



(For Candidates admitted in the academic year 2023-2024)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620 002**  
**SCHOOL OF MANAGEMENT STUDIES**  
**DEPARTMENT OF COMMERCE BPO**  
**CHOICE BASED CREDIT SYSTEM**  
**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)**  
**B. COM BPO**

**Programme Outcomes (POs)**

<b>PO No.</b>	<b><i>Upon completion of the B.Com. Degree Programme, the graduate will be able to</i></b>
<b>PO-1</b>	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.
<b>PO-2</b>	Involve in research and innovative endeavours and share their findings for the wellbeing of the society.
<b>PO-3</b>	Work effectively in teams and take up leadership in multi-cultural milieu
<b>PO-4</b>	Act with moral, ethical and social values in any situation.
<b>PO-5</b>	Excel as empowered woman to empower women
<b>PO-6</b>	Participate in activities towards environmental sustainability goals as responsible citizens.
<b>PO-7</b>	Pursue higher studies in the related field of sciences, humanities and management studies.
<b>PO-8</b>	Analyze and contribute positively to address socio-political, economic and business issues in national and international scenario.
<b>PO-9</b>	Exhibit and utilize the multidimensional competencies in management studies for strategic decision making in business development and economic progress.

**Programme Specific Outcomes (PSOs)**

<b>PSO No.</b>	<b><i>Upon completion of these courses the learner would</i></b>
<b>PSO-1</b>	Develop knowledge in Marketing, Finance, Human Resource Management, Accounting and Business Environment to identify opportunities in Business process redesigning.
<b>PSO-2</b>	Plan business support functions by gaining a comprehensive understanding on the BPO processes and work environment.
<b>PSO-3</b>	Adapt to the changes in the BPO industry by building necessary communication, analytical and organizational skills.

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI**  
**COURSE PATTERN (2023-2024) – TANSCHÉ**  
**SCHOOL OF MANAGEMENT STUDIES**  
**I B.Com. BPO**

Sem	Part	Subject	Course Code	Hours	Credits
I	I	Language – General Tamil/ Hindi/ French	U23TL1GEN01/ U23HN1HIN01/ U23FR1FRE01	6	3
	II	Practical English I	U23CB1ENT01	6	3
	III	Core Course 1- <b>Financial Accounting</b>	U23CB1CCT01	5	5
		Core Course 2 - <b>Principles of Management</b>	U23CB1CCT02	5	5
		Elective -1 (Generic) - <b>Business Process Outsourcing Services</b>	U23CB1ECT01	4	3
	IV	<b>Skill Enhancement Course - SEC I (NME I):</b> Communication and Interpersonal Skill	U23CB1SET01	2	2
		<b>Skill Enhancement Foundation Course –</b> Basics of BPO	U23CB1FCP01	2	2
		<b>Value Education</b>		-	-
<b>Total</b>			<b>30</b>	<b>23</b>	
II	I	Language – General Tamil/ Hindi/ French	U23TL2GEN02/ U23HN2HIN02/ U23FR2FRE02	6	3
	II	Practical English II	U23CB2ENT02	6	3
	III	Core Course 3 - <b>Business Law</b>	U23CB2CCT03	5	5
		Core Course 4 - <b>Business Environment</b>	U23CB2CCT04	5	5
		Elective 2 (Generic) - <b>Voice Process in Customer Support</b>	U23CB2ECT02	4	3
	IV	<b>Skill Enhancement Course - SEC II (NME II):</b> – Online Marketing	U23CB2SET02	2	2
		<b>Skill Enhancement Course - SEC III:</b> Rural Development and Student Social Responsibility	U23RE2SET03	2	2
		<b>Massive Open Online Course (MOOC)</b>	U23EX2ONC01		<b>2 Extra Credits</b>
<b>Value Education</b>			-	-	
<b>Total</b>			<b>30</b>	<b>23 + 2</b>	
III	I	Language – General Tamil/ Hindi/ French	U23TL3GEN03/ U23HN3HIN03/ U23FR3FRE03	6	3
	II	Practical English III	U23CB3ENT03	6	3
	III	Core Course 5 - Corporate Accounting	U23CB3CCT05	5	5
		Core Course 6 - Company Law	U23CB3CCT06	5	5
		Elective 3 (Generic) - BPO in Service Sectors (Non Voice)	U23CB3ECT03	4	3
	IV	<b>Skill Enhancement Course - SEC IV:</b> Entrepreneurial Skill	U23CB3SET04	1	1
		<b>Skill Enhancement Course - SEC V:</b> Industrial Relation	U23CB3SET05	2	2
		<b>EVS</b>		1	-
<b>Massive Open Online Course (MOOC)</b>		U23EX3ONC02		<b>2 Extra Credits</b>	
<b>Value Education</b>			-	-	
<b>Total</b>			<b>30</b>	<b>22+2</b>	
I	Language – General Tamil/ Hindi/ French	U23TL4GEN04/ U23HN4HIN04/	6	3	

IV			U23FR4FRE04		
	II	<b>Practical English IV</b>	U23CB4ENT04	<b>6</b>	<b>3</b>
	III	Core Course 7 - <b>Principles of Marketing</b>	U23CB4CCT07	5	5
		Core Course 8 - Financial Services	U23CB4CCT08	5	5
		Elective 4 (Generic) <b>Communicative English Lab</b>	U23CB4ECT04	3	3
	IV	<b>Skill Enhancement Course - SEC VI (Discipline Specific) - Tally</b>	U23CB4SET06	<b>2</b>	<b>2</b>
		<b>Skill Enhancement Course - SEC VII (Discipline Specific) -- BPO Lab-I</b>	U23CB4SET07	<b>2</b>	<b>2</b>
		<b>EVS</b>	U23ES4EVS01	<b>1</b>	<b>2</b>
	<b>Total</b>		<b>30</b>	<b>25</b>	
V	III	Core Course 9 - Financial Management	U23CB5CCT09	5	4
		Core Course 10 - <b>Banking Law and Practice</b>	U23CB5CCT10	5	4
		Core Course 11 - <b>Auditing and Corporate Governance</b>	U23CB5CCT11	5	4
		Core Course 12 - <b>Cost Accounting</b>	U23CB5CCT12	<b>6</b>	<b>4</b>
		Elective 5 (Discipline Specific)- BPO Operations and Work Environment	U23CB5ECT05	4	3
		Elective 6 (Discipline Specific) – <b>BPO Lab -II</b>	U23CB5ECT06	4	3
	IV	<b>Value Education</b>		<b>1</b>	<b>1</b>
		<b>Summer Internship – 30 hours (15 hrs. in the I year summer vacation and 15 hrs. in the II year summer vacation)</b>	U23CB5INT01	-	<b>2</b>
		<b>Massive Open Online Course (MOOC)</b>	U23EX5ONC03		<b>2 Extra Credits</b>
		<b>Total</b>		<b>30</b>	<b>25+2</b>
VI	III	Core Course 13 - Management Accounting	U23CB6CCT13	6	4
		Core Course 14 – Human Resource Management	U23CB6CCT14	6	4
		Core Course 15 - Logistics and Supply Chain Management	U23CB6CCT15	5	4
		Elective 7 (Discipline Specific) – Organisational Behaviour	U23CB6ECT07	5	3
		Elective 8 (Discipline Specific) – <b>BPO Lab-III</b>	U23CB6ECT08	5	3
	IV	<b>Professional Competency Skill Enhancement Course (SEC 8) – Workplace Skills</b>		2	2
		<b>Extension</b>	<b>U23EA6SOC01</b>	-	<b>1</b>
		<b>Value Education</b>	<b>U23VE6LVE02 U23VE6LVC02 U23VE6LVB02</b>	<b>1</b>	<b>1</b>
		<b>RESCAPES</b>	<b>U23EX6RES01</b>	-	<b>4 Extra Credits</b>
		<b>Total</b>		<b>30</b>	<b>22+4</b>
	<b>Grand Total</b>		<b>180</b>	<b>140+10</b>	

(For Candidates admitted in the academic year 2023-2024)

**FIRST YEAR – SEMESTER – I**

<b>Course Title</b>	<b>PRACTICAL ENGLISH I</b>
<b>Code</b>	<b>U23CB1ENT01</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>6</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

To enable the learners to communicate better in day-to-day life, in general, and workplace, in particular, through imparting necessary skills of Listening, Speaking, Reading and Writing of English.

**Course Objectives**

1. Define and remember the concepts and the rules learnt.
2. Describe and give examples of the concepts learnt.
3. Practice the required skills to express oneself.
4. Solve the challenges given to communicate better.
5. Develop self - image through various exercises on self

**UNIT - I INTRODUCING SELF**

**9 HRS**

- 1.1 Myself
- 1.2 My Parents/Guardians
- 1.3 My Sibling(s)

***Extra Reading: Sudha Murthy videos and life stories***

**UNIT – II MY PLACE**

**9 HRS**

- 2.1 My School
- 2.2 My Town/City
- 2.3 My Favorite Place

***Extra Reading: TV Travel Shows***

**UNIT - III MY TIME**

**9 HRS**

- 3.1 My Hobby
- 3.2 My Special Interest
- 3.3 My Favorite Movie/AD

***Extra Reading: Print/TV ads/Taglines***

**UNIT - IV MY DREAM**

**9 HRS**

- 4.1 My Role Model
- 4.2 My Ambition
- 4.3 My Strengths and Weakness

***Extra Reading: Excerpts from Biographies and Autobiography***

**UNIT - V SELF IMAGE**

**9 HRS**

- 5.1 Grooming
- 5.2 Body Language
- 5.3 Presentation skills

***Extra Reading: Excerpts from Biographies and Autobiography***

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

**TEXT BOOK:**  
**Student Manual**

**SUGGESTED READINGS**

- Yates, Jean, Practice Makes Perfect, Mc-Graw Hill Education, June 2020
- Raman, Meenakshi, Technical Communication , Oxford University Press, 2015
- Bovee, Courtland. L , Business Communication, Pearson, 2018
- International, Farlex, Complete English Grammar Rules, 2016
- Lewis, Norman, Word Power Made Easy, Goyal Publishers
- The Hindu, The New Indian Express, etc.

