

**PROSPECTUS FOR 2017-2018**

**B.COM GENERAL/BUSINESS STUDIES**

**PROSPECTUS FOR BUSINESS ENGLISH-I**

Course Code: BE18101

Business English helps students significantly improve their ability to write effective business communication. It helps students meet a wider range of writing demands in the business context to suit a varied clientele. The course also makes the students understand basic expressions, questions, and statements about self and work in predictable situations and to develop collaborative group communication and writing skills. Students will be able to comprehend and apply the block style layout of letter writing and other business communication related to it. It helps to identify elements, forms, and style of letters and will be able to create quotations about inviting, sending, and placing orders.

The Course is taught by the following Lecturer:

Mrs. Jyothi

## PROSPECTUS OF INDIAN HERITAGE & CULTURE

Course code: IC18001

The course is designed to make the student understand better about the origin of ancient Indian culture, the contributions of great rulers from both north and south kingdoms. Students will analyze how Persian and western culture entered and influenced Indian society. It also educates the students with spiritual doctrines of various Religions. Students will evaluate multiple challenges faced by the youth and the evils effects of terrorism on society. The course can create belongingness among the students with the awareness of the rights and duties, and it throws light on gender sensitization issues like women, Children, and LGBT. Student can make use of the subject knowledge to attempt all kinds of competitive exams, especially for civil services. The Subject helps the student to have an understanding of historical and contemporary social, religious, and political issues of the society. This paper is mandatory for all the UG first-year students. It is part of their course study.

The Course is taught by the following Lecturer:

Sl.No.	Name of Lecturer	Experience	Qualification	Teaching section
1	Dr. Ratnavani	30 years	PhD	B.com hons

## PROSPECTUS FOR BUSINESS ECONOMICS

Course Code: CB18105

Economics is a social science that provides theory to solve the problems of the economy. Business economics is the application of economic methods to business problems. Study of Business Economics is helpful for students to analyze business problems and facilitate decision making. Business economics is common to streams of B.Com broadly with four credits. The syllabus is divided into five significant modules/units. Module I introduces the concept of business economics. Module II is devoted to the theory of demand. Module III deals with production functions and cost analysis. Module IV deals with market structures. Module V deals with international business. Attempts are being made to update the content relevantly regularly with the help of the teachers, students, and other experts by incorporating their valuable suggestions.

Name of the faculty- Mrs. Sunindita Pan

## PROSPECTUS FOR FUNDAMENTALS OF INFORMATION TECHNOLOGY

Course Code: CB18101

Fundamentals of Information Technology help the students to understand the basic computer terminology and number systems. It explains about operating systems and their types.

It also helps the students identify different applications of Information technology and also classify phases of Software Development Life Cycle. It also categorizes modern means of communications, types of networks, and topologies.

The Course is taught by the following Lecturer:

Mr. Viswanath

## PROSPECTUS FOR FINANCIAL ACCOUNTING - I

Course Code: BC18001

Financial Accounting describes the need and importance of accounting. It explains about the subdivision of journal. The course compares the cashbook and passbook balances to reconcile the difference. It helps the student to analyze the financial position of an organization. The course also helps to identify the mistakes in books of accounts and assists in correcting them.

The Course is taught by the following Lecturer:

Mrs. Alekhya. B

## PROSPECTUS FOR BUSINESS ORGANISATION

Course Code: CB18102

This subject provides knowledge about the basics of commerce and business, Functions of Business Organization and provides them Practical exposure of Entrepreneurial role in the industry. This subject is useful to new entrepreneurs who are likely to step into the business world shortly. Through this subject, students become aware of the Principles and Functions of Management and Stories of Success or failure of Businessmen.

Name of the faculty- Ms. Ancy

PROSPECTUS OF IT SKILLS FOR OFFICE

Course code: CB18101

Students will be able to create documents, analyze spreadsheet data, prepare power point presentations and maintain databases.

