சென்னைப் பல்கலைக்கழகம்
University of Madras

Part-I

பொதுத் தமிழ் - **பாடத்திட்டம்**

General Tamil - Syllabus

4 பருவங்கள் (மூன்றாம் பருவம்)

(B.A., B.Sc., B.Com., BCA., BBA)

2023-24

பொதுத்தமிழ் -3

தமிழக வரலாறும் பண்பாடும்

இரண்டாம் ஆண்டு – மூன்றாம் பருவம்

Course Code	Course Name	category	L	T	P	S	Credits	Ins.Hrs	CIA	External	Total
200L3AU	பொதுத்தமிழ் -3 தமிழக வரலாறும் பண்பாடும்	Supportive	Y	-	-	-	3	6	25	75	100

Learning Objectives

- தமிழக வரலாற்றை அறிந்துகொள்ளுதல்.
- தமிழரின் வாழ்வியல் தொன்மையை அறிதல்.
- தமிழரின் பண்பாட்டினை அறிந்துகொள்ளல்.
- தமிழர்மேல் நிகழ்ந்த பிற பண்பாட்டுத் தாக்கங்களை அறிதல்.
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்

Expected Course Outcomes

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

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

CO 1	தமிழக வரலாற்றை அறிந்துகொள்வர்.	K4
CO 2	தமிழரின் வாழ்வியல் தொன்மையை அறிவர்.	K5, K6
CO 3	தமிழரின் பண்பாட்டுக் கூறுகளை அறிந்துகொள்வர்	K3
CO 4	பிற பண்பாட்டுத் தாக்கம் மற்றும் அணுகுமுறைகளை அறிவர்.	K3
CO 5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.	K2

K1 - Remember; K2 - Undestand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create

அலகு-1	தொல் பழங்கால வரலாறும் சங்ககால வரலாறும்

1. தொல் தமிழர்
2. பழைய கற்காலம்
3. புதிய கற்காலம்
4. உலோகக் காலம்
5. அகழ்வாராய்ச்சியில் தமிழும் தமிழரும் (கீழடி வரை)
6. திணை வாழ்வியல் (களவு வாழ்க்கை, கற்பு வாழ்க்கை, உணவு, அணிகலன்கள், வாணிகம்,விளையாட்டுகள்)
7. கல்வியும், கலைகளும்

8. தமிழ் வளர்த்த சங்கம்
9. சங்க கால ஆட்சி முறை

10 . அயல்நாட்டுத் தொடர்புகள்

அலகு-2	ஆட்சியர் வரலாறு

1. மூவேந்தர் வரலாறு
2. பல்லவர் வரலாறு
3. நாய்க்கர் ஆட்சி
4. முகம்மதியர் ஆட்சி
5. மராட்டியர் ஆட்சி

அலகு-3	ஐரோப்பியர் கால வரலாறு

1. போர்த்துக்கீசியர்
2. டச்சுக்காரர்கள்
3. டேனிஸ்காரர்கள்
4. பிரெஞ்சுக்காரர்கள்
5. ஆங்கிலேயர்கள்
6. பாளையக்காரர்கள்
7. இந்திய விடுதலைப் போராட்டத்தில் தமிழ்நாடு

அலகு-4	விடுதலைக்குபின் தமிழ்நாட்டு வரலாறு

1. மொழிப்போராட்டம்
2. சமூக மறுமலர்ச்சி
3. தொழில்நுட்ப வளர்ச்சி

அலகு-5	மொழிப்பயிற்சி

- நிறுத்தக் குறிகள்
- கலைச்சொற்கள்
- மொழிபெயர்ப்பு

பயிற்சி :ஆங்கிலக் கலைச் சொற்களைக் கொடுத்து அவற்றைத் தமிழில் மொழிபெயர்க்கச் செய்தல்.

Text books

- தமிழக வரலாறும் பண்பாடும் - கே.கே. பிள்ளை, உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை,
- தமிழர் நாகரிகமும் பண்பாடும் - அ. தட்சிணாமூர்த்தி, யாழ் வெளியீடு, சென்னை,.
- தமிழக வரலாறும் பண்பாடும் - வே.தி. செல்லம், மணிவாசகர் பதிப்பகம், சென்னை,
- ஆதிச்சநல்லூர் முதல் கீழடி வரை நுவேதா லூயிஸ், கிழக்குப் பதிப்பகம், சென்னை.
- பண்பாட்டு மானிடவியல் - பக்தவத்சல பாரதி, அடையாளம் பதிப்பகம், திருச்சி.
- .தமிழர் மேல் நிகழ்ந்த பண்பாட்டுப் படையெடுப்புகள், க.ப. அறவாணன், தமிழ்க்கோட்டம், சென்னை.

