



**PSGR  
Krishnammal College for Women**



**DEPARTMENT OF B COM (AM) & (FS)**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**&**

**LEARNING OUTCOME BASED CURRICULAR FRAMEWORK  
(LOCF)**

**BACHELOR OF COMMERCE WITH ACTUARIAL MANAGEMENT**

**2024-2027 BATCH**



### **PROGRAMME LEARNING OUTCOME (PLO's)**

On the successful completion of the programme the student will be able to:

**PLO1.** Identify and analyze consequences of events involving risk and uncertainty.

**PLO2.** Apply appropriate modeling techniques to conduct quantitative risk analysis.

**PLO3.** Demonstrate understanding the concepts of Financial Mathematics and Applied Mathematics.

**PLO4.** Have keen analytical, project management and problem-solving skills

**PLO5.** Be able to work both independently and in collaboration with others.

**PLO6.** Articulate the need for life-long learning.

### **PROGRAMME SPECIFIC OUTCOME (PSO's)**

The students at the time of graduation will

**PSO 1:** To enter into a broad range of employment sectors such as Insurance, Finance, and Risk management as Actuary or Actuarial consultant.

**PSO 2:** To complete Actuarial examinations and other requirements for SOA/COA (The Casualty Actuarial Society and The Society of Actuaries).

**PSO 3:** To enrich communication, ethical values, team work, professional and leadership skill sets of students.



**BACHELOR OF COMMERCE WITH ACTUARIAL MANAGEMENT**  
**CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)**  
**2024 – 2027 BATCH**

*Scheme of Examination*

(Applicable to students admitted during the academic year 2024- 25 onwards)

Semester	Part	Course Code	Title of the Course	Course Type	Instruction Hours	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits		
									CIA	ESE	Total			
I	I	TAM2301A/ HIN2301A/ FRE2301A	Language I Tamil I/ Hindi I/ French I/	L	4	58	2	3	25	75	100	3		
	II	ENG2301A	English Paper I	E	4	58	2	3	25	75	100	3		
	III		CM23C01	Principles of Accounting	CC	5	73	2	3	25	75	100	3	
			AM24C02	Principles of Marketing	CC	5	73	2	3	25	75	100	4	
			AM24C03	Actuarial Mathematics	CC	5	73	2	3	25	75	100	4	
			AM24A01	Allied- I Business organization and Management ethics/	GE	5	73	2	3	25	75	100	4	
			AM24A02	Introduction to Information Technology										
	IV	<b>Non Tamil Students</b>												
			NME23B1 NME23A1	Basic Tamil I Advanced Tamil I	AEC	2	28	2	-	100	-	100	2	
		<b>Students with Tamil as Language</b>												
			NME23ES	Introduction to Entrepreneurship	AEC	2	30	-	-	100	-	100		
	I-V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-	
I-IV	COM15SER		Community services	GC	-	-	-	-	-	-	-	-		
II	I		TAM2302A/ HIN2302A/ FRE2302A	Tamil Paper II Hindi Paper II French Paper II	L	4	58	2	3	25	75	100	3	
II	II	ENG2302A	English Paper II	E	4	58	2	3	25	75	100	3		
II	III	CM23C04	Financial Accounting	CC	5	73	2	3	25	75	100	3		
II	III	AM23C05	Principles and Practice of Insurance	CC	5	73	2	3	25	75	100	4		

II	III	AM23C06	Basics of Mathematical Statistics	CC	4	58	2	3	25	75	100	4
II	III	AM23A03 AM23A04	Allied Customer relationship management Business Communication	GE	6	88	2	3	25	75	100	4
II	IV	*NME23B2/ NME23A2	Basic Tamil II Advance Tamil II	AEC	SS	--	--	--	100	--	100	Gr.
II	V	NM24UHR	Universal Human Values and Human Rights	AECC	2	30	--	--	100	--	100	2
II	VI	NM23GAW	General Awareness	GC	SS	--	--	--	100	--	100	Gr.
I- IV	VI	COM15SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I-V	VI	24BONL1 24BONL2 24BONL3	Online Course 1 Online Course 2 Online Course 3	ACC	-	-	-	-	-	-	-	-

CC – Core Courses  
GE – Generic Elective  
AEC – Ability Enhancement Course  
L – Language  
CA – Continuous Assessment  
ESE – End Semester Examination  
ACC – Additional credit course  
E – English

## EXAMINATION SYSTEM

One test for continuous assessment will be conducted on pre-determined dates i.e., commencing on the 50<sup>th</sup> day from the date of reopening. The Model exam will be conducted after completing 85<sup>th</sup> working days. Marks for ESE and CA with reference to the maximum for the courses will be as follows

### 2023-2024 Batch onwards

#### CA - Question Paper Pattern and distribution of marks UGLanguage and English

Section A	5 x 1 (No choice)	:	5 Marks
Section B	4 x 5 (4 out of 6)	:	20 Marks (250 words)
Section C	2 x 10 (2 out of 3)	:	20 Marks (500 words)
<b>Total</b>		<b>:</b>	<b>45Marks</b>

#### Marks UG- Core and Allied - (First 3 Units)

#### CA Question from each unit comprising of

One question with a weightage of 2 Marks:  $2 \times 3 = 6$

One question with a weightage of 5 Marks (Internal Choice at the same CLO level):  $5 \times 3 = 15$

One question with a weightage of 8 Marks (Internal Choice at the same CLO level):  $8 \times 3 = 24$

**Total: 45 Marks**

#### End Semester Examination – Question Paper Pattern and Distribution of Marks

#### Language and English – UG

Section A  $10 \times 1$  (10 out of 12) : 10 Marks

Section B	5 x 5 (5 out of 7)	:	25 Marks (250 words)
Section C	4 x 10 (4 out of 6)	:	40 Marks (600 - 700 words)
	<b>Total</b>	:	<b>75 Marks</b>

**UG - Core and Allied courses:**

**ESE Question Paper Pattern: 5 x 15 = 75 Marks**

**Question from each unit comprising of**

One question with a weightage of 2 Marks: 2 x 5=10

One question with a weightage of 5 Marks (Internal Choice at the same CLO level): 5 x 5 =25

One question with a weightage of 8 Marks (Internal Choice at the same CLO level): 8 x 5 =40

**ESE Question Paper Pattern :( for Accounts Paper) 5 x 15 = 75 Marks**

**Question from each unit comprising of**

One question with a weightage of 2 Marks : 2 x 5=10

One question with a weightage of 5 Marks : 5 x 5 =25

One question with a weightage of 8 Marks : 8 x 5 =40

(Internal choice at the same CLO Level)

**Continuous Internal Assessment Pattern Theory**

**I Year UG (24 Batch)**

CIA Test	:	5 marks (conducted for 45 marks after 50 days)
Model Exam:	:	7 marks (conducted for 75 marks after 85 days (Each Unit 15 Marks))
Seminar/Assignment/Quiz	:	5 marks
Class Participation	:	5 marks
Attendance	:	3 marks
<b>Total</b>	:	<b>25 Marks</b>

**Part IV**

**Introduction to Entrepreneurship/Women Studies / Design Thinking**

**Studies/Value education/ Environmental**

Quiz	:	50 marks
Assignment	:	25marks
Case study	:	25 marks
<b>Total</b>	:	<b>:100 Marks</b>

**MAPPING OF PLOs WITH CLOs**

COURSE	PROGRAMME LEARNING OUTCOMES					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO5
<b>COURSE – CM23C01</b>						
CLO1	S	M	S	M	S	-
CLO2	S	M	S	M	M	-
CLO3	S	M	M	M	M	-
CLO4	S	M	S	M	S	-
<b>COURSE – AM24C02</b>						
CLO1	S	S	M	M	S	-
CLO2	S	S	M	S	M	-
CLO3	S	S	S	M	S	-
CLO4	S	S	M	M	S	-
<b>COURSE – AM24C03</b>						
CLO1	L	M	S	M	L	S
CLO2	L	M	S	S	L	S
CLO3	M	M	S	S	L	S
CLO4	L	S	S	S	M	S
<b>COURSE – AM24A01</b>						
CLO1	L	L	L	M	S	L
CLO2	L	L	L	M	S	L
CLO3	M	S	L	S	S	L
CLO4	M	S	L	M	S	L
<b>COURSE – AM24A02</b>						
CLO1	S	M	L	L	M	M
CLO2	S	S	S	M	S	S
CLO3	M	M	M	S	S	S
CLO4	S	S	L	M	S	S

<b>COURSE – CM23C04</b>						
CLO1	S	S	M	M	S	S
CLO2	S	S	M	M	S	S
CLO3	S	S	S	S	M	S
CLO4	S	S	S	S	M	S
<b>COURSE- AM23C05</b>						
CLO1	S	S	M	M	L	L
CLO2	M	S	L	M	L	M
CLO3	L	S	M	M	M	S
CLO4	M	S	S	S	L	S
<b>COURSE -AM23C06</b>						
CLO1	S	L	L	S	L	M
CLO2	M	L	M	S	L	S
CLO3	S	M	S	M	L	S
CLO4	S	S	S	S	L	M
<b>COURSE – AM23A03</b>						
CLO1	L	L	S	M	S	S
CLO2	S	M	S	S	M	S
CLO3	L	L	S	M	S	M
CLO4	L	S	S	M	M	S

COURSE – AM23A04						
CLO1	S	S	S	M	S	M
CLO2	S	S	S	M	S	L
CLO3	S	S	S	L	S	S
CLO4	S	M	S	M	S	S

COURSE CODE	TITLE OF THE COURSE	Category	L	T	P	Credit
CM23C01	PRINCIPLES OF ACCOUNTING	Theory	73	2	-	3

### Preamble

To enable the students to apply the conceptual principles and to develop an expertise in handling accounts of business entities and the consolidation of accounts through appropriate accounting techniques and policies.

### Prerequisite

- Basic Knowledge in Financial Statements

### Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts and conventions in accounting.	K1
CLO2	Interpret accounting statement using basic concepts.	K2
CLO3	Apply the procedures of recording transactions and preparation of Reports.	K3
CLO4	Articulate the accounting concepts to interpret the performance of a Firm.	K4

### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	S	M	S
CLO2	S	M	S	M	M
CLO3	S	M	M	M	M
CLO4	S	M	S	M	S

S- Strong; M-Medium

### Syllabus

#### Unit I (14 Hrs)

Basic Accounting Concepts (AS-1) - Rectification of errors –Final Accounts - Bank Reconciliation Statement.

#### Unit II (14 Hrs)

Average due date – Bills of exchange (trade bills only)-Joint Venture (AS-27).

#### Unit III (15 Hrs)

Departmental Accounts – Basis for allocation of expenses. Branch Accounts (Dependent Branches - Debtors and Stock & Debtors System – Independent Branches only).

#### Unit IV (15 Hrs)

Hire purchase Accounts: Default and Repossession – Hire purchase Trading Account –Installment purchase system.

#### Unit V (15 Hrs)

Depreciation (excluding change in method of depreciation) – Investment Account (AS- 13).

**Text Book**

S. No	Authors	Title	Publishers	Year and Edition
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2021

**Reference Books**

S. No	Authors	Title	Publishers	Year and Edition
1.	RL Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13 <sup>th</sup> ed.
2.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publishers	2018
3.	MC Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S. Chand & sons	2016

**Skill Components**

- Identifying concepts and conventions adopted by a firm in their financial statement.
- Study a firm's financial statement and present a report on the accounting policies followed.
- To calculate the due date and amount on discounting of bills for a firm.
- Analyzing the financial statement of a hire purchase company and present a report on the collection system.
- Analyse the treatment of depreciation for different firms.