**WEB REFERENCES**

- [www.ThoughtCo.com](http://www.ThoughtCo.com)
- [www.bbc.co.uk](http://www.bbc.co.uk)
- [learnenglish.britishcouncil.org/en](http://learnenglish.britishcouncil.org/en)
- <https://www.teachingenglish.org.uk/>
- [www.businessballs.com](http://www.businessballs.com)
- [www.ted.com](http://www.ted.com)
- [www.inktalks.com](http://www.inktalks.com)

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

**COURSE OUTCOMES**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Cognitive Level (K1-K4)</b>
<b>CO-1</b>	Define and remember the concepts and the rules learnt	K1
<b>CO-2</b>	Describe and give examples of the concepts learnt	K2
<b>CO-3</b>	Practice the required skills to express oneself	K3
<b>CO-4</b>	Solve the challenges given to communicate better	K4

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse)**

**PO – CO MAPPING**

<b>C O/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>
<b>CO -1</b>	M	L	L	M	L	L	H	H	H
<b>CO -2</b>	M	L	L	M	L	L	H	H	H
<b>CO -3</b>	H	L	L	M	L	L	H	H	H
<b>CO -4</b>	H	H	L	M	L	L	H	H	H

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	M	L
<b>CO 2</b>	H	M	L
<b>CO 3</b>	H	M	L
<b>CO 4</b>	H	M	L

(For Candidates admitted in the academic year 2023-2024)

**FIRST YEAR – SEMESTER – I**

<b>Course Title</b>	<b>CORE COURSE 1 - FINANCIAL ACCOUNTING</b>
<b>Code</b>	<b>U23CB1CCT01</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>5</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

This course provides an overview of accounting principles and application of the principles in recording, preparation of final accounts of sole trader, rectification of errors and preparation of bank reconciliation statement. It also enables analysis and recording of transactions relating to depreciation, bills of exchange, royalty, single entry and insurance claims.

**Course Objectives**

1. To understand the basic accounting concepts and standards.
2. To know the basis for calculating business profits.
3. To familiarize with the accounting treatment of depreciation.
4. To learn the methods of calculating profit for single entry system.
5. To gain knowledge on the accounting treatment of insurance claims.

**UNIT I - FUNDAMENTALS OF FINANCIAL ACCOUNTING 15HRS**

Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts– Subsidiary Books — Trial Balance - Classification of Errors – Rectification of Errors – Preparation of Suspense Account – Bank Reconciliation Statement - Need and Preparation.

**Extra Reading/Keywords:** *Latest developments in the field of Accountancy.*

**UNIT II FINAL ACCOUNTS 15 HRS**

Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.

**Extra Reading/Keywords:** Not for profit organizations.

**UNIT III DEPRECIATION AND BILLS OF EXCHANGE 15 HRS**

Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method. Units of Production Method – Cost Model vs Revaluation.

**Bills of Exchange** – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate.

**Extra Reading/Keywords:** Methods of charging depreciation.

**UNIT IV ACCOUNTING FROM INCOMPLETE RECORDS – SINGLE ENTRY SYSTEM 15 HRS**

Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method.

**Extra Reading/Keywords:** Practical difficulties in using single entry system.

## UNIT V ROYALTY AND INSURANCE CLAIMS

**15 HRS**

Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee-Sublease-Accounting Treatment.

**Insurance Claims** –Calculation of Claim Amount-Average clause (Loss of Stock only)

**Extra Reading/Keywords:** Loss of profit policy.

**THEORY 20% & PROBLEM 80%**

**Note: Texts given in the Extra Reading /Keywords must be tested only through assignment and seminar.**

### TEXT BOOK

T. S. Reddy and Dr. A. Murthy Financial Accounting, Margam Publications, Chennai.

### SUGGESTED READINGS

1. S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.
2. S.N. Maheshwari, Financial Accounting, Vikas Publications, Noida.
3. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
4. R.L. Gupta and V.K. Gupta, “Financial Accounting”, Sultan Chand, New Delhi.

### WEB REFERENCES

1. <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
2. <https://www.slideshare.net/ramusakha/basics-of-financial-accounting>
3. <https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>

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

### COURSE OUTCOMES

CO	Course Outcomes	Cognitive Level
CO-1	Recall the essential concepts of accounting and Indian Accounting Standard.	K1
CO-2	Explain the process of preparing final accounts with Rectification of errors, bills of exchange, Bank Reconciliation Statement and methods of depreciation.	K2
CO-3	Identify the procedure for preparation of final accounts, Bank Reconciliation Statement, calculation of Average due date and methods of calculating depreciation.	K3
CO-4	Apply the various methods of calculation of Average due date, depreciation and the preparing final accounts with Rectification of errors.	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse)



**PO – CO MAPPING**

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

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO -1</b>	H	L	H
<b>CO -2</b>	H	L	H
<b>CO -3</b>	H	L	H
<b>CO -4</b>	H	L	H

(For Candidates admitted in the academic year 2023-2024)

**FIRST YEAR – SEMESTER – I**

<b>Course Title</b>	<b>CORE COURSE 2 – PRINCIPLES OF MANAGEMENT</b>
<b>Code</b>	<b>U23CB1CCT02</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>5</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

This course aims to provide an understanding about the various functions of business management and to give exposure on the skills required to start and manage a business.

**COURSE OBJECTIVES**

1. To understand the basic management concepts and functions.
2. To know the various techniques of planning and decision making.
3. To familiarize with the concepts of organisation structure.
4. To gain knowledge about the various components of staffing.
5. To enable the students in understanding the control techniques of management.

**UNIT I INTRODUCTION TO MANAGEMENT**

**15 HRS**

Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration. Management: Science or Art –Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo. Functions of Management - Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities.

**Extra Reading /Keywords:** *POSDCORB*

**UNIT II PLANNING**

**15 HRS**

Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning. Types – Planning Process - Tools and Techniques of Planning Management by Objective (MBO). Decision making: Meaning – Characteristics – Types - Steps in Decision Making – Forecasting.

**Extra Reading /Keywords:** *Management by Wandering Around (MBWA)*

**UNIT III ORGANIZING**

**15 HRS**

Meaning - Definitions - Nature and Scope – Characteristics – Importance. Types - Formal and Informal Organization – Organization Chart Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.

**Extra Reading /Keywords:** *Span of Attention*

**UNIT IV STAFFING**

**15 HRS**

Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods. Selection Procedure – Test-Interview– Training: Need - Types–Promotion –Management Games. Performance Appraisal - Meaning and Methods – 360Performance Appraisal – Work From Home - Managing Work From Home [WFH].

**Extra Reading /Keywords:** 720 degree Performance Appraisal

**UNIT V DIRECTING, CO-ORDINATION AND CONTROL 15 HRS**

Motivation – Meaning - Theories – Communication – Types - Barriers to Communications –Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership - Styles of Leadership - Qualities of a Good Leader – Successful Women Leaders. Supervision.Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics – Importance - Stages in the Control Process - Requisites of Effective Control and Controlling Techniques - Management by Exception [MBE].

**Extra Reading /Keywords:** Social Cognitive Theory, Feedforward, Concurrent, FeedbackControl

**Note:** Texts given in the Extra Reading /Keywords must be tested only through assignment and seminar

**TEXT BOOKS**

1. Gupta.C.B, -Principles of Management-L.M. Prasad, S.Chand&Sons Co. Ltd, NewDelhi.
2. Dinkar Pagare, Principles of Management, Sultan Chand & Sons Publications, NewDelhi.

**SUGGESTED READINGS**

1. P.C.Tripathi & P.N Reddy, Principles of Management. Tata McGraw, Hill, Noida.
2. L.M. Prasad, Principles of Management, S. Chand & Sons Co. Ltd, New Delhi.
3. R.K. Sharma, Shashi K. Gupta, Rahul Sharma, Business Management, KalyaniPublications, New Delhi.
4. K Sundhar, Principles of Management, Vijay Nicholos Imprints Limited, Chennai.

**WEB REFERENCES**

1. <http://www.universityofcalicut.info/sy1/management>
2. <https://www.managementstudyguide.com/manpower-planning.htm>
3. <https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392>

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

**COURSE OUTCOMES**

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the functions of management.	K1
CO-2	Explain the process of planning, concept of various authorizes and responsibilities, directing, co-coordination and control.	K2
CO-3	Identify the steps in planning, directing, co-coordination and control.	K3
CO-4	Examine the various types of planning, Departmentalization, performance appraisal, co-coordination and control.	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse)

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO -1</b>	H	L	H
<b>CO -2</b>	H	L	H
<b>CO -3</b>	H	L	H
<b>CO -4</b>	H	L	H

(For Candidates admitted in the academic year 2023-2024)

**FIRST YEAR – SEMESTER – I**

<b>Course Title</b>	<b>ELECTIVE I - BUSINESS PROCESS OUTSOURCING SERVICES</b>
<b>Code</b>	<b>U23CB1ECT01</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

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

**COURSE OBJECTIVES**

1. To understand the fundamentals of Business Process Outsourcing services.
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**

**12 HRS**

BPO Meaning- Benefits of BPO – Growth Drivers -Global Trends and Triggers the Future of BPO- Changes & Challenges. 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**

**12 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 SERVICES**

**12HRS**

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**

**12HRS**

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**

**12HRS**

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 /Keywords must be tested only through assignment and seminar.**

#### **Textbook**

1. Student Manual

#### **Reference Books**

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

#### **Web Resources**

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**

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

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO -1</b>	H	H	H
<b>CO -2</b>	H	H	H
<b>CO -3</b>	H	H	H
<b>CO -4</b>	H	H	H

(For Candidates admitted in the academic year 2023-2024)

**FIRST YEAR – SEMESTER – I**

<b>Course Title</b>	<b>NON MAJOR ELECTIVE (NME 1) – COMMUNICATION AND INTERPERSONAL SKILLS</b>
<b>Code</b>	<b>U23CB1SET01</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>2</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

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

**COURSE OBJECTIVES**

1. To understand the concepts of communication and medium of communication.
2. To identify the needs and elements of active listening.
3. To solve the challenges arising in the use of grammar, speaking in meetings and ingroup discussion.
4. To understand the technical and nontechnical comprehension.
5. To apply the grammatical concepts in writing effective sentences, resumes and job applications.

