCP26A	Elective - II	2	1	25	75	100
Course Title	**Programming In C Lab**						

Learning Objectives	
LO1	Understand and Apply Control Structures in C Programming
LO2	Implement functions and recursionfor modular code and calculations.
LO3	Work with arrays and structuresto manage data like lists and records.
LO4	Handle strings and textwithout using library functions.
LO5	Perform matrix and numerical operationsusing loops and arrays.

SYLLABUS

Contents	Hours
1. Write a C program to find roots of a Quadratic equation. 2. Write a C program to find the total no.of digits and the sum of individual digits of a positive integer. 3. Write a C program to generate the Fibonacci sequence of first Nnumbers. 4. Write a C program to sum the series S=1– x+(x^2/2!) -(x^3/3!) +--------- (x^n/n!) 5. Write a C program to arrange the elements of an integer array using Bubble Sort algorithm. 6. Write a C program to input two matrices and perform matrix multiplication on them 7. Write a C program to check whether the given string is palindrome or not without using Library functions. 8. Write a C program to count the number of lines, words and characters in a given text. 9. Write a C program to generate Prime numbers in a given range using user defined function. 10. Write a C program to find factorial of a given number using recursive function. 11. Write a C program to maintain a record of n student details using an array of structures with four fields-Roll number, Name, Marks and Grade. Calculate the Grade according to the following conditions. **Marks Grade** **>=80A** **>=60B** **>=50C** **>=40D** **<40 E** Print the details of the student, given the student Roll number as input.	**30**

TextBook(s):
E.Balaguruswamy,“ProgramminginANSIC”,8thEdition,2019,McGraw Hill Education, ISBN:978-93-5316-513-0.
PradipDey,ManasGhosh,“ProgramminginC”,2ndEdition,2018,Oxford University Press,ISBN:978-01-9949-147-6.
KernighanB.WandDennisM.Ritchie,“TheCProgrammingLanguage”,2nd Edition, 2015,PearsonEducationIndia,ISBN:978-93-3254-944-9.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Apply the concept of Control Structures to solve any given problem	K1
CO2	Apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations.	K4
CO3	Apply the concept of Strings for writing programs related to character array	K4
CO4	Write programs using concept of user defined and recursive functions.	K3
CO5	Apply concept of structures to write programs	K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	2	2	3	1	1	2	2	2	2	2	2.17
CO2	3	3	2	2	3	1	1	2	2	2	2	2	2.17
CO3	3	2	2	2	3	1	1	2	2	2	2	2	2
CO4	3	3	2	2	3	1	1	2	2	2	2	2	2.17
CO5	3	3	2	2	3	1	1	2	2	2	2	2	2.17
	Mean Overall Score												2.14
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BECP23B	Elective - II	2	2	25	75	100
Course Title	b) Object Oriented Programming Concepts Using C++						

Learning Objectives	
LO1	Describe the procedural and object oriented paradigm with concepts of streams, classes, functions, data and objects
LO2	Understand dynamic memory management techniques using pointers, constructors, destructors, etc
LO3	Describe the concept of function overloading, operator overloading, virtual functions and polymorphism
LO4	Classify inheritance with the understanding of early and late binding, usage of exception handling, generic programming
LO5	Demonstrate the use of various OOPs concepts with the help of programs

SYLLABUS		
Unit	**Contents**	**Hours**
I	Introduction to C++ - key concepts of Object-Oriented Programming Advantages – Object Oriented Languages – I/O in C++ - C++ Declarations. Control Structures : - Decision Makingand Statements : If ..else, jump, goto, break, continue, Switch case statements - Loops in C++ :for, while, do - functions in C++ - inline functions – Function Overloading.	**6**
II	Classes and Objects: Declaring Objects – Defining Member Functions – Static Member variablesand functions – array of objects –friend functions – Overloading member functions – Bit fieldsand classes – Constructor and destructor with static members.	**6**
III	Operator Overloading: Overloading unary, binary operators – Overloading Friend functions –type conversion – Inheritance: Types of Inheritance – Single, Multilevel, Multiple, Hierarchal,Hybrid, Multi path inheritance – Virtual base Classes – Abstract Classes.	**6**
IV	Pointers – Declaration – Pointer to Class , Object – this pointer – Pointers to derived classes andBase classes – Arrays – Characteristics – array of classes – Memory models – new and deleteoperators – dynamic object – Binding, Polymorphism and Virtual Functions.	**6**
V	Files – File stream classes – file modes – Sequential Read / Write operations – Binary and ASCIIFiles – Random Access Operation – Templates – Exception Handling - String – Declaring andInitializing string objects – String Attributes – Miscellaneous functions.	**6**