**Pedagogy**

Module No.	Topic	No. of periods	Content delivery method	Participatory learning	CLO
<b>UNIT I</b>					
1	Introduction, Basic Accounting Concepts	1	Talk & Chalk	Interaction and Discussion	CLO1
2	Introduction, Stages and types of errors,	1	Talk & Chalk	Interaction and Discussion	CLO1 CLO2
3	Effect of rectification on Net Profit, Suspense Account and Rectification of Errors During a Subsequent Accounting Period	3	Solving Problems		CLO2 CLO3
4	Preparation of Final Accounts, Suspense account, Final accounts with advanced adjustment entries	4	Solving Problems		CLO3 CLO4
5	Causes for Difference between cash book and pass book, Methods of preparation of Bank Reconciliation Statement	1	Talk & Chalk		CLO1 CLO2
6	Bank balance to be shown in Balance Sheet, Adjustments in cash book	4	Solving Problems	Assignment	CLO2 CLO3 CLO4
<b>UNIT II</b>					
7	Average due Date -Meaning, practical uses & determination of due date	1	Talk & Chalk		CLO1 CLO2



8	Average due date as basis for Calculation of interest, Drawings	2	Solving Problems		CLO3 CLO4
9	Bills of exchange - Introduction	1	Talk &Chalk		CLO1
10	Discounting of bill with a bank	1	Solving Problems		CLO2 CLO3
11	Endorsement of a bill	1	Solving Problems		CLO3
12	Sending a bill to bank for collection, Renewal of bill	1	Solving Problems		CLO3
13	Retirement of bills of exchange, Insolvency of Acceptor	1	Solving Problems		CLO3
14	Joint Venture- meaning, Introduction, Importance	2	Talk & chalk	Interaction and Discussion	CLO1 CLO2
15	Accounting for Joint Venture, Complete record method, Partial record method	4	Solving Problems	Assignment	CLO3 CLO4
<b>UNIT III</b>					
16	Departmental Accounts – Basis for allocation of expenses.	3	Talk & Chalk, Solving Problems		CLO1 CLO2
17	Branch accounts – meaning, objectives, types & features , Debtors system – Cost Price Method	2	Talk & Chalk	Group Discussion	CLO1
18	Debtors System – Invoice price method	4	Solving Problems		CLO3 CLO4
19	Stock & debtors system - Cost Price Method, Invoice Price Method	3	Solving Problems		CLO4
20	Independent Branch	3	Solving Problems		CLO3 CLO4
<b>UNIT IV</b>					
21	Hire purchase Accounts – Introduction, Hire purchase system	1	Talk & Chalk		CLO1 CLO2
22	Calculation of Interest	2	Solving Problems		CLO2
23	Accounting treatment in the books of hirer & hire vendor	1	Talk & Chalk		CLO3
24	Default and repossession – Complete Repossession	2	Solving Problems		CLO3 CLO4
25	Partial repossession	2		Activity based Learning	CLO4
26	Hire purchase trading account – debtors System	1	Solving Problems		CLO1 CLO4
27	Hire purchase trading account – Stock & debtors system	2	Solving Problems		CLO3 CLO4
28	Royalties – Introduction, Objectives & Features	1	Solving Problems		CLO1 CLO2
29	Short workings, recoupment of short Workings	1	Solving Problems		CLO3 CLO4

30	Fixed recoupment, flexible recoupment & short workings lapsed or written off	1	Solving Problems		CLO3 CLO4
31	Adjustment of minimum rent due to stoppage of strike & lockout	1	Solving Problems		CLO3
<b>UNIT V</b>					
32	Depreciation – Introduction, Meaning -, Definition	1		Seminar	CLO1
33	Causes of depreciation, features, Objectives & necessity for providing Depreciation	1		Seminar, Assignment	CLO1 CLO2
34	Methods of recording depreciation – Straight line method	1	Solving Problems		CLO3 CLO4
35	Diminishing value method	2	Solving Problems		CLO3 CLO4
36	Annuity method ,Sinking fund method	2	Solving Problems		CLO3 CLO4
37	Insurance policy & revaluation method	1	Solving Problems		CLO3 CLO4
38	Depletion & Machine hour method	1		Seminar	CLO3 CLO4
39	Investment accounts – Introduction, Types of securities	1	Solving Problems	Interaction and Discussion	CLO1
40	Calculation of cum-interest	2	Solving Problems		CLO2
41	Calculation of ex-interest	2	Solving Problems		CLO2
42	Investment in equity & rights	1	Solving Problems		CLO2 CLO3

### Course Designers

1. Dr.S.Sujatha, Department of Commerce
2. Dr.G.Indrani, Department of Commerce

COURSE CODE	TITLE OF THE COURSE	Category	L	T	P	Credit
AM24C02	PRINCIPLES OF MARKETING	Theory	73	2	-	4

### Preamble

- To integrate the knowledge and skill, to uphold an environment of learning and creativity in the field of marketing and to manage business and equip them to contribute for the emerging challenges of marketing in the upcoming global scenario.

### Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts of marketing and the role of marketing in business and society	K1
CLO2	Explain the modern marketing techniques and discuss how it is used to pursue new marketing opportunities	K2
CLO3	Identify the marketing mix elements and describe the components of market mix.	K3
CLO4	Illustrate the process and new approaches in Industry	K4

### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	M	S
CLO2	S	S	M	S	M
CLO3	S	S	S	M	S
CLO4	S	S	M	M	S

S- strong; m-medium

## Syllabus

### Unit I (15 Hrs)

Meaning and Definition of Markets & Marketing - Classification of markets, Objectives Difference between Selling and marketing – Approaches in Marketing – Evolution – Concept of Marketing – Marketing system – Functions. Buying, Assembling and Selling – Transportation – Storage and Warehouses - Standardization and Grading - AGMARK-BIS/ISI  
- Marketing Finance

### Unit II (14 Hrs)

Product Mix: Product Planning – Classification of Products – Product Policies – Factors influencing the product mix – Product Life cycle – Management of Product life cycle – Development of new products. Price Mix: Pricing Objectives -Factors affecting Pricing Decision- Kinds of Pricing. Branding- Labelling –Packaging.

### Unit III (15 Hrs)

Promotion Mix: Sales Promotion – Objectives – Factors influencing sales promotion – Kinds. Advertising – Objectives – Functions – Advantages – Limitations – Types of Advertising Difference between Advertising and Sales promotion. Physical Distribution Mix: Middlemen in Distribution-Wholesalers-Retailers - Functions – Kinds – Importance.

### Unit IV (15 Hrs)

Consumer Behaviour – Consumer Buying Decisions – Characteristics of buyer - Buying Motive. New Approaches in Marketing: Web-Based Marketing-E-Marketing- Multi Level Marketing- Social Media Marketing – Neuro-marketing – Green marketing –Referral marketing -Use of Plano gram in marketing.

### Unit V (14 Hrs)

Introduction to Insurance marketing – Importance – Elements– Types --Marketing Mix For Insurance – Life Insurance Marketing - Consumer behavior in Insurance -- Insurance channels and Strategies – digital Marketing in Insurance - Challenges and Opportunities in Digital Marketing.

## Text Book

S. No	Authors	Title	Publishers	Year and Edition
1.	Pillai. R S & Bhagavathy.B	Modern marketing (Principles and Practices)	S.Chand &Co	2019 reprint
2.	P. Kaliraj & T. Devi	Higher Education for Industry 4.and Transformation to Education 5.0		
3	George E. Belch and Michael A. Belch	"Insurance Marketing: Principles and Practices		

## Reference Books

S. No	Authors	Title	Publishers	Year and Edition
1.	Dr.N.Rajan Nair & Sanjith R.Nair	Marketing	Sultan Chand & Sons	2018reprint
2	Sontakkai. C N	Principles of Marketing	Kalyani publishers,	16 <sup>th</sup> reprint, 2016
3.	Philip Kotler & Gary Armstrong	Principles of Marketing	Pearson Education Ltd	17 <sup>th</sup> edition Version 2018.

## Skill Components

- Identify different markets and networking of products and describe how the market is

segmented

- Find a product of choice and describe the different stages of the product life cycle and how it is positioned
- Study any popular e-commerce website and overview the products and services available.
- Identifying the ethics and green initiative followed in packaging and labeling of a product
- Preparing an advertisement copy for a product

### Pedagogy

S.NO	LECTURE	TOPIC	CONTENTS	ACTIVITY	CLO
<b>Unit I</b>					
1	1-2	Meaning and Definition of Markets & Marketing -	Lecture, PPT	Interaction and Discussion	CLO1 CLO2 CLO3
2	3-4	Classification of markets, Objectives (Online Learning)	Lecture using chalk and talk	Seminar - Mentormentee	CLO2, CLO3, CLO4
3	5	Difference between Selling and marketing	Interaction	Group discussion	CLO3 CLO4
4	6-7	Approaches in Marketing (Online Learning)	Lecture using chalk and talk	Quiz- Kahoot	CLO3, CLO4
5	8	Evolution – Concept of Marketing- Marketing system – Functions	<a href="https://www.youtube.com/watch?v=zIKbc6IIcOA">https://www.youtube.com/watch?v=zIKbc6IIcOA</a>	Group Discussion	CLO2 CLO3
6	9-10	Buying, Assembling and Selling Transportation–Storage and Warehouses	Lecture, PPT	Activity Based learning	CLO2 CLO3 CLO4
7	11	Standardization and Grading (Online Learning)	<a href="https://www.youtube.com/results?search_query=Standardization+and+Grading++(Online+Learning)">https://www.youtube.com/results?search_query=Standardization+and+Grading++(Online+Learning)</a>	Interaction and Discussion	CLO2 CLO3
8	12	AGMARK-BIS/ISI-Marketing Finance	PPT	Quiz-Slido	
<b>Unit II</b>					
9	13-14	Product Mix: Product Planning – Classification of Products	Lecture, Activity Based learning	Assignmnet	CLO1 CLO2
10	15-16	Product Policies – Factors influencing the product mix	Lecture, PPT	Interaction and Discussion	CLO4
11	17	Product Life cycle (Online Learning)	<a href="https://blog.hubspot.com/marketing/product-life-cycle">https://blog.hubspot.com/marketing/product-life-cycle</a>	Group discussion	CLO2 CLO3 CLO4
12	18-19	– Management of Product life cycle – Development of new products.	<a href="https://www.mbakno.com/marketing-management/factors-affecting-pricing-d">https://www.mbakno.com/marketing-management/factors-affecting-pricing-d</a>	Interaction and Discussion	CLO3 CLO4