**UNIT – I BASICS OF COMMUNICATION**

**6 HRS**

Communication – Meaning and Definition – Medium of Communication – Barriers to Communication.

**UNIT – II LISTENING**

**6 HRS**

Needs and Advantages of Listening – Active – Elements of active listening with reading – coherence of listening with reading and Speaking.

**UNIT – III SPEAKING**

**6 HRS**

Features of effective speech – Role play-Conversation building –Topic presentation – Group Discussions.

**UNIT – IV READING**

**6 HRS**

Comprehensive of Technical and Non- Technical Material – Skimming Scanning –inferring Guessing.

**UNIT – V WRITING**

**6 HRS**

Writing Effective Sentences – Cohesive writing – Clarity and Conciseness in writing – Resumes and job applications

**Extra Reading /Keywords:**

**Note: Texts given in the Extra Reading /Keywords must be tested only through**



## Assignment and Seminar.

### TEXT BOOK

1. Student Manual

### SUGGESTED READINGS

1. Yates, Jean, Practice Makes Perfect, Mc-Graw Hill Education, June 2020
2. Raman, Meenakshi, Technical Communication , Oxford University Press, 2015
3. Bovee, Courtland. L , Business Communication, Pearson, 2018
4. Lewis, Norman, Word Power Made Easy, Goyal Publishers
5. The Hindu, The New Indian Express, etc.

### WEB REFERENCES

1. [www.ThoughtCo.com](http://www.ThoughtCo.com)
2. [www.bbc.co.uk](http://www.bbc.co.uk)
3. [learnenglish.britishcouncil.org/en](http://learnenglish.britishcouncil.org/en)
4. <https://www.teachingenglish.org.uk/>
5. [www.businessballs.com](http://www.businessballs.com)
6. [www.ted.com](http://www.ted.com)
7. [www.inktalks.com](http://www.inktalks.com)

### COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Define and remember the grammar rules, concepts of listening, speaking, reading and writing	K1
CO-2	Demonstrate the understanding the rules of grammar, the concepts of listening, speaking in conferences and meetings, and writing emails	K2
CO-3	Solve the challenges arising in the use of Grammar, listening, speaking in meetings, reading texts and summarizing them, and, email communication thereby achieving better communication flow	K3
CO-4	Analyze various options of communicating using, grammatical concepts, listening, speaking, reading and writing and use the best to deliver the message intended	K4

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse)

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO -1</b>	H	M	M
<b>CO -2</b>	H	H	M
<b>CO -3</b>	H	H	H
<b>CO -4</b>	M	M	H

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(For Candidates admitted in the academic year 2023-2024)

**FIRST YEAR – SEMESTER – I**

<b>Course Title</b>	<b>FOUNDATION COURSE – BASICS OF BPO</b>
<b>Code</b>	<b>U23CB1FCP01</b>
<b>Course type</b>	<b>Practical</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>2</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

To give an overview about the basics of business process outsourcing.

**COURSE OBJECTIVES**

1. To understand the different types of business processes
2. To infer the models of outsourcing
3. To recall the types of BPO services
4. To understand the future of BPO industry
5. To analyze the life cycle of a BPO deal

**UNIT I MOVE TOWARDS GLOBALIZATION**

**6 HRS**

Globalization - Introduction and Objectives, Definitions of Globalization Effects of Globalization, Jobs Produced in Globalization, Critics About Globalization.

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

**UNIT II INTRODUCTION TO OUTSOURCING**

**6 HRS**

Outsourcing Industry - concepts, definition, history -Global Trends and Triggers the Future of BPO- Changes & Challenges.

**Extra Reading / Keywords:** *Automation in BPO Industry*

**UNIT III INTRODUCTION TO BUSINESS PROCESS OUTSOURCING**

**6 HRS**

Basics of Business Process Outsourcing services- History of BPO-Evolution of BPO.

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

**UNIT IV BUSINESS PROCESS**

**6 HRS**

Introduction and Objectives, History and Other Definitions of Business Process, Four Improvement Areas, Business Process Definition Metamodel.

**Extra Reading / Keywords:** *Social media and BPO*

**UNIT V BUSINESS PROCESS MANAGEMENT**

**6 HRS**

Introduction and Objectives, Definition of Business Process Management, Overview of Business Process Management, Business Process Management Lifecycle, Business Process Management Technology.

**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

1. Student Manual

### SUGGESTED READINGS

1. Bingham, J. Mastering data processing. Macmillan Publishing House.
2. Clifton, HD. System analysis for business data processing. India: Prentice Hall Publication.
3. Kulkarni, Sarika. Business process outsourcing. Delhi: Jaico Publishing House.
4. 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 – Analyse; 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	M	M	M	M	M	H	M	M
CO -2	H	M	M	M	M	M	M	M	H
CO -3	H	M	H	M	H	H	M	H	H
CO -4	H	H	M	M	M	M	M	H	M

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO -1</b>	H	M	M
<b>CO -2</b>	H	H	M
<b>CO -3</b>	H	H	H
<b>CO -4</b>	M	M	H

(For Candidates admitted in the academic year 2022-2023)  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002**  
**SCHOOL OF MANAGEMENT STUDIES**  
**DEPARTMENT OF COMMERCE BPO**  
**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		
I	I	Language	General Tamil I/	U22TL1GEN01/	3	3	100		
			Hindi Paper I/	U22HN1HIN01/					
			French Paper I	U22FR1FRE01					
	II	English	Practical English I	U22CB1ENT01	3	3	100		
	III	Major Core-1	Financial Accounting	U22CB1MCT01	6	5	100		
		Major Core-2	Introduction to BPO	U22CB1MCT02	5	5	100		
		Allied -1	Business Environment	U22CB1ALT01	4	2	100		
		Allied -2	Principles of Marketing	U22CB1ALT02	4	2	100		
	IV	EVS	Environmental Studies	U22ES1EVS01	2	1	100		
	IV	MSBE-1	Entrepreneurship Development	U22CB1SBP01	2	1	100		
IV	Value Education	Ethics I/ Catechism I/ Bible Studies I	U22VE1LVE0/ U22VE1LVC0/ U22VE1LVB01	1	-	-			
IV	SOC	Service Oriented Course		-	-	-			
IV	Internship	Internship / Field Work /Field Project 30 Hours –(Extra Credit)	U22EX1INT01		2	100			
<b>TOTAL</b>					<b>30</b>	<b>22+2</b>	<b>900</b>		
II	I	Language	General Tamil II/Hindi Paper II/ French Paper II	U22TL2GEN0/ U22HN2HIN0/ U22FR2FRE02	3	3	100		
			II	English	Practical English II	U22CB2ENT02	3	3	100
				Major Core-3	Cost Accounting	U22CB2MCT03	5	4	100
III	Major Core-4	Quality and Customer Service	U22CB2MCT04	5	4	100			
		Major Core-5	Banking Theory Law and Practice	U22CB2MCT05	4	3	100		
		Allied -3	Voice Process in Customer Support	U22CB2ALT03	4	2	100		

	IV	Skill Based Course (SBC)–1	Soft Skills Development	U22SS2SBC01	2	1	100
	IV	Skill Based Course (SBC) – 2	Sustainable Rural Development & Student Social Responsibility	U22SS2SBC02	2	1	100
	IV	Industrial Relations	Investment Basics	U22CB2IRT01	1	1	100
	IV	Value Education	Ethics I/ Catechism I/ Bible Studies I	U22VE2LVE01/ U22VE2LVC01/ U22VE2LVB01	1	1	100
	IV	Extension Activity	RESCAPES (Extra Credit)	U22EX2RESO1	-	1	-
	IV	Online Course	Online Course( Extra Credit)	U22EX2ONCO1	-	1	100
	IV	SOC	Service Oriented Course	-	-	-	-
	IV	Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U22EX2INT02		2	100
<b>TOTAL</b>					<b>30</b>	<b>23+4</b>	<b>1200</b>
<b>III</b>	I	Language	General Tamil- III/ Hindi Paper III/ French Paper III	U22TL3GEN03/ U22HN3HIN0/ U22FR3FRE03	3	3	100
	II	English	Practical English III	U22CB3ENT03	3	3	100
	III	Major Core-6	Corporate Accounting	U22CB3MCT06	5	4	100
	III	Major Core -7	BPO in Service Sectors(Non Voice)	U22CB3MCT07	5	4	100
	III	Major Elective	BPO & Communicative English -I / Banking for BPO Services	U22CB3MEP01/ U22CB3MET02	4	3	100
	III	Allied -4	Indian Financial System	U22CB3ALT04	4	2	100
	IV	NME 1	Communication and Interpersonal Skills	U22CB3NMT01	2	2	100
	IV	MSBE-2	Business Software-Tally	U22CB3SBP02	2	1	100
		Gender Studies	Gender Studies	U22WS3GST01	1	1	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U22VE3LVE0/ U22VE3LVC0/ U22VE3LVB02	1	-	-
		Online Course	Online Course (Extra Credit)	U22EX3ONCO2	-	1	100
	IV	SOC	Service Oriented Course				-
	IV	Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U22EX3INT03	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>23+3</b>	<b>1100</b>

