THIRUVALLUVAR UNIVERSITY

SERKKADU, VELLORE–632115

B.Com. COMPUTER APPLICATION

SEMESTER - II

SYLLABUS

FROM THE ACADEMIC YEAR

2023 – 2024

B.COM COMPUTER APPLICATION

S.No.	Part	Study Components Course Title		Ins. Hrs /week	Credit	Title of the Paper	Maximum Marks CIA	Uni. Exam	Total
SEMESTER II							CIA	Uni. Exam	Total
1.	I	Language	Paper-2	6	3	Tamil/Other Languages	25	75	100
2.	II	English	Paper-2	4	3	English	25	75	100
3.	II	NMSDC: Language Proficiency for Employability	Paper-1	2	2	Overview of English Communication	25	75	100
4.	III	Core Course –CC III	Paper-2	5	5	Financial Accounting II	25	75	100
5.	III	Core Course –CC IV	Paper -3	5	5	Business Law	25	75	100
6.	III	Elective II Generic/ Discipline Specific	Elective II	4	2	Office Automation (or) Programming in C++	25	75	100
				2	1	Practical			
7.	IV	Skill Enhancement Course SEC-2	Paper2	2	2	Industrial Law	25	75	100
8.	IV	Skill Enhancement Course SEC-3 (Discipline Specific)	Paper 1	2	2	Advertising	25	75	100
		Sem. Total		**32**	**25**		**200**	**600**	**800**

CORE – III: FINANCIAL ACCOUNTING-II

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				4	5	25	75	100
Learning Objectives									

LO1	The students are able to prepare different kinds of accounts such Higher purchase and Instalments System.
LO2	To understand the allocation of expenses under departmental accounts
LO3	To gain an understanding about partnership accounts relating to Admission and retirement
LO4	Provides knowledge to the learners regarding Partnership Accounts relating to dissolution of firm
LO5	To know the requirements of international accounting standards

Prerequisites: Should have studied Accountancy in XII Std

Unit	Contents	No. of Hours
I	**Hire Purchase and Instalment System** Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account - Instalment System - Calculation of Profit	15
II	**Branch and Departmental Accounts** Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price.	15
III	**Partnership Accounts - I** Partnership Accounts: –Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill –Retirement of a Partner – Death of a Partner.	15
IV	**Partnership Accounts - II** Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - One or more Partners insolvent – All Partners insolvent – Application of Garner Vs Murray Theory – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.	15
V	**Accounting Standards for financial reporting (Theory only)** Objectives and Uses of Financial Statements for Users-Role of Accounting Standards - Development of Accounting Standards in India Role of IFRS- IFRS Adoption vs Convergence Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.	15
TOTAL		75

THEORY 20% & PROBLEMS 80%	
Course Outcomes	
CO1	To evaluate the Hire purchase accounts and Instalment systems
CO2	To prepare Branch accounts and Departmental Accounts
CO3	To understand the accounting treatment for admission and retirement in partnership
CO4	To know Settlement of accounts at the time of dissolution of a firm.
CO5	To elaborate the role of IFRS
Textbooks	
1	Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
2	M.C. Shukla T.S. Grewal & S.C. Gupta, Advance Accounts, S Chand Publishing, New Delhi.
3	R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.
4	S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers, New Delhi.
5	T.S. Reddy& A. Murthy, Financial Accounting, Margam Publishers, Chennai.
Reference Books	
1	Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida.
2	Dr. Venkataraman& others (7 lecturers): Financial Accounting, VBH, Chennai.
3	Dr.Arulanandan and Raman: Advanced Accountancy, Himalaya publications, Mumbai.
4	Tulsian , Advanced Accounting, Tata MC. Graw hills, India.
5	Charumathi and Vinayagam, Financial Accounting, S.Chand and sons, New Delhi.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1
2	https://www.slideshare.net/ramusakha/basics-of-financial-accounting
3	https://www.accountingtools.com/articles/what-is-a-single-entry-system.html

MAPPING WITH PROGRAMME OUTCOMES
AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2

CO3	3	2	2	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3
TOTAL	16	11	14	15	14	12	11	11	15	11	11
AVERAGE	3.2	2.2	2.8	3	2.8	2.4	2.2	2.2	3	2.2	2.2

3 – Strong, 2- Medium, 1- Low

FIRST YEAR – SEMESTER – II

CORE – IV: BUSINESS LAW

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				4	5	25	75	100
Learning Objectives									