13	20	Price Mix: Pricing Objectives	Lecture, PPT	Quiz- Socrative	CLO1 CLO2
14	21	Factors affecting Pricing Decision (Online Learning)	Lecture using chalk and talk	Group discussion	CLO3 CLO4
15	22-23	Kinds of Pricing.Branding- Labelling –Packaging	<a href="https://www.youtube.com/watch?v=H3rCA23ebok">https://www.youtube.com/watch?v=H3rCA23ebok</a>	Seminar	CLO2 CLO3
<b>Unit III</b>					
16	24-25	Promotion Mix: Sales Promotion – Objectives (Online Learning)		Interaction and Discussion	CLO1 CLO2 CLO3
17	26-27	Factors influencing sales promotion – Kinds	Lecture, PPT, Activity Based learning	Seminar	CLO3
18	28-29	Advertising – Objectives- Functions – Advantages Limitations	Lecture, Assignment, PPT	Activity Based learning – Preparing an Advertisement copy	CLO1 CLO2 CLO3
19	30-31	Types of Advertising (Online Learning)	<a href="https://www.youtube.com/watch?v=nDAPl8M-vfo">https://www.youtube.com/watch?v=nDAPl8M-vfo</a>	Assignment	
20	32	Difference between Advertising and Sales Promotion	Lecture, PPT	Seminar	CLO3 CLO4
21	33	Physical Distribution Mix: Middlemen in Distribution (Online Learning)	<a href="https://www.youtube.com/watch?v=DY09-nZX1gg">https://www.youtube.com/watch?v=DY09-nZX1gg</a>	Interaction and Discussion	CLO1 CLO2
22	34-35	Wholesalers-Retailers Functions – Kinds – Importance	Idea Generation	Mentormentee.com	CLO3 CLO4
<b>Unit IV</b>					
23	36-38	Consumer Behaviour – Consumer Buying Decisions (Online Marketing)	Lecture, PPT, Group Discussion, Quiz	Interaction and Discussion	CLO1 CLO2 CLO3
24	39	– Characteristics of Buyer – Buying Motive.			
25	40-43	New Approaches in Marketing- Web- Based Marketing-E-Marketing- Multi-Level Marketing-	<a href="https://digitalmarketinginstitute.com/resources/lessons/social-media-marketing_social-media-marketing-concepts_7xoq">https://digitalmarketinginstitute.com/resources/lessons/social-media-marketing_social-media-marketing-concepts_7xoq</a>	Interaction and Discussion	CLO1 CLO2 CLO3
26	44	Social Media Marketing (Online Marketing)	Group discussion	Activity – Selling a product	
27	45-47	Neuro-marketing – Green marketing Referral	<a href="https://www.youtube.com/watch?v=F_Xlulm8U">https://www.youtube.com/watch?v=F_Xlulm8U</a>	Quiz	CLO1 CLO2

		marketing- Use of Planogram in Marketing	<a href="#">U4</a>		CLO3
<b>Unit V</b>					
28	48-51	Introduction to Insurance marketing –Importance– elements– Types.	Lecture, PPT	Quiz	CLO1 CLO2
29	52-53	Marketing Mix For Insurance – Life Insurance Marketing - Consumer behavior in Insurance	<a href="https://www.iovox.com/blog/marketing-life-insurance">https://www.iovox.com/blog/marketing-life-insurance</a>	Interaction and Discussion	CLO3 CLO4
30	54-55	Insurance channels and Strategies – digital Marketing in Insurance	<a href="https://www.youtube.com/watch?v=QygzZLBIR">https://www.youtube.com/watch?v=QygzZLBIR</a> <a href="#">C8</a>	Discussion Activity - Debate	CLO2, CLO3 CLO4
31	56-58	Challenges and Opportunities in Digital Marketing.	Lecture, PPT	Group Discussion	CLO3 CLO4

### Course Designer

1. Dr.K.Pavithra, Assistant Professor
2. Mrs. M.Shobana, Assistant Professor

COURSE CODE	TITLE OF THE COURSE	CATEGORY	L	T	P	CREDIT
AM24C03	ACTUARIAL MATHEMATICS	Theory	73	2	-	4

### Preamble

- To provide students with a solid background of Mathematical constants, Algebra and Matrices.
- To concentrate on understanding the conception of Differentiation and Integration.
- To focus on understanding the concepts, analytical reasoning and developing crucial skills in order to calculate, analyze, interpret and communicate the results clearly.

### Course Learning Outcomes

Upon the successful completion of the course students

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the fundamental properties of Mathematical concepts	K1
CLO2	Interpret quadratic equations and manipulate algebraic expressions and complex numbers	K2
CLO3	Illustrate the various Mathematical techniques	K2
CLO4	Identify differential and integral calculus to interpret the physical systems and processes	K3

### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	M	S	M	L	S
CLO2	L	M	S	S	L	S
CLO3	M	M	S	S	L	S
CLO4	L	S	S	S	M	S

S- Strong; M-Medium

## Syllabus

### Unit I (15 Hrs)

**Mathematical constants and standard functions:** Standard functions and graphs- Exponential function- Log function- Powers of  $x$ - Transformations- Other functions: Modulus function- Integer part- Max and min- Factorial and gamma functions: Factorial notation- Gamma function – Interpolation and Extrapolation- Iteration .(ActEd Problems only)

### Unit II (15 Hrs)

**Algebra:** Algebraic expressions: Indices- Logarithms- Fractions. Quadratic equations: Solution by factorization- Solution by completing the square- Solution by formula. Simultaneous equations- Inequalities- Arithmetic-geometric mean inequality- Sums and products. Arithmetic and geometric progressions: Formulae- Convergence. Standard summations- Swapping the order of summation- Binomial expansions: Positive powers- Fractional or negative powers. Permutation and combination. (ActEd Problems only)

### Unit III (14 Hrs)

Basics of Vectors-Notation and arithmetic- Magnitude- Scalar product. Matrices- Basic arithmetic- Multiplication- Determinants- Inverses- Simultaneous equations- Eigenvectors and eigenvalues.

Complex numbers: Basic algebra- Argand diagrams- Euler's formula- Solution of polynomial equations- Difference equations. (ActEd Problems only)

### Unit IV( 14 Hrs)

**Differentiation:** - Limits: Limits- The order notation- Supremums and infimums. Differentiation- Differentiation of standard functions- Products and quotients- Chain rule- Higherorder derivatives.

Stationary points: Maxima, minima and points of inflexion- Partial differentiation- Extrema of functions of two variables- (ActEd Problemsonly)

### Unit V (15 Hrs)

**Integration:** Integrals- Integration of standard functions- Integration by inspection, partial fractions, substitution (change of variable) and parts. Differentiating an integral (Leibniz's formula)- Convergence- Double integrals- Swapping the order of integration. Differential equations: Solution by direct integration- Solution by separation of variables- Solution by integrating factor.(ActEd Problems only)

**Note : Problems from ActEd Material only**

### Text Books

S. No	Author	Title of the book	Publishers	Year and Edition
1.	-	ActEd Study Materials(FAC – P C – 13)	The Actuarial Education Company	2013
Chapters : 3,4,5 (5-8),6,7,8				

### Reference Books

S. No	Author	Title of the book	Publishers	Year and Edition
1.	S. Narayanan & Others	Ancillary Mathematics Volume 1	S.Viswanathan Publishers	2013
2.	Narayanan and T.K.Manicavachago mPillay	Calculus - Volume I	Printers and Publishers Pvt. Ltd. – Chennai, 2004	2014

3.	Narayanan and T.K.Manicavachagom Pillay	Calculus - Volume II	Printers and Publishers Pvt. Ltd. – Chennai, 2004	2014
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### Skill Components

- Apply simple iterative methods to solve non-linear equations.
- Evaluate expressions and equations, properties of equalities and inequalities, solves the algebraic equations and linear equations having one or two variables
- Calculate the modulus and argument of a complex number, represent a complex number on an Argand diagram
- Use differentiation to find the maximum or minimum value of a function over a specified range and determine the nature of stationary points.
- Solve simple ordinary first-order differential equations, including applying boundary conditions.

### Pedagogy

Module No.	Topic	No. of Periods	Content delivery methods	Participatory learning	CLO
<b>UNIT I</b>					
1	Mathematical constants and standard functions: Standard functions and graphs	2	<a href="https://www.gnu.org/software/libc/manual/html_node/Mathematical-Constants.html">https://www.gnu.org/software/libc/manual/html_node/Mathematical-Constants.html</a>		CLO1
2	Exponential function-Log Function-Powers of x	2	Talk & Chalk		CLO1 CLO2
3	Transformations	3	Solving Problems		CLO2 CLO3
4	Other functions: Modulus Function-Integer part-Max and min	3	Solving problems		CLO3 CLO4
5	Factorial and gamma functions: Factorial notation-Gamma function	2	<a href="https://www.youtube.com/results?search_query=Interpolation+and+Extra+Iteration+">https://www.youtube.com/results?search_query=Interpolation+and+Extra+Iteration+</a>		CLO1 CLO2
6	Interpolation and Extrapolation-Iteration	3	Solving Problems	Assignment	CLO2 CLO3 CLO4
<b>UNIT II</b>					
1	Algebra: Algebraic expressions: Indices-Logarithms-Fractions.	2	<a href="https://www.cuemath.com/algebra/algebraic-expression/">https://www.cuemath.com/algebra/algebraic-expression/</a>		CLO1 CLO2
2	Quadratic equations: Solution by factorization-	2	Solving Problems		CLO3 CLO4
3	Solution by completing the square-Solution by formula.	2	Solving Problems		CLO1
4	Simultaneous equations	1	<a href="https://www.youtube.com/watch?v=gua96ju_FBk">https://www.youtube.com/watch?v=gua96ju_FBk</a>	Interaction and Discussion	CLO2 CLO3



5	Inequalities-Arithmetic-geometric Mean inequality-Sums and products.	2	Solving Problems		CLO3
6	Arithmetic and geometric progressions: Formulae-Convergence.	2	Solving Problems		CLO3
7	Standard summations-Swapping the order of summation	1	Solving Problems		CLO3
8	Binomial expansions: Positive powers- Fractional or negative powers.	2	Solving Problems		CLO1 CLO2
9	Permutation and combination	1	Solving Problems	Assignment	CLO3 CLO4
<b>UNIT III</b>					
1	Basics of Vectors-Notation and arithmetic- Magnitude- Scalar product.	2	Talk & Chalk, Solving Problems		CLO1 CLO2
2	Matrices- Basic arithmetic Multiplication	2	Talk & Chalk, Solving Problems	Group Discussion	CLO1
3	Determinants-Inverses-Simultaneous equations	2	Solving Problems		CLO3 CLO4
4	Eigenvectors and eigenvalues.	2	Solving Problems		CLO4
5	Complex numbers :Basic algebra- Argand diagrams	2	Solving Problems		CLO3 CLO4
6	Euler's formula- Solution by Polynomial equations	2	Solving Problems		CLO4
7	Difference equations	2	<a href="https://www.youtube.com/watch?v=EA76ONWBgK4&amp;list=PLhSp90SVmeyJBkLSO51JFPSEIIoeRiaJy">https://www.youtube.com/watch?v=EA76ONWBgK4&amp;list=PLhSp90SVmeyJBkLSO51JFPSEIIoeRiaJy</a>		CLO3 CLO4
<b>UNIT IV</b>					
1	Differentiation: -Limits: Limits- The order notation	2	Talk & Chalk		CLO1 CLO2
2	Supremums and infimums.	2	Solving Problems		CLO2
3	Differentiation- Differentiation standard functions	2	Talk & Chalk		CLO3
4	Products and quotients-Chain rule Higher order derivatives.	3	Solving Problems		CLO3 CLO4
5	Stationary points: Maxima, minima and points of inflexion	2	<a href="https://www.youtube.com/watch?v=8aPSaDNhJpk">https://www.youtube.com/watch?v=8aPSaDNhJpk</a>	Activity based Learning	CLO4
6	Partial differentiation- Extrema of functions of two variables-	3	Solving Problems		CLO3 CLO4
<b>UNIT V</b>					
1	Integration: Integrals-Integration of standard functions	3	<a href="https://testbook.com/maths/limits-and-derivatives">https://testbook.com/maths/limits-and-derivatives</a>	Seminar	CLO1
2	Integration by inspection, partial fractions, substitution (change of variable) and parts.	3		Seminar, Assignment	CLO1 CLO2

3	Differentiating an integral(Leibniz's formula)-Convergence	3	SolvingProblems		CLO3 CLO4
4	Double integrals-Swapping the order of integration	3	SolvingProblems		CLO3 CLO4
5	Differential equations: Solution by direct integration- Solutionbyseparationof variables-Solution by integrating factor	3	SolvingProblems		CLO3 CLO4

#### Course Designers:

1. Dr.D.Sreemathi Assistant Professor
2. Ms.K.Dharani, Assistant Professor.

COURSE CODE	TITLE OF THE COURSE	Category	L	T	P	Credit
AM24A01	BUSINESS ORGANIZATION AND MANAGEMENT ETHICS	Theory	73	2	-	4

#### Preamble

- To provide students with an understanding of the basic principles and functions of management in functional areas of business and knowledge on Industry 4.0 and need for digital transformation.

#### Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the concepts related to Business	K1
CLO2	Summarizes the main Areas of Responsibility for different Functions within an Organization..	K2
CLO3	Develop Strategies for Identifying and Dealing with typical Ethical Issues in Businesses and other Organizations.	K3
CLO4	Adopt the goals of industry 4.0 and design the principles for a current scenario in management	K3

#### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	L	L	M	S	L
CLO2	L	L	L	M	S	L
CLO3	M	S	L	S	S	L
CLO4	M	S	L	M	S	L

S- Strong; M-Medium; L-Low

#### Syllabus

##### Unit I (14 Hrs)

Nature and Scope of Business - Business versus Profession and Employment - Characteristics of business, - Objectives and essentials of business. Forms of Business Organization– Sole Trader, Partnership Firm, Joint Stock Company and Co-operative Society – Public Enterprises

##### Unit II (15 Hrs)

Management -Definition - Nature and Scope – Functions – Managerial Skills – Levels of Management – Roles and Skills of a Manager -Management Functions –Managerial Levels.-Managerial Types –Managerial Knowledge, Skills and Abilities- Management as a Science, Art,Profession- Management and Administration – Principles of Management.

### Unit III (14 Hrs)

Planning: Meaning – Nature- Importance- Planning Process - Advantages and Limitations- Types of Plans — Strategies – Obstacles to Effective Planning - Decision Making: Steps in Decision Making – Organization: Meaning-Nature and Importance- Process of Organization- Organization Structure- Organization Chart- Organization Manuals- Types of Organization- Departmentation - Span of Management

### Unit IV (15 Hrs)

Leadership-Meaning-Importance-Functions of Leadership-Leadership Styles-Qualities of a Good Leader- Theories and Approaches to Leadership. Directing – Functions. Advantages & Disadvantages. Leading vs Managing –Leadership and Power Motivation-Meaning-Need for Motivation-Theories of Motivation.

Coordination – Meaning - Definition-Principles -Advantages & Disadvantages - Control- Meaning- Nature - Importance- Process & Techniques of Control.

### Unit V (15 Hrs)

Business Ethics – Importance – Principles - Structure of ethics management - 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 and its challenges.

#### TextBook

S.No	Authors	Title	Publishers	Year and Edition
1.	RK Sharma & Shasi KGupta	Principles of Management	Kalyani Publishers	2017
2.	Dinkar Pagre	Principles of Management	Sultan Chand & sons	2018 ed
3.	P. Kaliraj, T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0	Bharathiyar University	2020

#### ReferenceBooks

S. No	Authors	Title	Publishers	Year and Edition
1.	RN Gupta	Principles of Management	S .Chand &co	2009
2.	Dr.C.N Sontakkai	Principles of Management	Kalyani Publishers,	2010
3.	T.Ramasamy	Principles of Management	Himalaya publishers	2017
4.	Robbins, De Cenzo, & Coulter.	Fundamentals of Management	Pearson	10th Ed. 2017

#### Related Online Contents:

1. Business Management Ethics and Communication - The Institute of Company Secretaries of India
2. Introduction to Industry 4.0 and Industrial Internet of Things by Prof.Sudip Mishra,IITKharagpur.
3. A Complete Guide to Industry 4.0-Udemy

#### Skill Components

- Preparation of different types of organisation charts
- Construct a standing plan for a new business venture
- Demonstrate different leadership styles through role play
- Study the ethical practices followed in the organization

- Select any one company and prepare SWOT analysis
- Prepare a report of CSR activities followed in an organization

### Pedagogy

Module No.	Topic	No. of Periods	Content delivery methods	Participatory learning	CLO
<b>UNIT I</b>					
1	Nature and Scope of Business- Business versus Profession and Employment	3	Talk & Chalk		CLO1 CLO2
2	Characteristics of business,- Objectives and essentials of business.	3	Talk & Chalk		CLO2 CLO3
3	Forms of Business Organization – Sole Trader, Partnership Firm,	4	<a href="https://www.youtube.com/watch?v=2KrDRIOUr-E">https://www.youtube.com/watch?v=2KrDRIOUr-E</a>	Seminar Mentor mentee	CLO2 CLO3
4	Joint Stock Company and Co-operative Society – Public Enterprise	4	Lecture, PPT		CLO3
<b>UNIT II</b>					
1	Management - Definition – Nature and Scope – Functions	2	Talk & Chalk		CLO1 CLO2
2	Managerial Skills – Levels of Management – Roles and Skills of a Manager	3	Lecture, PPT		CLO1 CLO2
3	Management Functions- Managerial Levels-	2	Talk & Chalk		CLO1 CLO2
4	Managerial Types- Managerial Knowledge, Skills and Abilities	2	<a href="http://www.youtube.com/watch?v=cx_RXvE1qic">//www.youtube.com/watch?v=cx_RXvE1qic</a>	Discussion Activity - Debate	CLO2 CLO3
5	Management as a Science, Art, Profession-	3	Lecture, PPT		CLO3
6	Management and Administration – Principles of Management	3	Lecture, PPT	Quiz- Kahoot	CLO4
<b>UNIT III</b>					
1	Planning : Meaning – Nature- Importance- Planning Process- Advantages and Limitations-	3	Talk & Chalk,		CLO1
2	Types of Plans — Strategies – Obstacles to Effective Planning	3	<a href="https://youtu.be/B9gf57rYvG4?feature=shared">https://youtu.be/B9gf57rYvG4?feature=shared</a>	Group Discussion	CLO1 CLO2
3	Decision Making: Steps in Decision Making	2	Lecture, PPT		CLO2 CLO3
4	Organization: Meaning- Nature and Importance- Process of Organization- Organization Structure	3	Lecture, PPT		CLO2 CLO3
5	Organization Chart- Organization Manuals- Types of Organization- Departmentation- Span of Management	3	Lecture, PPT		CLO3 CLO4

UNIT IV					
1	Leadership-Meaning-Importance-Functions of Leadership	2	Talk&Chalk		CLO1 CLO2
2	Leadership Styles-Qualities of a Good Leader-	1	Lecture,PPT		CLO2 CLO3
3	Theories and Approaches to Leadership.	2	Talk&Chalk		CLO2 CLO3
4	Directing Functions Advantages & Disadvantages Leading vs Managing	2	Lecture,PPT		CLO2 CLO3
5	Leadership and Power Motivation-Meaning	2	<a href="https://www.youtube.com/watch?v=jiPYQd_EWvU">https://www.youtube.com/watch?v=jiPYQd_EWvU</a>	Activity Based Learning Mentor mentee	CLO1 CLO2
6	Need for Motivation-Theories of Motivation.	2	Lecture,PPT		CLO2 CLO3
7	Coordination–Meaning-Definition-Principles Advantages &Disadvantages	2	Lecture,PPT		CLO2 CLO3
8	- Control-Meaning- Nature - Importance-Process &Techniques of Control	2	Lecture,PPT		CLO3 CLO4
UNIT V					
1	Business Ethics– Importance–Principles-Structure of ethics management	3	Lecture,PPT	Seminar	CLO1
2	Introduction to Industry 4.0- Need – ReasonsforAdoptingIndustry4.0	3	<a href="https://www.youtube.com/results?search_query=Introduction+to+Industry+4.0-">https://www.youtube.com/results?search_query=Introduction+to+Industry+4.0-</a>	Seminar, Assignment	CLO2 CLO3
3	Goals and Design Principles-Technologies of Industry 4.0-SkillsrequiredforIndustry4.0-	3	Lecture,PPT	Quiz- Kahoot	CLO2 CLO3
4	Advancements in Industry 4.0- –Impact ofIndustry4.0onSociety, Business, Government and People	3	Lecture,PPT		CLO3 CLO4
5	Introductionto5.0.and it's challenges	3	Lecture,PPT		CLO3 CLO4

**Course Designers:**

1. Dr..D.Sreemathi , Assistant Professor
2. Ms.A.Divya Assistant Professor

COURSE CODE	TITLE OF THE COURSE	Category	L	T	P	Credit
AM24 A02	INTRODUCTION TO INFORMATION TECHNOLOGY	Theory	73	2	-	4

#### Preamble:

- To introduce the importance of computer literacy among students and exposing them to the algorithms, flow charts, programming and computernetworks.
- To build familiarity in accessing information through Internet, Intranet,E-mail and e-payment system.

#### Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the concepts of Computer applications and understand the role of computer in business.	K1
CLO2	Understand the types of Computer networks, methods of data processing	K2
CLO3	Apply the Technological upgradation, file maintenance process and reporting.ses of Internet and communication services.	K3
CLO4	Analyze the impact of e-Business and flow of payment modes in a business using SWIFT	K3

#### Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	M	L	L	M	M
CLO2	S	S	S	M	S	S
CLO3	M	M	M	S	S	S
CLO4	S	S	L	M	S	S

S-Strong M- Medium L-Low

#### Syllabus

##### UNIT I (15 Hrs)

Introduction to Computers – Classification of Computers – Computer applications in Various Areas of Business - Basic Principles of Operation of Digital Computers – History & Development of Computers – (Computer Generations)\* – Hardware, Software & Humanware.

##### UNIT II (15 Hrs)

Components of Computer System – Input, Output & Storage Devices – Software – System Software & Application Software – Programming Languages – Machine, Assembly & High Level Languages – Flowchart – Preparation of Flowcharts – Steps and criteria inDeveloping a Computer Program.

##### UNIT III (14 Hrs)

Data Processing –Methods of Data Processing – Data Structure – File Organization – File Creation – Sorting – Merging – File Maintenance – Updation – Reporting.

##### UNIT IV (14 Hrs)

Communication Technology: -WWW - Intranets - Extranets - Voice Networks Data Communication Networks - Last Mile - Wireless System - Web Hosting - Application ServiceProviders.

##### UNIT V (15 Hrs)

Electronic Banking - Electronic Payments Systems- Credit Cards - Debits Cards-Digital Cash- (Mobile Payments)\*- SWIFT – Mobile Computing-Cloud computing – Grid Computing. Limitaions of Electronic Banking.

