

SYLLABUS-2023-2024

Programme Objective:

The B.Com. Degree Programme provides ample exposure to courses from the fields of Commerce, Accountancy, and Management. The course equips the students for entry-level jobs in industry, promotes the growth of their professional career, entrepreneurship, and a key contributor to the economic development of the country.

B.Com., Computer Applications is a 3-year undergraduate course. It is designed to provide an understanding in the field of commerce, especially in the discipline that involves the use of software technology applications. Under this program, students would be taught the basics of Commerce such as accountancy, law, banking, and taxation along with the basics of computer language, computer applications in business, etc.

A student who has completed a BCom in Computer Applications has career opportunities in both the Public and Private sectors where they can work as Business Consultants, Auditors, Business Analysts, App Developers, and Computer Programmers.

. Programme Outcomes:

PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.

PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express oneself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies, and theories by following the scientific approach to knowledge development.

PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real-life situations.

PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

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PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

PO7: Cooperation/Teamwork: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO8: Scientific reasoning: Ability to analyze, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence, and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.

PO10: Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate the ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for the analysis of data.

PO11: Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO12: Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

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PO14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO15: Lifelong learning: Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social, and cultural objectives, and adapting to changing trades and demands of the workplace through knowledge/skill development/reskilling

Subject Code: 23ULT10

பொதுத்தமிழ்-1

தமிழ் இலக்கிய வரலாறு -1

முதலாம் ஆண்டு - முதற் றுவம்

Expected Course Outcomes

On the Successful completion of the Course, Students will be able to

இப் ாடத்தழதக் கற் தொல் ின்வரும் யன்கழை மொணவர் அழடவர்

CO 1 ஁ங்க இலக்கியத்தில் கொணப்ப றும் வொழ்வியல் ெிந்தழனகழை அறிந்துபகொள்வர்

K4

CO 2 அற இலக்கியம் மற்றும் தமிழ் கொப் ியங்ககின்வை வொழ்வியல்

ெிந்தழனழயப் ப றுவர்

K5, K6

CO 3 க்தி இலக்கியங்கழைக் கற் தன் மூலம் க்தி பநறியிழனயும், குத்தறிவு

இலக்கியங்கழைக் கற் தன் வை நல்லிணக்கத்தழதயும் பதொரிந்து

ின் ற்றுவர்

K

CO 4 பமொை ியறிவவொடு ெிந்தழனத்திறழனப் ப றுவர் K3

CO 5 பமொை ிப் யிற்ெ ிக்குத் வதழவயொன இலக்கணங்கழைக் கற் ற். K

[ENGLISH-1](#)

SYLLABUS-2023-2024

Subject code: 23ULE10

Course Outcomes

Course Outcomes On completion of this course, students will:

- 1 Acquire self-awareness and positive thinking required in various life situations PO1,PO7
- 2 Acquire the attribute of empathy. PO1,PO2,PO10
- 3 Acquire creative and critical thinking abilities. PO4,PO6,PO9
- 4 Learn basic grammar PO4,PO5,PO6
- 5 Development and integrate the use of four language skills
i.e., listening, speaking, reading and writing.

FINANCIAL ACCOUNTING-I

Subject code: 23UCP11

Course Outcomes.

- Remember the concept of rectification of errors and Bank reconciliation statements
- Apply the knowledge in preparing detailed accounts of sole trading concerns
- Analyse the various methods of providing depreciation
- Evaluate the methods of calculation of profit
- Determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.

PRINCIPLES OF MANAGEMENT 23UCP12

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Course Outcomes

1. Demonstrate the importance of principles of management.
2. Paraphrase the importance of planning and decision making in an organization.
3. Comprehend the concept of various authorizes and responsibilities of an organization.
4. Enumerate the various methods of Performance appraisal
5. Demonstrate the notion of directing, co-coordination and control in the management

PROGRAMMING IN C AND LAB

Subject code:

Course Outcomes

- 1 Apply the concept of Control Structures to solve any given problem.
- 2 Apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations.
- 3 Apply the concept of Strings for writing programs related to character array.
- 4 Write programs using concept of user defined and recursive functions.
- 5 Apply concept of structures to write programs.

C PROGRAMING LAB

Subject code:23UECP13B

Course Outcomes:

- 1: Apply the concept of Control Structures to solve any given problem.
- 2: Apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations.
- 3: Apply the concept of Strings for writing programs related to character array.
- 4: Write programs using concept of user defined and recursive functions.
- 5: Apply concept of structures to write programs.

ELECTIVE - I: PYTHON PROGRAMMING AND LAB

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Subject code:23UPCP16B

Course Outcomes

- 1 Develop and execute simple Python programs
- 2 Write simple Python programs using conditionals and looping for solving problems
- 3 Decompose a Python program into functions
- 4 Represent compound data using Python lists, tuples, dictionaries etc.

Python Programming Lab

Subject code:

Course Outcomes:

(for students: To know what they are going to learn)

- 1: To understand the problem solving approaches
- 2: To learn the basic programming constructs in Python
- 3: To practice various computing strategies for Python-based solutions to real world problems
- 4: To use Python data structures - lists, tuples, dictionaries.