Reference Books

- தமிழக சமுதாய பண்பாட்டு கலை வரலாறு -கு. சேதுராமன், என்.சி.பி.எச், சென்னை,
- தமிழர் கலையும் பண்பாடும் -அ.கா. பெருமாள், என்.சி.பி.எச், சென்னை.
- ஒரு பண்பாட்டின் பயணம்: சிந்து முதல் வைகை வரை -ஆர். பாலகிருஷ்ணன், ரோஜா முத்தையா ஆராய்ச்சி நூலகம், சென்னை.
- தமிழும் பிற பண்பாடும் - தெ.பொ. மீனாட்சி சுந்தரனார், நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை
- தமிழர் வரலாறும் பண்பாடும் - நீலகண்ட சாஸ்திரி, ஸ்ரீசெண்பகா பதிப்பகம், சென்னை
- தமிழர் வரலாறும் தமிழர் பண்பாடும்- மா.இராசமாணிக்கனார்
- தமிழர் நாகரிக வரலாறு -க.த.திருநாவுக்கரசு, தொல்காப்பியர் நூலகம், சென்னை.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

Web Sources

- https://www.chennailibrary.com/
- https://www.sirukathaigal.com
- https://www.tamilvirtualuniversity.org
- https://www.noolulagam.com
- https://www.katuraitamilblogspot.com

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	3	2	3	2	2	3	2	2	2	2	3	3
CLO 2	2	2	2	3	3	2	2	3	3	2	2	2
CLO 3	3	3	3	2	2	3	3	2	3	3	3	3
CLO 4	3	2	3	3	3	3	2	2	2	2	3	2
CLO 5	2	2	3	3	2	2	3	3	2	3	3	2

Strong -3, Medium-2, Low-1

UNIVERSITY OF MADRAS

FOUNDATION COURSE: ENGLISH

SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR - SEMESTER III

PAPER II –GENERAL ENGLISH

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
200L3ZU	**Part II**	Y	Y	-	-	3	6	25	75	100

Learning Objectives	
LO1	To make them active listeners
LO2	To enhance the interpersonal relationship skills
LO3	To embolden them to cope with stress
LO4	To master grammar skills
LO5	To help them to use English effectively in a business environment

Unit No.	Unit Title & Text	No. of Periods for the Unit
I	**ACTIVE LISTENING** **Short Story** 1.1 In a Grove – AkutagawaRyunosuke Translated from Japanese by Takashi Kojima 1.2 The Gift of the Magi – O' Henry **Prose** 1.3 Listening – Robin Sharma 1.4 Nobel Prize Acceptance Speech – WangariMaathai	20
II	**INTERPERSONAL RELATIONSHIPS** **Prose** 2.1 Telephone Conversation – Wole Soyinka 2.2 Of Friendship – Francis Bacon **Song on (Motivational/ Narrative)** 2.3 Ulysses – Alfred Lord Tennyson 2.4 And Still I Rise – Maya Angelou	20
III	**COPING WITH STRESS** **Poem** 3.1 Leisure – W.H. Davies 3.2 Anxiety Monster – RhonaMcFerran **Readers Theatre** 3.3 The Forty Fortunes: A Tale of Iran 3.4 Where there is a Will – Mahesh Dattani	20
IV	**Grammar** 4.1 Phrasal Verbs & Idioms 4.2 Modals and Auxiliaries 4.3 Verb Phrases – Gerund, Participle, Infinitive	15

V	**Composition/ Writing Skills** 5.1 Official Correspondence – Leave Letter , Letter of Application, Permission Letter 5.2 Drafting Invitations 5.3 Brochures for Programmes and Events	15

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Listen actively	PO1,PO7
CO2	Develop interpersonal relationship skills	PO1,PO2,PO10
CO3	Acquire self-confidence to cope with stress	PO4,PO6,PO9
CO4	Master grammar skills	PO4,PO5,PO6
CO5	Carry out business communication effectively	PO3,PO8

Text Books (Latest Editions)

1	WangariMaathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Jul 2023.
2	Mahesh Dattani, Where there is a Will. Penguin, 2013.
3	Martin Hewings, Advanced English Grammar, Cambridge University Press, 2000
4	EssentialEnglish Grammar by Raymond Murphy