The Course is taught by the following Lecturer:

Mr. Viswanath

PROSPECTUS FOR FINANCIAL ACCOUNTING - I (PR)

Course code: BC18001

This course is designed to impart knowledge regarding concepts of Financial Accounting using Tally.

Financial Accounting is designed to teach the students about various accounting techniques which are used for maintaining financial statements.

The Course is taught by the following Lecturer:

Mrs. Alekhya .B



PROSPECTUS FOR BUSINESS ORGANISATION (pr)

Course code: CB18104

Students analyze various case studies of Entrepreneurs and learn how to prepare Partnership Deed and the formalities of Registration of a company including various Documents.

Name of the faculty- Mr. Karthikeya

## PROSPECTUS FOR BUSINESS ENGLISH - II

Course code: BE18201

The Business English course will teach the student to understand the importance of using English language skills effectively in a business environment. These skills relate to their professional lives, aim to develop understanding and practice of the same effect for professional growth and sustained performance in the job arena.

Students will be able to distinguish between words which are either spelled or pronounced alike, yet render distinct meanings; imparting a sound clarity on business usage of language and for developing the art of parallel listening and reading comprehension combined with appropriate writing skills. They are able to construct vocabulary and gain fluency in language structuring and vocabulary building for business purposes. Students will identify economic word constructions, paying specific attention to building sound writing skills. They can interpret business communication and the advancements in communication technology with comprehensive and in-depth coverage on all the core components of efficient communication. Besides this, they develop communication skills to provide a platform for language efficiency and effective language delivery with an emphasis on cross-cultural communication and gender communication.

Students will be able to display practical communication skills and language presentation skills including preparing of business documents, communication, and interpretation of business language and practical skills required for job acquisition and promotion, by the end of this course.

Business English is studied by students of Commerce sections at the Undergraduate level.

The course is taught by the following Lecturers:

Mrs. Mamatha

## PROSPECTUS FOR VALUE EDUCATION AND PERSONALITY DEVELOPMENT

Course Code: VE18001

Life without values education is like a ship without radar. Values work as a guidance system and help us reach our destination. Education without values will fall short of achieving its goal. Mere teaching, learning, improving knowledge and skills without building character and mind may not contribute to the holistic development of children, which is a must for the world to become a better place.

The rise in crimes, violence, and other destructive activities in the society in spite of an increasing literacy rate can be ascribed to poor inculcation of values. It has been seen in the recent terrorist attacks in various parts of the world, that those who carried out the attacks were educated, men and women. What they lacked was edification. Had they been thoroughly taught the values of human character, it is possible they would have shuddered to think of killing so many innocent people. Education policymakers need to lay more stress on education with pressure on imparting human values and edification. This will have better results than mere knowledge.

The need of the hour is to impart value-based education. The stress should be on values such as patience, honesty, tolerance, sympathy, and love for fellow brethren and sisters. The students must be taught to keep values as a top priority. The youngsters need not only to be taught how to develop their skills, talents, and abilities. They must also be taught how to use these skills, talents, and skills for the welfare and betterment of all.

Once values become everyone's priority in life, all the negative aspects of life will automatically dwindle. The world direly needs people with high values to make it a better place to live.

The Course is taught by the following Lecturer:

Ms. Jyothi

## PROSPECTUS FOR FUNDAMENTALS OF BUSINESS MATHEMATICS

Course Code: CB18201

Business Mathematics teaches the use of the quadratic formula to find all real solutions, and also compute the discriminant and state the number and type of solutions. Students of mathematics can perform standard operations with matrices, including addition, scalar multiplication, and multiplication. The course helps the students to compute the inverse of a matrix, and understand particular types of sequences called arithmetic progression, geometric progression and also find the arithmetic mean (A.M), geometric mean (G.M) between two given numbers. Further, students can learn about integration and about some of the standard techniques employed to obtain integrals; interpret the distinction between a definite and an indefinite integral.

