



(For Candidates admitted from the academic year 2021-22 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
PG & RESEARCH DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
B. COM BPO

Programme Outcomes (POs)

Upon completion of the B.Com. Degree Programme, the graduate will be able to

PO-1	Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development.
PO-2	Involve in research and innovative endeavours and share their findings for the wellbeing of the society.
PO-3	Work effectively in teams and take up leadership in multi-cultural milieu
PO-4	Act with moral, ethical and social values in any situation.
PO-5	Excel as empowered woman to empower women
PO-6	Participate in activities towards environmental sustainability goals as responsible citizens.
PO-7	Pursue higher studies in the related field of sciences, humanities and management studies.
PO-8	Analyze and contribute positively to address socio-political, economic and business issues in national and international scenario
PO-9	Exhibit and utilize the multidimensional competencies in management studies for strategic decision making in business development and economic progress.

Programme Specific Outcomes (PSOs)

Upon completion of these courses the learner would

PSO-1 Develop knowledge in Marketing, Finance, Human Resource Management, Accounting and Business Environment to identify opportunities in Business process redesigning

PSO-2 Plan business support functions by gaining a comprehensive understanding on the BPO processes and work environment

PSO-3 Adapt to the changes in the BPO industry by building necessary communication, analytical and organizational skills

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CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B. COM BPO

Sem	Part	Course	Title of the course	Code	Hours/ Week	Credits	Marks
			Tamil Paper I/	U21TL1TAM01/			
	I	Language	Hindi Paper I/	U21HN1HIN01/	3	3	100
			French Paper I	U21FR1FRE01			
	II	English	Practical English I	U21CB1ENT01	3	3	100
		Major Core-1	Financial Accounting	U21CB1MCT01	6	5	100
	III	Major Core-2	Introduction to BPO	U21CB1MCT02	5	5	100
		Allied -1	Business Environment	U21CB1ALT01	4	2	100
		Allied -2	Principles of Marketing	U21CB1ALT02	4	2	100
I		EVS	Environmental Studies	U21RE1EST01	2	1	100
		MSBE-1	Entrepreneurship Development	U21CB1SBP01	2	1	100
	IV	Value Education	Ethics I/ Catechism I/ Bible Studies I	U21VE2LVE01/ U21VE2LVC01/ U21VE2LVB01	1	-	100
		SOC	Service Oriented Course				
			Internship / Field Work /			2 (
		Internship	Field Project 30 Hours –	U21SP1ECC01		Extra	
			(Extra Credit)			Credit)	
TOTAL					30	22+2	900
II	I	Language	Tamil Paper II/ Hindi Paper II/ French Paper II	U21TL2TAM02/ U21HN2HIN02/ U21FR2FRE02	3	3	100
	II	English	Practical English II	U21CB2ENT02	3	3	100

	III	Major Core-3	Cost Accounting	U21CB2MCT03	5	4	100	
		Major Core-4	Quality and Customer Service	U21CB2MCT04	5	4	100	
		Major Core-5	Banking Theory Law and Practice	U21CB2MCT05	4	3	100	
		Allied -3	Voice Process in Customer Support	U21CB2ALT03	4	2	100	
	IV	Skill Based Course (SBC) – 1	Soft Skills Development	U21RE2SBT01	2	1	100	
		Skill Based Course (SBC) – 2	Sustainable Rural Development & Student Social Responsibility	U21RE2SBT02	2	1	100	
		Industrial Relations	Investment Basics	U21CB2IRT01	1	1	100	
		Value Education	Ethics I/ Catechism I/ Bible Studies I	U21VE2LVE01/ U21VE2LVC01/ U21VE2LVB01	1	1	100	
		SOC	Service Oriented Course					
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP2ECC02		2 (Extra Credit)	100	
	TOTAL					30	23+2	1000
	III	I	Language	Tamil Paper III / Hindi Paper III/ French Paper III		3	3	100
		II	English	Practical English III	U21CB3ENT03	3	3	100
III		Major Core-6	Corporate Accounting	U21CB3MCT06	5	4	100	
III		Major Core -7	BPO in Service Sectors (Non Voice)	U21CB3MCT07	4	3	100	
III		Major Elective-1	Global Business Ethics and Corporate Governance	U21CB3MET01	4	3	100	
III		Allied -4	Indian Financial System	U21CB3ALT04	4	2	100	

	IV	NME 1	Introduction to BPO Industry / Quality Customer Service	U21CB3NMT01 / U21CB3NMT02	3	3	100
	IV	MSBE-2	Business Software-Tally	U21CB3SBP02	2	1	100
		Gender Studies	Gender Studies	U21WS3GST01	1	1	100
	IV	Value Education	Ethics II/		1		
			Catechism II /				
			Bible Studies II				
	IV	SOC	Service Oriented Course				-
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP3ECC03		2	100
TOTAL					30	23+2	1000
IV	I	Language	Tamil Paper IV/ Hindi Paper IV/ French Paper IV		3	3	100
	II	English	Practical English IV	U21CB4ENT04	3	3	100
	III	Major Core –8	Management Accounting	U21CB4MCT08	4	4	100
	III	Major Core - 9	BPO Operations and Work Environment	U21CB4MCT09	4	4	100
	III	Major Elective-2	Simulation of BPO related activities	U21CB4MET02	4	3	100
	III	Allied -5	Financial Services	U21CB4ALT05	4	2	100
	III	Allied -6	Security Analysis and Portfolio Management	U21CB4ALT06	4	2	100
	IV	NME 2	Introduction to BPO Industry / Quality Customer Service	U21CB4NMT01 / U21CB4NMT02	3	3	100

	IV	Value Education	Ethics II/ Catechism II / Bible Studies II		1	1	100
	IV	ONLINE COURSE	Online Course (Extra Credit)	U21OC4SBT04	-	2	100
	IV	SOC	Service Oriented Course (Extra Credit)		-	2	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP4ECC04	-	2	100
TOTAL					30	25+6	1200
V	III	Major Core-10	Financial Management	U21CB5MCT10	6	5	
	III	Major Core -11	CRM in BPO Industry	U21CB5MCT11	5	4	100
	III	Major Core -12	Principles of Auditing	U21CB5MCT12	6	5	100
	III	Major Core -13	Introduction to Workplace Communication	U21CB5MCT13	5	4	100
	III	Major Elective -3	Security Analysis and Portfolio Management	U21CB5MET03	4	3	100
	IV	NME 3	Global Business Ethics/ Work Environment of BPO Industry	U21CB5NMT03/ U21CB5NMT04	3	3	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III		1		
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP5ECC05		2	100
TOTAL					30	24+2	800

VI	III	Major Core – 14	Human Resource Management	U21CB6MCT14	5	4	100
	III	Major Core - 15	Practical Lab for BPO	U21CB6MCT15	5	4	100
	III	Major Core - 16	Organizational Behaviour	U21CB6MCT16	5	4	100
	III	Major Core - 17	Advanced Workplace Communication	U21CB6MCT17	5	4	100
	III	Major Elective-4	Training on BPO Project Management	U21CB6MET04	4	3	100
	IV	NME 4	Global Business Ethics/ Work Environment of BPO Industry	U21CB6NMT03/ U21CB6NMT04	3	3	100
	IV	SBC-3	Research Methodology		2	1	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III		1		100
	IV	Extension Activity	RESCAPES- Impact Study of Project	U21RE6ETF01	-	4	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP6ECC06	-	2	100
TOTAL					30	23+6	1000
GRAND TOTAL					180	140+20	5900

Course Title	ENGLISH - PRACTICAL ENGLISH – I
Code	U21CB1ENT01
Course type	Theory
Semester	I
Hours/Week	3
Credits	3
Marks	100

CONSPECTUS

To understand the communication process and basics skills of Listening, Speaking, Reading & Writing

COURSE OBJECTIVES

1. To understand the communication process
2. To apply Effective listening skills
3. To understand self-Introduction
4. To apply different kinds of Comprehend reading skills
5. To understand the principle of good writing

UNIT –I THE COMMUNICATION PROCESS

9Hrs

Definition of Communication – The communication process - Internal and External Communication – Vertical & Grapevine Communication - Roles- Message-Medium-Environment/Context- Style and Tone - Verbal and Non – Verbal Communication – Body Language

Extra Reading/Key Words: *Types of Corporate Communication*

UNIT –II LISTENING

9Hrs

Pre Listening – knowing the content and context – predicting the text - Listening to a conversation - Listening to instructions - Listening to description

Extra Reading/Key Words: *Active Listening*

UNIT –III SPEAKING

9Hrs

I, Me, Myself – Introducing self, the place I belong to, etc.- My Family
My Favourite things (Food, Movies, School, Friends) - My Aim (Goal Setting)

Extra Reading/Key Words: *Positive Self-image and Self Esteem*

UNIT - IV READING

9Hrs

Understanding what I read right - Spelling and Grammar - Reading Instructions Reading Newspapers – SPELT Technique - Reading Magazines – Reports – Manuals

Extra Reading/Key Words: *Different types of Texts - Templates on reports, agreements & documents*

UNIT – V WRITING

9Hrs

From complex to simple writing – principle of good writing - Asking permission. Inviting - Writing for pleasure (blogs, poems, articles) a page from my autobiography, If I were the PM, Favourite things.

Extra Reading/Key Words: *Effective Letter writing*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

- Students manual

SUGGESTED READINGS

- The Hindu, The New Indian Express, etc.
- learnenglish.britishcouncil.org/en
- Technical Communication by Meenakshi Raman
- Business Communication by Namitha Gopal
- High School English Grammar – Wren and Martin
- Body Language: Your Success Mantra – Dr. Shalini Varma

WEB REFERENCES:

1. <https://www.ThoughtCo.com>
2. <https://https://www.bbc.co.uk>
3. <https://www.teachingenglish.org.uk/>
4. <https://www.businessballs.com>
5. <https://www.ted.com>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Explain communication process and relate to corporate communication	K1

CO-2	Develop Listening skills – pre, while and post listening	K2
CO-3	Demonstrate Introduction skills	K3
CO-4	Apply effective reading skills, spelling and grammar	K4
CO-5	Illustrate the techniques of writing mails in different scenarios	K5
CO-6	Compose poems, articles and content for blogs	K6

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO -1	M	M		M	M		M		H
CO -2	M		H	M		M	H	H	
CO -3	M		M		H		H		M
CO -4	M	M	M	H	M	M	H	H	H
CO -5	H	M	H	H	H	M	H	H	H
CO -6	H	L	M	M		M		H	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO- 1	H	H	H
CO -2	M		H
CO -3		L	M
CO -4	H	H	H
CO -5	H	H	H
CO -6	L		M

Course Title	MAJOR CORE-1 - FINANCIAL ACCOUNTING-I
Code	U21CB1MCT01
Course type	Theory
Semester	I
Hours/Week	6
Credits	5
Marks	100

CONSPECTUS

This course provides an overview of accounting principles and application of the principles in recording, preparation of final accounts of sole trader and not-for-profit organisations and accounting for consignment and bill transactions. It also enables analysis of transactions for rectification of errors and preparation of bank reconciliation statement.

COURSE OBJECTIVES

1. To understand the accounting concepts and conventions and prepare final accounts of sole trader;
2. To analyse the accounting records to rectify the errors and prepare bank reconciliation statement;
3. To apply the accounting principles for recording bill transactions;
4. To prepare final accounts of not-for-profit concerns;
5. To understand the accounting procedure relating to consignment accounts and prepare consignment accounts.

UNIT – I INTRODUCTION TO ACCOUNTING AND FINAL ACCOUNTS – 18 HRS

Accounting Concepts and Conventions – Need for Accounting Standards – Adjustment and Closing Entries – Final Accounts of a sole trader.

Extra Reading/Keywords: *Accounting principles and Double entry system, Latest developments in the field of Accountancy, Branches of Accounting*

UNIT-II RECTIFICATION OF ERRORS AND BANK RECONCILIATION STATEMENT 18 HRS

A. Rectification of Errors: Rectification before and after preparation of trial balance, Suspense account.

B. Bank Reconciliation Statement: Causes for difference between balances as per cash book and bank statement, Preparation of BRS.

Extra Reading/Keywords: *Rectification after the preparation of final accounts, Bank statement*

UNIT – III BILL OF EXCHANGE 18 HRS

Bills of Exchange: Features, Recording transactions relating to bills: Drawing, accepting, retiring, renewing and honouring of bills, dishonour of bills and insolvency of acceptor.

Extra Reading/Keywords: *Accommodation bills*

UNIT – IV ACCOUNTS OF NOT-FOR-PROFIT ORGANISATIONS 18 HRS

Receipts and Payments Account - Income and Expenditure Account - Balance Sheet.

Extra Reading/Keywords: *Examples of not-for-profit organisations.*

UNIT – V CONSIGNMENT

18 HRS

Consignment Accounts: Valuation of stock, Accounting for losses, Cost price method and Invoice price method.

Extra Reading/Keywords: *Conversion of consignment into joint venture.*

Theory - 20% Problem: 80%

Note: Extra Reading/Keywords must be tested only through assignment and seminar.

TEXT BOOKS

- Reddy T.S. & Murthy A. (2018). *Financial Accounting*. Chennai: Margham Publishers.
- Dalston L. Cecil & Jenitra L. Merwin. (2018). *Financial Accounting*. Trichy: Learntech Press.

SUGGESTED READINGS

- Shukla M.C. & Grewal T.S. (2017). *Advanced Accounts. Volume 1*, New Delhi: S .Chand.
- Jain S.P. & Narang K.L., (2016) *Principles of Accountancy*. New Delhi: Kalyani Publishers.
- Gupta R.L. & Radhaswamy M. (2018). *Advanced Financial Accounting*. New Delhi: Sultan Chand & Sons.
- Charles T Horngren, Gary L Sundern, John A Elliott, Danna R Philbrick. (2017). *Introduction to Financial Accounting*. New Delhi: Pearson.
- Tulsian P.C. & Bharat Tulsian. (2016). *Financial Accounting*. New Delhi: S. Chand.