Web Resources

1	WangariMaathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Mon. 17 Jul 2023. https://www.nobelprize.org/prizes/peace/2004/maathai/lecture/
2	Telephone Conversation - Wole Soyinka https://www.k-state.edu/english/westmank/spring_00/SOYINKA.html
3	Anxiety Monster- RhonaMcFerran- www.poetrysoup.com

UNIVERSITY OF MADRAS

FOUNDATION COURSE: ENGLISH

SYLLABUS WITH EFFECT FROM 2023-2024

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weightage	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0

UNIVERSITY OF MADRAS

B.COM. (GENERAL) DEGREE PROGRAMME

SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR – SEMESTER - III

CORE – V: CORPORATE ACCOUNTING I

(Common to BCom-AF, BM, CA, MM, ISM, Co-op. & CS)

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
246C3A	5				5	5	25	75	100

Learning Objectives	
LO1	To understand about the pro-rata allotment **and Underwriting of Shares**
LO2	To know the provisions of companies Act **regarding Issue and** Redemption of Preference shares and debentures
LO3	To learn the form and contents of financial statements as per Schedule III of Companies Act 2013
LO4	To examine **the various methods of valuation of Goodwill and shares**
LO5	To identify the Significance of International financial reporting standard (IFRS)

Prerequisite: Should have studied Financial Accounting in I Year

Unit	Contents	No. of Hours
I	**Issue of Shares** Issue of Shares – Premium - Discount - Forfeiture - Reissue – Pro-rata Allotment **Issue of Rights and Bonus Shares** - Underwriting of Shares and Debentures – Underwriting Commission - Types of Underwriting.	**15**
II	**Issue & Redemption of Preference Shares & Debentures** Redemption of Preference Shares–Provisions of Companies Act– Capital Redemption Reserve – Minimum Fresh Issue – Redemption at **Par,** Premium **and Discount**. Debentures: Issue and Redemption – Meaning – Methods – In-One lot–in Instalment – Purchase in the Open Market includes Ex Interest and Cum Interest - Sinking Fund Investment Method.	**15**
III	**Final Accounts** Introduction – Final Accounts – Form and Contents of Financial Statements as Per Schedule III of Companies Act 2013 – Part I Form of Balance Sheet – Part II Form of Statement of Profit and Loss – Ascertaining Profit for Managerial Remuneration	**15**
IV	**Valuation of Goodwill & Shares** Valuation of Goodwill – Meaning – Need for Valuation of Goodwill – Methods of Valuing Goodwill – Average Profit – Super Profit – Annuity and Capitalisation Method. Valuation of Shares – Need for Valuation of Shares – Methods of Valuation of Shares – Net Assets Method – Yield and Fair Value Methods.	**15**

V	**Indian Accounting Standards** International Financial Reporting Standard (IFRS)–Meaning and its Applicability in India - Indian Accounting Standards – Meaning – Objectives – Significance – Procedures for Formulation of Standards – Ind AS – 1 Presentation of Financial Statement, Ind AS – 2 Valuation of Inventories, Ind AS – 7 Cash Flow Statement, Ind AS – 8 Accounting Policies, Changes in Accounting Estimate and Errors, Ind AS – 16 – Property, Plant & Equipment, Ind AS 38 – Intangible Assets Ind AS – 103, Business Combinations Ind AS 110, Consolidated Financial Statement. (**Theory Only**)	**15**
	TOTAL	**75**
THEORY 20% & PROBLEMS 80%		
Course Outcomes		
CO1	Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and compute the liability of underwrites	
CO2	Asses the accounting treatment of issue and redemption of preference shares and debentures	
CO3	Construct Financial Statements applying relevant accounting treatments	
CO4	Compute the value of goodwill and shares under different methods and assess its applicability	
CO5	Integrate theoretical knowledge on all accounting in par with IFRS and IND AS	
Textbooks		
1	S.P. Jain and N.L. Narang, Advanced Accounting Vol I, Kalyani Publication, New Delhi.	
2	R.L. Gupta and M. Radha swamy, Advanced Accounts Vol I, Sultan Chand, New Delhi.	
3	Broman, Corporate Accounting, Taxmann, New Delhi.	
4	Shukla, Grewal and Gupta- Advanced Accounts VolI,S.Chand, New Delhi.	
5	M.C.Shukla, Advanced accounting Vol I, S.Chand, New Delhi.	
Reference Books		
1	T.S. Reddy, A. Murthy – Corporate Accounting- Margham Publication, Chennai.	
2	D.S.Rawat & Nozer Shroff, Students Guide To Accounting Standards ,Taxmann, New Delhi	
3	Prof. Mukeshbramhbutt, Devi, Corporate Accounting I, Ahilya Publication, Madhya Pradesh	
4	Anil Kumar, Rajesh kumar, Corporate accounting I, Himalaya Publishing house, Mumbai.	
5	Prasanth Athma, Corporate Accounting I, Himalaya Publishing house, Mumbai.	
NOTE: Latest Edition of Textbooks May be Used		