The Course is taught by the following Lecturer:

Mrs. Shakira Sultana

## PROSPECTUS FOR FUNDAMENTALS OF BUSINESS STATISTICS I

Course Code: CB18202

Fundamentals of a business statistics course are essential to help students learn how to organize, manage, and present data and teach them how to represent the statistical data in diagrammatic and graphical form. It helps to understand how to calculate measures of central tendency analyze the data using measures of dispersion, evaluate the nature for the statistical data using skewness and moments and how to determine the relationship between any two factors using the concepts of correlation and regression analysis

The Course is taught by the following Lecturer:

Mrs. Nagadurga

## PROSPECTUS FOR FINANCIAL ACCOUNTING – II

Course Code: BC18003

Financial Accounting course explains the basic concepts of partnership and demonstrates the accounting treatment relating to the admission of a partner, retirement, and death of a partner. The course identifies the rules applicable for winding up of partnership and insolvency of a partner. It also shows the method of finding out profits and financial position by using incomplete records and the method of preparing books under Hire purchase and Installment purchase system.

The Course is taught by the following Lecturer:

Mrs. Alekhya. B

## PROSPECTUS FOR PRINCIPLES OF MANAGEMENT

Course Code: CB18203

Principles of Management course help the students to identify and interpret the various policies and importance of management. It explains and demonstrates the uses of planning and organizing. It helps to classify and combine the different techniques of control and coordination. Furthermore, the course identifies the essence of motivation and direction. It also interrelates and understands the nature of leadership and the importance of communication.

The Course is taught by the following Lecturer:

Mrs. Dolly Issac

PROSPECTUS FOR FINANCIAL ACCOUNTING - II (PR)

Course Code: BC18004

This course is designed to impart knowledge regarding concepts of Financial Accounting using Tally.

Financial Accounting is designed to teach the students about various accounting techniques which are used for maintaining financial statements.

The Course is taught by the following Lecturer:

Mrs. Alekhya. B



**BANKING**  
(GE Inter-Departmental/Inter-Disciplinary)

Course Code: G18CG1T

The banking sector is the lifeline of any economy in the world. As such, it is essential for business students to be abreast of current banking affairs in India. The purpose of offering this course at the graduation level is to introduce the students to the fundamental aspects of banking theories.

The Banking Theory and Practice course introduce the students to banking and its activities with an emphasis on financial instruments and various services rendered by the banks. Students will gain knowledge about different banking operations and learn about the role of technology in modern-day banking. It helps students to appraise and criticize the various types of collateral securities and point out the precautions to be taken by a banker while advancing loans against different types of securities.

Students of Banking Theory and Practice course will be able to interpret the features of various types of negotiable instruments and understand the functions and organizational structure of cooperative banks, NABARD and RBI.

The Course is taught by the following Lecturer:

Mrs. T. Swarna

## PROSPECTUS FOR CORPORATE GOVERNANCE AND BUSINESS ETHICS

Course Code: CB18301

Corporate Governance and Business Ethics course help the students to identify and explain the importance of values and ethics, analyze and interpret the various theories of ethical value system in an organization. It also highlights the relationship between law and ethics and throws light on the impact of the law on the business. The course enables the students to explain the corporate governance codes; the need for transparency and disclosure in the corporate field; and further identify and point out the global issues of governance.

The Course is taught by the following Lecturer:

Ms. Ancy

## PROSPECTUS FOR BUSINESS STATISTICS II

Course Code: CB18302

Fundamentals of a business statistics course are essential to help students learn how to organize, manage, and present data and teach them how to represent the statistical data in diagrammatic and graphical form. It helps to understand how to calculate measures of central tendency analyze the data using measures of dispersion, evaluate the nature for the statistical data using skewness and moments and how to determine the relationship between any two factors using the concepts of correlation and regression analysis

The Course is taught by the following Lecturer:

Mr. Srinivas

## PROSPECTUS FOR ADVANCED ACCOUNTING

Course Code: BC18005

Advanced accounting course states various methods for preparing branch accounts, describes the allocation and interdepartmental transfer of expenses, and analyses the financial position of non-trading concerns. The course also helps in evaluating the different situations of public issue of shares at par, a premium and discount and accounting treatment for forfeiture and reissue of shares. Students also understand about issue and redemption of debentures and need for the underwriting of shares and debentures.