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

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Elements of Contract** **Indian Contract Act 1872:** Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration – Capacity to Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract	15
II	**Performance of Contract** Meaning of Performance, Offer to Perform, Devolution of Joint liabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract - Termination and Discharge of Contract - Quasi Contract	15
III	**Contract of Indemnity and Guarantee** Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety –	15
IV	**Bailment and Pledge** Bailment and Pledge – Bailment – Concept – Essentials - Classification of Bailments, Duties and Rights of Bailor and Bailee – Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.	15
V	**Sale of Goods Act 1930:** Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties - Transfer of Property – Contracts involving Sea Routes - Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller	15
	TOTAL	75
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	
Textbooks		

1	N.D. Kapoor , Business Laws- Sultan Chand and Sons, New Delhi.
2	R.S.N. Pillai – Business Law, S.Chand, New Delhi.
3	M C Kuchhal& Vivek Kuchhal, Business law, S Chand Publishing, New Delhi
4	M.V. Dhandapani, Business Laws, Sultan Chand and Sons, New Delhi.
5	Shusma Aurora, Business Law, Taxmann, New Delhi.

Reference Books

1	Preethi Agarwal, Business Law, CA foundation study material, Chennai.
2	Business Law by Saravanavel, Sumathi, Anu, Himalaya Publications, Mumbai.
3	Kavya and Vidhyasagar, Business Law, Nithya Publication, New Delhi.
4	D.Geet, Business Law Nirali Prakashan Publication, Pune.
5	M.R. Sreenivasan , Business Laws, Margham Publications, Chennai.

NOTE: Latest Edition of Textbooks May be Used

Web Resources

1	www.cramerz.comwww.digitalbusinesslawgroup.com
2	http://swcu.libguides.com/buslaw
3	http://libguides.slu.edu/businesslaw

MAPPING WITH PROGRAMME OUTCOMES
AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	2	3	2	2	2	2	2	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	2	3	2	2	2	2	2	2	2
CO4	3	2	3	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
TOTAL	15	10	13	15	10	10	10	10	10	10	10
AVERAGE	3	2	2.6	3	2	2	2	2	2	2	2

3 – Strong, 2- Medium, 1- Low

FIRST YEAR – SEMESTER – II

ELECTIVE– II: OFFICE AUTOMATION AND LAB

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	2		2		3	4	25	75	100

	Learning Objectives
LO1	The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point.
LO2	The course is highly practice oriented rather than regular class room teaching.
LO3	To acquire knowledge on editor, spread sheet and presentation software.

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Introductory concepts: Hardware and Software - Memory unit – CPU-Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. Introduction to Operating systems - Introduction to Programming Languages.	
II	Word Processing: File menu operations - Editing text – tools, formatting, bullets and numbering - Spell Checker - Document formatting – Paragraph alignment, indentation, headers and footers, printing – Preview, options, merge.	
III	Spreadsheets: Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying	
IV	Charts – creating, formatting and printing, analysis tables, preparation of financial statements, introduction to data analytics.	
V	Power point: Introduction to Power point - Features – Understanding slide typecasting & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects, audio inclusion, timers.	
	Total	

	Course Outcomes
CO1	Understand the basics of computer systems and its components.
CO2	Understand and apply the basic concepts of a word processing package.

CO3	Understand and apply the basic concepts of electronic spreadsheet software.
CO4	Understand and apply the basic concepts of database management system.
CO5	Understand and create a presentation using PowerPoint tool.
Textbooks	
1	Peter Norton, "Introduction to Computers" –Tata McGraw-Hill.
Reference Books	
1	Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, "Microsoft 2003", Tata McGraw- Hill.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	Web content from NDL / SWAYAM or opensource web resources

Office Automation Lab	

Learning Objectives: (for teachers: what they have to do in the class/lab/field)
Office tools course would enable the students in crafting professional word documents, excel spread sheets, power point presentations using the Microsoft suite of office tools.
To familiarize the students in preparation of documents and presentations with office automation tools.

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

List of Programs

Word

Word Orientation : The instructor needs to give an overview of Microsoft word & Importance of MS Word as word Processor, Details of the four tasks and features that would be covered Using word – Accessing, overview of toolbars, saving files, Using help and resources, rulers, format painter.

Task 1 : Using word to create project certificate. Features to be covered:-Formatting Fonts in word, Drop Cap in word, Applying Text effects, Using Character Spacing, Borders and Colors, Inserting Header and Footer, Using Date and Time option in Word.