WEB REFERENCES

1. Fundamentals of Accounting. Student Portal. ICAI. https://students.icai.org/?page_id=4893.
2. Principles and Practice of Accounting. Study Material relevant for May, 2021 examination onwards. <https://www.icai.org/post/sm-foundation-p1-may2021onwards>.
3. IFRS. <https://www.ifrs.org>.

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic principles of accounting and the procedure for rectification of errors and the preparation of bank reconciliation statement, final accounts of sole trader and not-for-profit organisations and the procedure for recording transactions relating to bills of exchange and consignment.	K1

CO-2	Illustrate the principles of double entry system and prepare bank reconciliation statement and final accounts; record transactions relating to bills of exchange, consignment and rectification of errors.	K2
CO-3	Apply the accounting principles in the preparation of final accounts, bank reconciliation statement and consignment accounts and in rectification of errors and accounting for bill transactions of different enterprises.	K3
CO-4	Analyse the accounting records to find the effect of rectification and reconciliation and examine the accounting processes relating to bills, consignment and final accounts.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO -1	H	M					H	H	
CO -2	H	M	H	H	M		H	H	M
CO -3	H	M	H	H	M		H	H	H
CO -4	H	M	H	H			H	H	H
CO -5	H	H	H	H	M	M	H	H	M

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO -1	H		H
CO -2	H		H

CO -3	H	H	H
CO -4	H	H	H
CO -5	H	H	H

Course Title	MAJOR CORE-2 - INTRODUCTION TO BPO
Code	U21CB1MCT02
Course type	Theory
Semester	I
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS

To give an overview about the basic functions and phases of business process outsourcing in diverse sectors.

COURSE OBJECTIVES

1. To understand the Fundamentals of Business Process Outsourcing
2. To infer the different phases to BPO
3. To recall the types of BPO
4. To categorize the functional domain areas of BPO
5. To analyze the life cycle of a BPO deal

UNIT I: INTRODUCTION TO BPO

15 Hrs

Basics of Business Process Outsourcing - History of BPO-Evolution of BPO-Global Trends and Triggers The Future of BPO- Changes & Challenges - Basics – What is a BPO- Benefits of BPO – Growth Drivers - BPO Industry-Employment Opportunities – Employee Structure – Skill Set Required –Compensation Levels – The Future of the BPO Employee

Extra Reading / Keywords: *Changing Dynamics in Indian BPO Industry*

UNIT II: PHASES OF BPO

15 Hrs

The Business Imperative for Transformation - The Transformation Journey- Standardization- Harmonization- Centralization - Shared Services: The Continuum of Shared Service Models – The benefits of Shared Services - Outsourcing- Business Triggers – Early movers – The Business case **Extra Reading / Keywords:** *Automation in BPO Industry*

UNIT III: TYPES OF BPO

15 Hrs

BPO -Models and Types of Vendors - Transaction Processing BPO- Elements of Back-Office Services - Contact Centre BPO – Types of Call Centres – Technology – Components and working of a Call Centre - Offshoring - Offshore BPO – Evolution Destinations – Challenges of Off shoring – BPO Companies in India. Other BPO Destinations

Extra Reading / Keywords: *Future Technology in call centre*

UNIT IV: BPO IN VARIOUS DOMAINS

15 Hrs

Financial Services –Insurance - Human Resource BPO – Reasons for outsourcing HR – Activities involved in HR BPO –HR Outsourcing Trends – Career in HR BPO - Emerging BPO Domains – Media and Entertainment BPO – Publishing BPO.

Extra Reading / Keywords: *Social media and BPO*

UNIT – V: LIFE CYCLE OF A BPO

15 Hrs

The Business Case- Insourcing vs. Outsourcing – RFP- Evaluation and Choice of Partner- Contracting- Change Management- Migration/Transition/Knowledge Transfer/Re-engineering/Go - Live/Metrics & Governance- Innovation and Continuous Improvement

Extra Reading / Keywords: *Business Process Re-engineering (BPR)*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

- Student Manual

SUGGESTED READINGS

- Bingham, J. Mastering data processing. Macmillan Publishing House.
- Clifton, HD. System analysis for business data processing. India: Prentice Hall Publication.
- Kulkarni, Sarika. Business process outsourcing. Delhi: Jaico Publishing House.
- Shikapur, Deepak. BPO Digest. Ameya Inspiring Books.

WEB REFERENCES:

1. <https://www.accenture.com/in-en/services/business-process-outsourcing-index>
2. <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/>
3. <https://www.girnarcare.com/emerging-business-process-outsourcing-trends>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall the evolution of Business Process Outsourcing along with the key drivers in BPO industry.	K1
CO-2	Explain the different stages leading to Business Process Outsourcing	K2
CO-3	Plan the tasks involved in the functioning of call Centers and back-office operations	K3
CO-4	Examine the support services and phases in the lifecycle of BPO	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO -1	H	M	M				H	M	M
CO -2	H	M	M	M	M		M	M	H
CO -3	H	M	H	M	H	H		H	H
CO -4	H	H				M		H	M

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO -1	H		M
CO -2		H	M
CO -3	H	H	H
CO -4		M	H

Course Title	ALLIED 1 - BUSINESS ENVIRONMENT
Code	U21CB1ALT01
Course type	Theory
Semester	I
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

Provide an overview of business environment and the elements of global business environment and its implications.

COURSE OBJECTIVES

1. To outline the basic concepts of business environment.
2. To explain the economic factors that influence the economic environment.
3. To relate the political stability and the policies of the government.
4. To analyze the social and cultural environment of the business.
5. To summarize the philosophies of global approaches in managing a business successfully in a global environment.

UNIT I BUSINESS ENVIRONMENT- AN OVERVIEW

12 Hrs

Nature and Scope of business – Business Environment – Types – Micro and Macro Environment - Environmental Analysis and Strategic Management Process – Importance and Limitations. Approaches to Environmental Analysis.

Extra reading /Key words: *e business, e business environment*

UNIT II ECONOMIC ENVIRONMENT

12 Hrs

Brief history of planning in India – Five Year Plans in India Budgets – Finances of the Union and the State Governments – Finance Commission Economic Parameters – Description of Indices: corruption perception index, micro economic competitiveness index, technology index.

Extra reading /Key words: *knowledge based economy, e budgets*

UNIT III POLITICAL ENVIRONMENT

12 Hrs

Constitutional Environment – Features – Fundamental Rights and Duties – Functions and Economical Roles of the State- Environment Protection Act – Competition Act.

Extra reading /Key words: *e EPA, intellectual property management*

UNIT IV SOCIAL AND CULTURAL ENVIRONMENT

12 Hrs

Demographic Environment – Culture Business – Impact of foreign culture on business and Society – Business Ethics – Social Responsibilities of business towards different groups.

Extra reading /Key words: *e business ethics, e business culture*

UNIT V GLOBAL ENVIRONMENT

12 Hrs

Globalization – Meaning and Strategies for Globalization – Role of Foreign Capital – Functions of WTO and GATT – Trading blocks in Globalization – Impact of Globalization on Indian Business.

Extra reading /Key words: *global outsourcing, global corporate governance practices*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

- C.B.Gupta (2018). *Business Environment*, New Delhi, Sultan Chand and Sons.

SUGGESTED READINGS

- Aswathappa K. (2019), *Essentials of Business Environment*, New Delhi, Himalaya Publishing House.
- Adhikari. M (2012), *Economic Environment of Business*, Sultan Chand and Sons
- Francis Cherunilam, (2010). *Business Environment*; New Delhi, Himalaya Publishing House.
- Aswathappa K. (2005), *Legal Environment of Business*, New Delhi, Himalaya Publishing House.
- Anant K. Sundaram and J.Stewart Black (2004), *The International Business Environment*, New Delhi, Prentice Hall.

WEB REFERENCES:

1. https://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr_e.htm
2. <https://ddceutkal.ac.in/Syllabus/BECG-MBA.pdf>
3. <https://www.businessmanagementideas.com/business-environment/environment-of-business-micro-and-macro>
4. <https://www.studocu.com/in/document/amity-university/business-environment/>
5. <http://www.ddegjust.ac.in/studymaterial/>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall the basic concept of business environment and the effect of micro and macro environmental factors in business	K2
CO-2	Explain economic planning and its parameters, ethics related to business, rights and laws related to business environment in national and global level	K3
CO-3	Apply the social responsibilities, business ethics and laws related to business activities in different business situations	K4
CO-4	Analyze the business situations based on economic parameters, business ethics, laws and regulations, responsibilities of businessmen and impact of globalization.	K5

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO- 1	M	M		M		M	H	H	M
CO -2		M						H	H
CO -3	H	M		M	M	H		H	H
CO -4	H		H		H	M		M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO -1	H	M	
CO -2	M	H	
CO -3	M	H	H
CO -4		M	H

Course Title	ALLIED-2- PRINCIPLES OF MARKETING
Code	U21CB1ALT02
Course type	Theory
Semester	I
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS

The course aims to equip the learners with the basic knowledge of concepts, principles, tools, and techniques of marketing and to provide knowledge about various developments in the marketing.

COURSE OBJECTIVES

1. To remember the marketing concepts & recent trends with segmentation bases and Positioning strategies
2. To understand Product Life cycle, New Product development, product policy and the Market Segmentation
3. To outline the pricing policies and compare the various promotional forms
4. To analyze the distribution channels and examine the factors controlling its selection
5. To apply digital skills in marketing through website designing

UNIT –I INTRODUCTION

12Hrs

Marketing: Meaning, Importance & Functions of Marketing - Marketing Mix – Marketing environment: Micro and Macro – Recent trends in Marketing – Customer driven marketing strategy – Market segmentation: Bases.

Extra Reading / Keywords: *Unique selling point, value proposition*

UNIT –II PRODUCT

12Hrs

Concept, Product classifications – Major product decisions: Product line decisions - Product mix decisions - Product attributes – Branding, Packaging and labeling – New product development – Product life cycle.

Extra Reading / Keywords: *Innovation in products development, Co-branding*

UNIT – III PRICING AND PROMOTION

12Hrs

Pricing-Pricing objectives - Factors influencing pricing - Pricing strategies. Promotion - Promotion Mix: Advertising, Sales Promotion, Personal selling & Public relations.

Extra Reading / Keywords: *Pricing of consumer goods. Promotional activities of products in the market.*

UNIT – IV CHANNELS OF DISTRIBUTION 12Hrs

Channels of Distribution - Channel Functions - Factors influencing Channel Decisions - Middlemen - Wholesalers - Retailers - Selection of marketing channels- Direct & Indirect Marketing Channels.

Extra Reading / Keywords: *Logistics and Supply chain management*

UNIT – V DIGITAL SKILLS IN MARKETING 12Hrs

Define a Target Group - Creating Web Sites - Writing the SEO content - SEO Optimization Tools and Techniques of Search Engine Optimization - Google Ad Words.

Extra Reading / Keywords: *on line business applications*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOKS

- Rajan Nair, (2018) *Marketing*, New Delhi: Sultan Chand and Sons.
- Pillai & Bhagavathi (2018) *Marketing Management*, New Delhi: Sultan Chand and Sons.

SUGGESTED READINGS

- Philip Kotler, (2016) *Marketing: An Introduction*, New York: Prentice Hall, Englewood Cliffs.
- Kotler Philip & Armstrong Gary, (2017) *Principles of Marketing*, New Delhi: Prentice- Hall of India.
- Ryan, D. (2014). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page Limited.
- The Beginner's Guide to Digital Marketing (2015). *Digital Marketer*. Pulizzi, J. (2014) *Epic Content Marketing*, McGraw Hill Education.

WEB REFERENCES:

1. <https://studentzone-ngasce.nmims.edu/content>
2. <https://www.studocu.com/>
3. <https://cdn2.hubspot.net/>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES:

The learners

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall the marketing concepts and philosophies with the environmental conditions affecting marketing decisions of a firm;	K1
CO-2	Relate the product line and mix decisions with the process of new product development.	K2
CO-3	Develop an understanding on the process of value creation through marketing decisions involving product pricing and promotion mix	K3
CO-4	Examine the various channels of distribution to identify efficient logistics practices; and the SEO content to determine suitable keywords for digital marketing	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO- 1	H	H		H	M	M	H	M	H
CO- 2		H	M	H	H			H	H
CO- 3	M	M	H		M	M		H	H
CO- 4	H	H	H	M	H	M		M	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO- 1	H		M
CO -2	H	H	H
CO -3	H	M	
CO -4	H	H	H

Course Title	MAJOR SKILL BASED ELECTIVE-1- ENTREPRENEURSHIP DEVELOPMENT
Code	U21CB1SBP01
Course type	Practical
Semester	I
Hours/Week	2
Credits	1
Marks	100

CONSPECTUS

This course provides an overview for the development of the practical skills in the art of making jewellery, garland out of pearl, thread and from any other raw materials. It paves way to become an Entrepreneur by learning the art of beautification and Bridal make-up, using natural products. It also enables the learner to systematically apply an entrepreneurial way of thinking to identify and create business opportunity to become successful entrepreneurs.

COURSE OBJECTIVES

1. To understand the Basics of Beautification like different styles of bridal make ups and Mehendi designs.
2. To understand the art of making artificial jewellery and types of embroidery
3. To understand the different doll making techniques
4. To apply the different techniques of Artificial and natural garland making
5. To understand the multi cuisine art like cookery items, jam making, cookery item and applies different sales promotion techniques.