\*Self study

**Text Book**

S.No.	Author/s	Title of the book	Publishers	Year and Edition
1.	R. Saravanakumar, R. Parameswaran T.Jayalakshmi	A Textbook of Information Technology	Sultan Chand & Sons,	2010

**Reference Books Year and Edition**

S.No.	Author/s	Title of the book	Publishers	Year and Edition
1	R. Parameswaran	Computer Applications in Business	S.Chand and Co. Ltd.	2010
2	Dr.S.V. Srinivasa Vallabhan	Computer Applications in Business	Sultan Chand & Sons	2011
3	Renu Gupta and Gaurav Gupta	Computer Applications in Business	Mahavir Publications,	2015
4	Alexis Leon , Mathews Leon	Computer Applications in Business	Vijay Nicole	2012

**Skill Components**

- Empathize the purpose and function of power on a computer.
- Understand the input/output, processing and storage of data in a personal computersystem.
- Categorize how technology contributes to the success of today’s businesses
- Understand networking and internet concepts

**Pedagogy**

Module No.	Topic	No.of Periods	Content delivery methods	Participatory learning	CLO
<b>UNIT I</b>					
1	Introduction to Computers Classification of Computers	2	Talk & Chalk		CLO1 CLO2
2	Computer applications- Usage of computer applications in various business	2	Talk & Chalk		CLO2 CLO3
3	Digital Computers-Basic Principles Of Operation of Computers	3	Lecture ,PPT		CLO2 CLO3
4	History of Computers- Development of computers	2	Lecture, PPT		CLO3
5	Computer Generations-five generations of computers	3	<a href="https://www.youtube.com/watch?v=eYxCHPBwGMo">https://www.youtube.com/watch?v=eYxCHPBwGMo</a>	Quiz-Kahoot	CLO3
6	Components of computers Hardware Software Humanware	3	Lecture, PPT	Assignment	CLO1 CLO2
<b>UNIT II</b>					

1	Components of Computer System- <b>Various devices and its parts</b>	1	Talk & Chalk		CLO1
2	Input devices and classification- Output devices and classification	2	<a href="https://www.youtube.com/watch?v=h9M9UtttUtY">https://www.youtube.com/watch?v=h9M9UtttUtY</a>	Mentor - mentee	CLO1
3	Storage devices of computer- <b>Software-Introduction</b>	1	Talk Chalk		CLO2
4	System Software & Application Software	2	Lecture, PPT		CLO2
5	Programming Languages Machine and Assembly High Level Languages	2	Lecture, PPT		CLO2
6	Flowchart-Introduction and Uses	2	Lecture, PPT		CLO3
7	Steps and criteria in Developing a Computer Program.-	3	Lecture, PPT		CLO3
8	Steps to prepare flowchart	2	Talk & Chalk	Assignment	CLO3
<b>UNIT III</b>					
1	Data Processing- Various methods – Methods of Data Processing	3	Talk & Chalk,		CLO1
2	Data structure - file Organization- and its usage	3	<a href="https://www.youtube.com/watch?v=3cU_spdMIw&amp;list=PLxCzCOWd7aiEwaANNt3OqJPVixwp2ebiT">https://www.youtube.com/watch?v=3cU_spdMIw&amp;list=PLxCzCOWd7aiEwaANNt3OqJPVixwp2ebiT</a>	Activity Based learning	CLO2
3	File Creation with the impact- Sorting of files	3	Lecture, PPT		CLO2
4	Merging the various data and files File Maintenance and the reporting	2	Lecture, PPT		CLO3
5	Updation of various reports-Reporting-the files	3	Lecture, PPT		CLO4
<b>UNIT IV</b>					
1	Communication Technology- Introduction	2	Talk & Chalk		CLO1
2	WWW-world wide web, history And classification	2	<a href="https://www.youtube.com/watch?v=J8hzJxb0rpc">https://www.youtube.com/watch?v=J8hzJxb0rpc</a>	Quiz- Kahoot	CLO2



3	Intranets-Introduction and usage	2	Talk&Chalk		CLO2 CLO3
4	Extranets-The classification and functions	2	Lecture,PPT		CLO3
5	Voice Networks and Data Communication Networks	2	Lecture,PPT	Discussion Activity - Debate	CLO3
6	Last Mile and Wireless System	2	Lecture,PPT		CLO4
7	Web Hosting along with Application Service Providers.	2	Lecture,PPT		CLO4

#### UNIT V

1	Electronic Banking	2	<a href="https://www.youtube.com/watch?v=3TQnhDn4170">https://www.youtube.com/watch?v=3TQnhDn4170</a>	Seminar	CLO1
2	Electronic Payments Systems	3	Lecture, PPT	Seminar, Assignment	CLO2
3	Credit Cards, DebitCards	3	Lecture, PPT		CLO2
4	Digital Cash, Mobile Payments ,Importance of SWIFT	3	Lecture, PPT		CLO3 CLO4
5	Mobile,Cloud and Grid Computing Limitations of electronic Banking	4	Lecture ,PPT		CLO4

#### Course Designers

- 1.Mrs.M.Shobana, Assistant Professor
- 2.Mrs.K.Pavithra, Assistant Professor

COURSE CODE	TITLE OF THE COURSE	Category	L	T	P	Credit
NME23ES	INTRODUCTION TO ENTREPRENEURSHIP	Theory	30	-	-	2

#### Unit I (6 Hrs)

**Introduction:** Entrepreneurship-Introduction-Factors-Barriers-Entrepreneurial Traits and Types-

Steps for starting a Small Industry- MSMEs – Social entrepreneurship.

#### Unit II (6 Hrs)

Entrepreneurship Development Programmes-Institutional Framework (IFCI, ICICI, IDBI, IRBI, EXIM Bank, NSIC, SIDBI, SFC, SIPCOT AND TIIC)- Role of Incentives and Subsidies

#### Unit III (6 Hrs)

Innovation - Types –Role- Creative Problem Solving -Incubators - Angel Investors - Venture Capital.

#### Unit IV (6 Hrs)

Intellectual Property-Meaning-Copy Right Registration-Patents-Trademark-Design and Procedure for registration.

#### Unit V (6 Hrs)

**Project Preparation** - Project identification and Classification - Project Formulation- Project Appraisal- Project Report Presentation.

#### Text Books

S.No	Author(s)	Title of the Book	Publisher	Year and Edition
1.	Gupta. C.B and Srinivasan.N. P	Entrepreneurial Development	Sultan Chand and Sons	2020
2	Sauhari Vinnie and Bhushan Sudhashu	Innovation Management	Oxford	2014

#### Reference Books

S.No	Author(s)	Title of the Book	Publisher	Year and Edition
1	Kolb Bonita M	Entrepreneurship for the creative and cultural industries	Routledge	2015
2	P.T.Vijayashree & M.Alagammai	Entrepreneurship and Small Business Management	Margham	2020

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
CM23C04	FINANCIAL ACCOUNTING	THEORY	73	2	-	3

#### Preamble

- To enable the students to apply the conceptual principles in financial Accounting
- To develop an expertise in handling the accounts and thereby to increase their level of understanding about the financial statements relating to partnership firms, insurance claims & insolvency.
- To enhance knowledge in partnership, insurance and insolvency accounting

#### Prerequisite

- Basic Knowledge in accountancy

#### Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts of Partnership Firms, Fire Insurance Claims and Insolvency Accounts	K1
CLO2	Describe the accounting treatment of Partnership Firms, Fire Insurance Claims and Insolvency Accounts	K2
CLO3	Apply the procedures related to partnership firms, calculation of insurance claims and Insolvency Accounts	K3
CLO4	Analyze and prepare financial accounts for partnership firms in different situations, Insurance claims and Insolvency Accounts	K4

#### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	M	S
CLO2	S	S	M	M	S
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M

S- Strong; M-Medium; L-Low

#### Syllabus

##### Unit I (15Hrs)

**Partnership Accounts:** Division of Profits – Fixed & Fluctuating Capital – Past Adjustments – Guarantee of Profits – Admission of a partner - **Limited Liability Partnership:** Introduction- Definition – LLP Act 2008 - Features – Advantages and Disadvantages (Theory Only)

##### Unit II (14Hrs)

**Retirement of a Partner:** Retirement Cum Admission -Death of a partner- Joint Life Policy – Accounting Treatment

##### Unit III (15Hrs)

**Dissolution of a Firm:** Insolvency– Rule in Garner Vs Murray – Piece –Meal Distribution.(Maximum Loss Method only).Sale of Partnership to a Limited Company.

##### Unit IV (15Hrs)

**Fire Insurance Claims:** Computation of Claim for Loss of Stock and loss of profit (excluding normal & abnormal loss)

##### Unit V (14Hrs)

**Insolvency Accounts:** Relevant Act- Statement of Affairs – Deficiency Accounts - The Insolvency & Bankruptcy code 2016

#### Text Book

S. No	Authors	Title	Publishers	Year & Edition
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1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2023
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### Reference Books

S. No	Authors	Title	Publishers	Year & Edition
1.	RL Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, & 13 <sup>th</sup> Edition
2.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publishers	2018 & 12 <sup>th</sup> Edition
3.	MC Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S. Chand & sons	2019 & 13 <sup>th</sup> Edition

### Skill Components

- Working on practical aspects of admission and retirement with partners' capital
- Preparation of partnership deed with important terms and conditions
- Preparation of deficiency statement for a real time partnership firm
- Calculation of Insurance claims for real time losses
- Case study analysis on Insolvency and Bankruptcy code

### Pedagogy

- Lecture, PPT, Assignment, Seminar, Group Discussion, Activity based Learning

### Content & Presentation Schedule

Module No.	Topic	CLOs	No. of Hours	Content delivery Methods	Learning Methods
<b>UNIT I</b>					
1.	<b>Partnership Accounts:</b> Division of Profits - Fixed & Fluctuating Capital – Past adjustments - Problems	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
2.	Guarantee of Profits - Admission of a partner - Problems	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
3.	<b>Limited Liability Partnership:</b> Introduction - Definition - LLP Act 2008 - Features – Advantages and Disadvantages (Theory Only)	CLO1, CLO2	5	Chalk and Talk, PPT	Participatory Learning
<b>UNIT II</b>					
4.	Retirement of a Partner - Retirement Cum Admission - Problems	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
5.	Death of a Partner - Problems	CLO1, CLO2, CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
6.	Joint Life Policy – Accounting Treatment - Problems	CLO1, CLO2, CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
<b>UNIT III</b>					

7.	Dissolution of a Firm - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
8.	Insolvency– Rule in Garner Vs Murray - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
9.	Piece –Meal Distribution (Maximum Loss Method only) - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
10.	Sale of Partnership to a Limited Company - Problems	CLO1, CLO2 CLO3, CLO4	3	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
<b>UNIT IV</b>					
11.	Fire Insurance Claims: Meaning - Types of Fire Insurance Policies	CLO1, CLO2 CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
12.	Computation of Claim for Loss of Stock - Problems	CLO1, CLO2 CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
13.	Computation of claim for loss of profits - Problems	CLO1, CLO2 CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
<b>UNIT V</b>					
14.	Insolvency Accounts: Relevant Act	CLO1 CLO2	2	Chalk and Talk, PPT	Participatory Learning
15.	Preparation of Statement of Affairs - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Problem Based Learning
16.	Deficiency Accounts - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
17.	The Insolvency & Bankruptcy code 2016	CLO1, CLO2	4	Chalk and Talk, PPT	Participatory Learning

#### **Course Designers**

1. Dr. S. Sujatha, Department of Commerce
2. Dr. L. Nithya, Department of Commerce

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM23C05	PRINCIPLES AND PRACTICE OF INSURANCE	CORE	73	2	-	4

#### Preamble

- To understand the basic concept of insurance, functions and its principles
- To enable the students to learn the practical aspects of insurance
- To understand the risk methods, claim and settlements procedures

#### Prerequisite

- No prerequisite required.

#### Course Learning Outcomes

- Upon the successful completion of the course students

CLO Number	CLO statement	Knowledge Level
CLO1	Understand the concept of risk and uncertainty and classifications of Risks	K1
CLO2	Understand the basic functions and the underlining risk and legal principles of insurance	K2
CLO3	Identify the basic operations of an insurance company and the insurance industry	K3
CLO4	Explain the insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.	K4

#### Mapping with Programme Learning Outcome

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	S	M	M	L	L
CLO2	M	S	L	M	L	M
CLO3	L	S	M	M	M	S
CLO4	M	S	S	S	L	S

S- Strong; M-Medium; L-Low

#### Syllabus

##### Unit I (14 Hrs)

Concept of Risk – Classification of Risk, Peril, Hazard – **Methods of Handling risk. Risk Management:** Definition- Objectives- Characteristics Significance- Principles. Risk Management Information System-Process of Risk Management- Methods of Risk Management- **Identification, Measurement and Control of Risk. Case study in Risk management**

##### Unit II (14 Hrs)

Definition and Nature of Insurance- Functions -Evolution-**Kinds of Insurance Organisation-** Role and Importance – Scope of Insurance - Insurance Contract- Insurance Documents- Classification of Insurance. Reinsurance: Concepts-Characteristics-Types. Double Insurance - **Difference between Reinsurance and Double Insurance.** Over Insurance.