IV	I	Language	General Tamil IV/ Hindi Paper IV/ French Paper IV	U22TL4GEN04/ U22HN4HIN04/ U22FR4FRE04	3	3	100
	II	English	Practical English IV	U22CB4ENT04	3	3	100
	III	Major Core –8	Management Accounting	U22CB4MCT08	5	5	100
	III	Major Core - 9	Simulation of BPO Operations	U22CB4MCT09	4	4	100
	III	Major Elective	BPO & Communicative English -II / BPO Technology and Innovation	U22CB4MEP03/ U22CB4MET04	4	3	100
	III	Allied -5	Financial Markets Services	U22CB4ALT05	4	2	100
	III	Allied -6	Business Law	U22CB4ALT06	4	2	100
	IV	NME 2	Quality Customer Service	U22CB4NMP02	2	2	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U22VE4LVE02/ U22VE4LVC02/ U22VE4LVB02	1	1	100
	IV	SOC	Service Oriented Course ( <b>Extra Credit</b> )	U22EX4SOC01	-	2	100
	IV	Extension Activity	RESCAPES ( <b>Extra Credit</b> )	U22EX4RESO2	-	1	-
	IV	Internship	Internship / Field Work /Field Project 30 Hours – ( <b>Extra Credit</b> )	U22EX4INT04	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>25+ 5</b>	<b>1100</b>
V	III	Major Core 10	Financial Management	U22CB5MCT10	6	5	100
	III	Major Core -11	Principles of Auditing	U22CB5MCT11	6	5	100
		Major Core -12	Security Analysis and Portfolio Management	U22CB5MCT12	5	4	100
	III	Major Core -13	Introduction to Workplace Communication	U22CB5MCT13	5	4	100
	III	Major Elective	BPO & Communicative English -III / Services Marketing	U22CB5MEP05/ U22CB5MET06	4	3	100
	IV	NME 3	Online Marketing	U22CB5NMT03	2	2	100
	IV	Value Education	Ethics III/ Catechism III / Bible	U22VE5LVE03/ U22VE5LVC03/ U22VE5LVB03	1	-	-



			Studies III				
		Online Course	Online Course( <b>Extra Credit</b> )	U22EX5ONCO3	-	1	100
		Internship	Internship / Field Work / Field Project 30 Hours – <b>(Extra Credit)</b>	U22EX5INT05		2	100
			<b>TOTAL</b>		<b>30</b>	<b>24+3</b>	<b>800</b>
<b>VI</b>	III	Major Core –14	Human Resource Management	U22CB6MCT14	6	5	100
	III	Major Core -15	Advanced Workplace Communication	U22CB6MCT15	5	4	100
	III	Major Core -16	Organizational Behaviour	U22CB6MCT16	5	4	100
	III	Major Core -17	CRM in BPO Industry	U22CB6MCT17	5	4	100
	III	Major Elective	BPO & Communicative English -IV /BPO Project Management	U22CB6MEP07/ U22CB6MET08	4	3	100
	IV	NME 4	Global Business Ethics	U22CB6NMT04	2	2	100
	IV	Skill Based Course (SBC) – 3	Research Methodology	U22DS6SBC03	2	1	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U22VE6LVE03/ U22VE6LVC03/ U22VE6LVB03	1	-	100
	IV	Extension Activity	RESCAPES- Impact Study of Project	U22EX6RESO3	-	1	100
	IV	Internship	Internship / Field Work / Field Project 30 Hours – <b>(Extra Credit)</b>	U22EX6INT06	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>23+3</b>	<b>1000</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+20</b>	<b>6100</b>

(For Candidates admitted in the academic year 2022-2023)

<b>Course Title</b>	<b>PRACTICAL ENGLISH – III</b>
<b>Code</b>	<b>U22CB3ENT03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>3 Hr/ Wk</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

To understand the communication process and basics skills of Listening, Speaking, Reading and Writing, and apply them in the work place scenarios and day-to-day lives.

### COURSE OBJECTIVES

1. To define and remember the concepts and the rules.
2. To describe and give examples of the concepts.
3. To practice the required skills to express oneself.
4. To solve the challenges given to communicate better.
5. To evaluate the scenarios to offer achieve better communication channels.
6. To write / prepare communication models according to the formats.

### UNIT – I INSPIRING SPEECHES

**9 HRS**

- 1.1 Arunachalam Muruganantham – The first man to wear a sanitary napkin.
- 1.2 Anamik Nagrik – Why is India so Filthy.
- 1.3 Milthali Parkar – It is Okay not to have a plan.

**Extra Reading/ Keywords:** *10 of the Most Famous and Inspirational Speeches from History*

### UNIT - II PRESENTATIONS

**9 HRS**

- 2.1 Making small speeches.
- 2.2 Making PowerPoint presentations.
- 2.3 Dos and Don'ts during speeches and presentations.

**Extra Reading/Key Words:** An easy guide to creating a presentation in Canva

### UNIT – III GROUP DISCUSSION

**9 HRS**

- 3.1 Structure and Roles in a GD
- 3.2 Approaching a topic
- 3.3 Body Language

**Extra Reading/Key Words:** Top 10 Group Discussion Tips for Interview Success

**UNIT - IV VERBAL ABILITY I****9 HRS**

4.1 Vocabulary

4.2 Synonyms and Antonyms

4.3 Analogies

**Extra Reading/Key Words:** synonyms for group discussion**UNIT – V VERBAL ABILITY II****9 HRS**

5.1 Vocabulary

5.2 Reading

5.3 Practice GD and Presentation

**Extra Reading/Keywords:** *Vocabulary Discussion***Note:** Extra Reading/Keywords must be tested only through assignment and seminar.**TEXT BOOK**

1. Student Manual

**SUGGESTED READINGS**

1. The Quick And Easy Way To Effective Speaking by Dale Carnegie
2. Black Book of English Vocabulary March 2023 by Nikhil Gupta
3. The Hindu, The New Indian Express, etc.
4. Great Women's Speeches: Empowering Voices that Engage and Inspire Illustrated Edition, Kindle Edition by Anna Russell (Author), Camila Pinheiro

**WEB REFERENCES**

1. [www.ThoughtCo.com](http://www.ThoughtCo.com)
2. [www.bbc.co.uk](http://www.bbc.co.uk)
3. [learnenglish.britishcouncil.org/en](http://learnenglish.britishcouncil.org/en)
4. <https://www.teachingenglish.org.uk/>
5. <https://www.thesaurus.com/>
6. [www.ted.com](http://www.ted.com)
7. <https://www.vocabulary.com/>

**COURSE OUTCOMES**

CO No.	Course Outcomes	Cognitive Level
CO-1	Define and remember the concepts and the rules learnt.	K1
CO-2	Describe and give examples of the concepts learnt.	K2
CO-3	Practice the required skills to express oneself.	K3
CO-4	Solve the challenges given to communicate better.	K4
CO-5	Perceive various approaches in presentation, GD and interpret the ideas given for verbal ability.	K5

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

**PO – CO MAPPING**

<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>
<b>CO 1</b>	H	M	H	H	H	H	M	M	H
<b>CO 2</b>	H	M	H	H	H	H	M	M	H
<b>CO 3</b>	H	M	H	H	H	H	M	M	H
<b>CO 4</b>	H	M	H	H	H	H	M	M	H
<b>CO5</b>	H	M	H	H	H	H	M	M	H

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	M	L
<b>CO 2</b>	H	M	L
<b>CO 3</b>	H	M	L
<b>CO 4</b>	H	M	L
<b>CO 5</b>	H	M	L

(For Candidates admitted in the academic year 2022-2023)

<b>Course Title</b>	<b>MAJOR CORE 6 : CORPORATE ACCOUNTING</b>
<b>Code</b>	<b>U22CB3MCT06</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>5</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### **CONSPECTUS**

To acquaint the students with the procedure for the preparation of company accounts and accounting for issue and redemption of shares and debentures.

### **COURSE OBJECTIVES**

1. To understand the steps involved in issue, forfeiture and reissue of forfeited shares and issue of debentures.
2. To apply the provisions relating to redemption of preference shares and debentures.
3. To apply the procedure involved in preparation of Statement of Profit and Loss and Balance Sheet of Companies.
4. To understand the basic methods of valuation of goodwill and shares.
5. To understand the accounting treatment for acquisition of business and apply the procedure involved in determination of profit prior to incorporation.

### **UNIT – I ISSUE OF SHARES AND DEBENTURES**

**15 HRS**

- 1.1 Issue of Shares and Debentures- Rights issue, Bonus issue, Buy back of shares, Sweat equity shares.
- 1.2 Forfeiture and reissue of forfeited shares

**Extra Reading/ Keywords:** *Types of shares and debentures.*

### **UNIT – II REDEMPTION OF PREFERENCE SHARES AND DEBENTURES 15 HRS**

- 2.1. Redemption of preference shares.
- 2.2. Redemption of debentures: Sinking fund method. Open market buying of debentures:  
Cum-interest and ex-interest transactions.