TextBook(s):
E. Balagurusamy, “Object-Oriented Programming with C++”, TMH 2013, 7th Edition.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the program structure of C with its syntax and semantics	K1,K2
CO2	Understand the programming principles in C (data types, operators, branching and looping, arrays, functions, structures, pointers and files)	K1,K2,K3
CO3	Apply the programming principles learnt in real time problems	K1,K2,K3
CO4	Analyze the various methods of solving a problem and choose the best method	K2,K2,K3,K4
CO5	Code, debug and test the programs with appropriate test cases	K2,K2,K3,K4,K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	1	2	3	2	2	2	2	2	2	2	2.08
CO2	3	2	2	2	3	2	2	2	2	2	2	2	2.17
CO3	3	3	2	2	3	2	2	2	2	2	2	2	2.25
CO4	3	3	2	2	3	2	2	2	2	2	2	2	2.25
CO5	3	3	2	2	3	2	2	2	2	2	2	2	2.25
	Mean Overall Score												2.2
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BPCP26B	Elective - II	2	1	25	75	100
Course Title	Object Oriented Programming Concepts Using C++Lab						

Learning Objectives	
LO1	Describe the procedural and object oriented paradigm with concepts of streams, classes, functions, data and objects
LO2	Understand dynamic memory management techniques using pointers, constructors, destructors, etc
LO3	Describe the concept of function overloading, operator overloading, virtual functions and polymorphism
LO4	Classify inheritance with the understanding of early and late binding, usage of exception handling, generic programming
LO5	Demonstrate the use of various OOPs concepts with the help of programs

SYLLABUS	
Contents	**Hours**
1. Write a C++ program to demonstrate function overloading, Default Arguments and Inline function. 2. Write a C++ program to demonstrate Class and Objects. 3. Write a C++ program to demonstrate the concept of Passing Objects to Functions 4. Write a C++ program to demonstrate the Friend Functions. 5. Write a C++ program to demonstrate the concept of Passing Objects to Functions 6. Write a C++ program to demonstrate Constructor and Destructor 7. Write a C++ program to demonstrate Unary Operator Overloading 8. Write a C++ program to demonstrate Binary Operator Overloading 9. Write a C++ program to demonstrate: • Single Inheritance • Multilevel Inheritance • Multiple Inheritance • Hierarchical Inheritance • Hybrid Inheritance 10. Write a C++ program to demonstrate Virtual Functions. 11. Write a C++ program to manipulate a Text File. 12. Write a C++ program to perform Sequential I/O Operations on a file. 13. Write a C++ program to find the Biggest Number using Command Line Arguments 14. Write a C++ program to demonstrate Class Template 15. Write a C++ program to demonstrate Function Template. 16. Write a C++ program to demonstrate Exception Handling.	**30**

TextBook(s):
E. Balagurusamy, “Object-Oriented Programming with C++”, TMH 2013, 7th Edition.
Reference Books
Ashok N Kamthane, “Object-Oriented Programming with ANSI and Turbo C++”, Pearson Education 2003.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the program structure of C with its syntax and semantics	K1
CO2	Understand the programming principles in C (data types, operators, branching and looping, arrays, functions, structures, pointers and files)	K4
CO3	Apply the programming principles learnt in real time problems	K4
CO4	Analyze the various methods of solving a problem and choose the best method	K3
CO5	Code, debug and test the programs with appropriate test cases	K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	1	1	2	2	1	2	1	1.833333
CO2	3	3	2	2	3	1	2	2	3	2	2	1	2.166667
CO3	3	3	2	2	3	1	2	2	3	2	3	2	2.333333
CO4	3	3	3	3	3	1	2	2	3	3	3	2	2.583333
CO5	3	3	2	2	3	1	3	3	3	2	3	2	2.5
	Mean Overall Score												2.28
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BSCP24	SEC - II	2	2	25	75	100
Course Title	INDUSTRIAL LAW						

Learning Objectives	
LO1	To Understand and apply the concept of Factories Act
LO2	To capable students to comprehend the legal frame work governing Industrial Law to settle industrial disputes.
LO3	To expose students to the principles relating to health and safety laws in the Workplace.
LO4	To explain the relevant laws governing ESI Act 1948 and EPF Act 1952.
LO5	To know the development and the judicial setup of Payment of Bonus Act.