UNIT-I BASICS OF BEAUTIFICATION

6 Hrs

Threading–Facial– Hair dress – Manicure– Pedicure– Bridal Make up – Mehendi

Extra Reading /Key Word: *nail art and art of wearing saree*

UNIT-II ART OF MAKING JEWELLERY AND EMBROIDERY

6 Hrs

Paper- Thread- Silk Thread- Terracotta- Types of Embroidery – Hand Embroidery - Thardhosi- Jemki work- Kundhan stone works.

Extra Reading /Key Word: *Aari works*

UNIT-III KIDS AMUSEMENT DOLL TECHNIQUES

6 Hrs

Material for soft doll Making –Safety measures in soft doll making – Puppy -Squirrel – Teddy

Extra Reading /Key Word: *cushion making*

UNIT- IV ARTIFICIAL AND NATURAL GARLAND MAKING

6 Hrs

Natural Flower Garland- Artificial Flower Garland- Bouquet- Flower Vase arrangement

Extra Reading /Key Word: *bridal garland making*

UNIT- V MULTI CUISINE ART

6 Hrs

Juice, squash, Jam, Jelly, Bakery items (Cake & Biscuits) Cookery items (Pickle, Sambar podi, Masala podi) & Preparation of Non- Vegetarian items Sales promotion and marketing techniques for all products

Extra Reading /Key Word: *different varieties of juices, salads and starter*

Note: Texts given in the Extra Reading, Key words must be tested only through Assignment and Seminars.

SUGGESTED READINGS

- Hawkin All - Indian Cook book, Hawkins cookers Limited, Bombay
Arts& Craft Vol.5 Aasha Enterprises, Hyderabad -39
- Arts & Craft. Vol.6 Aasha Enterprises , Hyderabad -39
- Soft Toys, Part-II Angal Kudumbha Samayal, I.V. Jesudhasan
- Renu Gupta, 2004, Complete Beautician Course, Diamond Pocket
Books Private Limited, New Delhi.

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recalls the basic skills of hair dressing, skin care and makeup applications	K1
CO-2	Applies innovative ideas in making jewellery and different types of hand embroidery with self-introduced designs.	K2

CO-3	Analyses the use of multiplicity of safe materials for doll making used by kids with shapes of animals and birds	K3
CO-4	Categories how the garland, bouquet and flower vase are to be made using the natural, eco- friendly, health improvising special flowers.	K4
CO-5	Evaluates the demand for Multi cuisine vegetarian and non-vegetarian products and identifies the marketable products like cookery powders and bakery items and different healthy juices.	K5
CO-6	Creates innovative sales promotion and marketing techniques and becomes successful entrepreneurs	K6

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	M	M	M	H		H	M	H
CO-2	H	M	M	M			H		H
CO-3	H	M	M	M	M	H	H	M	H
CO-4	H			M	M	H	H		
CO-5	H	M		H		H	H		H
CO-6	H	H			H	M	H	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	M	M
CO-2	H	M	M
CO-3	H	M	M
CO-4	H	M	M
CO-5	H	H	H
CO-6	H	H	H

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
SCHOOL OF MANAGEMENT STUDIES
PG & RESEARCH DEPARTMENT OF COMMERCE
B.Com BPO (For Candidates admitted from June 2021 onwards)
First Year - Semester – II

Course Title	PRACTICAL ENGLISH – II
Code	U21CB2ENT02
Course Type	Theory
Semester	II
Hours/Week	3
Credits	3
Marks	100

CONSPECTUS

Advanced understanding of Listening, Speaking, Reading & Writing.

COURSE OBJECTIVES

1. To understand grammar and pronunciation.
2. To apply effective listening techniques.
3. To apply speaking clearly and pronunciation.
4. To understand the right kind of material to read for research.
5. To understand the components of high IMPACT writing.

SYLLABUS

UNIT-I

9 Hrs

VOCABULARY

- 1.1. Root, Prefix, Suffix, and “word –wide –web”.
- 1.2. Spelling rules, Homophones and Homonyms.
- 1.3. Pronunciation.

Extra Reading/Key Words: *Pronunciation and Enunciation*

UNIT-II

9 Hrs

LISTENING

- 2.1. Listening to the unsaid words and messages.
- 2.2. Asking questions, seeking clarification.
- 2.3. Summarizing.

Extra Reading/Key Words: *Deep Listening.*

UNIT-III

9 Hrs

SPEAKING

- 3.1. Speaking clearly and Pronunciation - The power of words and choosing them right.

- 3.2. Voice and Proxemics
3.3. Getting it right across cultures, Speaking Assignment
Extra Reading/Key Words: *Personal space and cultural practices.*

UNIT-IV

9 Hrs

READING

- 4.1. Appreciating different genres, styles, authors.
4.2. Reading for Pleasure - Reading for Inspiration (Autobiography, Self Help books)
4.3. Reading for Research - Identifying the right resources Books, Periodicals, Magazines, newspaper - Reading off the Internet.

Extra Reading/Key Words: *Blogs and e-books.*

UNIT-V

9 Hrs

PERSUASIVE WRITING PROJECT

- 5.1. Identify the Audience: Who am I writing to- what are their interests - **Mission** of the Message: Identify the Purpose/Goal of the communication.
5.2. **Plan:** Organizing thoughts – Creating structure – Choosing Flow - **Action:** Write Right- Words – Grammar- Style – Tone – Getting Punctuation right.
5.3. **Check:** Edit -Rewrite- Simplify – Format- Preparing an ad (eg. Air purifiers, FMCG) - Writing an article (Dream Big, Be Positive)

Extra Reading/Key Words: *Different types of writing.*

Note: Texts given in the extra-readings/ keywords must be tested only through assignment and seminar.

TEXT BOOK

1. Student Manual

SUGGESTED READINGS

2. The Hindu, The New Indian Express, etc.
3. Learnenglish.britishcouncil.org/en
4. Technical Communication by Meenakshi Raman
5. Business Communication by Namitha Gopal
6. High School English Grammar – Wren and Martin
7. Word Power Made Easy – Norman Lewis

WEB REFERENCES

1. www.ThoughtCo.com
2. <https://www.teachingenglish.org.uk/>
3. www.businessballs.com
4. www.ted.com
5. www.inktalks.com

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level(K1-K4)
CO-1	Classify to write and spell correctly.	K1
CO-2	Examine listening skills by asking questions and seeking clarification.	K2
CO-3	Apply the power of words, to develop reading skills.	K3
CO-4	Apply effective reading skills, spelling and grammar	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO -1	M	M		M	M		M		H
CO -2	M		H	M		M	H	H	
CO -3	M		M		H		H		M
CO -4	M	M	M	H	M	M	H	H	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO- 1	H	H	H
CO -2	M		H
CO -3		L	M
CO -4	H	H	H

Course Title	MAJOR CORE 3 - COST ACCOUNTING
Code	U21CB2MCT03
Course Type	Theory
Semester	II
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

To acquaint the students with the significant elements of management namely planning, decision making, organising, staffing, directing and controlling and enable them to understand the lesson and responsibilities of managers with contemporary issues in management.

COURSE OBJECTIVES

1. Remember the accounting procedure in preparation of cost sheet,
2. Understand the various methods of inventory control techniques and pricing of materials
3. Apply the knowledge to compute labour cost & methods of wage payment
4. Understand the classification of overhead, allocation, apportionment, absorption and machine hour rate.
5. Apply the knowledge for preparation of accounts related to Contract and Process Costing

SYLLABUS

UNIT –IINTRODUCTION

15Hrs

- 1.1. Cost Accounting; Scope and Objectives - Cost Center and Cost Unit - Cost Accounting and Financial Accounting
- 1.2. Methods and Techniques of Costing- Cost Concepts and Classification - Cost Sheet.
Extra reading /Key words: Cost Concepts , Tenders and Quotations

UNIT – II MATERIAL

15 Hrs

- 2.1. Material Control: Objectives, Advantages, Essentials of Material control and Purchase control.
- 2.2. Inventory Control & its Techniques: EOQ, Stock levels, Perpetual Inventory System
- 2.3. Pricing of material issues: FIFO, LIFO and Simple Average and Weighted Average

Extra reading /Key words: ABC analysis, Base Stock Method

UNIT – III LABOUR

15 Hrs

3.1. Labour Turnover – Causes - Methods of measurement of labour turnover – Idle time & Overtime –

3.2. Computation of Labour Cost: Time rate system, Piece rate system, Differential piece rate system,

3.3. Premium and Bonus plan: Halsey, Rowan and Emerson's Efficiency plan, Bedeaux's Point premium system.

Extra reading /Key words: Group Bonus system

UNIT – IV OVERHEADS

15 Hrs

4.1 Overheads- Classification, Allocation and Apportionment of overheads.

4.2 Distribution of overheads- Primary & Secondary apportionment.

4.3 Absorption of overheads - Machine Hour Rate.

Extra reading /Key words: Prime cost percentage method, Labour hour rate method

UNIT – V CONTRACT COSTING AND PROCESS COSTING

15 Hrs

5.1 Contract Costing – Recording of Value and Profit on contracts-Profit or loss on contracts.

5.2 Process costing - Normal loss - Abnormal loss - Abnormal gain.

Extra reading /Key words: Cost Plus Contracts, Equivalent production

TEXT BOOK

Reddy & Hari Prasad Reddy, (2018), *Cost Accounting*, Chennai: Margham Publications.

SUGGESTED READINGS

- Jain S.P. & Narang K.L., *Cost Accounting*, Kalyani Publishing House.
- Horngren, Charles, Foster and Datar, *Cost Accounting-A Managerial Emphasis*, i. New Delhi: Prentice - Hall of India.
- Khan M.Y and Jain P.K, *Management Accounting*, New Delhi: Tata McGraw Hill.
- Maheshwari S.N. *Advanced Problems and Solutions in Cost Accounting*, New Delhi: Sultan Chand.
- Arora M.N. *Cost Accounting-Principles and Practice*, New Delhi: Vikas Publishing House.

WEBREFERENCES

- https://www.hindustanuniv.ac.in/assets/pdf/ug/B.Com_Full_Semester.pdf.
- <https://www.lkouniv.ac.in/site/writereaddata/siteContent/202005291333529297audh-COST-ACCOUNTING.pdf>
- <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e001%20Core%209%20->

%20Cost%20Accounting%20-%20IV%20Sem.pdf

➤ <https://nios.ac.in/media/documents/srsec320newE/320EL27a.pdf>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level(K1-K6)
CO-1	Recall the concepts of cost, cost sheet, material, labour, overheads, contract and process costing.	K1
CO-2	Illustrate the costing methods , techniques of inventory control, Pricing of material issues, labour turnover, labour cost, allocation and apportionment of overheads, contract and process costing.	K2
CO-3	Apply the acquired knowledge in the preparation of cost sheet, material, labour, overheads, contract and process costing.	K3
CO-4	Analyse the procedures relating to calculation of cost sheet, inventory control, Pricing of material issues, labour turnover, labour cost, allocation and apportionment of overheads, contract and process costing.	K4

(K1=Remember,K2=Understand,K3=Apply,K4=Analyze)

PO – COMAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	M		H	M		H	H	
CO 2	H	M		H	M		M	H	M
CO 3	H	M		H	M		H	H	M
CO 4	H	M		H	M		M	H	M

PSO - COMAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H		H
CO 2	H		M
CO 3	H	H	
CO 4	H	M	

Course Title	MAJOR CORE 4 – Quality and Customer Service
Code	U21CB2MCT04
Course Type	Theory
Semester	II
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

- The objective of the course is to enable the learners to understand the importance of quality in service industry
- The course provides the students necessary analytical skills to understand the importance of customer service.

COURSE OBJECTIVES

1. To understand “quality” in the service industry.
2. To understand SLA.
3. To understand Six Sigma.
4. To understand what customer service is all about.
5. To understand different kinds of customers.

SYLLABUS

UNIT – I: QUALITY - APPROACHES

12 Hrs

- 1.1.The quality journey & Quality Gurus/Movements- Deming- Juran- Crosby.
- 1.2.Total Quality- Kaizen – ISO.
- 1.3.Quality in the Service Industry and in BPOs

Extra Reading / Keywords: *Cost of poor quality*

UNIT – II: UNDERSTANDING SLAs

12Hrs

- 2.1. SLAs – Definition -Identifying, Defining, Measuring, Monitoring SLAs -Different Transactions- Verticals.

2.2. Getting to agreement - Defining service levels-Measuring service performance-SLA Metrics -Penalties and exclusions.

2.3. TAT. Response vs. Resolution - Leading and lagging metrics and indicators - Using SLAs to manage and drive desired outcomes.

Extra Reading / Keywords: *Service Level Management.*

UNIT – III: SIX SIGMA

12 Hrs

3.1. Overview of Six Sigma - Origin - Key concepts of Six Sigma and the Six themes of Six Sigma - Old Quality Systems vs Six Sigma.

3.2. The DMAIC process, DMADV and DFSS – What, When, Where, Why, How.

3.3. Process Mapping - Roles in Six Sigma- Belts in Six Sigma and their contribution- Applying Six Sigma to the BPO Industry.

Extra Reading / Keywords: *Six sigma in Total Quality Management*

UNIT – IV: CUSTOMER SERVICE

12 Hrs

4.1. Introduction to customer service - Help Desk.

4.2. Customer support - Trends in customer service.

4.3. Customer service metrics - Kinds of customer service.

Extra Reading / Keywords: *Brand image/value*

UNIT – V: CREATING THE CUSTOMER EXPERIENCE

12 Hrs

5.1. The Customer Experience – Moments of Truth - Customer Behaviour

5.2. Customer Complaints- Service Lapse –

5.3 Handling grievances/objections-The Internal Customer - Types of BPO Customers, Client and Customer Management in BPOs

Extra Reading / Keywords: *Customer Relationship Management*

Note: Texts given in the extra-readings/ keywords must be tested only through assignment and seminar.

