# 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**<br>**Short Story**<br>1.1 In a Grove – AkutagawaRyunosuke<br>Translated from Japanese by Takashi Kojima<br>1.2 The Gift of the Magi – O' Henry<br>**Prose**<br>1.3 Listening – Robin Sharma<br>1.4 Nobel Prize Acceptance Speech – WangariMaathai | 20 |
| **II** | **INTERPERSONAL RELATIONSHIPS**<br>**Prose**<br>2.1 Telephone Conversation – Wole Soyinka<br>2.2 Of Friendship – Francis Bacon<br>**Song on (Motivational/ Narrative)**<br>2.3 Ulysses – Alfred Lord Tennyson<br>2.4 And Still I Rise – Maya Angelou | 20 |
| **III** | **COPING WITH STRESS**<br>**Poem**<br>3.1 Leisure – W.H. Davies<br>3.2 Anxiety Monster – RhonaMcFerran<br>**Readers Theatre**<br>3.3 The Forty Fortunes: A Tale of Iran<br>3.4 Where there is a Will – Mahesh Dattani | 20 |
| **IV** | **Grammar**<br>4.1 Phrasal Verbs & Idioms<br>4.2 Modals and Auxiliaries<br>4.3 Verb Phrases – Gerund, Participle, Infinitive | 15 |

| | | |
|---|---|---|
| **V** | **Composition/ Writing Skills**<br>5.1 Official Correspondence – Leave Letter , Letter of Application, Permission Letter<br>5.2 Drafting Invitations<br>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<br>https://www.k-state.edu/english/westmank/spring_00/SOYINKA.html |
| **3** | Anxiety Monster- RhonaMcFerran-<br>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. DEGREE PROGRAMME IN MARKETING MANAGEMENT

SYLLABUS WITH EFFECT FROM 2023-2024

**SECOND YEAR – SEMESTER - III**

**CORE – V: CORPORATE ACCOUNTING I**

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

| Subject Code | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | CIA | External | Total |
| 248C3A | 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**<br>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**<br>Redemption of Preference Shares–Provisions of Companies Act– Capital Redemption Reserve – Minimum Fresh Issue – Redemption at **Par,** Premium **and Discount**.<br>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**<br>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**<br>Valuation of Goodwill – Meaning – Need for Valuation of Goodwill – Methods of Valuing Goodwill – Average Profit – Super Profit – Annuity and Capitalisation Method.<br>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**<br>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&NozerShroff,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 | PrasanthAthma, 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/chapter12valuationofgoodwill andshares.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. DEGREE PROGRAMME IN MARKETING MANAGEMENT

SYLLABUS WITH EFFECT FROM 2023-2024

**SECOND YEAR – SEMESTER - III**

**CORE – VI: COMPANY LAW**

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

| Subject Code | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | CIA | External | Total |
| 248C3B | 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**<br>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**<br>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**<br>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**<br>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**<br>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. DEGREE PROGRAMME IN MARKETING MANAGEMENT

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. DEGREE PROGRAMME IN MARKETING MANAGEMENT

SYLLABUS WITH EFFECT FROM 2023-2024

### SECOND YEAR – SEMESTER – III

### ELECTIVE - III: RETAIL MARKETING ENTERPRISES

| Subject Code | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | CIA | External | Total |
| 248E3A | 4 | | | | 3 | 4 | 25 | 75 | 100 |

| Learning Objectives | |
|---|---|
| LO1 | To know the evolution of retailing |
| LO2 | To understand about the pricing strategies |
| LO3 | To gain knowledge in information strategies |
| LO4 | To familiarize on future trends of retail in India |
| LO5 | To know more about on Ethical and legal issues in retailing |

**Prerequisite: Should have studied Commerce in XII Std**

| Unit | Contents | No. of Hours |
|---|---|---|
| I | Introduction to retailing: Definition and scope - Evolution of retailing - Types of retailing - Benefits of retailing - Retailing environment - Trends in retailing industry. | 12 |
| II | Retail purchasing and pricing: Purchase management: Merchandise purchasing - open to buy - Open to buy planning - Analyzing the merchandise performance; Pricing strategies: every day pricing - competitive based pricing - price skimming - market-oriented pricing | 12 |
| III | Information system in retailing: Acquiring and using information strategies - Technology in retail - Information sources - Retail information system | 12 |
| IV | Retailing in India: Evolution and trends in organised retailing - Indian organised retail market - FDI in Indian organized retail sector - Retail scenario in India - future trends of retail in India | 12 |
| V | Ethical and legal issues in Retailing: Dealing with ethical issues - Social responsibility - Environmental orientation -Waste reduction at retail stores | 12 |
| **TOTAL** | | **60** |

| Course Outcomes | |
|---|---|
| CO1 | Define the terminologies used in Retail Marketing |
| CO2 | Enumerate the different methods of pricing strategies |
| CO3 | List out the information technology used in retailing |
| CO4 | State the future trends of retail in India |
| CO5 | Illustrate the Ethical and legal issues in retailing |