The Course is taught by the following Lecturer:

Mr. Karthikeya

## PROSPECTUS FOR BANKING THEORY & PRACTICE

Course Code: CB18303

The banking sector is the lifeline of any economy in the world. As such, business students need to be abreast of current banking affairs in India. The purpose of offering this course at the graduation level is to introduce the students to the fundamental aspects of banking theories.

The Banking Theory and Practice course introduce the students to banking and its activities with an emphasis on financial instruments and various services rendered by the banks. Students will gain knowledge about different banking operations and learn about the role of technology in modern-day banking. It helps students to appraise and criticize the various types of collateral securities and point out the precautions to be taken by a banker while advancing loans against different types of securities.

Students of Banking Theory and Practice course will be able to interpret the features of various types of negotiable instruments and understand the functions and organizational structure of cooperative banks, NABARD and RBI.

The Course is taught by the following Lecturer:

Mrs. Alekhya. B

## PROSPECTUS FOR DIRECT TAXES

Course Code: BC18010

The aim of inserting Taxation paper to the students of BBA is to equip the students with practical knowledge of filing of return and computation of tax.

It will also enhance the knowledge about taxation system of our country; they learned both Direct and indirect taxation system in India. As a leader they should have knowledge about source of revenue of government and how it is utilized and income of an assessed is taxed. It prepares students for professional qualification and it open door for employability and provides a solid base of taxation, thus making it easier to acquire a leadership and managerial role in financial sectors.

Name of the Lecturer- Mrs. Dolly Isaac

## PROSPECTUS FOR ENVIRONMENTAL STUDIES AND GENDER SENSITIZATION

Course Code: ES18110

Environmental studies and Gender sensitization will teach students the importance of ecological balance for sustainable development and also clarify the idea of what is to should be done in the ecological context. It helps in understanding the impacts of developmental activities and brings awareness and knowledge about the environment in individuals and social groups. The subject makes the students participate in solving real-time environment problems. It provides a perspective on the socialization of men and women about issues of gender and gender violence in contemporary India.

Students will gain knowledge on environmental aspects and involve themselves in acquiring a sustainable environment and also will be sensitized towards gender issues in the society and the laws enforced for their protection.

The Course is taught by the following Lecturer:

Mr. Venkatesh

## PROSPECTUS FOR CORPORATE ACCOUNTING

Course Code: BC18006

Corporate Accounting course helps students understand the various types of capital structures of the company and their representation in the balance sheet, preparation of financial statements with profits before incorporation; and explains the methods for valuation of shares and goodwill. The students would be able to understand the concept of amalgamation like merger and purchase and accounting treatment for internal reconstruction. The course also demonstrates the accounting systems of a banking company under the guidance of RBI and helps to prepare insurance accounts as per IRDAI guidelines.

The Course is taught by the following Lecturer:

Mrs. Sailaja



## PROSPECTUS FOR FINANCIAL SERVICES AND MARKETS

Course Code: CB18401

Financial services are a fast growing and evolving field. Each year new products and services are offered and investors need to be aware of the financial services and products available to them in order to make sound financial decisions. Through this subject, students acquire the necessary skills and knowledge to manage their Investment Portfolio.

The Course is taught by the following Lecturer:

Ms.Ancy

## PROSPECTUS FOR INDIRECT TAXES

Course Code: BC18012

This course helps students to describe the basic scheme of GST, GST council power and functions. To explain various GST acts and also various definitions to identify the registration procedure, levying of GST and exemptions to analyze different types of assessments and returns under GST, to appraise the EXIM procedure as per customs legislations in India.