TEXT BOOK

Student Manual

SUGGESTED READINGS

1. Bhasin. Customer relationship management. Wiley Dreamtech.
2. Dyche. Customer relationship management handbook. Prentice Hall.
3. Knox, Simon. Payne, Adrian. & Maklan, Stan. Customer relationship management. Routledge Inc.
4. Kumar, Alok. Customer relationship management: concepts & cases(second edition). PHI Learning.
5. Sheth, J. N. Parvatiyar, A. & Shainesh, G. Customer relationship

management: emerging concepts, tools & applications. Tata McGraw- Hill Education.

WEB REFERENCES

- <https://www.helpdesk.com/>
- <https://www.helpscout.com/blog/customer-service-skills/>
- <https://mftrou.com/quality-customer-service/>
- <https://www.qualitygurus.com/category/gurus/>
- <https://www.bizmanualz.com/improve-quality/who-are-the-top-quality-gurus.html>
- <https://www.investopedia.com/terms/s/six-sigma.asp>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall the basics of Quality approaches, SLAs , Six sigma and customer service	K1
CO-2	Demonstrate the concept of TQM, Kaizen, Six sigma, Customer service metrics and Help desk	K2
CO-3	Apply SLA Metrics, DMAIC, Process Mapping techniques and Six sigma in BPO industry	K3
CO-4	Examine the quality journey, TAT, Leading and lagging metrics and indicators	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO-1	H			L		L	H	M	
CO-2	H			M		M	H	M	
CO-3	H			H		H	H	H	H
CO-4	H			H		H	H	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H		H
CO-2	H		H
CO-3	H	M	H
CO-4	H	M	H

(For Candidates admitted from the academic year 2020-21 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
PG & RESEARCH DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM
B.Com. BPO
First Year - Semester –II

Course Title	MAJOR CORE 5 – BANKING THEORY LAW AND PRACTICE
Code	U21CB2MCT05
Course type	Theory
Semester	II
Hours/Week	04
Credits	03
Marks	100

CONSPECTUS

This course aims at providing an understanding of banking law and practices and the recent trends in banking.

COURSE OBJECTIVES

1. To understand the functions of commercial banks, RBI, its organization, functions and methods of credit control.
2. To analyze the relationship between banker and customer and various types of bank accounts.
3. To understand negotiable Instruments, cheques and statutory protection to paying banker and collecting banker.
4. To analyze the procedure and policies adopted by banks to provide loans and advances to customers.
5. To understand the recent trends in banking and Indian financial network.

UNIT- I INTRODUCTION TO BANKING

12 Hrs

- 1.1. Commercial Banks - Functions - Credit creation
- 1.2. Reserve Bank of India - Organisation and functions - Methods of credit control.
- 1.3. Business of Banking Companies- Control over Management- Prohibition of certain activities in relation to Banking Companies.

Extra reading /Key words : *History of Banking*

UNIT - II BANKER AND CUSTOMER RELATIONSHIP

12 Hrs

- 2.1. Banker and Customer relationship - Special features.
- 2.2. Different types of accounts - Opening and closing of accounts - Forms used in the operation of bank account.
- 2.3. Cheque book, Pass book, Mistakes in the pass book.
- 2.4. Types of account holders.

Extra reading /Key words : *Relationship banking strategy*

UNIT- III NEGOTIABLE INSTRUMENTS

12 Hrs

- 3.1. Negotiable instruments - Definition - Cheque - Features - Holder and holder in due course - Payment in due course.
- 3.2. Crossing - Different types. Endorsements - Different kinds.
- 3.3. Paying banker - Material alteration - Refusal of payment by banks - Statutory protection to the paying banker. Collecting banker - Statutory protection.

Extra reading /Key words : *Securitization, Remittance services*

UNIT - IV LOANS AND ADVANCES

12 Hrs

- 4.1. Loans and Advances - Principles of good lending - Credit worthiness of borrowers.
- 4.2. Modes of securing advances - Lien, Pledge, Mortgage and Hypothecation.
- 4.3. Advances against different types of securities - Goods, Documents of title to goods, Life Insurance Policies, FDR, Government Securities.

Extra reading /Key words : *Loan syndication, bancassurance*

UNIT - V RECENT TRENDS IN BANKING

12 Hrs

- 5.1. E-Banking – Internet Banking – Telephone Banking – Mobile Banking – ATMs.
- 5.2. Cash Machine – Electronic Money - Electronic Fund Transfer System (EFT) – RTGS, NEFT, MICR, KYC norms, Clearing house.
- 5.3. Indian Financial Network – Customer Grievances Redressal and Ombudsman.

Extra reading /Key words : *Core banking, Control mechanism*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

Varshney P.N., and Sundharam K.P.M.(2016), Banking Theory Law and Practice; Sultan Chand Sons; New Delhi.

SUGGESTED REFERENCES

1. Tannan. M.L., (2017) - Banking Law and Practice in India, 27th edition, Indian Law House, New Delhi.

2. Radhasamy and Vasudevan, (2003) A Text Book of Banking, Sultan Chand & Sons, New Delhi.
3. E. Gordon and K. Natarajan, (2021)-Banking Theory Law and Practice, Himalayas Publishing House, New Delhi.
4. S. N. Maheswari and S. K. Maheswari, (2014), Banking Law and Practice – Kalyani Publishers, Ansari Rd, Daryaganj, New Delhi 110002.
5. Dr. O.P. Gupta and Santosh Kumari Gupta, (2019) Banking Law and Practice in India, Sahitya Bhawan Publications, Khandari, Agra, Uttar Pradesh - 282002.
6. Agarwal, O.P,(2019), Modern Banking of IndiaS, Himalaya Publications, Mumbai.
7. Panikar, KK (2015) Banking –Theory System, S.Chand & Co., New Delhi.

WEB REFERENCES

1. Reserve Bank of India. -
https://rbidocs.rbi.org.in/rdocs/Publications/PDFs/RBIAM_230609.pdf.
2. Banking Law and Practice:
<https://www.icsi.edu/media/webmodules/publications/9.1%20Banking%20Law%20Professional.pdf>.
3. Indian Institute of Banking and Finance –
<https://www.yumpu.com/user/iibf.org.in>
4. KLE Law Academy –
<https://www.gklawcollege.com/wp-content/themes/gklaw-theme/downloads/library/studymaterials/1banking-law.pdf>.
5. Symbiosis Law School, Hyderabad –
<https://www.sls.edu.in/cbf>.

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic concepts in banking, its functions, roles and all the major banking activities.	K1
CO-2	Explain the general and special relationship between banker and customer, framework of negotiable instruments used in banking and modes of securing advances.	K2
CO-3	Apply the banking laws and its operations in day-to-day banking transactions.	K3
CO-4	Analyze the banking activities in relation to various banking regulations.	K4

(CO- Course Outcome; K1- Remember; K2- Understand; K3 – Apply; K4 – Analyze.)

Mapping of COs with POs.

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H						H	H	M
CO 2	H			H			H	H	M
CO 3	H						H	H	M
CO 4	H						H	H	M

Mapping of COs with PSOs.

CO/PO	PSO 1	PSO 2	PSO 3
CO 1	H	H	
CO 2	H	H	
CO 3	H	H	
CO 4	H	H	

Course Title	ALLIED 3 – VOICE PROCESS IN CUSTOMER SUPPORT
Code	U21CB2ALT03
Course Type	Theory
Semester	II
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

- The objective of the course is to enable the learners to understand the process of inbound and outbound call center in customer support functions.
- The course provides the students necessary skills to handle calls in technical and non- technical customer support functions.

COURSE OBJECTIVES

1. To understand the Process of handling calls.
2. To understand skills required for handling calls.
3. To understand the process of Technical help desk and customer service calls.
4. To apply the methods of handling Telemarketing and Collection calls.
5. To apply the Quality check process while making calls

SYLLABUS

UNIT – I BUSINESS PROCESS OF CALL CENTRE. 12 Hrs

- 1.1. Call flow - Business processes Inbound/outbound calling - Key result outcomes for Inbound /outbound calls: Do's and Don'ts.
- 1.2. Etiquette of Inbound/Outbound calls - Process compliance.
- 1.3. Handling objections and queries - Follow up processes- Process, data compliance - Logging and reporting.

Extra Reading/Key Words: *Call tracking software*

UNIT –II SKILLS REQUIRED FOR HANDLING CALLS 12 Hrs

- 2.1. Listening skills - Summarising skills – Probing.
- 2.2. Telephone Etiquette - Telephone Anxiety - Logging the call -Closing the call.
- 2.3. Problem solving - Customer service skills – Empathy.

Extra Reading/Key Words: *Call centre Agent Engagement*

UNIT – III INBOUND CALL CENTRE

12 Hrs

- 3.1. Technical help desk – Technical Help Desk process - Ticketing system.
- 3.2. Issue escalation process- Help desk KPI - Customer service.
- 3.3. Inbound marketing strategy - Customer complaints.

Extra Reading/Key Words: *Operational CRM*

UNIT – IV OUTBOUND CALL CENTRE

12 Hrs

- 4.1. Telemarketing - Telemarketing business strategies.
- 4.2. Effective marketing skills- Cold calling script.
- 4.3. Debt collection- Tips for making collection call.

Extra Reading/Key Words: Boiler room

UNIT – V QUALITY CHECK

12 Hrs

- 5.1. Call Center Quality Assurance - Benefits of Quality Assurance - Challenges of Quality Assurance.
- 5.2 User Reports - Call reports - Top 10 Call center reports.
- 5.3 Call Quality Monitoring - Internal quality check - External quality check - Steps to Effective Call Quality Monitoring Best Practices- Performance monitoring report.

Extra Reading/Key Words: Quality management software

Note: Texts given in the extra-readings/ keywords must be tested only through assignment and seminar

TEXT BOOK

Student Manual

SUGGESTED READINGS

1. Charles, E. Day. (2000). Call centre operations (part – iii). McGraw Hill.
2. Green, Jack. A. (2004). Call centre technology & techniques. Thomson.
3. Gupta, Vikas. (2003). Call centre training course kit (with cd). Dreamtech.

WEB REFERENCES

- <https://www.nextiva.com/blog/call-center-technology.html>
- <https://www.zendesk.com/blog/inbound-vs-outbound-call-centers-whats-difference/>
- <https://roicallcentersolutions.com/customerservice/what-is-the-difference-between-inbound-and-outbound-call-centers/>
- <https://safetyculture.com/topics/call-center-qa/>
- <https://callminer.com/blog/25-call-center-technology-trends-to-watch-in-2021>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K4)
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CO-1	Recall the basic functions of an inbound and outbound call center, report types, helpdesk KPIs	K1
CO-2	Demonstrate Listening skills, Summarising skills and Problem solving skills	K2
CO-3	Utilize the skills required for handling calls in inbound and outbound call center	K3
CO-4	Discover the process of handling calls, Issue escalation, Problem solving, probing, Quality Assurance and Call Quality Monitoring	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO-1	H		H	M	H	M		M	
CO-2	M		H		M		M	M	M
CO-3	H	H					H	M	
CO-4	M	H	H	M			H	M	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	M
CO-2		M	
CO-3	M	H	M
CO-4	H		



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College with Potential for Excellence, Affiliated to Bharathidasan University
Tiruchirappalli - 620 002.

School of Management Studies

PG & Research Department of Commerce

B. Com - Business Process Outsourcing

PO No.	Programme Outcomes <i>Upon completion of the B.Com BPO Degree Programme, the graduate will be able to</i>
PO-1	Be Job ready for the BPO industry and can become entrepreneur
PO-2	Obtain quality education in the area of Business Process Outsourcing
PO-3	Acquire practical skills to gather information, assess, create and execute new ideas at the work place
PO-4	Receive training in Commerce and Computer skills.
PO-5	Create ethically conscious and socially responsible business standards

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Acquire necessary skills to manage various positions in the BPO sector and to become an Entrepreneur
PSO-2	Have in depth knowledge on aspects related to BPO
PSO-3	Become aware of the various processes in BPO
PSO-4	Acquire academic excellence with an aptitude for higher studies, professional certification and research
PSO-5	Become aware of the basic concepts in the areas of Marketing, Human Resources and Finance and develop employability skills

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI –
620 002.**

School of Management Studies

PG & Research Department of Commerce

CHOICE BASED CREDIT SYSTEM - UG COURSE PATTERN

Business Process Outsourcing (BPO) (For Candidates admitted from June 2020 onwards)

Sem	Part	Course	Title of the course	Code	Hours/Week	Credits	Marks
I	I	Language	Tamil Paper I / Hindi Paper I/ French Paper I	U20TL1TAM01/ U20HN1HIN01/ U20FR1FRE01	3	3	100
	II	English	Practical English I	U20CB1ENT01	3	3	100
	III	Major Core-1	Financial Accounting	U20CB1MCT01	6	5	100
		Major Core-2	Introduction to BPO	U20CB1MCT02	5	5	100
		Allied -1	Business communication	U20CB1ALT01	4	2	100
		Allied -2	Principles of marketing	U20CB1ALT02	4	2	100
	IV	EVS	Environmental Studies	U20RE1EST01	2	1	100
		MSBE-1	Entrepreneurship Development	U20CB1SBP01	2	1	100
		Value Education	Ethics I/ Catechism I/ Bible Studies I	U20VE2LVE01/ U20VE2LVC01/ U20VE2LVB01	1	-	
		SOC	Service Oriented Course				
	Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP1ECC01		2	100	
TOTAL					30	22+2	900