Web Resources	
1	https://www.tickertape.in/blog/issue-of-shares/
2	https://www.taxmann.com/bookstore/bookshop/bookfiles/chapter12valuationofgoodwillandshares.pdf
3	https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting-standards.html

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	3	2	2
CO2	3	2	3	2	2	2	2	2	3	2	2
CO3	3	2	3	2	3	2	2	2	3	2	2
CO4	3	1	3	2	3	2	2	2	3	2	2
CO5	3	3	3	2	3	2	2	2	3	2	2
TOTAL	15	11	15	10	13	10	10	10	15	10	10
AVERAGE	3	2.2	3	2	2.6	2	2	2	3	2	2

3 – Strong, 2- Medium, 1- Low

UNIVERSITY OF MADRAS

B.COM. (GENERAL) DEGREE PROGRAMME

SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR – SEMESTER - III

CORE – VI: COMPANY LAW

(Common to BCom-AF, BM, CA, MM, ISM, Co-op. & CS)

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
246C3B	5				5	5	25	75	100

Learning Objectives	
LO1	To know Company Law 1956 and Companies Act 2013
LO2	To have an understanding on the formation of a company
LO3	To understand the requisites of meeting and resolution
LO4	To gain knowledge on the procedure to appoint and remove Directors
LO5	To familiarize with the various modes of winding up

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Company law** Companies Act 2013 – Definition of a Company, Characteristics of Company – Lifting or Piercing the Corporate Veil – Company Distinguished from Partnership and Limited Liabilities Partnerships – Classification of Companies – Based on Incorporation, Liability, Number of Members, Control.	**15**
II	**Formation of Company** Formation of a Company – Promoter –Incorporation Documents e-filing – Memorandum of Association – Contents – Alteration – Legal Effects – Articles of Association - Certificate of Incorporation – Prospectus – Contents - Kinds – Liabilities – Share Capital – Kinds – Issue – Alteration – Dividend – Debentures.	**15**
III	**Meeting** Meeting and Resolution – Types – Requisites – Voting & Poll – Quorum – Proxy - Resolution – Ordinary & Special - Audit & Auditors – Qualification, Disqualification, Appointment and Removal of an Auditor -	**15**
IV	**Management & Administration** Management & Administration – Directors – Legal Position – Board of Directors – Appointment/ Removal – Disqualification – Director Identification Number – Directorships – Powers – Duties – Board Committees – Related Party Transactions – Contract by One Person Company – Insider Trading- Managing Director – Manager – Secretarial Audit – Administrative Aspects and Winding Up – National Company Law Tribunal (NCLT) – National Company Law Appellate Tribunal (NCLAT) – Special Courts.	**15**

V	**Winding up** Meaning – Modes – Compulsory Winding Up – Voluntary Winding Up – Consequences of Winding Up Order – Powers of Tribunal – Petition for Winding Up – Company Liquidator.	**15**
	TOTAL	**75**
Course Outcomes		
CO1	Understand the classification of companies under the act	
CO2	Examine the contents of the Memorandum of Association & Articles of Association	
CO3	Know the qualification and disqualification of Auditors	
CO4	Understand the workings of National Company Law Appellate Tribunal (NCLAT)	
CO5	Analyse the modes of winding up	
Textbooks		
1	N.D. Kapoor, Business Laws, Sultan Chand and Sons, Chennai	
2	R.S.N. Pillai – Business Law, S.Chand, New Delhi.	
3	M.V. Dhandapani, Business Laws Sultan Chand and Sons, Chennai	
4	Shusma Aurora, Business Law,Taxmann, New Delhi	
5	M.C.Kuchal, Business Law, VikasPublication, Noida	
Reference Books		
1	Gaffoor&Thothadri, Company Law, Vijay Nichole Imprints Limited, Chennai	
2	M.R. Sreenivasan, Business Laws, Margham Publications, Chennai	
3	KavyaAndVidhyasagar, Business Law, Nithya Publication, Bhopal	
4	S.D.Geet, Business Law Nirali Prakashan Publication, Pune	
5	PreethiAgarwal, Business Law, CA foundation study material	
NOTE: Latest Edition of Textbooks May be Used		
Web Resources		
1	https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-2013.html	
2	https://vakilsearch.com/blog/explain-procedure-formation-company/	
3	https://www.investopedia.com/terms/w/windingup.asp	