The Course is taught by the following Lecturer:

Mr. Karthikeya

## PROSPECTUS FOR BUSINESS LAWS

Course Code: CB18402

Business Laws course demonstrates an understanding of the legal environment of the business and explains the legality of object and consideration. The course also teaches the application of the Consumer Protection Act and discusses Intellectual Property Rights and introduction to IT Act 2000 and the Right to Information Act. Students further can understand the importance of discharge of a contract and remedies available and identifies the recognition of transactions involving the Sale of Goods Act.

The Course is taught by the following Lecturer:

Mrs. Alekhya. B

## PROSPECTUS FOR RESEARCH METHODOLOGY

Course Code: BC18011

Research Methodology course helps students to understand and interpret the underlying meaning of research, to define the research problem at hand and construct the procedure for undertaking research. The course enables the students to formulate a hypothesis and develop an appropriate research design; classify the different sources of data and analyze the various methods of data collection. Students would be able to co-create the most appropriate sample size and plan as well as the determination of sampling and non-sampling errors; classify the various types of attitude measurement scales and apply the principles and format of report writing and presentation.

The Course is taught by the following Lecturer:

Mrs. Indira Prasad

PROSPECTUS FOR FINANCIAL MARKETS AND INSURANCE (PR)

Course Code: CB18403

Students acquire knowledge and are able to critically analyze the Pros and Cons of the various financial Products and Services and the Indian Financial Market. They also get acquainted with the Indian Stock Market Index and Operation of Demat Account.

The Course is taught by the following Lecturer:

Ms.Ancy

## PROSPECTUS FOR COST ACCOUNTING I

Course Code: CB18503

Cost Accounting course helps the students to understand the importance of cost accountancy in an organization and describes the principles of managing inventories of materials and the procedures for accounting inventory. It also describes the principles and practice of costing labor to a business and even the principles and process of overhead cost analysis. It helps to apply the operation of unit or output requiring and process costing methods.

The Course is taught by the following Lecturer:

Mrs. Sailaja

## PROSPECTUS FOR FINANCIAL MANAGEMENT

Course Code: CB18503

Financial Management course helps the students to interpret the concept of business finance, finance decisions, and functions of finance manager. It helps them to understand the idea of the cost of capital and leverages and calculate the cost of capital and leverages of a business concern. The students will be able to interpret the concept of capital budget; apply the techniques of ARR, NPV, IRR, PI, etc.; and understand the working capital management methods and apply them to determine the working capital requirement of a business organization. The course also helps to interpret the concept of cash management and cash budgeting and receivable management.

The Course is taught by the following Lecturer:

Mrs. Swarna. T

Course Code:

International Marketing and Export Management course analyses the process of international markets and classifies India's export trade. It also describes the critical factors of the global marketing environment and further differentiates marketing research, market selection, and market segmentation. The course also analyses the importance of product and distribution strategies, along with the need for promotion mix strategies and pricing decisions. The students can learn about foreign exchange strategies, the difference between the balance of payments and balance of trade, and the importance of international economic organizations.

The Course is taught by the following Lecturer

Mrs. Phebe Priyadarsini



Course Code: BC18015

The purpose of Human Resource Management lies in the successful utilization of people to attain specific as well as organizational goals.

Human Resource Management will acquaint students with various HR policies, functions, and the importance of human resource development in an organization. Students will gain knowledge on different HR policies, methods of job design, the importance of job analysis, along with the internal and external mobility processes in a dynamic business organization. They will learn about the legalities surrounding recruitment, promotion, termination, succession planning, and the need for customized training for staff.

Human Resource Management course will also help students understand the role of as HR manager, the importance of HR Planning, methods of Performance appraisal, and approaches for Work-life balance. Students will also appreciate the concept of career development, the importance of TQM, and the importance of Trade Unions & Industrial Relations.