II	I	Language	Tamil Paper II/ Hindi Paper II/ French Paper II	U20TL2TAM02/ U20HN2HIN02/ U20FR2FRE02	3	3	100
	II	English	Practical English II	U20CB2ENT02	3	3	100
	III	Major Core-3	Cost Accounting	U20CB2MCT03	5	4	100
		Major Core-4	Quality and customer service	U20CB2MCT04	4	3	100
		Major Core-5	Banking theory law and practice	U20CB2MCT05	4	3	100
		Allied -3	Voice process	U20CB2ALT03	4	2	100
		Allied -4	Services Marketing	U20CB2ALT04	4	2	100
	IV	Skill Based Course (SBC)	Soft Skills Development	U20RE2SBT01	2	1	100

		- 1					
		Value Education	Ethics I/ Catechism I/ Bible Studies I	U20VE2LVE01/ U20VE2LVC01/ U20VE2LVB01	1	1	100
		SOC	Service Oriented Course				
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP2ECC02		2	100
TOTAL					30	22+2	1000
III	I	Language	Tamil Paper III / Hindi Paper III/ French Paper III		3	3	100
	II	English	Practical English III	U20CB3ENT03	3	3	100
	III	Major Core-6	Corporate Accounting	U20CB3MCT06	5	4	100
	III	Major Core -7	BPO in Service Sectors (Non Voice)	U20CB3MCT07	4	3	100
	III	Major Elective-1	Global Business Ethics and Corporate Governance	U20CB3MET01	4	3	100
	III	Allied -5	Indian Financial System	U20CB3ALT05	4	2	100
	IV	NME 1	Introduction to BPO Industry / Quality Customer Service	U20CB3NMT01 / U20CB3NMT02	3	3	100
	IV	MSBE-2	Business Software-Tally	U20CB3SBP02	2	1	100
		Gender Studies	Gender Studies	U20WS3GST01	1	1	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II		1		
	IV	SOC	Service Oriented Course				-
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP3ECC03		2	100
TOTAL					30	23+2	1000
IV	I	Language	Tamil Paper IV/ Hindi Paper IV/ French Paper IV		3	3	100
	II	English	Practical English IV	U20CB4ENT04	3	3	100
	III	Major Core –8	Management Accounting	U20CB4MCT08	6	5	100
	III	Major Core - 9	BPO Operations and Work Environment	U20CB4MCT09	4	4	100
	III	Major Elective-2	Simulation of BPO related activities	U20CB4MET02	4	3	100
	III	Allied -6	Financial Services	U20CB4ALT06	4	2	100

	IV	NME 2	Introduction to BPO Industry / Quality Customer Service	U20CB4NMT01 / U20CB4NMT02	3	3	100
	IV	SBC	Sustainable Rural Development		2	1	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II		1	1	100
	IV	ONLINE COURSE	Online Course (Extra Credit)	U20OC4SBT04	-	2	100
	IV	SOC	Service Oriented Course (Extra Credit)		-	2	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP4ECC04	-	2	100
TOTAL					30	25+6	1200
V	III	Major Core-10	Financial Management	U20CB5MCT10	6	5	
	III	Major Core -11	CRM in BPO Industry	U20CB5MCT11	5	4	100
	III	Major Core -12	Principles of Auditing	U20CB5MCT12	6	5	100
	III	Major Core -13	Introduction to Workplace Communication	U20CB5MCT13	4	3	100
	III	Major Elective -3	Security Analysis and Portfolio Management	U20CB5MET03	4	3	100
	IV	NME 3	Global Business Ethics/ Work Environment of BPO Industry	U20CB5NMT03/ U20CB5NMT04	3	3	100
		Industrial Relations	Investment Basics	U20CO5IRT01	1	1	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III		1		
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP5ECC05		2	100
TOTAL					30	24+2	800
VI	III	Major Core –14	Human Resource Management	U20CB6MCT14	5	5	100
	III	Major Core -15	Practical Lab for BPO	U20CB6MCT15	5	4	100
	III	Major Core -16	Organizational Behaviour	U20CB6MCT16	5	4	100
	III	Major Core -17	Advanced Workplace Communication	U20CB6MCT17	5	4	100
	III	Major Elective-4	Training on BPO Project Management	U20CB6MET04	4	3	100
	IV	NME 4	Global Business Ethics/ Work Environment of BPO Industry	U20CB6NMT03/ U20CB6NMT04	3	3	100

	IV	SBE	Research Methodology		2	1	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III		1		100
	IV	Extension Activity	RESCAPES- Impact Study of Project	U20RE6ETF01	-	4	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP6ECC06	-	2	100
TOTAL					30	24+6	1000
GRAND TOTAL					180	140+20	5900

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PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	PRACTICAL ENGLISH – III
Total Hours	45
Hours/Week	3 Hr/ Wk
Code	U20CB3ENT03
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE:

To understand the communication process and Techniques in Listening, Speaking, Reading & Writing

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the communication process
CO-2	Understand Effective listening techniques
CO-3	Understand Listening effectiveness and barriers to listening
CO-4	Understand Speaking in different scenarios
CO-5	Understand To write for today’s technology; emails, social media like Facebook, Twitter & LinkedIn

UNIT– I THE COMMUNICATION PROCESS

9 Hrs

Definition of Communication – The communication process - Internal and External Communication – Vertical & Grapevine Communication - Roles- Message-Medium- Environment/Context- Style and Tone - Verbal and Non – Verbal Communication – Body Language - Grooming - English as a Communication tool – Listening , Speaking , Reading & Writing - Introduction to the Corporate world – some common terms (Basic)

Extra Reading/Key Words: *Types of Corporate Communication*

UNIT-II LISTENING

9 Hrs

Listening to the unsaid words and messages - Asking questions - Seeking clarification - Summarizing - Listening effectiveness Assignment

Extra Reading/Key Words: *Deep Listening*

UNIT- III LISTENING (CONTD)

9 Hrs

Listening to understand vs listening to respond - Learning to summarize - Handling emotions when listening - Distractions to listening - Listening effectiveness Assignment

Extra Reading/Key Words: *Levels of Listening*

UNIT- IV SPEAKING**9 Hrs**

Engaging the mind before the mouth - Why? What? When? Where? Who? How?

Speaking on the phone, Conference calls - Speaking in meetings - Speaking Assignment

Extra Reading/Key Words: *Speaking skills- fluency, Vocabulary, Grammar, Pronunciation***UNIT – V WRITING APPROACHES IN ACTION THROUGH EMAIL****9 Hrs**

Email, Messaging Written Communication - DO s and DON'T s - Emails – introducing- informing- thanking-following up - Emails – Asking, Replying- Summarizing/Reporting - Emails - sending wishes - Writing for the Social Media (LinkedIn Profile, replying , etc) - Writing to Peers- Bosses-Clients- Customers.

Extra Reading/Key Words: *Writing for Social Media and networking on professional Social Media***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.****COURSE OUTCOMES (CO)****The Learners**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain communication process and introduction to Corporate communication	PSO4	U
CO-2	Relate listening skills by asking questions and seeking Clarification	PSO1	Ap
CO-3	Demonstrate listening skills	PSO1	Ap
CO-4	Demonstrate speaking skills	PSO1	Ap
CO-5	Outline for social media and thereby build professional network	PSO4	Ap

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

- The Hindu, the New Indian ExpressJet.
- www.ThoughtCo.com
- www.bbc.co.uk
- learnenglish.britishcouncil.org/en
- <https://www.teachingenglish.org.uk/>
- www.businessballs.com
- www.ted.com
- www.inktalks.com
- www.businessballs.com
- www.ted.com
- www.inktalks.com
- Technical Communication by MeenakshiRaman
- Business Communication by Namitha Gopal
- High School English Grammar – Wren and Martin

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PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	MAJOR CORE 6 – CORPORATE ACCOUNTING
Total Hours	75
Hours/Week	5 Hrs / Wk
Code	U20CB3MCT05
Course Type	Theory
Credits	4
Marks	100

GENERAL OBJECTIVE:

To enable the students to understand the concepts and apply the steps involved in the preparation of Company Accounts- with reference to issue and forfeiture of shares; issue and redemption of debentures; final accounts; methods of valuation of shares and goodwill; acquisition of business and profits prior to incorporation.

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concepts relating to and the steps involved in issue, forfeiture and reissue of forfeited shares and issue of debentures, rights issue, bonus issue, and buy back of shares and sweat equity shares.
CO-2	Apply the provisions relating to redemption of preference shares and debentures.
CO-3	Apply the procedure involved in preparation of Profit and Loss Account and Balance Sheet.
CO-4	Understand the basic methods of valuation of goodwill and methods of valuation of Shares
CO-5	Understand the accounting treatment in the books of Vendor and Purchaser for acquisition of business and apply the procedure involved in determination of profit and loss prior to incorporation.

UNIT – I ISSUE OF SHARES AND DEBENTURES

15 Hrs

Issue - Forfeiture and reissue of forfeited shares - Rights issue, Bonus issue, Buy back of shares, Sweat equity shares - Issue of debentures.

Extra Reading/ Key words: *Types of shares and debentures.*

UNIT – II REDEMPTION OF PREFERENCE SHARES AND DEBENTURES

15 Hrs

Redemption of preference shares and debentures, Sinking fund method, cum-interest and ex-interest transactions.

Extra Reading/ Key words: *Redemption, Cum-interest, Ex-interest*

UNIT – III FINAL ACCOUNTS OF COMPANIES

15 hrs

Profit and Loss Account and Balance Sheet

(Vertical format) (Excluding managerial remuneration)

Extra Reading/ Key words: *Annual report of companies.*

UNIT - IV VALUATION OF GOODWILL AND SHARES**15 Hrs**

Methods of valuing goodwill -Simple profit method - Super profit method - Annuity method. Valuation of shares: Methods of valuation of shares - Net asset method - Yield method – PE Ratio.

Extra Reading/ Key words: *Value of shares of public sector companies and private sector companies*

UNIT-V ACQUISITION OF BUSINESS AND PROFIT PRIOR TO INCORPORATION**15 Hrs**

(A) Accounting treatment for acquisition of business in the books of vendor and purchaser (when new set of books are opened)

(B) Accounting for profit and loss prior to incorporation

Extra Reading/ Key words: *Acquisition, Profit prior to incorporation*

Note: Extra reading /Key words must be tested only through Assignment and Seminars

COURSE OUTCOMES (CO)**The Learners**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the types of shares and give the journal entries and Ledger accounts for issue, forfeiture and reissue of shares.	1	Ap
CO-2	Classify the types of debentures and give the journal entries And prepare necessary ledger accounts for issue of debentures.	1	Ap
CO-3	Recall the procedure for redemption of preference shares and debentures.	1	Ap
CO-4	Prepare Profit and Loss statement and Balance Sheet of companies in vertical format.	1	Ap
CO-5	Recognise the methods of valuation of goodwill and ascertain the value of goodwill under different methods.	1	Ap
CO-6	Recall the methods of valuation of shares and calculate the value of shares using different methods.	4	Ap
CO-7	Identify the reasons for acquisition of business and calculate the value of purchase consideration and construct new Balance Sheet after acquisition.	3	Ap
CO-8	Recall the procedure for computing profit prior to incorporation and calculate profit prior to and after incorporation	1	Ap
CO-9	Enhance accounting skills relevant to companies	1	Ap

PSO-Programme Specific Outcome; CO- Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

Theory - 20% problems - 80%

PRESCRIBED TEXT

- Reddy T.S. & Murthy A., (2019). *Corporate Accounting*, Chennai: Margham Publications

BOOKS FOR REFERENCE

- Shukla. M.C.& Grewal T.S., (2018). *Advanced Accounts, Volume II*, New Delhi:S .Chand &Co.

- Gupta. R.L.& Radhaswamy M., (2018). *Advanced Accounts, Volume II*, New Delhi: Sultan Chand.
- Jain. S.P. & Narang K.L., (2016). *Advanced Accounts, Volume II*, New Delhi: KalyaniPublishers.

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B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –IV

Course Title	Major Core -7 - BPO in Service Sectors (Non-Voice)
Total Hours	60
Hours/Week	4 Hr/Wk
Code	U20CB3MCT07
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE:

To understand the different kinds of BPO and their processes

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand data process outsourcing and HR outsourcing
CO-2	Understand IT services
CO-3	Understand KPO outsourcing
CO-4	Understand financial services outsourcing
CO-5	Understand Healthcare outsourcing

UNIT – I DATA PROCESS OUTSOURCING AND HR OUTSOURCING 12 Hrs

Data processing and Transaction process outsourcing - HR Outsourcing includes payroll services, hiring and recruitment, workforce training, retirement benefits.