**Extra Reading/ Keywords:** *Redemption, Cum-interest, Ex-interest*

### **UNIT – III FINAL ACCOUNTS OF COMPANIES**

**15 HRS**

- 3.1. Statement of Profit and Loss (Excluding managerial remuneration)
- 3.2. Balance Sheet of a company

**Extra Reading/ Keywords:** *Annual report of companies.*

### **UNIT - IV VALUATION OF GOODWILL AND SHARES**

**15 HRS**

- 4.1. Methods of valuing goodwill: Simple profit method - Super profit method - Annuity method.
- 4.2. Methods of valuation of shares: Net asset method - Yield method – Profit Earning Ratio.

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

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

**15 HRS**

- 5.1. Accounting treatment for acquisition of business in the books of vendor and purchaser (when new set of books are opened)
- 5.2. Accounting for profit and loss prior to incorporation

**Extra Reading/ Keywords:** *Acquisition, Profit prior to incorporation*

**Note: Texts given in the Extra Reading/ Keywords must be tested only through assignment and seminar.**

**Theory - 20% Problems - 80%**

### **TEXT BOOK**

Reddy T.S. & Murthy A., (2020). *Corporate Accounting*, Chennai: Margham Publications

### **SUGGESTED READINGS**

1. Shukla. M.C. & Grewal T.S., (2019). *Advanced Accounts, Volume II*, New Delhi: S .Chand &Co.
2. Gupta. R.L. & Radhaswamy M., (2021). *Advanced Accounts, Volume II*, New Delhi: Sultan Chand.
3. Jain. S.P. & Narang K.L., (2019). *Advanced Accounts, Volume II*, New Delhi: Kalyani Publishers.
4. Maheshwari.S.N & Maheshwari.S.K (2018), *Corporate Accounting*, Noida: Vikas Publishing House Pvt.Ltd.
5. Ramachandran.R & Srinivasan.R., (2017), *Corporate Accounting*, Tiruchi: Sriram Publications.

### **WEB REFERENCES**

1. [https://www.icsi.edu/media/webmodules/CMA\\_Book\\_010820.pdf](https://www.icsi.edu/media/webmodules/CMA_Book_010820.pdf)
2. <https://icmai.in/upload/Students/Syllabus2016/inter/Paper-12-Feb-2022.pdf>
3. <https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf>

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

### **COURSE OUTCOMES**

<b>CO. NO</b>	<b>Course Outcomes</b>	<b>Cognitive Level</b>
<b>CO-1</b>	Recall the accounting treatment relating to various transactions of companies.	K1
<b>CO-2</b>	Explain the concepts relating to issue and redemption of shares and debentures and valuation of shares and goodwill.	K2
<b>CO-3</b>	Estimate the value of shares, debentures, goodwill and profit and loss of a company.	K3
<b>CO-4</b>	Examine the financial data of companies and interpret the results.	K4
<b>CO-5</b>	Assess the performance of joint stock companies through comparison of financial data.	K5

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)**

**PO – CO MAPPING**

<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>
<b>CO 1</b>	M	L	L	M	L	L	H	H	H
<b>CO 2</b>	M	L	L	M	L	L	H	H	H
<b>CO 3</b>	M	L	L	M	L	L	H	H	H
<b>CO 4</b>	M	L	L	M	L	L	H	H	H
<b>CO5</b>	M	L	L	M	L	L	H	H	H

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	L	H
<b>CO 2</b>	H	L	H
<b>CO 3</b>	H	L	H
<b>CO 4</b>	H	L	H
<b>CO 5</b>	H	L	H

(For Candidates admitted in the academic year 2022-2023)

<b>Course Title</b>	<b>MAJOR CORE -7 BPO IN SERVICE SECTORS (NON VOICE)</b>
<b>Code</b>	<b>U22CB3MCT07</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>5</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

- The objective of the course is to enable the learners to understand the different kinds of BPO and their processes.
- The course provides the students necessary analytical skills to understand the various non-voice processes in different outsourcing industry.

## COURSE OBJECTIVES

1. To understand data process outsourcing and HR outsourcing
2. To understand IT services outsourcing
3. To recall KPO outsourcing process
4. To apply the methods of financial services outsourcing
5. To outline Healthcare outsourcing

### **UNIT – I DATA PROCESS OUTSOURCING AND HR OUTSOURCING      15 HRS**

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

**Extra Reading/Keywords** – *Standard Generalised Markup Language -SGML*

### **UNIT – II IT SERVICES OUTSOURCING      15 HRS**

- 2.1 IT services outsourcing
- 2.2 Software development and Programming - Cloud computing and Enterprise Application- Storage Networking - Managed IT service contracts
- 2.3 Information Technology Infrastructure Library(ITIL) - IT Service Management (ITSM)

**Extra Reading/Keywords** – *Integrated development environment (IDE)*

### **UNIT – III KNOWLEDGE PROCESS OUTSOURCING      15 HRS**

- 3.1 Introduction to KPO
- 3.2 Data analytics-Data mining - Knowledge Management
- 3.3 Market Research and Business Research Services



**Extra Reading/Keywords – Data dredging**

**UNIT – IV FINANCIAL SERVICES OUTSOURCING**

**15 HRS**

- 4.1 Procure to Pay- Accounts payable process
- 4.2 Order to Cash cycle - Account receivable
- 4.3 Record to Report - General Accounting - Auditing and Compliance - Transaction code

**Extra Reading/Keywords – E-invoicing and Automation**

**UNIT – V HEALTHCARE OUTSOURCING**

**15 HRS**

- 5.1 Medical transcription
- 5.2 Tele-radiology services
- 5.3 Medical coding and Billing

**Extra Reading/Keywords – Digital Imaging and Communications in Medicine (DICOM)**

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

**TEXT BOOKS**

- 1. Student Manual

**SUGGESTED READINGS**

- 1. Essentials of BPO by Thomas N Duening, Rick L Click
- 2. Medical Office Transcription –An Introduction to Medical Transcription By KaronneBecklin & Edith Sunnorbory

**WEB REFERENCES**

- 1. <https://www.outsource2india.com/DataManagement/data-processing-services.asp>
- 2. <https://www.flatworldsolutions.com/data-management/data-processing.php>
- 3. <https://www.peoplehum.com/glossary/human-resource-outsourcing>
- 4. <https://www.eminenture.com/transaction-processing-services.php>
- 5. <https://www.businessnewsdaily.com/16165-best-hr-outsourcing-companies.html>
- 6. <https://fortyseven47.com/blog/top-20-it-outsourcing-software-companies/>
- 7. <https://www.inventiva.co.in/trends/top-10-promising-kpo-companies/>
- 8. <https://clutch.co/in/bpo/medical-billing>
- 9. <https://www.accenture.com/in-en/services/business-process-services/intelligent-finance-accounting>

**COURSE OUTCOMES**

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall different kind of outsourcing services in data processing , HR , IT services industry along with auditing and compliance	K1
CO-2	Demonstrate the concepts of Data analytics, data mining and knowledge management	K2

CO-3	Apply the concepts of, account payables ,account receivables and Medical Billing	K3
CO-4	Discover the process of P2P, O2C, R2R, Medical transcription , Medical coding and Billing	K4
CO-5	Examine the process of various non-voice outsourcing services.	

(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	H	M	H	M	M	M	M
CO 2	H	H	H	M	H	M	M	M	M
CO 3	H	H	H	M	H	M	M	M	M
CO 4	H	H	H	M	H	M	M	M	M
CO5	H	H	H	M	H	M	M	M	M

**PSO – CO MAPPING**

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

(For Candidates admitted in the academic year 2022-2023)

<b>Course Title</b>	<b>MAJOR ELECTIVE - BPO &amp; COMMUNICATIVE ENGLISH - I</b>
<b>Code</b>	<b>U22CB3MEP01</b>
<b>Course Type</b>	<b>Practical</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

- The objective of the course is to enable the learners to understand the importance of various skills required for the BPO industry.
- The course provides the students necessary practice to master the various skills required in the outsourcing industry

### COURSE OBJECTIVES

1. To gain effective computer and typing skills.
2. To understand the importance of effective email writing skill.
3. To identify the challenges in English language.
4. To demonstrate the ways to overcome the challenges in communication.
5. To outline the process of placement.

### UNIT 1 – BASICS OF TYPING AND COMPUTER SKILLS

**12 HRS**

1.1 Typing Practice - Typing Master – Alpha Numeric Online Practices & Tests

1.2 Computer Practice - MS-WORD – MS PowerPoint – MS Excel

1.3 Canva designing

**Extra Reading/Keywords:** *A step-by-step guide to designing from scratch*

### UNIT II- EMAIL WRITING SKILL

**12 HRS**

2.1. Email Etiquette - Practice session

2.2. Draft emails - Write effective responses

2.3. Mock Email practice

**Extra Reading/Keywords:** *10 Tips on How to Write a Business Email in English*

### UNIT III- VOICE AND ACCENT TRAINING I

**12 HRS**

3.1 Introduction to Phonetics –Speech Sounds

3.2 Vowels and Consonants Transcriptions

3.3 Ice-Breaking activity - JAM session

**Extra Reading/Keywords:** *Common English phrases for everyday uses*

**UNIT IV – VOICE AND ACCENT TRAINING II**

**12 HRS**

4.1 Pronunciation: Past Tense Markers and Plural Markers

4.2 Word Stress and Intonation

4.3 Errors in Pronunciation - Accent - the Influence of Mother Tongue (MTI) - Making a Short Speech - Extempore

**Extra Reading/Keywords:** *10 tips for perfect English pronunciation*

**UNIT V- CONVERSATION SIMULATION**

**12 HRS**

5.1 Situational Dialogues/Role Plays--Greetings - Taking Leave – Introducing Oneself and Others - Requests and Seeking Permissions