##### Unit III (15 Hrs)

Life Insurance: Concept- Types of Life Insurance- **Essentials of Life Insurance-** Life Insurance, LIC is a public sector organization and dominant player in the market \*. Term Insurance- types - benefits– **Annuities –Concepts-Individual annuity & group annuities products-Riders**

##### Unit IV (15 Hrs)

**Assignment- Meaning- Types- Features-Nomination-** Meaning-Features- Difference between Assignment and Nomination. Underwriting: Concepts-**Premium:**

**Concepts- Types of Premium-** Factors considered in the calculation of premium- **Premium payment: lapse and Renewal.** Bonus- Types of bonus. Mortality table- Definition- Features-Insurance Policy claims – Maturity claims – Death claims.

### Unit V (15 Hrs)

Insurance Professionals and Intermediaries: Agents, Brokers, Surveyors, Development Officers, Third party Administrators and Insurance Ombudsman – Web Aggregators and Insurance Marketing Firms (IMF)-Point of Sales Persons –Medical Examiners –Insurance Repositories and electronic Issuance of Insurance policies- Banc assurance distribution channel - **Actuary- Definition- Appointment of an Actuary-** Functions of an Actuary- Duties of an Actuary- Functions of an Actuary in General Insurance business-Scope of an Actuary.

#### Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr.P.Periasamy	Principles And Practice Of Insurance	Himalaya Publishing House	2015

#### Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	M.N.Mishra and Dr.S.B.Mishra	Insurance Principles and Practice	S.Chand and Company Ltd	2011
2.	Alka Mittal , S.L.Gupta,S.	Principles of Insurance and Risk Management	S. Chand & Sons	2010
3.	NA	Practice of Life insurance (IC 02)	Insurance Institute of India	2011

#### Skill Components

- To understand the concept of Risk and the Methods of managing risk
- To understand the types of life insurance policies available and their benefits
- To analyse how the amount of premium is fixed for the life insurance policies
- To understand the different types of claim and the settlement procedures
- To analyse the work of an actuary in the field of insurance

#### Pedagogy

\* Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

#### Lecture Plan

S.No	LECTURE	TOPIC	CONTENTS	ACTIVITY	CLOs
<b>Unit I (14 Hrs)</b>					
1	1-2	Concept of Risk	In Class Discussion using PPT	Interaction and discussion	CLO1, CLO2
2	3-4	<b>Classification of Risk, Peril, Hazard</b> (Online Learning)	<a href="https://youtu.be/rM0tjJRpK0c">https://youtu.be/rM0tjJRpK0c</a>	Group Discussion and Quiz	CLO1, CLO3
3	5-6	Risk Management Information System-Process	In Class Discussion using PPT	Group Discussion	CLO2, CLO4
4	7-8	<b>Methods of Handling risk. Risk Management</b> (Online Learning)	<a href="https://youtu.be/iOIh5gf57SY">https://youtu.be/iOIh5gf57SY</a>	Quiz	CLO2, CLO3

5	8-9	Definition- Objectives- Characteristics Significance- Principles	In Class Discussion using PPT	Interaction and discussion	CLO1, CLO4
6	10-11	Risk Management- Risk Management Information System- Process of Risk Management Methods of Risk Management-	In Class Discussion using PPT	Chain Notes	CLO1, CLO2
7	12-13	<b>Identification, Measurement and Control of Risk.</b> (Online Learning)	<a href="https://youtu.be/IP-E75FGFkU">https://youtu.be/IP-E75FGFkU</a>	Quiz	CLO2, CLO3
8	14	Control of Risk. Case study in Risk management	In Class Discussion using PPT	Seminar	CLO4, CLO3
<b>Unit II (14 Hrs)</b>					
9	15-17	<b>Definition and Nature of Insurance- Functions - Evolution-</b> (Online Learning)	<a href="https://youtu.be/sgxfs_gib3Tw">https://youtu.be/sgxfs_gib3Tw</a>	Quiz	CLO1 CLO2
10	18-20	Kinds of Insurance Organisation- Role and Importance – Scope of Insurance (In Class Discussion & Interaction)	In Class Lecture	Assignment	CLO3 CLO4
11	21-22	<b>Insurance Contract-</b> (Online Learning)	<a href="https://youtu.be/pk_w5wc0twiI">https://youtu.be/pk_w5wc0twiI</a>	Group Discussion and Quiz	CLO2 CLO4
12	23-24	Insurance Documents	Interaction about Insurance Contract about its Documents required.	Concept Mapping	CLO1 CLO2
13	25-26	<b>Reinsurance: Concepts- Characteristics-Types.</b> - (Online Learning)	<a href="https://youtu.be/W9Ker0_XYW0">https://youtu.be/W9Ker0_XYW0</a> <a href="https://youtu.be/CJcyR8D15Bg">https://youtu.be/CJcyR8D15Bg</a>	Quiz	CLO1 CLO3
14	27-28	Double Insurance Difference between Reinsurance and Double Insurance. Over Insurance.	In Class Discussion using PPT	Group Discussion	CLO2 CLO3
<b>Unit III (15 Hrs)</b>					
15	29-31	Life Insurance: Concept- Types of Life Insurance-	In Class Discussion using PPT	Interaction and discussion	CLO1 CLO2
16	32-33	<b>Essentials of Life Insurance-</b>	<a href="https://youtu.be/HK5PBSjX2ic">https://youtu.be/HK5PBSjX2ic</a>	Group Discussion and Quiz	CLO2 CLO3
17	34-36	Life Insurance, LIC is a public sector organization and dominant player in the market	In Class Discussion using PPT	Chain Notes	CLO3 CLO4
18	37-39	Term Insurance- types - benefits	In Class Discussion using PPT	Assignment	CLO2 CLO3
19	40-43	<b>Annuities –Concepts-</b>	<a href="https://youtu.be/9huq">https://youtu.be/9huq</a>	Quiz	CLO3



		<b>Individual annuity &amp; group annuities products-Riders.</b> (Online Learning)	<a href="https://youtu.be/MyWaSFYKQIA">QSsMJy0 https://youtu.be/MyWaSFYKQIA</a>		CLO4
<b>Unit IV (15 Hrs)</b>					
20	44-45	<b>Assignment-Types-Nomination-Meaning-Features-</b>	<a href="https://youtu.be/DqdJE-VLuP8">https://youtu.be/DqdJE-VLuP8</a> <a href="https://youtu.be/IQcFnj654EY">https://youtu.be/IQcFnj654EY</a>	Seminar	CLO1 CLO4
21	46-47	Meaning-Features-Difference between Assignment and Nomination.	In Class Discussion using PPT	Interaction and discussion	CLO3 CLO4
22	48-49	Underwriting: Concepts-	In Class Discussion using PPT	Chain Notes	CLO2 CLO3
23	50-51	<b>Premium: Concepts-Types of Premium</b> (Online Learning)	<a href="https://youtu.be/Rak6JzgXAao">https://youtu.be/Rak6JzgXAao</a> <a href="https://youtu.be/06vmkvr9TLk">https://youtu.be/06vmkvr9TLk</a>	Quiz	CLO2 CLO4
24	52-53	Factors considered in the calculation of premium	In Class Discussion using PPT	Interaction and discussion	CLO2 CLO3
25	54-55	<b>- Premium payment: lapse and Renewal.</b> (Online Learning)	<a href="https://youtu.be/-g63hCiUFm0">https://youtu.be/-g63hCiUFm0</a> <a href="https://youtu.be/CpLNrjKZJ5k">https://youtu.be/CpLNrjKZJ5k</a>	Concept Mapping	CLO2 CLO4
26	56-57	Bonus- Types of bonus. Mortality table- Definition-Features-Insurance	In Class Discussion using PPT	Interaction and discussion	CLO2 CLO3
27	58	Policy claims – Maturity claims – Death claims	In Class Discussion using PPT	Interaction and discussion	CLO3 CLO4
<b>Unit V (15 Hrs)</b>					
28	59-61	Insurance Professionals and Intermediaries: Agents, Brokers, Surveyors, Development Officers, Third party Administrators and Insurance Ombudsman	In Class Discussion using PPT	Interaction and discussion	CLO1 CLO4
29	62-64	Web Aggregators and Insurance Marketing Firms (IMF)	In Class Discussion using PPT	Seminar	CLO1 CLO2
30	65-67	Point of Sales Persons – Medical Examiners – Insurance Repositories and electronic Issuance of Insurance policies	In Class Discussion using PPT	Chain Notes	CLO2 CLO3
31	68-69	Banc assurance distribution channel	In Class Discussion using PPT	Interaction and discussion	CLO3 CLO4
32	70-71	<b>Actuary- Definition-Appointment of an Actuary-</b> (Online Learning)	<a href="https://youtu.be/F2t7aaJj0k">https://youtu.be/F2t7aaJj0k</a> <a href="https://youtu.be/gfkF68r0SV0">https://youtu.be/gfkF68r0SV0</a>	Quiz	CLO2 CLO3
33	72-73	Functions of an Actuary-Duties of an Actuary-Functions of an Actuary in	In Class Discussion using PPT	Interaction and discussion	CLO3 CLO4

		General Insurance business- Scope of an Actuary			
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### Course Designers

1. Dr. M.Shobana, Assistant Professor
2. Dr. D.Sreemathi, Assistant Professor.

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM23C06	BASICS OF MATHEMATICAL STATISTICS	THEORY	58	2	-	4

### Preamble

- To impart the students with knowledge in basic Probability and statistical concepts.
- To define and introduce the concept of Random variable, their distributions and applications
- To focus on the understanding and implementation of Fundamental Statistics

### Prerequisite

- Basic Knowledge in Mathematics

### Course Learning Outcomes

- Upon the successful completion of the course students

CLO Number	CLO Statement	Knowledge Level
CLO 1	Recall the concepts of data and its interpretation and the measures of location	K1
CLO2	Understand the concept of independent and identical Random variables and its utilization	K2
CLO3	Understand and apply the probability distribution concepts for giving necessary inferences.	K3
CLO4	Application of statistical tests in estimation techniques and inference.	K3

### Mapping with Program Learning Outcome

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	L	L	S	L	M
CLO2	M	L	M	S	L	S
CLO3	S	M	S	M	L	S
CLO4	S	S	S	S	L	M

S- Strong; M-Medium; L-Low

### Syllabus

#### Unit I (12 Hrs)

**Statistical diagrams- types of data-summarizing data in tables** and diagrams-comparison of data using diagrams – Measures of location: **Mean - Median - Mode**. Measures of spread: Range – Interquartile Range –**Standard deviation and Variance** - Skewness. (Stats pack Problems only)

#### Unit II (11 Hrs)

Basic probability- **addition and multiplication rule- Probability diagrams** – Conditional probability. (Stats pack Problems only).