Extra Reading/Key Words – Standard Generalised Markup Language -SGML

UNIT – II IT SERVICES 12 Hrs

IT services outsourcing include software development and programming

Extra Reading/Key Words – Integrated development environment (IDE)

UNIT – III Knowledge Process Outsourcing 12 Hrs

Data analytics-data mining - data and knowledge management - internet and web research

Extra Reading/Key Words – Data dredging

UNIT – IV – FINANCIAL SERVICES OUTSOURCING 12 Hrs

Billing services - account payables and receivables - general accounting auditing and compliance

Extra Reading/Key Words – E-invoicing and Automation

UNIT – V–HEALTHCARE OUTSOURCING 12 Hrs

Medical transcription - Medical coding and Billing - Tele-radiology services

Extra Reading/Key Words – Digital Imaging and Communications in Medicine (DICOM)

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

COURSE OUT COMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain data process outsourcing and HR outsourcing	1	Ap
CO-2	Outline IT services, software development and programming	1	Ap
CO-3	Summarise Data analytics, data mining and data knowledge Management	1	Ap
CO-4	Explain Billing services, account payables ,account receivables, auditing and compliance	1	Ap
CO-5	Explain Medical transcription , Medical coding and Billing	1	Ap
CO-6	Explain Medical transcription , Medical coding and Billing	4	Ap

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand;
Ap – Apply; An – Analyse; E- Evaluate; C – Create**

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

1. Essentials of BPO by Thomas N Duening, Rick LClick
2. Medical Office Transcription –An Introduction to Medical transcription By Karonne Becklin& Edith Sunnorbory

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PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	MAJOR ELECTIV- 1 GLOBAL BUSINESS ETHICS & CORPORATE GOVERNANCE
Total Hours	75
Hours/Week	4 Hr/Wk
Code	U20CB3MET01
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVES:

To provide an understanding of Global Business Ethics & Corporate Governance

COURSE OBJECTIVES (CO)

The learner will be able to

CO No.	Course Objectives
CO-1	Understand trans cultural human values
CO-2	Understand ethical dilemma and code of ethics
CO-3	Understand Work ethics
CO-4	Overview of corporate governance
CO-5	Introduction to Indian Ethos Management

UNIT-1 BUSINESS ETHICS

15 Hrs

Trans-cultural Human Values in Management Education - Relevance of Values in Management - Need for values in Global Change-Indian Perspective -Values for Global managers

Extra Reading/Key Words: *Ethnocentrism*

UNIT-II ETHICAL DILEMMA

15 Hrs

Ethical decision making - Ethical Reasoning - Benefits of managing ethics in work place – Organization Ethics Development System - Organizational Couture - Ethics Tools - Code of ethics - Guidelines for developing code of ethics-Value based leadership

Extra Reading/Key Words: *Deontological ethics*

UNIT-III WORK ETHICS

15 Hrs

Work culture - Ethical theories - Ethical Values - Environmental ethics - Environmental Management -Environmental Management System-Environmental Laws -Consumer Protection

Extra Reading/Key Words: *Anthropocentrism*

UNIT-IV CORPORATE GOVERNANCE

15 Hrs

Meaning - Code of Corporate Governance - Audit Committee - Corporate Excellence - Role of Independent Directors - protection of Stakeholders - Corporate Social Responsibility - Changing Role of Corporate

Extra Reading/Key Words: *Creating shared value*

UNITV-INDIAN ETHOS MANAGEMENT

15 Hrs

Principles - Approaches Boards with chaining times - Corporate Governance for Market

capitalism - Role of Gita-Karma Yoga-Wisdom Management -Quality of Work Life-
Strategies for Work Life

Extra Reading/Key Words: *Healthy workplace*

Note: Texts given in the Extra reading/Keywords must be tested only through Assignment and Seminars.

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Introduction to trans cultural human values in Management Education	PSO2	U
CO-2	Exposure to ethical decision making and code of ethics	PSO2	U
CO-3	Identify the various work culture and ethical theories	PSO2	U
CO-4	Overview of corporate governance and corporate social responsibility	PSO4	U
CO-5	Explain Indian Ethos Management and work life balance	PSO4	U
CO-6	Enhances employability skills	PSO5	Ap

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap

Apply; An– Analyse; E- Evaluate; C– Create

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

- Ethics and the Conduct of Business by RBoatright John(Author), D Smith Jeffrey(Author)by Pearson
- CorporateGovernance:Principles,Policies,AndPracticesbyBobTricker (Author)
- Corporate governance by Christine,A. Mallin
- Business Ethics by Crane, Andrew. Matten, Dirk.

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PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	ALLIED 5 - INDIAN FINANCIAL SYSTEM
Total Hours	60
Hours/Week	4 Hrs / Wk
Code	U20CB3ALT05
Course Type	Theory
Credits	2
Marks	100

GENERAL OBJECTIVE:

To expose the students to various concepts in Indian Financial System

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Remember the functions and structure of the Indian Financial System
CO-2	Understand the functions of the various kinds of financial institutions
CO-3	Remember the functions of the finance markets.
CO-4	Analyse the different types of financial instruments.
CO-5	Evaluate the functions and importance of the regulatory authorities

UNIT-I-FINANCIAL SYSTEM

12 Hrs

Introduction–Functionsofafa financialsystem–StructureoftheIndianFinancialSystem-
 Relationshipbetween financial system and the economy.

Extra reading /Key words : *Financial intermediaries in India.*

UNIT –II-FINANCIAL INSTITUTIONS

12 Hrs

Development Financial Institutions: Evolution –IFCI, SIDBI, EXIM BANK, NABARD
 - Functions. Banking - Scheduled Commercial banks – Functions. On-banking Finance
 Companies: Functions Investment banks – Cooperative banks: Functions

Extra reading /Key words: *Life Insurance companies in India.*

UNIT – III-FINANCIAL MARKETS

12 Hrs

The Money market: Functions, Significance. Indian Money market. Role of RBI in the development
 of Money market in India. DFHI & STCI.

The Capital market: Functions – Primary Capital market and Secondary Capital market.

The Primary Capital market – IPO, FPO, Book building, Public issue, Rights issue, IDR, Private
 placement. The Secondary Capital market: De- mutualisation of Stock Exchanges. Functions,
 Development of Stock Market in India. Listing of securities – Stock Exchanges in India - BSE,
 NSE,OTCEI -Stock Market Index –. Commodities Market in India. Foreign Exchange. Internet
 trading.

Extra reading /Key words: *Capital market's impact on Indian economy.*

UNIT – IV-FINANCIAL INSTRUMENTS

12 Hrs

Money market instruments: Call money, Treasury Bills, Commercial Bills, Commercial Papers,
 Certificate of Deposit, Repo instruments etc.

Capital Market instruments: Shares, Debentures, Bonds, Derivatives. GDR, ADR, etc. New
 Instruments.

Extra reading /Key words: *Current developments in Money market and Capital market*

UNIT – V FINANCIAL REGULATION

12 Hrs

The Securities and Exchange Board of India: Management, Powers and Functions of SEBI, Regulation and Supervision of Securities market – Investor Protection measures.

The Reserve Bank of India: Objectives, Organisation, Functions & Role of RBI in the development of the Indian Financial System.

Extra reading /Key words: *Problems of Non-Performing Assets and other challenges for regulators.*

Note: Texts given in the Extrareading/Keywords must be tested only through Assignment and Seminars.

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the functions and structure of the Indian Financial System	2	U
CO-2	Examine the functions of the various kinds of financial institutions	2	U
CO-3	Explain the functions of the finance markets.	2	U
CO-4	Classify the different types of financial instruments.	2	U
CO-5	Explain the functions and importance of the regulatory authorities	2	U
CO-6	Develop investing skills and understanding of Capital Market operations.	2	U

PSO-Programme Specific Outcome; CO- Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

- Gordon E & Natarajan (2017) K. Financial Markets & Services, Himalaya Publishing House, New Delhi.

BOOKS FOR REFERENCE

- Bharati V Pathak, (2013). Indian Financial System, Pearson Publications,
- Machiraju H R , Indian Financial System, Vikas Publishing House, New Delhi 2010
- Khan M Y, Indian Financial System, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2010.
- Santhanam B., Financial Services, Margham Publications, Chennai, 2011
- Gurusamy S., Financial Markets & Institutions, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2010

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	NME 1 –INTRODUCTION TO BPO INDUSTRY
Total Hours	45
Hours/Week	3 Hrs/Week
Code	U20CB3NMT01
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVES:

To understand the basics of BPO and the BPO industry.

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the Basics of Business Process Outsourcing
CO-2	Understand the different stages to BPO
CO-3	Have an overview of the different models of BPO
CO-4	Understand the different types of BPO
CO-5	Understand the lifecycle of a BPO deal

UNIT-I INTRODUCTION TO BPO

9 Hrs

Basics of Business Process Outsourcing - History of BPO-Evolution of BPO-Global Trends and Triggers The Future of BPO- Changes & Challenges - Basics – What is a BPO-Benefits of BPO – Growth Drivers - BPO Industry-Employment Opportunities – Employee Structure – Skill Set Required–Compensation Levels –The Future of the BPO Employee

Extra Reading/Key words: *Changing Dynamics in Indian BPO Industry*

UNIT – II STAGES TO BPO

9 Hrs

The Business Imperative for Transformation - The Transformation Journey- Standardization-Harmonization- Centralization - Shared Services: The Continuum of Shared Service Models – The benefits of Shared Services - Outsourcing- Business Triggers – Early movers – The Business case

Extra Reading / Keywords: *Automation in BPO Industry*

UNIT-III MODELS OF BPO

9 Hrs

BPO -Models and Types of Vendors - Transaction Processing BPO- Elements of Back–Office Services - Contact Centre BPO – Types of Call Centers – Technology –Components and working of a Call Centre - Offshoring - Offshore BPO – Evolution Destinations – Challenges of Off shoring –BPO Companies in India. Other BPO Destinations

Extra Reading/Keywords: *Future Technology in call centre*

UNIT-IV TYPES OF BPO

9 Hrs

Financial Services –Insurance - Human Resource BPO – Reasons for outsourcing HR – Activities

involved in HR BPO –HR Outsourcing Trends–Career in HRBPO
Emerging BPO Domains–Media and Entertainment BPO–Publishing BPO.

Extra Reading/Keywords: *Social media and BPO*

UNIT–V LIFECYCLE OF ABPODEAL

9 Hrs

The Business Case- Insourcing vs. Outsourcing – RFP- Evaluation and Choice of Partner-Contracting-
Change Management- Migration/Transition/Knowledge Transfer/Re-engineering/Go -Live/Metrics&
Governance-Innovation and Continuous Improvement

Extra Reading/Keywords: *Business Process Re-engineering (BPR)*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

COURSEOUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Overview of history and evolution Business Process Outsourcing along with global trend sand triggers of the BPO industry.	PSO2	R,U
CO-2	Knowledge of the different stages leading to BPO	PSO2	U
CO-3	An introduction to back office and the working of call centers	PSO1	U
CO-4	An exposure to Finance, Insurance and Human Resource BPO	PSO1	U,Ap
CO-5	Deeper understanding of the different facets in the lifecycle of a BPO deal	PSO3	U
CO-6	Enhances Employability Skills	PSO1	Ap

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An– Analyse; E-Evaluate; C –Create

PRESCRIBED TEXT

Student manual

BOOKS FOR REFERENCE

- Bingham, J.Mastering data processing. Macmillan Publishing House.
- Clifton, HD. System analyse is for business data processing .India: Prentice Hal publication.
- Kulkarni, Sarika. Business process outsourcing. Delhi: Jaico Publishing House.
- Shikapur, Deepak. BPODigest. Ameya Inspiring Books.

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PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	NME 2– QUALITY CUSTOMER SERVICE
Total Hours	45
Hours/Week	3HrsWk
Code	U20CB3NMT02
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE:

To understand the importance of customer service.

COURSE OBJECTIVES

The learners will be able to

CO No.	Course Objectives
CO-1	Understand what customer service is
CO-2	Understand help desk and metrics of customer service
CO-3	Understand customer behavior
CO-4	Understand customer complaints
CO-5	Understand questioning techniques

UNIT – I CUSTOMER SERVICE

9Hrs

Who is a customer?-What is customer service?-Customer Support-Automated customer support-Chatbot

Extra Reading / Keywords: *Automation in customer service*

UNIT – II HELP DESK & METRICS OF CUSTOMER SERVICE

9Hrs

Characteristic of Help Desk-Classification of Help Desk-Help desk software-Large Help Desk-Trends in customer service-Customer expectation-Metrics for customer service- Poor customer service.

Extra Reading / Keywords: *Cost of poor quality*

UNIT – III CREATING THE CUSTOMER EXPERIENCE

9Hrs

Good customer service-Excellent customer service-Customer experience-Moment of truth-Customer behaviour-Irate customer.

Extra Reading / Keywords: *Brand image/value*

UNIT – IV CUSTOMER COMPLAINTS

9Hrs

Customer Complaints-Service lapse-Body language

Extra Reading / Keywords: *Customer psychology*

UNIT – V CUSTOMER MANAGEMENT

9Hrs

Respond to Customers-Questioning techniques- Client and Customer Management

Extra Reading / Keywords: *Customer Relationship Management*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain customer service	PSO2	R, U
CO-2	Illustrate of help desk & metrics of customer service	PSO2	U, Ap
CO-3	Outline different kinds of customer behaviour	PSO1	U, Ap
CO-4	Infer how to handle customer complaints	PSO2	U
CO-5	.Demonstrate questioning techniques	PSO1	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

- Bhasin. Customer relationship management. Wiley Dream tech.
- Dyche. Customer relationship management handbook. Prentice Hall.
- Knox, Simon. Payne, Adrian. & Maklan, Stan. Customer relationship management. Routledge Inc.
- Kumar, Alok. Customer relationship management: concepts & cases (second edition). PHI Learning.
- Sheth, J. N. Parvatiyar, A. & Shainesh, G. Customer relationship management: emerging concepts, tools & applications. Tata McGraw- Hill Education.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	MSBE2–BUSINESSSOFTWARE-TALLY
Total Hours	30
Hours/Week	2 Hrs /Wk
Code	U20CB3SBP02
Course Type	Theory
Credits	1
Marks	100

GENERAL OBJECTIVE

To equip the students with the practical skills of Tally.

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concepts of Computerized Accounting
CO-2	Analyse all types of Vouchers
CO-3	Apply Final Accounts with Adjustments
CO-4	Evaluate stock ledger
CO-5	Analyse Cost Center & Cost category.

UNIT – I

6 Hrs

Meaning of Computerized Accounting – Meaning of Computers – Importance of computerized accounting – Computerized Accounting Vs Manual Accounting. Introduction to architecture of Tally– Creation of company – Creation of groups – Various kinds of groups – multiple and single – Creation of ledgers – Various kinds of ledgers.