Task 2 : Creating project abstract Features to be covered:-Formatting Styles, Inserting table, Bullets and Numbering, Changing Text Direction, Cell alignment, Footnote, Hyperlink, Symbols, Spell Check , Track Changes.

Task 3 : Creating a Newsletter : Features to be covered:- Table of Content, Newspaper columns, Images from files and clipart, Drawing toolbar and Word Art, Formatting Images, Textboxes and Paragraphs

Excel

Excel Orientation : The instructor needs to tell the importance of MS Excel as a Spreadsheet tool, give the details of the four tasks and features that would be covered Excel – Accessing, overview of toolbars, saving excel files, Using help and resources {Comdex Information Technology course tool kit Vikas }

Task1: Creating a Scheduler - Features to be covered: Gridlines, Format Cells, Summation, auto fill, Formatting Text

Task 2 : Calculations - Features to be covered:- Cell Referencing, Formulae in excel – average, standard deviation, Charts, Renaming and Inserting worksheets, Hyper linking, Count function, LOOKUP/VLOOKUP

Task 3 : Performance Analysis - Features to be covered:- Split cells, freeze panes, group and outline, Sorting, Boolean and logical operators, Conditional formatting

MS Power Point

Task1 : Students will be working on basic power point utilities and tools which help them create basic power point presentation. Topic covered includes :- PPT Orientation, Slide Layouts, Inserting Text, Word Art, Formatting Text, Bullets and Numbering, Auto Shapes, Lines and Arrows

Task 2 : This session helps students in making their presentations interactive. Topics covered includes: Hyperlinks, Inserting –Images, Clip Art, Audio, Video, Objects, Tables and Charts

Task 3 : Concentrating on the in and out of Microsoft power point. Helps them learn best practices in designing and preparing power point presentation. Topics covered includes :-

Master Layouts (slide, template, and notes), Types of views (basic, presentation, slide slotter, notes etc), Inserting – Background, textures, Design Templates, Hidden slides.Auto content wizard, Slide Transition, Custom Animation, Auto Rehearsing

Extended Professional Component	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC –CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from the course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

1. Comdex Information Technology course tool kit Vikas Gupta, WILEY Dreamtech,2005 2. The Complete Computer upgrade and repair book,3rd edition Cheryl A Schmidt, WILEY Dreamtech

. Introduction to Information Technology, ITL Education Solutions limited, Pearson Education.

4. PC Hardware and A + Handbook – Kate J. Chas PHI (Microsoft)

ELECTIVE - II: PROGRAMMING IN C++ AND LAB

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	2		2		3	4	25	75	100

	Learning Objectives	
LO1	To engender an appreciation for the need and characteristics of Object-orientation.	
LO2	To impart knowledge of the C++ language grammar in order to design and implement programming solutions to simple problems by applying Object-oriented thinking.	

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Object Oriented Programming Concepts: Complexity in software - The need for object-orientation – Abstraction – Encapsulation – Modularity – Hierarchy. Basic Elements of C++: Classes – Objects – Data members and member functions – private and public access specifiers - Static members - Constructors – Singleton class - Destructors	
II	Friend Functions and Friend Classes - Array of objects – Pointer to objects - this pointer – References – Dynamic memory allocation - Namespaces. Function Overloading: Overloading a function - Default arguments – Overloading Constructors. Operator Overloading: Overloading an operator as a member function – Overloading an operator as a friend function	
III	Overloading the operators [], (), -> and comma operators – Conversion Functions.Inheritance: Types of inheritance – protected access specifier –Virtual Base Class – Base class and derived class constructors. Run-time Polymorphism: Virtual Functions	
IV	Function overriding - Pure virtual function – Abstract base class. Templates: Function templates – Overloading a function template – Class templates.	
V	Exception Handling: Exceptions – try, catch, throw – Rethrowing an exception – Restricting exceptions - Handling exceptions in derived classes - terminate(), abort(), unexpected(), set_terminate(). I/O Streams: Formatted I/O with ios class functions - Manipulators – Creating own manipulator – Overloading << and >> operators.	

	Total	

Course Outcomes

CO1	Explain the various basic concepts of Object-orientation.
CO2	Write programs to implement static binding
CO3	Write programs to implement inheritance and dynamic binding
CO4	Write programs to implement templates and exception handling and learn how to use STL class library.
CO5	Write programs implementing File and Stream I/O.