SYLLABUS		
Unit	Contents	Hours
I	**FactoriesAct1948:** Definitions – Health – Safety – Welfare – Working Hours of Adults – Employment of Women – Employment of Young Persons – Leave with Wages.	6
II	**IndustrialDisputesAct,1947:** Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure.	6
III	**The Workmen's Compensation Act:** Nature and Scope - Definitions - Workmen's Compensations – Employer's Liability - Meaning of Accident Compensation Permanent -Partial and Temporary-Disablement-Compensation of Half Month Payment (Table Not Necessary).	6
IV	**EmployeesStateInsuranceAct194:** Objects-definitions-ESI Corporation, functions-contribution and recovery benefits. Employees Provident Fund and Miscellaneous Provision Act, 1952 Objects-Definition - provident fund schemes contribution and recovery.	6
V	**ThePaymentofBonusAct1965:** Object–Application-Definitions-Methods of Computing Gross Profits- Payment of Bonus - Importance.	6

TextBook(s):
N.D.Kapoor–Industrial Laws, Sultan Chand & Sons, New Delhi.
P.C.Tripathi- Industrial Laws, Sultan Chand & Sons, New Delhi

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember and recall the various concepts of Factories act 1948.	K1
CO2	Demonstrate the. Provisions and concepts of Industrial Disputes Act, 1947.	K2
CO3	Analyse the various measures and policies in The Workmen's Compensation Act.	K4
CO4	Examine the different aspects of ESI and EPF Act.	K5
CO5	Critically evaluate the Case studies relating to Bonus Act.	K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	1	1	1	3	1	2	2	1	2	2	1.75
CO2	3	2	2	2	1	3	2	2	2	2	2	2	2.08
CO3	3	2	2	2	1	3	2	2	2	2	2	2	2.08
CO4	3	2	2	2	1	3	2	2	2	2	2	2	2.08
CO5	3	2	2	2	1	3	2	2	2	2	2	2	2.08
	Mean Overall Score												2.01
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BSCP25	SEC -III	2	2	25	75	100
Course Title	ADVERTISING						

Learning Objectives	
LO1	Understand the meaning, objectives, and scope of Advertising, as well as the benefits and elements of Advertising.
LO2	Explore the features and types of Advertising Agencies, understand the criteria for selecting an Agency, and learn how to maintain a Client-Agency relationship
LO3	Examine the ethical and social issues in Advertising, and understand the positive and negative influences of Advertising on Indian values and culture
LO4	Understand the communication process and explore the role of Advertising in developing brand image and brand equity, and learn strategies for managing brand crises
LO5	Learn copy writing essentials, copy elements and types, layout principles, execution styles, and pre-testing and post-testing methods in Advertising

SYLLABUS		
Unit	Contents	Hours
I	Introduction: Advertising meaning-Definition–objectives–scope-benefits– Elements - Media in Advertising.	6
II	Advertising Agency: Advertising agency Features –Types of Advertising Agencies-Agency selection criteria - Maintaining Agency client- relationship.	6
III	Social And Economic Aspects of Advertising: Social aspects: Ethical and social issues in Advertising, positive and negative influence of Advertising on Indian values and culture. Economic aspect: Effect of Advertising on consumer demand, monopoly and competition, price.	6
IV	Brand Building: The communication process- AIDA Model, role of advertising in developing brand image and brand equity, and managing brand crises.	6
V	Fundamentals of Creativity in Advertising: Essentials of copy writing, copy-elements–types–layout–principles Execution styles – Pretesting and post testing of Advertisements – methods and objectives.	6

TextBook(s):
Advertising Principles and Practice by Ruchi Gupta-,S. Chand Publishing. New Delhi.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define advertising, analyze its objectives, evaluate its scope and benefits, and identify media elements used in advertising.	K1
CO2	Differentiate types of advertising agencies, assess criteria for selecting agencies, and demonstrate effective client-agency relationship management.	K2
CO3	Analyze ethical and social issues in advertising, evaluate the impact of advertising on Indian values and culture.	K4
CO4	Explain the communication process and analyze advertising's role in brand building and Managing brand crises.	K3
CO5	Apply effective copywriting techniques, identify copy elements and types, utilize layout principles and execution styles, and conduct pre-testing and post-testing of advertisements.	K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	2	2	2	2	2	2	2.08
CO2	3	3	2	2	2	2	2	2	2	2	2	2	2.17
CO3	3	2	2	2	2	3	2	2	2	2	2	2	2.17
CO4	3	3	2	2	2	2	3	2	2	2	2	2	2.25
CO5	3	3	2	2	3	2	2	2	2	2	2	2	2.25
	Mean Overall Score												2.18
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 &<=2	Medium
>2 &<=3	High