The Course is taught by the following Lecturer:

Mrs. Sudha Rani

## PROSPECTUS FOR ENTREPRENEURSHIP DEVELOPMENT

Course Code: CB18505

Entrepreneurship Development course helps the student to understand the nature and basic concepts of Entrepreneur and Entrepreneurship. It demonstrates the knowledge of entrepreneurship development programs, and the importance of entrepreneurial training to the first generation entrepreneurs. The course also recognizes the need for project report and analyzes the concepts of project formulation; interprets factory design and factory layout; and identify the importance of standardization and quality control techniques. It also differentiates small and large scale industries and identifies the reasons for the sickness of small scale industries.

The Course is taught by the following Lecturer:

Mrs. Phebe Priyadarsini

## PROSPECTUS FOR MARKETING MANAGEMENT

Course Code: CB18506

Marketing Management explains the concept of marketing and sketches the marketing environment, classifies the market, and identifies the various market segments. It also points out the marketing mix with reference to the product and the price. It offers an analysis of the promotion mix and the channels of distribution and also explains service marketing mix and points out the importance of direct and online marketing.

The Course is taught by the following Lecturer

Mrs. Mary Patricia

## PROSPECTUS OF AUDITING AND ACCOUNTING STANDARDS

Course code: BC18022

This course enhances the students to understand the basic concepts of Auditing and the nature and scope of auditing, to organize the various steps in an auditing process and point out the techniques of vouching of cash payments and receipts, to analyze the features and importance of Internal Control, Check and Audit, to prepare different types of audit reports and explain the procedure for appointment and removal of a company auditor and to understand the regulatory framework in which accounting standards are formulated and operated.

The Course is taught by the following Lecturer:

Ms. Ancy

## PROSPECTUS FOR INTERNATIONAL MARKETING AND EXPORT MANAGEMENT

Course Code: BC18020

International Marketing and Export Management course analyses the process of international markets and classifies India's export trade. It also describes the critical factors of the global marketing environment and further differentiates marketing research, market selection, and market segmentation. The course also analyses the importance of product and distribution strategies, along with the need for promotion mix strategies and pricing decisions. The students can learn about foreign exchange strategies, the difference between the balance of payments and balance of trade, and the importance of international economic organizations.

The Course is taught by the following Lecturer:

Mrs. Phebe Priyadarshini

## PROSPECTUS FOR FINANCIAL STATEMENT ANALYSIS

Course Code: BC18024

Management Accounting Course gives an overview of management accounting, its need, scope, and functions. It also helps the students to prepare the financial statements and show its analysis and interpretation and apply the different formula in ratio analysis. It further illustrates the preparation of funds flow statement and cash flow statement and explains marginal costing and budgetary techniques. The course also teaches the importance of standard costing and variance analysis.

The Course is taught by the following Lecturer:

Mrs. Jacqueline Williams

## PROSPECTUS FOR COST ACCOUNTING II

Course Code: 193202

Cost Accounting course helps the students to understand the importance of cost accountancy in an organization and describes the principles of managing inventories of materials and the procedures for accounting inventory. It also describes the principles and practice of costing labor to a business and even the principles and process of overhead cost analysis. It helps to apply the operation of unit or output requiring and process costing methods.

The Course is taught by the following Lecturer

Mrs. Dolly Isaac

## PROSPECTUS FOR E-COMMERCE

Course Code: CB18602

E-Commerce course explains electronic commerce framework and WWW architecture; classifies mercantile process models; and types of electronic payment systems. It teaches students how to apply EDI implementations and analyze intra organizational electronic commerce along with the methods to design corporate digital library, advertising, and marketing on the internet and identifying consumer search and resource discovery, on-demand education and digital copyrights.

The Course is taught by the following Lecturer:

Mrs. D. Arpitha