5.2 Describing Objects/ Situations/ People

5.3. Information transfer – from visual to verbal - maps, charts, tables and graphs

**Extra Reading/Keywords:** *How to Neutralise Mother Tongue Influence*

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

**TEXT BOOKS**

1. Student Manual

**SUGGESTED READINGS**

1. Quantitative Aptitude for Competitive Examinations by R.S.Aggarwal
2. A Modern Approach to Verbal & Non-Verbal Reasoning by R.S. Aggarwal
3. Aptipedia Aptitude Encyclopedia by FACE

**WEB REFERENCES**

- <https://www.typing.com/student/lessons>
- <https://www.careerpower.in/email-writing.html>
- <https://www.indeed.com/career-advice/interviewing/interview-skill>

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the importance of various skills required for the industry.	K1
CO-2	Demonstrate the skills required for the BPO industry.	K2
CO-3	Apply the skills to communicate effectively.	K3
CO-4	Discover the process of placement through mock GD and Mock interviews.	K4
CO-5	Perceive the skills necessary to work in the BPO industry.	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	H	H	H	H	H	H	H	H	H
CO 2	M	M	M	M	M	M	M	M	M
CO 3	H	H	H	H	H	H	H	H	H
CO 4	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	M	M

## CO – PSO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	H
CO 2	H	H	H
CO 3	H	H	H
CO 4	H	H	H
CO 5	H	M	H

(For Candidates admitted in the academic year 2022-2023)

<b>Course Title</b>	<b>ALLIED 4 - INDIAN FINANCIAL SYSTEM</b>
<b>Code</b>	<b>U22CB3ALT04</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### **CONSPECTUS**

The course aims to expose the learners to the basic concepts of the Indian Financial System, its various dimensions, evolutions and benefits to the economy.

### **COURSE OBJECTIVES**

1. To understand the functions and structure of the Indian Financial System.
2. To understand the functions of the various kinds of financial institutions.
3. To examine the functions of the financial markets.
4. To analyse the different types of financial instruments.
5. To understand the functions and importance of the regulatory authorities.

### **UNIT-I FINANCIAL SYSTEM**

**12 HRS**

- 1.1 Introduction – Meaning, Functions of Financial System
- 1.2 Financial Markets, Financial Institutions, Financial Instruments and Financial Services
- 1.3 Structure of the Indian Financial System - Indian financial system and the economy

**Extra Reading /Keywords:** *Financial intermediaries in India.*

### **UNIT –II FINANCIAL INSTITUTIONS**

**12 HRS**

- 2.1 Evolution, Objectives and Functions of IDBI, SFCs, SIDCs, IFCI, ICICI, SIDBI, EXIM BANK, NABARD
- 2.2 Functions of Scheduled Commercial banks.
- 2.3 Functions - Non-banking Financial Institutions - Investment banks – Cooperative banks.

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

### **UNIT – III FINANCIAL MARKETS**

**12 HRS**

- 3.1 Classification of Financial Markets - The Money market: Components of Money Market- Functions – Significance.
- 3.2 The Capital market: Components of Capital Market - Primary Capital market and Secondary Capital market
- 3.3 Stock Exchanges in India - BSE, NSE– Commodities Market in India.

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

### **UNIT – IV FINANCIAL INSTRUMENTS**

**12 HRS**

- 4.1 Money market instruments: Call money - Treasury Bills - Commercial Bills - Commercial Papers - Certificate of Deposits - Repo instruments
- 4.2 Capital Market instruments: Shares – Debentures – Bonds, Warrants and Convertibles, ADRs and GDRs, Derivatives- Options and Futures.

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

### **UNIT – V FINANCIAL REGULATION**

**12 HRS**

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

52 The Securities and Exchange Board of India: Management - Powers and Functions of SEBI - Regulation and Supervision of Securities market – Investor Protection measures  
**Extra reading /Key words:** *Problems of Non-Performing Assets and other challenges for regulators.*

**Note: Texts given in the extra reading/key words must be tested only through assignment and seminars.**

### TEXT BOOK

Gordon E & Natarajan K. (2018) Financial Markets & Services, Himalaya publishing House, New Delhi.

### SUGGESTED READINGS

1. Bharati V Pathak, (2018) Indian Financial System, Pearson Publications.
2. Machiraju H R, (2018) Indian Financial System, Vikas Publishing House, New Delhi.
3. Khan M Y, (2019) Indian Financial System, Tata McGraw Hill Education Private Limited, New Delhi.
4. Santhanam B., (2018) Financial Services, Margham Publications, Chennai.
5. Gurusamy S., (2018) Financial Markets & Institutions, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi.

### WEB REFERENCES

1. [https://en.wikipedia.org/wiki/Financial\\_market#:~:text=A%20financial%20market%20is%20a,the%20financial%20markets%20as%20commodities.](https://en.wikipedia.org/wiki/Financial_market#:~:text=A%20financial%20market%20is%20a,the%20financial%20markets%20as%20commodities.)
2. <https://www.investopedia.com/terms/f/financial-market.asp>
3. <https://www.moneycontrol.com/mutual-funds/performance-tracker/returns/money-market-fund.html>
4. <https://scripbox.com/mf/money-market-instruments/>
5. <https://www.investopedia.com/terms/c/capitalmarkets.asp>
6. <https://cleartax.in/s/sebi>

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

### COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the components of financial systems, Classification of Financial Markets, Money market instruments and Functions of regulatory authorities.	K1
CO-2	Outline the functions of different components of financial markets and regulations proposed by regulatory authorities of financial markets.	K2
CO-3	Demonstrate the skills in the selection of Financial services under different situations.	K3

<b>CO-4</b>	Select the various financial instruments suitable for different stages of life.	K4
<b>CO-5</b>	Appraise the various financial instruments available in the stock market.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; 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
<b>CO 1</b>	H	M	M	M	M	H	H	H	H
<b>CO 2</b>	H	M	M	M	H	M	H	H	H
<b>CO 3</b>	H	M	M	M	M	H	H	H	H
<b>CO 4</b>	H	M	M	H	H	H	H	H	H
<b>CO5</b>	H	M	M	M	M	M	H	H	H

### PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
<b>CO 1</b>	H	M	H
<b>CO 2</b>	H	M	H
<b>CO 3</b>	H	M	H
<b>CO 4</b>	H	M	H
<b>CO 5</b>	H	M	H



(For Candidates admitted in the academic year 2022-2023)

<b>Course Title</b>	<b>NON MAJOR ELECTIVE (NME 1) – COMMUNICATION AND INTERPERSONAL SKILLS</b>
<b>Code</b>	<b>U22CB3NMT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>2 Hr/ Wk</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### **CONSPECTUS**

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

### **COURSE OBJECTIVES**

1. To understand the concepts of communication and medium of communication.
2. To identify the needs and elements of active listening.
3. To solve the challenges arising in the use of grammar, speaking in meetings and in group discussion.
4. To understand the technical and nontechnical comprehension.
5. To apply the grammatical concepts in writing effective sentences, resumes and job applications.

### **UNIT – I BASICS OF COMMUNICATION 6 HRS**

Communication – Meaning and Definition – Medium of Communication – Barriers to Communication.

### **UNIT – II LISTENING 6 HRS**

Needs and Advantages of Listening – Active – Elements of active listening with reading - coherence of listening with reading and Speaking.

### **UNIT – III SPEAKING 6 HRS**

Features of effective speech – Role play-Conversation building –Topic presentation – Group Discussions.

### **UNIT – IV READING 6 HRS**

Comprehensive of Technical and Non- Technical Material – Skimming Scanning – inferring Guessing.

### **UNIT – V WRITING 6 HRS**

Writing Effective Sentences – Cohesive writing – Clarity and Conciseness in writing – Resumes and job applications

#### **Extra Reading /Keywords:**

**Note: Texts given in the Extra Reading /Keywords must be tested only through Assignment and Seminar.**

### **TEXT BOOK**

1. Student Manual

### **SUGGESTED READINGS**

1. Yates, Jean, Practice Makes Perfect, Mc-Graw Hill Education, June 2020
2. Raman, Meenakshi, Technical Communication , Oxford University Press, 2015
3. Bovee, Courtland. L , Business Communication, Pearson, 2018

4. Lewis, Norman, Word Power Made Easy, Goyal Publishers
5. The Hindu, The New Indian Express, etc.

### WEB REFERENCES

8. www.ThoughtCo.com
9. www.bbc.co.uk
10. learnenglish.britishcouncil.org/en
11. https://www.teachingenglish.org.uk/
12. www.businessballs.com
13. www.ted.com
14. www.inktalks.com

### COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Define and remember the grammar rules, concepts of listening, speaking, reading and writing	K1
CO-2	Demonstrate the understanding the rules of grammar, the concepts of listening, speaking in conferences and meetings, and writing emails	K2
CO-3	Solve the challenges arising in the use of Grammar, listening, speaking in meetings, reading texts and summarizing them, and, email communication thereby achieving better communication flow	K3
CO-4	Analyze various options of communicating using, grammatical concepts, listening, speaking, reading and writing and use the best to deliver the message intended	K4
CO-5	Evaluate the various formats and methodologies of listening, speaking, reading, writing and the concepts of grammar and select the best for an effective communication flow.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