#### Unit III (12 Hrs)

Random variable-discrete and **continuous-CDF, PDF, Mean, variance and SD, skewness and coefficient of skewness** and moments- linear and continuous functions (Stats pack Problems only)

#### Unit IV(12 Hrs)

**Binomial and Poisson distributions - Uniform distribution** and exponential distribution- PDF, CDF, Mean, variance and standard deviation – **Normal distribution** –CDF, Mean,

variance and SD- standardizing normal distribution-PDF,CDF. (Simple Statspack Problems only)

### Unit V(11 Hrs)

Scatterplot- **Correlation – Types – Covariance – Correlation Coefficient – Regression.**

(Stats pack problems)

#### Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	-	Stats Pack(PSTA13)	Actuarial Education Company	2013

#### Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	S.C.Gupta and V.K.Kapoor	Fundamentals of Mathematical Statistics	Sultan chand& sons	2014
2.	S.P.Gupta	Statistical Methods	Sultan chand& sons	2015

#### Skill Components

- To study the various forms of data and construct diagrams to understand them.
- Describe various distributions to the data available and study their behavior.
- Analysis of the data from the various distributions and know the best fit.
- Learning the basic concepts of statistics as per the requirement of ASI for the clearing ACET examination.

#### Pedagogy

- Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

#### Lecture Plan

S. No	LECTURE	TOPIC	CONTENTS	ACTIVITY	CLOs
<b>UNIT – I (12 Hours)</b>					
1	1-2	<b>Statistical diagrams- types of data-summarizing data in tables and diagrams-</b> (Online Learning)	<a href="https://youtu.be/2HO54Y9SJW">https://youtu.be/2HO54Y9SJW</a> <a href="https://youtu.be/ZMxAijvycGQ">https://youtu.be/ZMxAijvycGQ</a>	Group Discussion	CLO1, CLO3
2	3-5	comparison of data using diagrams – Measures of location:	In Class Lecture using chalk and talk	Interaction and discussion	CLO1, CLO2
3	6-7	<b>Mean - Median - Mode.</b> (Online Learning)	<a href="https://youtu.be/dhIJ3ONED18">https://youtu.be/dhIJ3ONED18</a>	Group Discussion and Quiz	CLO1, CLO4
4	8-9	Measures of spread: Range – Interquartile Range	Solving Problems	Working with problems	CLO3, CLO4

5	10-11	<b>Standard deviation and Variance</b> (Online Learning)	<a href="https://youtu.be/IaTFpp-uzp0">https://youtu.be/IaTFpp-uzp0</a>	Group Discussion and Quiz	CLO1, CLO2
6	12	Skewness.	In Class Discussion using PPT	Interaction and discussion	CLO3, CLO4
<b>UNIT – II (11 Hours)</b>					
7	13-14	Basic probability-	In Class Discussion using PPT	Seminar	CLO1, CLO2, CLO3
8	15-17	<b>Addition and multiplication rule</b> (Online Learning)	<a href="https://youtu.be/akjklbbUZCQ">https://youtu.be/akjklbbUZCQ</a> <a href="https://youtu.be/QE2uR6Z-NcU">https://youtu.be/QE2uR6Z-NcU</a> <a href="https://youtu.be/ibINrxJLvlM">https://youtu.be/ibINrxJLvlM</a>	Quiz	CLO1 CLO2
9	18-20	Probability diagrams –	Solving Problems	Working with problems	CLO2, CLO3, CLO4
10	20-22	<b>Conditional probability. (Stats pack Problems only)</b> (Online Learning)	<a href="https://youtu.be/V3iEsLPAD68">https://youtu.be/V3iEsLPAD68</a> <a href="https://youtu.be/dOr0NKyD31C">https://youtu.be/dOr0NKyD31C</a> <a href="https://youtu.be/Gp6dqDLchbk">https://youtu.be/Gp6dqDLchbk</a>	Group Discussion and Quiz	CLO2, CLO3
<b>UNIT – III (12 Hours)</b>					
11	23-26	Random variable- discrete and continuous	In Class Lecture using chalk and talk	Interaction and discussion	CLO1, CLO2
12	27-31	<b>CDF, PDF, Mean, variance and SD, skewness and co efficient of skewness and moments</b> (Online Learning)	<a href="https://youtu.be/V3iEsLPAD68">https://youtu.be/V3iEsLPAD68</a> <a href="https://youtu.be/dOr0NKyD31C">https://youtu.be/dOr0NKyD31C</a> <a href="https://youtu.be/Gp6dqDLchbk">https://youtu.be/Gp6dqDLchbk</a>	Assignment	CLO1, CLO2, CLO3
13	32-34	Linear and continuous functions	In Class Lecture using chalk and talk	Seminar	CLO2, CLO3, CLO4
<b>UNIT – IV(12 Hours)</b>					
14	35-38	<b>Binomial and Poisson distributions - Uniform distribution</b> (Online Learning)	<a href="https://youtu.be/i1DydN7J2z4">https://youtu.be/i1DydN7J2z4</a> <a href="https://youtu.be/G3BKKkNZDI">https://youtu.be/G3BKKkNZDI</a> <a href="https://youtu.be/8idr1WZ1A7Q">https://youtu.be/8idr1WZ1A7Q</a>	Group Discussion and Quiz	CLO1, CLO2, CLO3
15	39-44	Exponential distribution- PDF, CDF, Mean , variance and standard deviation	Solving Problems	Working with problems	CLO1, CLO2, CLO3, CLO4
16	45-46	<b>Normal distribution – CDF</b> (Online Learning)	<a href="https://youtu.be/mirZRarKRxY">https://youtu.be/mirZRarKRxY</a> <a href="https://youtu.be/N6WPyKzLyCY">https://youtu.be/N6WPyKzLyCY</a>	Assignment	CLO3, CLO4

Unit V(11 Hrs)					
17	47-52	Scatterplot	In Class Lecture using chalk and talk	Interaction and discussion	CLO1, CLO2
18	53-58	<b>Correlation – Types – Covariance – Correlation Coefficient – Regression.</b> (Stats pack problems) (Online Learning)	<a href="https://youtu.be/11c9cs6WpJU">https://youtu.be/11c9cs6WpJU</a> <a href="https://youtu.be/AxY7nTkgR6N">https://youtu.be/AxY7nTkgR6N</a> <a href="https://youtu.be/xTpHD5WLuo">https://youtu.be/xTpHD5WLuo</a>	Assignment	CLO1, CLO2, CLO3, CLO4

#### Course Designers

1. Dr. M.Shobana, Assistant Professor
2. Ms. K.Dharani , Assistant Professor

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	Credit
AM23A03	CUSTOMER RELATIONSHIP MANAGEMENT	ALLIED	88	2	-	4

#### Preamble

- To help the students to understand the concepts of CRM and its implementations.
- To know the CRM practices in service sectors.
- To understand the values of customer relationship management.

#### Prerequisite

- No prerequisite required

#### Course Learning Outcome

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Recall the concept of CRM, that are deployed and how it can be implemented.	K1
CLO2	Identify how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages.	K2
CLO3	Summarize the customer acquisition, retention and customer loyalty.	K3
CLO4	Analyze customer relationship management strategies by understanding customers preferences for the long-term sustainability of the Organizations.	K4

#### Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	L	S	M	S	S
CLO2	S	M	S	S	M	S
CLO3	L	L	S	M	S	M
CLO4	L	S	S	M	M	S

S-Strong M-Medium L-Low

## Syllabus

### UNIT I (DL 18 Hrs)

**Introduction of CRM and its Fundamentals - Concept and Context of Relationship Management: Internal and External relationship management, Need and Importance of relation** with customers and other stakeholders. A Paradigm Shift- Transition from Product focus to Customer focus, **Transactional Vs Relationship Marketing**, Linkage between customer satisfaction-Customer Loyalty.

### UNIT II (DL 17 Hrs)

**Defining CRM**, Levels of CRM, CRM as a strategic marketing tool, CRM significance to the stakeholders, Strategic CRM, Operational CRM, **Analytical CRM**, Collaborative CRM, and **Models of CRM. Types of CRM.** Importance of CRM in Modern Business Environment.

### UNIT III (DL 18 Hrs)

**Customer Acquisition:** Acquisition of new customer, understanding customer value, **sources of customer value**, Values from products, services, people, physical evidence, customer communication, Channels etc.,. **Conceptual frame work of Customer Relationship** and its Management. Evaluation customer Relationship Marketing,

### UNIT IV (DL 17 Hrs)

**Customer Retention:** Concept of Customer retention. Role of CRM in Customer in retention, Economics of customer retention, **Managing customer retention** or value retention/ Strategies of customer retention. **Concept and Significance of Customer Loyalty.**

### UNIT V (DL 18 Hrs)

**Customer Portfolio Management: Concept and basic disciplines**, Market segmentation-sales forecasting and CPM, CPM in B2B, Seven core customers' management strategies. CRM and **Customer Experience Management:** Concept of Customer experience, experiential marketing strategies and Tactics, Customer experience and Role of CRM.

### Text Books

S.No.	Author/s	Title of the book	Year of publication
1.	1st Edition, Tata McGraw Hill,	Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications,	June 2008
2.	Judith W .Kincaid	Customer Relationship Management Getting it Right, Pearson Education	2009

### Reference Books

S.No.	Author/s	Title of the book	Year of publication
1.	H.Peeru Mohamed , A Sagadevan	Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House	2012
2.	Peter Fader, Wharton Digital Press, 2012	Customer Centricity –Focus on right customer for strategic advantage	2012

### Skill Components

- Construct a customer relationship model in an Insurance sector.
- Demonstrate the customer preferences for long term sustainability.
- Study the customer ethical practices followed in the organization
- Design the values of customer and apply the concept of CRM
- Build the various technological tools and implementation in the organization.
- Select any one company and prepare CRM model.

## Pedagogy

- Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

## Lecture Plan

S. No	LECTURE	TOPIC	CONTENTS	ACTIVITY	CLOs
<b>UNIT I (DL 18 Hrs)</b>					
1	1-4	<b>Introduction of CRM and its Fundamentals - Concept and Context of Relationship Management</b> (Online Learning)	<a href="https://youtu.be/ChKF8gkGt8s">https://youtu.be/ChKF8gkGt8s</a> <a href="https://youtu.be/H6htt_I2Ddk">https://youtu.be/H6htt_I2Ddk</a>	Concept Mapping	CLO1, CLO2
2	5-9	<b>Internal and External relationship management, Need</b> (Online Learning)	<a href="https://youtu.be/t9Z8zn4UJpE">https://youtu.be/t9Z8zn4UJpE</a> <a href="https://youtu.be/D2Pf2vSt-Ro">https://youtu.be/D2Pf2vSt-Ro</a>	Quiz	CLO2, CLO3
3	10-12	Importance of relation with customers and other stakeholders	In Class Discussion using PPT	Chain Notes	CLO1, CLO2
4	13-14	A Paradigm Shift- Transition from Product focus to Customer focus.	In Class Discussion using PPT	Interaction and discussion	CLO2, CLO3
5	15-16	<b>Transactional Vs Relationship Marketing</b> (Online Learning)	<a href="https://youtu.be/IErR_YYfP3Y">https://youtu.be/IErR_YYfP3Y</a>	Group Discussion and Quiz	CLO3, CLO4
6	17-18	Linkage between customer satisfaction- Customer Loyalty	In Class Discussion using PPT	Interaction and discussion	CLO2, CLO4
<b>Unit II (17 Hrs)</b>					
7	19-22	<b>Defining CRM.</b> (Online Learning)	<a href="https://youtu.be/hnEQq7kNFwo">https://youtu.be/hnEQq7kNFwo</a>	Quiz	CLO1, CLO2
8	23-27	Levels of CRM, CRM as a strategic marketing tool, CRM significance to the stakeholders, Strategic CRM, Operational CRM,	In Class Discussion using PPT	Assignment	CLO1, CLO3
9	28-29	<b>Analytical CRM</b> (Online Learning)	<a href="https://youtu.be/FQQzgNOkxSk">https://youtu.be/FQQzgNOkxSk</a>	Concept Mapping	CLO1, CLO4
10	30-31	Collaborative CRM	In Class Discussion using PPT	Interaction and discussion	CLO3 CLO4
11	32-33	<b>Models of CRM. Types of CRM.</b> (Online Learning)	<a href="https://youtu.be/dqByM8bfKgc">https://youtu.be/dqByM8bfKgc</a>	Quiz	CLO1, CLO3
12	34-35	Importance of CRM in Modern Business Environment	In Class Discussion using PPT	Group Discussion	CLO2, CLO4
<b>Unit III (18 Hrs)</b>					