Textbooks

1	Herbert Schildt, *C++ - The Complete Reference*, Third Edition, TMH, 1999.
2	Grady Booch, *Object Oriented Analysis and Design*, Pearson Education, 2008. (For Unit I)

Reference Books

1	Bjarne Strousstrup, *The C++ Programming Language*, Addison Wesley, 2000.
2	J. P. Cohoon and J. W. Davidson, *C++ Program Design – An Introduction to Programming and Object-Oriented Design*, Second Edition, McGraw Hill, 1999.
3	C. J. Lippman, *C++ Primer*, Third Edition, Addison Wesley, 2000.

NOTE: Latest Edition of Textbooks May be Used

Object Oriented Programming with C++	

Learning Objectives: (for teachers: what they have to do in the class/lab/field)
- Design classes for the given problems.
- Write programs in C++.
- Code, debug and execute a C++ program to solve the given problems using an IDE.

Course Outcomes: (for students: To know what they are going to learn)
CO1: Design and create classes.Implement Stream I/O as appropriate.
CO2: Design appropriate data members and member functions.
CO3: Implement functions, friend functions, static members, constructors and compile-time polymorphism.
CO4: Implement inheritance, run-time polymorphism and destructors.
CO5: Implement templates and exceptions. Use STL class library.Implement File I/O.

List of Programs

1.   Write a class to represent a complex number which has member functions to do the following
    a.   Set and show the value of the complex number
    b.   Add, subtract and multiply two complex numbers
    c.   Multiplying the complex number with a scalar value
2.   Write a Point class that represents a 2-d point in a plane. Write member functions to
    a.   Set and show the value of a point
    b.   Find the distance between two points
    c.   Check whether two points are equal or not

4.   Design and implement a class to represent a Solid object.
    a.   Apart from data members to represent dimensions, use a data member to specify the type of solid.
    b.   Use functions to calculate volume and surface area for different solids.
5.   Design a class representing time in hh:mm:ss. Write functions to
    a.   Set and show the time
    b.   Find the difference between two time objects
    c.   Adding a given duration to a time
    d.   Conversion of the time object to seconds
6.   Design a 3x3 matrix class and demonstrate the following:
    a.   Addition and multiplication of two matrices using operator overloading
    b.   Maintaining a count of the number of matrix object created
7.   Design a class called cString to represent a string data type. Create a data member in the class to represent a string using an array of size 100. Write the following functionality as member functions:
    a.   Copy Constructor
    b.   Concatenate two strings
    c.   Find the length of the string
    d.   Reversing a string
    e.   Comparing two strings
8.   Design a class called cString to represent a string data type. Create a data member in the class to represent a string whose size is dynamically allocated. Write the following as member functions:
    a.   Copy Constructor
    b.   Destructor
    c.   Concatenate two strings

d.	Find the length of the string
e.	Reversing a string
f.	Comparing two strings

Extended Professional Component	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC –CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from the Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Learning Resources:
 Learning Resources:
Recommended Texts

1. Herbert Schildt, *C++ - The Complete Reference*, Third Edition, TMH, 1999.

2. Grady Booch, *Object Oriented Analysis and Design*, Pearson Education, 2008. (For Unit I)

Reference Books

1. Bjarne Strousstrup, *The C++ Programming Language*, Addison Wesley, 2000.

2. J. P. Cohoon and J. W. Davidson, *C++ Program Design – An Introduction to Programming and Object-Oriented Design*, Second Edition, McGraw Hill, 1999.

C. J. Lippman, *C++ Primer*, Third Edition, Addison Wesley, 2000.

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	2				2	2	25	75	100

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

Unit	Contents	No. of Hours
I	**Factories Act 1948:** Definitions – Health – Safety – Welfare – Working Hours of Adults – Employment of Women – Employment of Young Persons – Leave with Wages.	6
II	**Industrial Disputes Act, 1947:** Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure.	6
III	**The Workmen's Compensation Act:** Nature and Scope - Definitions - Workmen's Compensations – Employer's Liability - Meaning of Accident Compensation Permanent -Partial and Temporary - Disablement - Compensation of Half Month Payment (Table Not Necessary).	6
IV	Employees State Insurance Act 194: Objects-definitions - ESI Corporation, functions - contribution and recovery benefits. Employees Provident Fund and Miscellaneous Provision Act, 1952 Objects-Definition - provident fund schemes contribution and recovery.	6
V	The Payment of Bonus Act 1965: Object – Application - Definitions - Methods of Computing Gross Profits - Payment of Bonus - Importance.	6
	TOTAL	30

	Course Outcomes
CO1	Remember and recall the various concepts of Factories act 1948.