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(For Candidates admitted in the academic year 2021-2022)  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002**  
**SCHOOL OF MANAGEMENT STUDIES**  
**DEPARTMENT OF COMMERCE BPO**  
**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
I	I	Language	General Tamil I/	U21TL1GEN01/	3	3	100
			Hindi Paper I/	U21HN1HIN01/			
			French Paper I	U21FR1FRE01			
	II	English	Practical English I	U21CB1ENT01	3	3	100
	III	Major Core-1	Financial Accounting	U21CB1MCT01	6	5	100
		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
	IV	EVS	Environmental Studies	U21RE1EST01	2	1	100
		MSBE-1	Entrepreneurship Development	U21CB1SBP01	2	1	100
		Value Education	Ethics I/ Catechism I/ Bible Studies I	U21VE1LVE01/ U21VE1LVC0 1/ U21VE1LVB0 1	1	-	-
		SOC	Service Oriented Course	-	-	-	-
		Internship	Internship / Field Work / Field Project 30 Hours – <b>(Extra Credit)</b>	U21SP1ECC01		2 (Extra Credit)	100
<b>TOTAL</b>					<b>30</b>	<b>22+2</b>	<b>900</b>
II	I	Language	General Tamil II/Hindi Paper II/ French Paper II	U21TL2GEN0 2/ U21HN2HIN0 2/ 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	U21SS2SBC01	2	1	100	
	Skill Based Course (SBC) – 2	Sustainable Rural Development & Student Social Responsibility	U21SS2SBC02	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 – <b>(Extra Credit)</b>	U21SP2ECC02		2 (Extra Credit)	100	
<b>TOTAL</b>				<b>30</b>	<b>23+2</b>	<b>1100</b>	
III	I	Language	General Tamil- III/ Hindi Paper III/ French Paper III	U21TL3GEN03/ U21HN3HIN03/ U21FR3FRE03	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	Global Business Ethics and Corporate Governance/ Banking for BPO Services	U21CB3MET01/ U21CB3MET02	4	3	100
	III	Allied -4	Indian Financial System	U21CB3ALT04	4	2	100
	IV	NME 1	Communication and Interpersonal Skills	U21CB3NMT01	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/ Catechism II / Bible Studies II	U21VE3LVE02/ U21VE3LVC02/ U21VE3LVB02	1	-	-
	IV	SOC	Service Oriented Course	-	-	-	-
		Internship	Internship / Field Work / Field Project 30 Hours – <b>(Extra Credit)</b>	U21SP3ECC03		2	100
<b>TOTAL</b>				<b>30</b>	<b>23+2</b>	<b>1000</b>	
I	Language	General Tamil IV/ Hindi Paper IV/ French Paper IV	U21TL4GEN04/ U21HN4HIN04/ U21FR4FRE04	3	3	100	

IV	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	Simulation of BPO Related Activities/ BPO Technology and Innovation	U21CB4MET03/ U21CB4MET04	4	3	100
	III	Allied -5	Financial Markets and Services	U21CB4ALT05	4	2	100
	III	Allied -6	Business Law	U21CB4ALT06	4	2	100
	IV	NME 2	Business Communication	U21CB4NMT02	3	3	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U21VE4LVE02/ U21VE4LVC02/ U21VE4LVB02	1	1	100
	IV	Online Course	Online Course (Extra Credit)	U21OC2SBT04	-	2	100
	IV	SOC	Service Oriented Course (Extra Credit)		-	2	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP4ECC04	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>25+6</b>	<b>1200</b>
V	III	Major Core -10	Financial Management	U21CB5MCT10	6	5	100
	III	Major Core -11	Principles of Auditing	U21CB5MCT11	6	5	100
	III	Major Core -12	BPO Lab - I	U21CB5MCP12	5	4	100
	III	Major Core -13	Introduction to Workplace Communication	U21CB5MCT13	5	4	100
	III	Major Elective	Security Analysis and Portfolio Management/ Services Marketing	U21CB5MET05/ U21CB5MET06	4	3	100
	IV	NME 3	Online Marketing	U21CB5NMT03	3	3	100
	IV	Value Education	Ethics III/ Catechism III/ Bible Studies III	U21VE5LVE03/ U21VE5LVC03/ U21VE5LVB03	1	-	-
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP5ECC05	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+2</b>	<b>700</b>

<b>VI</b>	III	Major Core –14	Human Resource Management	U21CB6MCT14	5	4	100
	III	Major Core -15	BPO Lab - II	U21CB6MCP15	5	4	100
	III	Major Core -16	Organizational Behaviour	U21CB6MCT16	5	4	100
	III	Major Core -17	CRM in BPO Industry	U21CB6MCT17	5	4	100
	III	Major Elective	Advanced Workplace Communication /BPO Project Management	U21CB6MET07/ U21CB6MET08	4	3	100
	IV	NME 4	Global Busine	U21CB6NMT04	3	3	100
			NME 3				
			ss Ethics				
	IV	Skill Based Course (SBC) – 3	Research Methodology	U21DS6SBC03	2	1	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U21VE6LVE03/ U21VE6LVC03/ U21VE6LVB03	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	
<b>TOTAL</b>					<b>30</b>	<b>23+6</b>	<b>1000</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+18</b>	<b>5800</b>

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

**SCHOOL OF MANAGEMENT STUDIES**

**DEPARTMENT OF COMMERCE BPO**

**B. Com. BPO (For Candidates admitted in the academic year 2021-2022)**

**Third Year - Semester – V**

<b>Course Title</b>	<b>MAJOR CORE 10 – FINANCIAL MANAGEMENT</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6 Hrs / Wk</b>
<b>Code</b>	<b>U21CB5MCT10</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

To enable the students understand the basic financial decision making procedures and apply these in complex financial management situations.

**COURSE OBJECTIVES**

1. To understand the basic concepts of financial management, time value of money and cost of capital.
2. To understand the various capital structure theories, leverages and point of indifference and analyse EBIT and EPS.
3. To evaluate the different projects using capital budgeting techniques.
4. To understand working capital management.
5. To understand the different dividend policies and apply the different dividend models.

**UNIT I - INTRODUCTION**

**18 HRS**

1.1 Financial Management - Nature and Scope - Objectives of Financial Management - Profit Maximization vs Wealth Maximization - Functions of Financial Manager. Time Value of Money – Discounting technique and Compounding techniques.

1.2 Cost of capital – Computation of Specific and weighted average cost of capital.

**Extra Reading /Keywords:** *Financial planning – Objectives and Functions*

**UNIT II - CAPITAL STRUCTURE THEORIES AND LEVERAGES**

**18 HRS**

2.1 Capital Structure Theories - NI approach - NOI approach - MM approach – Traditional approach – Factors determining capital structure

2.2 Analysis of leverages: operating leverage, financial leverage and combined leverage, EBIT, EPS analysis - Indifference point

**Extra Reading /Keywords:** *Debt vs Equity*

**UNIT III - CAPITAL EXPENDITURE DECISIONS**

**18 HRS**

3.1 Capital Expenditure Decisions - Methods of ranking investment proposal – Payback period

3.2 Net present value, internal rate of return and Average rate of return.

**Extra Reading /Keywords:** *Objectives of Capital Expenditure Decisions*

**UNIT IV - WORKING CAPITAL MANAGEMENT**

**18 HRS**

4.1 Working Capital Planning – Risk profitability trade off - Financing of working capital.

4.2 Determination of operating cycle and working capital.

**Extra Reading /Keywords:** *Motives for holding cash*

## UNIT V - DIVIDEND POLICIES

18 HRS

5.1 Dividend Policies - Walter's model - Gordon's model

5.2 MM hypothesis - Issues in dividend decisions.

**Extra Reading /Keywords:** *Dividend payout policies*

**Note:** Texts given in the Extra Reading /Key words must be tested only through assignment and seminar.

### TEXT BOOK

Maheswari S.N. (2019), *Elements of Financial Management*, New Delhi: Sultan Chandand Sons.

### SUGGESTED READINGS

1. Prasanna Chandra (2017), *Financial Management, Theory and Practice*, New Delhi: TataMcGraw Hill.
2. Shashi K. Gupta and Sharma R.K. (2016), *Financial Management Theory and Practice*, NewDelhi: Kalyani Publishers.
3. Pandey I.M.(2016), *Financial Management*; New Delhi: Vikas Publishing House.
4. Khan M.Y and Jain P.K (2018), *Financial Management, Text, Problems and Cases*; NewDelhi: Tata McGraw Hill.
5. Van Horne J.C. and Sanjay Dhamija (2012), *Financial Management and Policy*; New Delhi:Pearson Education.

### WEB REFERENCES

1. <https://www.infobooks.org/free-pdf-books/business/financial-management>
2. [http://www.freebookcentre.net/business-books-download/Financial- Management.html#](http://www.freebookcentre.net/business-books-download/Financial-Management.html#)
3. <http://www.managementstudyguide.com/financial-management.htm>

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

### COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts in financial management.	K1
CO-2	Discuss the relationship between cost of capital, capital structure, capital expenditure decisions and dividend policy	K2
CO-3	Apply the various methods of computing cost of Capital, working capital ,capital budgeting and dividend policy	K3
CO-4	Examine the capital structure, working capital requirement and dividend policies.	K4
CO-5	Estimate the cost of capital, capital structure, working capital requirement and dividend policies.	K5
CO-6	Construct the cost of capital, capital structure, working capital requirement and dividend policies.	K6

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 -Evaluate ; K6 - Create)**



**PO-CO MAPPING**

<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	H	M	M	M	M	H	H	H	H
<b>CO2</b>	H	M	M	M	H	M	H	H	H
<b>CO3</b>	H	M	M	M	M	H	H	H	H
<b>CO4</b>	H	M	M	H	H	H	H	H	H
<b>CO5</b>	M	M	M	M	M	H	H	H	H
<b>CO6</b>	M	M	M	M	M	H	H	H	H

**PSO-CO MAPPING**

<b>CO/PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	H	M	H
<b>CO2</b>	H	M	H
<b>CO3</b>	H	M	H
<b>CO4</b>	H	M	H
<b>CO5</b>	H	M	H
<b>CO6</b>	H	M	H

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

**SCHOOL OF MANAGEMENT STUDIES  
DEPARTMENT OF COMMERCE BPO**

**B. Com. BPO**

(For Candidates admitted in the academic year 2021-2022)

**Third Year - Semester – V**

<b>Course Title</b>	<b>MAJOR CORE 11 - PRINCIPLES OF AUDITING</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6 Hrs / Wk</b>
<b>Code</b>	<b>U21CB5MCT11</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

To enable students to understand the principles and practice of auditing and apply the procedures for systems audit and investigation.