13	36-39	<b>Customer Acquisition</b> (Online Learning)	<a href="https://youtu.be/kqkDf_e6-g5A">https://youtu.be/kqkDf_e6-g5A</a>	Group Discussion and Quiz	CLO1, CLO2
14	40-44	Acquisition of new customer, understanding customer value,	In Class Discussion using PPT	Assignment	CLO2, CLO3
15	45-47	<b>Sources of customer value</b> (Online Learning)	<a href="https://youtu.be/VSKmKKV_ino">https://youtu.be/VSKmKKV_ino</a>	Quiz	CLO3, CLO4
16	48-49	Values from products, services, people, physical evidence, customer communication, Channels etc.,	In Class Discussion using PPT	Interaction and discussion	CLO3, CLO4
17	50-51	<b>Conceptual frame work of Customer Relationship</b> (Online Learning)	<a href="https://youtu.be/oN3O1U22OnA">https://youtu.be/oN3O1U22OnA</a>	Concept Mapping	CLO1, CLO3
18	52-53	Management. Evaluation customer Relationship Marketing.	In Class Discussion using PPT	Interaction and discussion	CLO2, CLO4
<b>UNIT IV (DL 17 Hrs)</b>					
19	54-57	<b>Customer Retention</b> (Online Learning)	<a href="https://youtu.be/kqkDf_e6-g5A">https://youtu.be/kqkDf_e6-g5A</a>	Seminar	CLO1, CLO2
20	58-62	Concept of Customer retention. Role of CRM in Customer in retention, Economics of customer retention,	In Class Discussion using PPT	Chain Notes	CLO2, CLO3
21	63-65	<b>Managing customer retention</b> (Online Learning)	<a href="https://youtu.be/Gmc8UxiwShA">https://youtu.be/Gmc8UxiwShA</a> <a href="https://youtu.be/fBJ2e_k5yFA">https://youtu.be/fBJ2e_k5yFA</a>	Quiz	CLO3, CLO4
22	66-68	value retention/ Strategies of customer retention..	In Class Discussion using PPT	Concept Mapping	CLO3, CLO 4
23	69-70	<b>Concept and Significance of Customer Loyalty</b> (Online Learning)	<a href="https://youtu.be/WDpM9SQvInI">https://youtu.be/WDpM9SQvInI</a>	Interaction and discussion	CLO1, CLO3
<b>Unit V (18 Hrs)</b>					
24	71-74	<b>Customer Portfolio Management: Concept and basic disciplines</b> (Online Learning)	<a href="https://youtu.be/ryqY6lMtj14">https://youtu.be/ryqY6lMtj14</a> <a href="https://youtu.be/Ic9BnOpyz_U">https://youtu.be/Ic9BnOpyz_U</a>	Seminar	CLO1, CLO2
25	75-80	Market segmentation-sales forecasting and CPM, CPM in B2B, Seven core customers' management strategies.	In Class Discussion using PPT	Chain Notes	CLO2, CLO3
26	81-84	<b>CRM and Customer Experience Management</b> (Online Learning)	<a href="https://youtu.be/uKQB89_9xOo">https://youtu.be/uKQB89_9xOo</a> <a href="https://youtu.be/sG9PRsvfr5Q">https://youtu.be/sG9PRsvfr5Q</a>	Quiz	CLO3, CLO4
27	85-88	. Concept of Customer experience, experiential	In Class Discussion using PPT	Interaction and	CLO3, CLO4



		marketing strategies and Tactics, Customer experience and Role of CRM		discussion	
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### Course Designers

1. Dr.M.Shobana ,Assistant Professor
2. Ms.K.Janci Jenitha ,Assistant Professor

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM23A04	BUSINESS COMMUNICATION	ALLIED	88	2	-	4

### Preamble

- To make the students to understand the basic concepts of communication and their importance in different forms of business.
- To equip the students in writing different forms of business correspondence, reports and enhancing their speaking skills.

### Prerequisite

- No basic knowledge required

### Course Learning Outcome

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand and recall the concepts of Business Communication	K1
CLO2	Illustrate the importance of effective communication in business	K2
CLO3	Discuss the importance of staying connected with customers and other related professionals through Organizational communication	K3
CLO4	Impart the correct practices of the strategies of Effective Business writing.	K3

### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	S	S	M	S	M
CLO2	S	S	S	M	S	L
CLO3	S	S	S	L	S	S
CLO4	S	M	S	M	S	S

S-Strong M- Medium L-Low

### Syllabus

#### Unit – I (18 hrs)

**Business Communication: Meaning – Importance of Effective Business Communication- Modern Communication Methods** – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters – Layout-Business Miscommunication (Barriers); improving communication

#### Unit – II (17 hrs)

**Trade Enquiries** – Import and Export Documentation- Orders and their Execution - Credit

and Status Enquiries **Complaints and Adjustments - Collection Letters** – Sales Letters – Circular Letters – Case Studies

**Unit – III (18 hrs)**

**Banking Correspondence - Insurance Correspondence - Agency Correspondence.**

**Unit – IV (17 hrs)**

**Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)**

**Unit – V (18 hrs)**

**Application Letters – Preparation of Resume - Interview: Meaning – Objectives and Techniques of various types of Interviews – (Public Speech)\*– Characteristics of a good speech – Public relations letters.**

**\*Self Study**

**Text Book**

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	Rajendra Pal J.S. Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi	2012

**Reference Books**

S.No.	Author/s	Title of the book	Publishers	Year of publication
1	N.S. Pradhan	Business Communication	Himalaya Publishing House	2010
2	Vikas Arora, Sheetal Khanka, Pallavi Thakur	Business Communication	Global Vision Publishing House	2010
3	Meenakshi Raan Prakash Singh	Business Communication	Oxford University Press, New Delhi	2010

**Skill Component**

- Identifying the concepts and conventions adopted by business communication
- Study the banking, insurance and company secretarial correspondents
- Understanding the concept of writing business, application and trade related letter

**Pedagogy**

- Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

**Lecture Plan**

S. No	LECTURE	TOPIC	CONTENTS	ACTIVITY	CLOs
<b>Unit I (18 Hrs)</b>					
1	1-3	<b>Business Communication: Meaning – Importance of Effective (Online Learning)</b>	<a href="https://youtu.be/tYZVMnO1JvE">https://youtu.be/tYZVMnO1JvE</a> <a href="https://youtu.be/kt_xsq35o9c">https://youtu.be/kt_xsq35o9c</a>	Interaction and discussion	CLO1, CLO2
2	4-7	<b>Business Communication- Modern Communication</b>	<a href="https://youtu.be/tJit96qu7IY">https://youtu.be/tJit96qu7IY</a> <a href="https://youtu.be/oxTUC5I22LU">https://youtu.be/oxTUC5I22LU</a>	Quiz	CLO2, CLO3

		<b>Methods</b> – (Online Learning)			
3	8-13	Business Letters: Need – Functions - Kinds - Essentials of Effective	In Class Discussion using PPT	Chain Notes	CLO1, CLO2
4	14-18	Business Letters – Layout-Business Miscommunication (Barriers); improving communication	In Class Discussion using PPT	Assignment	CLO3, CLO4
<b>Unit II (17 Hrs)</b>					
5	19-20	<b>Trade Enquiries</b> (Online Learning)	<a href="https://youtu.be/SYRUwyAp00Q">https://youtu.be/SYRUwyAp00Q</a>	Quiz	CLO2, CLO3
6	21-23	Import and Export Documentation- Orders and their Execution	In Class Discussion using PPT	Interaction and discussion	CLO1, CLO2
7	24-25	Credit and Status Enquiries	In Class Lecture	Assignment	CLO2, CLO3
8	26-29	<b>Complaints and Adjustments</b> -(Online Learning)	<a href="https://youtu.be/6UH_8YHBjPs">https://youtu.be/6UH_8YHBjPs</a> <a href="https://youtu.be/5HouBoXUCzE">https://youtu.be/5HouBoXUCzE</a>	Quiz	CLO3, CLO4
9	30-31	<b>Collection Letters</b> -(Online Learning)	<a href="https://youtu.be/Pd4UlwWqDnI">https://youtu.be/Pd4UlwWqDnI</a>	Group Discussion and Quiz	CLO2, CLO3
10	32-35	Sales Letters – Circular Letters – Case Studies	In Class Discussion using PPT	Chain Notes	CLO3, CLO4
<b>Unit III (18Hrs)</b>					
11	36-42	<b>Banking Correspondence</b> -- (Online Learning)	<a href="https://youtu.be/EIQtAcbCboY">https://youtu.be/EIQtAcbCboY</a>	Group Discussion and Quiz	CLO1, CLO2
12	43-48	<b>Insurance Correspondence</b> - (Online Learning)	<a href="https://youtu.be/7Deptf3fdgs">https://youtu.be/7Deptf3fdgs</a>	Seminar	CLO2, CLO3
13	49-53	Agency Correspondence	In Class Discussion using PPT	Chain Notes	CLO3, CLO4
<b>Unit – IV (17Hrs)</b>					
14	54-60	<b>Company Secretarial Correspondence</b> Includes Agenda	<a href="https://youtu.be/aEmlvZJ9ytY">https://youtu.be/aEmlvZJ9ytY</a> <a href="https://youtu.be/YcmueYwKweY">https://youtu.be/YcmueYwKweY</a>	Seminar	CLO1, CLO4
15	61-65	Company Secretarial Correspondence Minutes	In Class Discussion using PPT	Chain Notes	CLO3, CLO4
16	66-70	Company Secretarial Correspondence Report Writing	In Class Discussion using PPT	Interaction and discussion	CLO2, CLO4

Unit V (18 Hrs)					
17	71-73	<b>Application Letters</b> (Online Learning)	<a href="https://youtu.be/swDuKIQjvd4">https://youtu.be/swDuKIQjvd4</a>	Group Discussion and Quiz	CLO1, CLO2
18	74-76	<b>Preparation of Resume</b> (Online Learning)	<a href="https://youtu.be/Hds cpL8KzdU">https://youtu.be/Hds cpL8KzdU</a>	Seminar	CLO3, CLO2
19	77-80	Interview Meaning Objectives	In Class Discussion using PPT	Chain Notes	CLO3, CLO4
20	81-83	<b>Techniques of various types of Interviews</b> (Online Learning)	<a href="https://youtu.be/-wpx33fdQLU">https://youtu.be/-wpx33fdQLU</a> <a href="https://youtu.be/H41TGXRfmdo">https://youtu.be/H41TGXRfmdo</a>	Quiz	CLO1, CLO4
21	84-88	(Public Speech) *- Characteristics of a good speech – Public relations letters	In Class Discussion using PPT	Interaction and discussion	CLO3, CLO4

#### Course Designers

1. Dr. D.Sreemathi, Assistant Professor
2. Ms. K.Dharani , Assistant Professor