TAMIL II

Subject code: 23ULT20

Expected Course Outcomes

On the Successful completion of the Course, Students will be able to

இப் ாடத்ததக் கற் தொல் ின்வரும் யன்கழை மொணவர் அழடவர்
CO 1 ஁ற்றிலக்கியங்கெின்னெவி இலக்கியச் சழவயிழனயும் ண் ாட்டு
அறிவிழனயும் ப றுவர்

K4

CO 2 புதுக்கவிழத வரலொற்றிழன அறிந்து பகொள்வர் K5, K6

CO 3 திரொவிட இயக்க இலக்கியங்கழைக் கற் தன் மூலம் பமொைி
உணர்வு, இன

உணர்வு, மெத்துவம் ஁ொர்ந்த ஁ிந்தழனகழைப் ப றுவர்

K3

CO 4 தமிழ்பமொைிழயப் ிழையின்றி எழுதவும், புகிய
கழலச்஁ொற்கழை

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உருவாக்கவும் அறிந்து பகொள்வர்

K3

CO 5 வ ாட்டித் வதர்வுகில் பவற்றி ப றுவதற்குத் தமிழ்ப் ாடத்திழனப்
யன்பகொள்ளும் வழகயில் யிற்ெி ப றுவர்.

ENGLISH II

Subject Code: 23ULT20

Course Outcomes:

On completion of this course, students will;

CO1: Realize the importance of resilience

CO2: Become good decision-makers

CO3: Imbibe problem-solving skills

CO4: Use tenses appropriately

CO5: Use English effectively at the workplace

FINANCIAL ACCOUNTING-II

Subject Code: 23UCP21

Course Outcomes

1 To evaluate the Hire purchase accounts and Instalment systems

2 To prepare Branch accounts and Departmental Accounts

3 To understand the accounting treatment for admission and retirement in partnership

4 To know Settlement of accounts at the time of dissolution of a firm.

5 To elaborate the role of IFRS

BUSINESS LAW

Subject Code: 23UCP22

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Course Outcome

- CO1 Explain the Objectives and significance of Mercantile law
- CO2 Understand the clauses and exceptions of Indian Contract Act.
- CO3 Outline the contract of indemnity and guarantee
- CO4 Familiar with the provision relating to Bailment and Pledge
- CO5 Explain the various provisions of Sale of Goods Act 1930

OFFICE AUTOMATION AND LAB:

Subject code: 23UECP23A

Course Outcomes

- 1 Understand the basics of computer systems and its components.
- 2 Understand and apply the basic concepts of a word processing package.
- 3 Understand and apply the basic concepts of electronic spreadsheet software.
- 4 Understand and apply the basic concepts of database management system.
- 5 Understand and create a presentation using PowerPoint tool.

Office Automation Lab

Course Outcomes:

(for students: To know what they are going to learn)

- CO1: to perform documentation
- CO2: to perform accounting operations
- CO3: to perform presentation skills

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PROGRAMMING IN C++ AND LAB

Subject code:

Course Outcomes

- 1 Explain the various basic concepts of Object-orientation.
- 2 Write programs to implement static binding
- 3 Write programs to implement inheritance and dynamic binding
- 4 Write programs to implement templates and exception handling and learn how to use STL class library.
- 5 Write programs implementing File and Stream I/O.

Object Oriented Programming with C++:

Subject Code:

Course Outcomes:

(for students: To know what they are going to learn)

- 1: Design and create classes. Implement Stream I/O as appropriate.
- 2: Design appropriate data members and member functions.
- 3: Implement functions, friend functions, static members, constructors and compile-time polymorphism.
- 4: Implement inheritance, run-time polymorphism and destructors.
- 5: Implement templates and exceptions. Use STL class library. Implement File I/O.

INDUSTRIAL LAW

SYLLABUS-2023-2024

Subject code: **23USCP24**

Course Outcomes	
CO 1	Remember and recall the various concepts of Factories act 1948.
CO 2	Demonstrate the. Provisions and concepts of Industrial Disputes Act, 1947.
CO 3	Analyse the various measures and policies in The Workmen's Compensation Act .
CO 4	Examine the different aspects of ESI and EPF Act.
CO 5	Critically evaluate the Case studies relating to Bonus Act.

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ADVERTISING Subject code:23USCP25

Course Outcomes	
CO1	Define advertising, analyze its objectives, evaluate its scope and benefits, and identify media elements used in advertising.
CO2	Differentiate types of advertising agencies, assess criteria for selecting agencies, and demonstrate effective client-agency relationship management.
CO3	Analyze ethical and social issues in advertising, evaluate the impact of advertising on Indian values and culture.
CO4	Explain the communication process and analyze advertising's role in brand building and Managing brand crises.
CO5	Apply effective copywriting techniques, identify copy elements and types, utilize layout principles and execution styles, and conduct pre-testing and post-testing of advertisements.