UNIVERSITY OF MADRAS

B.COM. (GENERAL) DEGREE PROGRAMME

SYLLABUS WITH EFFECT FROM 2023-2024

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	2	3	3	2	3	3	2	2
CO2	3	2	3	2	3	3	2	3	3	2	2
CO3	3	2	3	2	3	3	2	3	3	2	2
CO4	3	2	3	2	3	3	2	3	3	2	2
CO5	3	2	3	2	3	3	2	3	3	2	2
TOTAL	15	10	15	10	15	15	10	15	15	10	10
AVERAGE	3	2	3	2	3	3	2	3	3	2	2

3 – Strong, 2- Medium, 1- Low

UNIVERSITY OF MADRAS

B.COM. (GENERAL) DEGREE PROGRAMME

SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR – SEMESTER - III

ELECTIVE - III: E- COMMERCE

(Common to BCom-ISM & CS)

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
246E3C	4				3	4	25	75	100

Learning Objectives	
LO1	To know the goals of Electronic commerce
LO2	To understand the various Business models in emerging E-commerce areas
LO3	To have an insight on the internet marketing technologies
LO4	To understand the benefits and implementation of EDI
LO5	To examine the ethical issues of E-commerce

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to E-Commerce** Defining E - Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Process of E-Commerce - Types of E- Commerce; The World Wide Web, The Internet and the Web: Features, Role of Automation & Artificial Intelligence in E-Commerce.	**12**
II	**E-Commerce Business Models & Consumer Oriented E Commerce** E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas - E-tailing: Traditional Retailing and E- retailing, Benefits of E-retailing, Models of E-retailing, Features of E-retailing.	**12**
III	**E-Commerce Marketing Concepts** The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - E services: Categories of E-services, Web-Enabled Services, Information-Selling on the Web.	**12**
IV	**Electronic Data Interchange & Security** Benefits of EDI, EDI Technology, EDI Standards, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System - Digital Economy - Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web Server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.	**12**

V	**Ethics in E-Commerce** Issues in E Commerce Understanding Ethical, Social and Political Issues in E-Commerce: A Model for Organizing the Issues, Basic Ethical Concepts, Analysing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information Collected at E-Commerce Websites.	**12**
	TOTAL	**60**

CO	**Course Outcomes**
CO1	Understand the role and features of world wide web
CO2	Understand the Benefits and model of e-tailing
CO3	Use the web enabled services
CO4	Tackle the threats in internet security system
CO5	Know about the Ethical principles Privacy and Information Rights

Textbooks	
1	Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4 the Edition, Pearson Education Limited, New Delhi
2	S. J. Joseph, E-Commerce: an Indian perspective, PHI Learning Pvt. Ltd., New Delhi
3	David Whitley, E-Commerce-Strategy, Technologies & Applications, TMI, McGraw-Hill, London
4	Kamlesh K. Bajaj, E-Commerce- The cutting edge of business, TMH, McGraw-Hill, Noida
5	W Clarke, E-Commerce through ASP - BPB, Wrox Publisher, Mumbai

Reference Books	
1	Agarwala, K.N. and D. Agarwala, Business on the Net : What's and How's of E-Commerce, McMillan Publisher India Pvt. Ltd., Chennai
2	Ravi Kalkota, Frontiers of E-Commerce, TM, Pearson Education Limited, New Delhi
3	Elias M Awad, Electronic Commerce : From Vision to Fulfillment. PHI Learning Pvt. Ltd., New Delhi
4	Mathew Reynolds, Beginning E-Commerce with Visual Basic, ASP, SQL Server 7.0 & MTS, Wrox Publishers, Mumbai
5	J. Christopher West I and Theodore H. K ClarkGlobal Electronic Commerce- Theory and Case Studies, The MIT Press, Cambridge, London

NOTE: Latest Edition of Textbooks May be Used

Web Resources	
1	https://www.investopedia.com/terms/e/ecommerce.asp
2	https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/
3	https://techbullion.com/the-importance-of-ethics-in-ecommerce/

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

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

3 – Strong, 2- Medium, 1- Low