Extra reading /Key words: *Computerized Accounting*

UNIT – II

6 Hrs

Entering vouchers – Journal voucher, purchase voucher, sales voucher, receipt vouchers, payment vouchers – Role and importance of function keys.

Extra reading /Key words: *Function Keys & Vouchers*

UNIT – III

6 Hrs

Extraction of Trial Balance, Trading Account, Profit and Loss Account and Balance Sheet, Simple sums with and without adjustments – Alter – Select – Edit – Delete – Selection of company.

Extra reading /Key words: *Final Accounts with Adjustments*

UNIT – IV

6 Hrs

Introduction to inventories – Creation of stock category – Stock groups – Stock items – Editing and deletion of stock items – Usage of stock in voucher entry – Stock voucher or purchase orders – Sales orders – Customer and supply analysis – Extracting simple reports and graphs with tally accounting package.

Extra reading /Key words: *Inventories, stock vouchers*

UNIT – V**6 Hrs**

Introduction to cost – Creation of cost category – Cost centre category – Editing and deleting cost centre
 – Usage of cost category and cost centre in voucher entry – Budget control – Creation of budgets
 – Editing and deleting budgets – Reports.

Extra reading /Key words: *Cost Center & Cost category.*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

COURSE OUTCOMES (CO)**The learners**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Differentiate the concepts of Computerized Accounting and manual accounting	3	Ap
CO-2	Categories all types of Vouchers	3	Ap
CO-3	Prepare Final Accounts with Adjustments	3	Ap
CO-4	Develop stock ledger with stock item & stock group	3	Ap
CO-5	Prepare Cost Center & Cost category.	3	Ap
CO-6	Develop accounting skills and employable in all types of business organizations	3	Ap

PSO-Programme Specific Outcome; CO- Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

- ICAR & D Team, (2006). *Tally* 9, New Delhi: Vikas Publishing House Pvt. Ltd.

BOOKS FOR REFERENCE

- Nadhani A.K. & Nadhani K.K, (2005). *Implementing Tally*, New Delhi: BPB Publication.
- Vishnu Priya Singh, (2004). *Quick Learn Tally*, New Delhi: Computes Publication Pvt. Ltd.
- Srinivasa Valaban, (2006). *Computer applications in Business*, New Delhi: Sultan & Sons.

COMPUTER PRACTICAL FOR BUSINESS SOFTWARE-FOR EXTERNAL EVALUATION

1. Petty Cash Entries, Subsidiary Books
2. Accounts Only – Accounts With Inventory
3. Accounts With Inventory Tax Initialize
4. Stock Categories
5. Cost Centre
6. Cost Categories
7. Stock Journal
8. Balance Sheet
9. Final Accounts Without Adjustments
10. Final Accounts With Adjustments
11. Order Processing

12. Price List
13. Bill-wise Details
14. Bank Reconciliation Statement
15. Interest Calculation.

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PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	INVESTMENT BASICS
Total Hours	15
Hours/Week	1
Code	U20CB3IRT01
Course Type	Theory
Credits	1
Marks	100

GENERAL OBJECTIVE

To enable the students to learn the various concepts of Investments

COURSE OBJECTIVES

The learner will be able to

CO 1	Understand the deposits services offered by banks
CO 2	Understand Mutual funds and investing in New fund offers
CO 3	Understand midcap and large cap funds
CO 4	Understand investment in gold ETFs
CO 5	Understand investment in liquid funds

UNIT -I INTRODUCTION TO INVESTMENTS

Savings Vs Investment – Importance of savings and investment – Factors determining interest rates, Simple interest and Compound interest – Assets available for investment – Financial Vs Non-financial assets – Important attributes of various asset classes - Safety, Risk, Liquidity and Yield.

Extra Reading/Key words: *IRA, CD and money market accounts*

UNIT- II BANK & POST OFFICE DEPOSITS AND CERTIFICATES

Introduction to Bank Deposits, Types of Deposit Accounts, Strategies of mobilizing deposits, Common

guidelines of opening and operating accounts, deposit related services, Deposits services offered to Non-Resident Indians, Deposit Insurance – Post office Investment Savings schemes – Advantages

Extra Reading/Key words: *Sukanya Samridhi Accounts, Senior Citizen Savings Scheme*

UNIT- III MUTUAL FUNDS

Concept and structure of mutual funds in India; AMC; New fund offer's & procedure for investing in NFO; Investors rights and obligations. Types of funds –Open ended schemes- Close ended funds –growth, Income, Tax saving schemes, Index schemes and balanced schemes-diversified large cap funds, midcap fund-Concept of entry and exit load Expense ration

Extra Reading/Key words: *Thematic and Arbitrage funds*

UNIT -III LIFE INSURANCE AND PROVIDENT FUND SCHEMES

Type of life insurance policy- Endowment policy -Term policy- Whole life policy - Money back policy- ULIPs- Kinds of provident funds - y, Statutory Provident Fund, Recognized Provident Fund, and Unrecognized Provident Fund. Equity Linked Savings Schemes (ELSSs) - Pension Plan

Extra Reading/Key words: *Market linked investment plans, Retirement planning investment options*

UNIT -IV REAL ASSETS

Real estate – Bullion market- Introduction of exchange traded funds, Market making by authorized Participants; Creation Units; Portfolio deposits and cash Component. Investments in commodities, real estate, agricultural land, machinery and oil.

Extra Reading/Key words: *Collectables, equity crowd funding*

UNIT -V CORPORATE SECURITIES

Salient features of debt fund; Concept of interest rate and credit risk; Pricing of debt instrument. Liquid Funds Salient features of liquid fund; Floating rate scheme and portfolio churning in liquid funds.

Extra Reading/Key words: *Corporate bond funds, Ultra short term funds*

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Compare investments in various bank deposits	1	U
CO-2	Outline Mutual funds and New fund offers	1	U
CO-3	Relate midcap and large cap funds	1	U
CO-4	Plan portfolio with gold ETFs and other investment avenues	1	Ap
CO-5	Infer investments in liquid funds	1	U
CO-6	Develop skills in portfolio management and practice share trading	1	Ap

PSO-Programme Specific Outcome; CO- Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

- Preeti Singh: Investment Management – Himalaya Publishing House, New Delhi, 2009.

BOOKS FOR REFERENCE

- Bhalla V.K. & Tuteja S.K. : Investment Management – S. Chand & Co. Ltd., New Delhi.
- Aavadhani V, Investment & Securities Markets in India - Himalaya Publishing House, New Delhi.
- Bhalla , Investment Management – S. Chand & Co. New Delhi.
- Donald Fischer & Rohald Jordan, Security Analysis & Portfolio Management – prentice – Hall of India – New Delhi.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –IV

Course Title	Practical English – IV
Total Hours	45
Hours/Week	3Hr/ Wk
Code	U20CB4ENT04
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE:

Preparing for placement.

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand corporate communication and Self analysis
CO-2	Apply the Techniques for High Impact Presentation
CO-3	Understand about common mistakes while using English and avoiding them
CO-4	Apply Group discussions techniques for placement
CO-5	Apply Interviewing techniques for placement process

UNIT -I CAMPUS TO CORPORATE

9Hrs

Corporate Communication - Power dressing and grooming - Corporate Terms (advanced) - JOHARI window - SWOT analysis of the self

Extra Reading/Key Words: *Heuristic technique*

UNITII- HIGH IMPACT PRESENTATION

9Hrs

PowerPoint and how to use it effectively - Using PowerPoint correctly - Delivering using PowerPoint - Other Presentation tools - Delivering in person vs on the phone vs video - Public Speaking Assignment - Micro Presentation – Video Mirroring

Extra Reading/Key Words: *Audience response systems*

UNIT-III COMMON WRITING MISTAKES AND HOW TO AVOID THEM

9Hrs

The Wrong word - The Impotent Word - Common Grammatical errors - Indianisms and their unintended impact

Preparing for Placement – I

Resume - Cover Letter for Internship - Cover Letter for Job - Statement of Purpose

Extra Reading/Key Words: *Hard and soft skills*

UNIT-IV PREPARING FOR PLACEMENT – II

9Hrs

Group Discussion (GD) & Evaluation Components - Roles in GD - Analysis of Topics -

Handling different views - Controlling Emotions - Mock GD

Extra Reading/Key Words: *Types of Group Discussion*

UNIT-V PREPARING FOR PLACEMENT – III

9Hrs

Interviews & Evaluation Components - Different formats of Interviews - Handling conflicts – Practice - Mock Interview

Extra Reading/Key Words: *Assessing Strengths and Weaknesses*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Summarize the introduction to corporate Communication.	PSO4	U
CO-2	Apply the technology in presentation	PSO1	Ap
CO-3	Rephrase English correctly and Resume writing	PSO1	Ap
CO-4	Apply Group discussions techniques	PSO1	Ap
CO-5	Apply Interview techniques	PSO1	Ap
CO-6	Enhance Employability skills	PSO4	Ap

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

- The Hindu, the New Indian Express, etc.
- www.ThoughtCo.com
- www.bbc.co.uk
- learnenglish.britishcouncil.org/en
- <https://www.teachingenglish.org.uk/>
- www.businessballs.com
- www.ted.com
- www.inktalks.com
- Technical Communication by MeenakshiRaman
- Business Communication by Namitha Gopal
- High School English Grammar – Wren and Martin
- Body Language – Allan Pease

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B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –IV

Course Title	Major Core –8 MANAGEMENT ACCOUNTING
Total Hours	90
Hours/Week	6 Hrs / Wk
Code	U20CB4MCT08
Course Type	Theory
Credits	5
Marks	100

GENERAL OBJECTIVE:

To enable the students to understand the various tools of financial analysis and to interpret financial data

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand management accounting concepts and various tools of financial statement analysis
CO-2	Analyse profitability and financial status of a business based on ratios calculated
CO-3	Understand the preparation of Funds flow statement and Cash flow statement and analyse the results
CO-4	Apply marginal costing technique in managerial decision-making problems and evaluate different proposals
CO-5	Understand different types of budgets and analyse budgets

UNIT – I INTRODUCTION

18Hrs

Management Accounting - Scope - Relationship between Cost, Financial and Management Accounting - Analysis of financial statements - Tools for analysis - Comparative Statements - Common Size Statements and Trend Analysis.

Extra reading/ Key words: *Role of Professional bodies for Management Accountancy in India,*

UNIT – II RATIO ANALYSIS

18 Hrs

Ratio Analysis - Ratios for Liquidity, Solvency and Profitability.

Extra reading/ Key words: *Role of Professional bodies for Management Accountancy in India,*

UNIT – III FUNDS FLOW ANALYSIS AND CASHFLOWANALYSIS **18Hrs**

Funds Flow Analysis - Concept of Fund - Schedule of Changes in Working Capital- Fund Flow Statement. Cash Flow Analysis - Cash from operation – Preparation of Cash Flow Statement as per

Accounting Standard (Revised).

Extra reading/ Key words: *Cash Flow Statement as per New Companies Act*

UNIT – IV MARGINAL COSTING ANDBREAK-EVEN ANALYSIS 18 Hrs

Marginal Costing - Absorption Costing Vs Marginal Costing – Contribution- Profit Volume ratio – Break Even Point – Cost Volume Profit Analysis - Managerial applications of marginal costing.

Extra reading/ Key words: *Types of Breakeven point, Break even pricing.*

UNIT – VBUDGETARY CONTROL 18Hrs

Budget - Budgetary Control - Functional Budgets - Master Budget - Fixed and Flexible Budgets - Cash Budget.

Extra reading/ Key words: *Budgeting practices of business firms*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

THEORY - 30% PROBLEMS - 70%

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the relationship between Cost, Financial and Management Accounting	1	U
CO-2	Draw conclusion about the liquidity, solvency and profitability of business entities based on comparative statements, common size statements, trend analysis and ratio analysis	2	An
CO-3	Prepare Funds flow statement and make inferences	3	Ap
CO-4	Prepare Cash flow statement based on Revised Accounting Standard and make inferences	3	Ap
CO-5	Prepare marginal cost statement and calculate breakeven point	3	Ap
CO-6	Compare different proposals based on marginal costing technique and draw conclusion	2	Ap
CO-7	Prepare different types of budgets and make a comparison	2	Ap
CO-8	Develop accounting skills in managing any organisation	2	Ap

PRESCRIBED TEXT

- DalstonL. Cecil & Jenitra. Merwin, (2017) *Management Accounting*, Trichy, LearnTechPress.

BOOKS FOR REFERENCE

- Dr. T.S Reddy & Dr. Y. Hari Prasad Reddy (2014), *Management Accounting*, Chennai, Margham Publications.
- Shashi K. Gupta & Sharma R.K (2014), *Management Accounting*, New Delhi: Kalyani Publishers.
- Maheswari S.N (2014). *Management Accounting*; New Delhi: Sultan Chand and Sons.
- Dr. R. Ramachandran & Dr. R. Srinivasan (2018), *Management Accounting*, Trichy: SriRam Publishers.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –IV

Course Title	MAJOR CORE 9 – BPO OPERATIONS AND WORK ENVIRONMENT
Total Hours	60
Hours/Week	4Hr/Wk
Code	U20CB4MCT09
Course Type	Theory
Credits	4
Marks	100

GENERAL OBJECTIVES:

To understand working in a BPO team and the Global work place Overview of Art of Execution and Execution Dashboards

COURSE OBJECTIVES

The Learner will be able to

CO No.	Course Objectives
CO-1	Understand How to work in a BPO team
CO-2	Understand Work place habits and etiquette
CO-3	Understand the Global work place and interaction with global clients
CO-4	Apply The art of execution and project management
CO-5	Apply Execution dash boards and MIS

UNIT – I THE BPO TEAM

12 Hrs

Work place culture - Teamwork -Qualities of a Team Member-Group Dynamics (Social Skills-how people behave in groups)- Qualities of a Team leader-Leadership skills-types of leaders, situational etc.-Coaching Mentoring-Diversity – awareness and importance of being neutral and respect all genders, religion, race, etc.