CO2	Demonstrate the. Provisions and concepts of Industrial Disputes Act, 1947.
CO3	Analyse the various measures and policies in The Workmen's Compensation Act .
CO4	Examine the different aspects of ESI and EPF Act.
CO5	Critically evaluate the Case studies relating to Bonus Act.

	Textbooks
1	N.D.Kapoor – Industrial Laws, Sultan Chand & Sons, New Delhi.
2	P.C.Tripathi - Industrial Laws, Sultan Chand & Sons, New Delhi
	Reference Books
1	Dr.M.R.Sreenivasan & C.D.Balaji - Industrial Laws & Public Relations, Margham Publications, Chennai.
2	B.Nandha Kumar, Industrial Laws, Vijay Nichole Prints, Chennai.
3	"Industrial Relations and **Labour Laws**" - S C Srivastava -Vikas Publishing
4.	"Industrial Relations and **Labour Laws**" - Piyali Ghosh and Shefali Nandan Tata McGraw Hill India
	NOTE: Latest Edition of Textbooks May be Used
	Web Resources
1	https://www.icsi.edu/media/webmodules/publications/7.%20Industrial,%20Lab our%20and%20General%20Laws.pdf
2	https://www.mlsu.ac.in/econtents/1185_Industrial%20Relations%20and%20Lab our%20Laws.pdf
3	https://sbs.ac.in/wp-content/uploads/2021/02/BBA-5th-IRLL-Complete-Notes updated1.pdf

MAPPING WITH PROGRAMME OUTCOMES

AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	3	3	3	2	2

CO2	3	2	2	3	2	2	2	2	3	2	3
CO3	3	3	3	2	3	2	3	3	3	2	2
CO4	3	2	2	2	2	2	2	2	3	2	2
CO5	3	3	3	3	3	2	3	3	3	2	3
TOTAL	15	13	13	12	13	10	13	13	15	10	12
AVERAGE	3	2.6	2.6	2.4	2.6	2	2.6	2.6	3	2	2.4

3 – Strong, 2- Medium, 1- Low

SEC 3 — ADVERTISING

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	2				2	2	25	75	100

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

Unit	Contents	No. of Hours
I	Introduction: Advertising meaning - Definition – objectives – scope - benefits – Elements - Media in Advertising.	6
II	Advertising Agency: Advertising agency Features - Types of Advertising Agencies - Agency selection criteria - Maintaining Agency client- relationship.	6
III	Social And Economic Aspects of Advertising: Social aspects: Ethical and social issues in Advertising, positive and negative influence of Advertising on Indian values and culture. Economic aspect: Effect of Advertising on consumer demand, monopoly and competition, price.	6
IV	Brand Building: The communication process-AIDA Model, role of advertising in developing brand image and brand equity, and managingbrand crises.	6
V	Fundamentals of Creativity in Advertising: Essentials of copywriting, copy - elements – types –layout – principles execution styles - Pretesting and post testing of Advertisements - methods and objectives.	6
	TOTAL	30

	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.	

	Textbooks
1	Advertising Principles and Practice by Ruchi Gupta-, S.Chand Publishing. New Delhi.
	Reference Books
1	Rathor, B.S.-Advertising management-Himalaya Publishing House.
2	Myers-Advertising management-PHI Norms-Advertising-PHI.
3	Sontakki. C.N, Advertising, Kalyani Publishers, Ludhiana.
4.	Brand Positioning-Strategies for competitive Advantage by Subroto Sengupta-TataMcGraw Hill Publication.

NOTE: Latest Edition of Textbooks May be Used

	Web Resources
1	https://archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf
2	https://uascku.ac.in/wp-content/uploads/2020/04/Advertising-B.Com_.-VI-Semester-Unit-Wise-Notes.pdf
3	http://osou.ac.in/eresources/DJMC-06-BLOCK-02.pdf

MAPPING WITH PROGRAMME OUTCOMES
AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	2	3	3	3	3	2
CO2	3	2	2	3	2	2	2	2	3	2	3
CO3	3	3	3	3	3	2	3	3	3	3	2
CO4	3	2	2	3	2	2	2	2	3	2	2
CO5	3	3	3	3	3	2	3	3	3	3	3
TOTAL	15	13	13	15	13	10	13	13	15	13	12
AVERAGE	3	2.6	2.6	3	2.6	2	2.6	2.6	3	2.6	2.4

3 – Strong, 2- Medium, 1- Low

☙☙☙☙☙