**Textbooks**

| | |
|---|---|
| 1 | Michael Levy, Barton A. Weitz& Ajay Pandit, Retailing Management, Tata Mc-Graw Hill Publications, 8thEdition, 2017 |
| 2 | P.K Madhavan , Introduction to Retailing –Vijay Nicole Imprints Private Limited ,Chennai |
| 3 | MaariSreenivasulu, Recent trends in retail marketing, Anchor Academic Publishing |
| **Reference Books** | |
| 1 | SwapnaPradhan,RetailingManagement:TextandCases,TataMc-GrawHillPublications |
| 2 | S.C.Bhatia,RetailManagement,AtlanticPublishers |
| 3 | GibsonG.Vedamani,RetailManagement,4thEdition,JaicoPublishingHouse |
| 4 | Dr.L.Natarajan,RetailMarketing,MarghamPublications |
| **NOTE: Latest Edition of Textbooks May be Used** | |
| **Web Resources** | |
| 1 | https://books.google.com/books?id=95h98CjXhG0C&printsec=frontcover&dq=retail+marketing&hl=en&newbks=1&newbks_redir=1&sa=X&ved=2ahUKEwjp5pHur4P8AhUT0GEKHUGuBNAQ6AF6BAgBEAI |
| 2 | https://books.google.co.in/books?id=BHB6DwAAQBAJ&printsec=frontcover&dq=retail+marketing&hl=en&newbks=1&newbks_redir=1&sa=X&ved=2ahUKEwjp5pHur4P8AhUT0GEKHUGuBNAQ6AF6BAgJEAI |
| 3 | https://books.google.com/books?id=wNfMQAAACAAJ&dq=retail+marketing&hl=en&newbks=1&newbks_redir=1&sa=X&ved=2ahUKEwjp5pHur4P8AhUT0GEKHUGuBNAQ6AF6BAgLEAI |

**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 | 2 | 3 | 2 |
| **CO2** | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 |
| **CO3** | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 |
| **CO4** | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 |
| **CO5** | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 |
| **TOTAL** | 15 | 10 | 15 | 10 | 12 | 10 | 10 | 10 | 10 | 15 | 10 |
| **AVERAGE** | 3 | 2 | 3 | 2 | 2.4 | 2 | 2 | 2 | 2 | 3 | 2 |

**3 – Strong, 2- Medium, 1- Low**

# UNIVERSITY OF MADRAS

## B.COM. DEGREE PROGRAMME IN MARKETING MANAGEMENT

SYLLABUS WITH EFFECT FROM 2023-2024

**SECOND YEAR – SEMESTER – III**

**SEC – 4 Basics of Entrepreneurship**

| Subject Code | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | CIA | External | Total |
| 248S3A | 1 | | | | 1 | 1 | 25 | 75 | 100 |

| Unit | Contents | No. of Hours |
|---|---|---|
| I | **Introduction to Entrepreneurship**<br>Meaning- Characteristics – Dimensions of an Entrepreneurship- Fostering critical thinking and innovation. | 3 |
| II | **Idea Generation and selection**<br>Design Thinking Process- Creativity – Innovation- Ideas Generation techniques – Analysis of Business opportunity – Fishbowl Method –Brainstroming. | 3 |
| III | **Pitching the business Idea**<br>Business Models- Costing and Pricing - -Market survey- Writing of a B-Plan | 3 |
| IV | **Bootstrap of an Enterprise**<br>Process of setting up an Enterprise – Feasibility Study-Marketing-Technical and Financial. | 3 |
| V | **Finance and Government Support to setting up of an Enterprise**<br>Sources of Funds- Government Schemes for entrepreneurs | 3 |
| | **Total** | 15 |

| | **Text Books** |
|---|---|
| 1 | Jayashree Suresh, (Reprint 2017) Entrepreneurial Development, Margham Publications, Chennai. |
| 2 | Vasanth Desai, (Reprint 2017) Dynamics of Entrepreneurial Development and Management, 24th Edition, Himalaya Publishing House, Mumbai. |
| | **Reference Books** |
| 1 | Dr.C.B.Gupta and S.S.Khanka(Reprint 2014), Entrepreneurship and Small Business Management, Sultan Chand & Sons, New Delhi. |

# UNIVERSITY OF MADRAS

## B.COM. DEGREE PROGRAMME IN MARKETING MANAGEMENT

SYLLABUS WITH EFFECT FROM 2023-2024

**SECOND YEAR – SEMESTER – III**

**SEC – 5 Website Designing**

| Subject Code | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | CIA | External | Total |
| 248S3B | | | 2 | | 2 | 2 | 40 | 60 | 100 |

| Unit | Contents | No. of Hours |
|---|---|---|
| I | **Unit 1 Introduction to Web technologies**<br>How does the Website work -Types of Websites -Static & Dynamic websites | 6 |
| II | **Unit 2 Basic tools of Web design**<br>Creating account - profiling - Create home page - Add pages, transitions, navigation, design, Template creation and Icons - Social media - Mapping - Tag video, Image, tables - text -inputs - image sliders - Icon integration - Forms | 6 |
| III | **Unit 3 Domain and hosting**<br>Payment terms for website and publishing - Add to Cart - Payment terms for customers - post maintenance - Domain Purchase - Types of Domains - Types of Hosting | 6 |
| IV | **Unit 4 Strategies to branding**<br>SEO Search engine Optimisation - Professionalise your site - Optimise for Mobile - Demonstration | 6 |
| V | **Unit 5 Website project and proposal**<br>Data collection - Marketing - Communication | 6 |
| | **Total** | 30 |

| | **Text Books** |
|---|---|
| 1 | Web Design And Development: Concepts, Methodologies, Tools, And Applications By Information Resources Management Association |
| 2 | WEB DESIGN TOOL: Get the skill you need to become a full front-end web developer by RAPHEL EZEKIEL |
| | **Reference Books** |
| 1 | Branding and Website Essentials for Entrepreneurs (Instant Insights) by Melody Hunter |
| 2 | Magento 2 Beginners Guide: Creating a successful e-commerce website with Magento by Gabriel Guarino |
| 3 | Web Design Tools and Techniques by Peter Kentie |