Extra Reading/Key Words: *Mentoring models*

UNIT –II WORKPLACE HABITS AND ETIQUETTE

12 Hrs

Workplace etiquette and behaviour - Fostering the right work culture-Meeting rules – attending/running effective meetings-Managing conflict

Extra Reading/Key Words: *Emotional intelligence*

UNIT – III THE GLOBAL WORKPLACE

12 Hrs

Global Service Delivery in BPO and the Global Delivery Network -Interaction with global peers-Interaction with global clients and customers-Global culture variations, practices and norms-Understanding time zones-Working in shifts

Extra Reading/Key Words: *Global Cultural Flow*

UNIT – IV THE ART OF EXECUTION

12 Hrs

Project Management - Operational Excellence - Personal execution habits and processes

Extra Reading/Key Words: *Flawless Execution (FLEX) Methodology*

UNIT – V EXECUTION DASHBOARDS

12 Hrs

MIS - Tracking and monitoring mechanism - RAG dashboards - Data Reconciliation skills
Extra Reading/Key Words: *Strategy dashboard*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

COURSE OUTCOMES (CO)

The Learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate work place culture and working in BPO team	PSO1	Ap
CO-2	Outline workplace habits and etiquette	PSO1	Ap
CO-3	Explain global workplace and global culture	PSO1	Ap
CO-4	Apply project management and operational excellence	PSO1	Ap
CO-5	Apply execution dashboards and MIS	PSO1	Ap

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply;
An – Analyse; E- Evaluate; C – Create**

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

- The Culture Blueprint by Robert Richman
- Delivering Happiness: A path to Profits, Passion and Purpose by Tony Hsieh

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –IV

Course Title	ALLIED 6 - FINANCIAL SERVICES
Total Hours	60
Hours/Week	4 Hrs / Wk
Code	U20CB4ALT06
Course Type	Theory
Credits	2
Marks	100

GENERAL OBJECTIVE:

To understand the basics of Financial Services and its various dimensions, evaluation and benefits to the Economy

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the features and importance of Financial Services and Merchant Banking
CO-2	Evaluate the features and importance of Venture Capital and Lease Financing
CO-3	Understand the functions and importance of Factoring and Forfaiting
CO-4	Understand the meaning and process of Securitization
CO-5	Analyse the different kinds of Mutual funds and the functions of Credit rating agencies

UNIT- I INTRODUCTION TO FINANCIAL SERVICES & MERCHANT BANKING

12Hrs

Financial services: Meaning – Features – Importance –and new Services

Merchant Banking: Origin - Development of Merchant Banking in India - Importance – Categories – Services - Default & Penalty.

Extra reading /Key words: *Companies that are rendering the merchant banking services in India.*

UNIT- II VENTURE CAPITAL & LEASE FINANCING

12 Hrs

Venture Capital financing: Meaning – Features – stages of financing – Redemption- Venture capital in India.

Lease Financing: Meaning – types – Difference between Lease and Hire Purchase - advantages – short comings.

Extra reading /Key words: *Lease financing companies in India*

UNIT- III FACTORING AND FORFAITING

12 Hrs

Factoring: Meaning – Modus operandi - Types - Functions – Benefits – Factoring in India. Forfaiting: Definition – Modus operandi – Benefits - Factoring vs Forfaiting.

Extra reading /Key words: *Companies of India in factoring services*

UNIT- IV SECURITISATION OF DEBT

12 Hrs

Securitization: Meaning - Securitization Process – Merits – Securitisable assets – Types of Securities – Conditions for successful securitization

Extra reading /Key words: *Popularity of Securitization in India.*

UNIT –V MUTUAL FUNDS AND CREDIT RATING

12 Hrs

Mutual fund: Meaning–objectives–types–Merits–shortcomings- Credit Rating Agencies: Meaning -Functions – Credit Rating Agencies in India, CRISIL, ICRA, & CARE and Credit Rating Symbols.

Extra reading /Key words: Performance of different mutual fund companies in India

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the features and importance of financial services and Merchant Banking	2	U
CO-2	Identify the features and importance of Venture capital and Lease financing	2	U
CO-3	Explain the functions and importance of Factoring and Forfaiting	2	U
CO-4	Examine the meaning and process of securitization	2	U
CO-5	Examine the different kinds of mutual funds and the functions of Credit rating agencies	2	U
CO-6	Develop basic knowledge in various financial services.	2	Ap

PSO-Programme Specific Outcome; CO- Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXTS

- Gordon and Natarajan (2018): *Financial Services and Markets*, Himalaya Publishing House, 2018
- Khan M.Y., *Financial Services*, New Delhi: Tata McGraw-Hill.

BOOKS FOR REFERENCE

- Machiraju H.R, *Indian Financial System*, Delhi: Vikas Publishing House.
- Chandler M.V. and Gold field .S. M. *Economics of Money and Banking*, New York: Harper and Row.
- Gupta Suraj B., *Monetary Economics*, New Delhi: S. Chand and Co.
- Gurusamy. S, *Financial Services*, Tata McGraw Hill Education Pvt. Ltd, 2018
 - Shashi & Gupta, *Financial Services*, Kalyani Publishers, 3rd Edition, 2018

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF COMMERCE
B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –IV

Course Title	MAJOR ELECTIVE 2–SIMULATION OF BPO RELATED ACTIVITIES
Total Hours	60
Hours/Week	4Hr/Wk
Code	U20CB4MET02
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE:

To simulate banking process and non-banking process

COURSE OBJECTIVES

The Learner will be able to

CO No.	Course Objectives
CO-1	Apply Data Input-Data checker
CO-2	Apply opening and closing account
CO-3	Understand Volume handling and productivity
CO-4	Understand monitoring transactions
CO-5	Apply the process of non-banking transactions

UNIT – I -FIRST LEVEL DATA ENTRY

12Hrs

Data input - Data checker - Types of data and data validations and check - Impact on quality of transactions and output - Maker-checker process

Extra Reading/Key Words: *Screen mapping*

UNIT –II– BANKING PROCESS

12Hrs

Account opening and closing - Maintenance of Account - Reporting.

Extra Reading/Key Words: *Business Process Management (BPM)*

UNIT – III - PRODUCTIVITY AND EFFICIENCY OF TRANSACTIONS

12Hrs

Managing volume of transactions to meet productivity targets - Efficiency and Effectiveness of transactions - Organizing transactions for maximum throughput.

Extra Reading/Key Words: *Work sampling*

UNIT – IV MONITORING OF TRANSACTIONS

12Hrs

Transaction flow from client to final outputs - Team hand offs - Impact of TATs on SLAs at each individual stage - Pre-quality checks - Identifying gaps, risks - Importance of formats, templates and process adherence.

Extra Reading/Key Words: *Gap Analysis Tools*

UNIT – V PROCESS OF NON-BANKING TRANSACTION

12Hrs

Procurement transactions - Payroll and retrieval benefits administration - Medical coding

Extra Reading/Key Words: *SAP industry solutions*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Apply knowledge and practical application of data entry and data checking	PSO1	Ap
CO-2	Apply knowledge related to bank account opening and account closing screens	PSO1	Ap
CO-3	Explain Volume handling, productivity and efficiency of transaction	PSO1	Ap
CO-4	Explain the process of monitoring transactions	PSO1	Ap
CO-5	Apply knowledge and practical application of non-banking transaction	PSO1	Ap

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

- Majumdar, Arun. & Bhattacharya, Pritimoy. (2007). Database management systems. TMH.
- Shah, Nilesh. Database systems using Oracle – 2nd edition. PHI.
- Managing flexibility(People, Process, Technology) – Sushil, Kanika and Surya
- The Effective Executive -Peter F Drucker

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B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –III

Course Title	NME 2 –INTRODUCTION TO BPO INDUSTRY
Total Hours	45
Hours/Week	3 Hrs/Week
Code	U20CB4NMT01
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVES:

To understand the basics of BPO and the BPO industry.

COURSE OBJECTIVES

CO No.	Course Objectives
CO-1	Understand the Basics of Business Process Outsourcing
CO-2	Understand the different stages to BPO
CO-3	Have an overview of the different models of BPO
CO-4	Understand the different types of BPO
CO-5	Understand the lifecycle of a BPO deal

UNIT-I INTRODUCTION TO BPO

9 Hrs

Basics of Business Process Outsourcing - History of BPO-Evolution of BPO-Global Trends and Triggers The Future of BPO- Changes & Challenges - Basics – What is a BPO-Benefits of BPO – Growth Drivers - BPO Industry-Employment Opportunities – Employee Structure – Skill Set Required–Compensation Levels –The Future of the BPO Employee

Extra Reading/Key words: *Changing Dynamics in Indian BPO Industry*

UNIT – II STAGES TO BPO

9 Hrs

The Business Imperative for Transformation - The Transformation Journey- Standardization-Harmonization- Centralization - Shared Services: The Continuum of Shared Service Models – The benefits of Shared Services - Outsourcing- Business Triggers – Early movers – The Business case

Extra Reading / Keywords: *Automation in BPO Industry*

UNIT-III MODELS OF BPO

9 Hrs

BPO -Models and Types of Vendors - Transaction Processing BPO- Elements of Back–Office Services - Contact Centre BPO – Types of Call Centers – Technology –Components and working of a Call Centre - Offshoring - Offshore BPO – Evolution Destinations – Challenges of Off shoring –BPO Companies in India. Other BPO Destinations

Extra Reading/Keywords: *Future Technology in call centre*

UNIT-IV TYPES OF BPO

9 Hrs

Financial Services –Insurance - Human Resource BPO – Reasons for outsourcing HR – Activities involved in HR BPO –HR Outsourcing Trends–Career in HRBPO

Emerging BPO Domains–Media and Entertainment BPO–Publishing BPO.

Extra Reading/Keywords: *Social media and BPO*

UNIT–V LIFECYCLE OF ABPODEAL

9 Hrs

The Business Case- Insourcing vs. Outsourcing – RFP- Evaluation and Choice of Partner-Contracting-Change Management- Migration/Transition/Knowledge Transfer/Re-engineering/Go -Live/Metrics& Governance-Innovation and Continuous Improvement

Extra Reading/Keywords: *Business Process Re-engineering (BPR)*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

COURSEOUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Overview of history and evolution Business Process Outsourcing along with global trend sand triggers of the BPO industry.	PSO2	R,U
CO-2	Knowledge of the different stages leading to BPO	PSO2	U
CO-3	An introduction to back office and the working of call centers	PSO1	U
CO-4	An exposure to Finance, Insurance and Human Resource BPO	PSO1	U,Ap
CO-5	Deeper understanding of the different facets in the lifecycle of a BPO deal	PSO3	U
CO-6	Enhances Employability Skills	PSO1	Ap

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An– Analyse; E-Evaluate; C –Create

PRESCRIBED TEXT

Student manual

BOOKS FOR REFERENCE

- Bingham,J.Mastering data processing. Macmillan Publishing House.
- Clifton, HD. System analys is for business data processing .India: Prentice Hal publication.
- Kulkarni,Sarika. Business process outsourcing. Delhi: Jaico Publishing House.
- Shikapur,Deepak.BPODigest.AmeyaInspiring Books.

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B. Com BPO (For Candidates admitted from June 2020 onwards)
Second Year - Semester –IV

Course Title	NME 2– QUALITY CUSTOMER SERVICE
Total Hours	45
Hours/Week	3HrsWk
Code	U20CB4NMT02
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE:

To understand the importance of customer service.

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand what customer service is
CO-2	Understand help desk and metrics of customer service
CO-3	Understand customer behavior
CO-4	Understand customer complaints
CO-5	Understand questioning techniques

UNIT – I CUSTOMER SERVICE

9Hrs

Who is a customer?-What is customer service?-Customer Support-Automated customer support-Chatbot

Extra Reading / Keywords: *Automation in customer service*

UNIT – II HELP DESK & METRICS OF CUSTOMER SERVICE

9Hrs

Characteristic of Help Desk-Classification of Help Desk-Help desk software-Large Help Desk-Trends in customer service-Customer expectation-Metrics for customer service- Poor customer service.

Extra Reading / Keywords: *Cost of poor quality*

UNIT – III CREATING THE CUSTOMER EXPERIENCE

9Hrs

Good customer service-Excellent customer service-Customer experience-Moment of truth-Customer behaviour-Irate customer.

Extra Reading / Keywords: *Brand image/value*

UNIT – IV CUSTOMER COMPLAINTS

9Hrs

Customer Complaints-Service lapse-Body language

Extra Reading / Keywords: *Customer psychology*

UNIT – V CUSTOMER MANAGEMENT

9Hrs

Respond to Customers-Questioning techniques- Client and Customer Management

Extra Reading / Keywords: *Customer Relationship Management*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment

and Seminars.

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain customer service	PSO2	R, U
CO-2	Illustrate of help desk & metrics of customer service	PSO2	U, Ap
CO-3	Outline different kinds of customer behaviour	PSO1	U, Ap
CO-4	Infer how to handle customer complaints	PSO2	U
CO-5	.Demonstrate questioning techniques	PSO1	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

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Student Manual

BOOKS FOR REFERENCE

- Bhasin. Customer relationship management. Wiley Dream tech.
- Dyche. Customer relationship management handbook. Prentice Hall.
- Knox, Simon. Payne, Adrian. & Maklan, Stan. Customer relationship management. Routledge Inc.
- Kumar, Alok. Customer relationship management: concepts & cases (second edition). PHI Learning.
- Sheth, J. N. Parvatiyar, A. & Shainesh, G. Customer relationship management: emerging concepts, tools & applications. Tata McGraw- Hill Education.