**COURSE OBJECTIVES**

1. To understand the basic concepts in auditing, objectives and types of audit.
2. To understand the procedure regarding vouching of various transactions.
3. To analyse the procedure for verification and valuation of assets and liabilities.
4. To understand the qualification and liabilities of an auditor and the contents and types of audit report.
5. To evaluate the procedure for investigation under different situations and the basics of AASs 1-5.

**UNIT - I INTRODUCTION**

**18 HRS**

- 1.1 Audit: Objectives - Types - Advantages and Limitations - Qualities of an auditor.
- 1.2 Internal Control: Internal Check and Internal Audit – Audit Programme - Audit notebook - Working papers.

**Extra Reading /Keywords:** *Accounting and Auditing, Internal control*

**UNIT - II VOUCHING**

**18 HRS**

- 2.1 Vouching: Voucher - Vouching of cash transactions.
- 2.2 Vouching of trade transactions - Purchases, Purchases returns, Sales and Sales returns.

**Extra Reading /Keywords:** *Vouching, Cash transactions, Trade transactions*

**UNIT -III VERIFICATION OF ASSETS AND LIABILITIES**

**18 HRS**

- 3.1 Verification of Assets and Liabilities: Fixed assets - Current assets - Wasting assets - Intangible assets - Problems in valuation of assets.
- 3.2 Auditor's position as regards the verification and valuation of assets - Valuation of liabilities - Reserves and Provisions - Classification.

**Extra Reading /Keywords:** *Verification, Reserves, Provisions*

## **UNIT - IV STATUTORY AUDITOR**

**18 HRS**

4.1 Audit of Limited Companies - Qualifications of an auditor - Appointment, Removal, Status, Powers and Duties of an auditor.

4.2 Auditor's Report - Clean and Qualified Report. Liabilities of an auditor: Liabilities in case of non-statutory audit and company audit.

**Extra Reading /Keywords:** *Statutory auditor, Clean audit report, Qualified audit report*

## **UNIT - V INVESTIGATION AND AUDITING AND ASSURANCE STANDARDS (AASs)**

**18 HRS**

5.1 Investigation: Characteristics of Investigation - Duties of Investigator - Purpose of Investigation - Difference between Audit and Investigation - Types of Investigation – Investigation under different situation.

5.2 Standards of Auditing - Professional Pronouncements in India - Basic Principles Governing an Audit – Basics of AASs 1 – 5.

**Extra Reading /Keywords:** *Investigation, Auditing and Assurance Standards*

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

### **TEXT BOOK**

Tandon B.N.S. Sudharshanam & S. Sundharabahu, (2018), *Principles of Auditing*, Fourteenth edition, New Delhi: S. Chand & Co.

### **SUGGESTED READINGS**

1. Shukla. M.C. & Grewal T.S., (2019). *Advanced Accounts, Volume II*, New Delhi: S .Chand &Co.
2. Gupta. R.L. & Radhaswamy M., (2021). *Advanced Accounts, Volume II*, New Delhi: Sultan Chand.
3. Jain. S.P. & Narang K.L., (2019). *Advanced Accounts, Volume II*, New Delhi: Kalyani Publishers.
4. Maheshwari.S.N & Maheshwari. S.K (2018), *Corporate Accounting*, Noida: Vikas Publishing House Pvt. Ltd.
5. Ramachandran. R & Srinivasan. R., (2017), *Corporate Accounting*, Trichy: Sri Ram Publications.

### **WEB REFERENCES**

1. [https://www.acecollege.in/CITS\\_Upload/Downloads/Books/1068\\_File.pdf](https://www.acecollege.in/CITS_Upload/Downloads/Books/1068_File.pdf)
2. <https://indiafreenotes.com/bangalore-university-principles-and-practice-of-auditing/>
3. <https://library.wbi.ac.id/repository/211.pdf>
4. [https://www.paksights.com/uploads/7/8/0/2/7802676/auditing\\_notes\\_b.com\\_part\\_2\\_punjab\\_university.pdf](https://www.paksights.com/uploads/7/8/0/2/7802676/auditing_notes_b.com_part_2_punjab_university.pdf)

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

## COURSE OUTCOMES

CO. NO	Course Outcomes	Cognitive Level
CO-1	Explain the concepts, principles and techniques of auditing.	K1
CO-2	Outline the functions and different components of auditing and rights and duties of an auditor.	K2
CO-3	Apply the different procedures and methods of auditing.	K3
CO-4	Discover and examine the concepts of auditing, vouching & verification and investigation.	K4
CO-5	Assess the duties and responsibilities of an auditor in various auditing techniques.	K5
CO-6	Develop the skills relating to maintaining and auditing the registers and books of accounts of business	K6

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; 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	M	M	H	H	H	H
CO 2	H	M	M	M	H	M	H	H	H
CO 3	H	M	M	M	M	H	H	H	H
CO 4	H	M	M	H	H	H	H	H	H
CO 5	H	M	M	M	M	M	H	H	H
CO 6	H	M	M	H	H	H	H	H	H

## PSO – CO MAPPING

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

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

**SCHOOL OF MANAGEMENT STUDIES**

**DEPARTMENT OF COMMERCE BPO**

**B. Com. BPO**

(For Candidates admitted in the academic year 2021-2022)

**Third Year - Semester – V**

<b>Course Title</b>	<b>MAJOR CORE 12– BPO LAB - I</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hr/Wk</b>
<b>Code</b>	<b>U21CB5MCP12</b>
<b>Course Type</b>	<b>Practical</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS:**

- The objective of the course is to enable the learners to understand the importance of various skills required for the BPO industry.
- The course provides the students necessary practice to master the various skills required in the outsourcing industry

**COURSE OBJECTIVES**

1. To gain typing skills with speed and accuracy
2. To understand the importance of MS office tools
3. To understand the purpose of effective email writing
4. To identify the challenges in communication
5. To outline the process of placement

**UNIT I TYPING SKILL**

**15 HRS**

1.1 Typing Practice

1.2 Typing Master – Alpha Numeric Online Practices & Tests

**Extra Reading /Keywords:** <https://www.typingtest.com/>

**UNIT II COMPUTER SKILL**

**15 HRS**

2.1 Computer Practice - MS-WORD – MS PowerPoint

2.2 MS Excel

2.3 Canva

**Extra Reading /Keywords:** <https://www.wiseowl.co.uk/basic-it/skill/basic-it-test/>

**UNIT III EMAIL WRITING SKILL**

**15 HRS**

3.1 Email Etiquette - Practice session

3.2 Draft emails - Write effective responses

3.3 Mock Email practice

## **Extra Reading /Keywords: 10 Tips on How to Write a Business Email in English**

### **UNIT IV LANGUAGE SKILL**

**15 HRS**

4.1 Listening, Speaking, Reading and Writing in English

4.2 Phonetics & Pronunciation of Words

4.3 Conversation simulation

**Extra Reading /Keywords: Common English phrases for everyday uses**

### **UNIT V PRESENTATION SKILL**

**15 HRS**

5.1 Collaboration with Basecamp

5.2 Presentation in Zoom / G meet - Presentation simulation

5.3 Getting ready for interview - Group discussion - Role play - Mock Interview

**Extra Reading /Keywords: The 4 Amazing Benefits of a Mock Interview**

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

### **TEXT BOOK**

Student Manual

### **SUGGESTED READINGS**

1. Quantitative Aptitude for Competitive Examinations by R.S. Aggarwal
2. A Modern Approach to Verbal & Non-Verbal Reasoning by R.S. Aggarwal
3. Aptipedia Aptitude Encyclopedia by FACE

### **WEB REFERENCES**

- <https://www.typing.com/student/lessons>
- <https://www.careerpower.in/email-writing.html>
- <https://www.indeed.com/career-advice/interviewing/interview-skill>

### **COURSE OUTCOMES**

**The learners**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO-1	Recall the importance of various skills required for the industry.	K1
CO-2	Demonstrate the skills required for the BPO industry.	K2
CO-3	Apply the skills to communicate effectively.	K3

CO-4	Discover the process of placement through mock GD and Mock interviews.	K4
CO-5	Perceive the skills necessary to work in the BPO industry	K5
CO-6	Develop the various skills to be demonstrated in workplace	K6

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 -Evaluate; K6 - Create)

### PO–CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	H	H	H	H	H	H
CO2	M	M	M	M	M	M	M	M	M
CO3	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H
CO5	M	M	M	M	M	H	H	H	H
CO6	M	M	M	M	M	H	H	H	H

### PSO–CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO1	H	H	H
CO2	H	H	H
CO3	H	H	H
CO4	H	H	H
CO5	H	M	H
CO6	H	M	H

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

**SCHOOL OF MANAGEMENT STUDIES**

**DEPARTMENT OF COMMERCE BPO**

**B. Com. BPO**

**(For Candidates admitted in the academic year 2021-2022)**

**Third Year - Semester – V**

<b>Course Title</b>	<b>MAJOR CORE 13– INTRODUCTION TO WORKPLACE COMMUNICATION</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>5 Hrs/Wk</b>
<b>Code</b>	<b>U21CB5MCT13</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

Understand and apply the skills critical to be a successful working professional.

**COURSE OBJECTIVES**

1. To define and remember the concepts of corporate structure (BPO).
2. To understand the importance of communication flow in the working environment (BPO).
3. To apply and analyze the various ways to communicate with co-workers.
4. To apply and analyze the numerous platforms available for team collaborations.
5. To analyze the numerous challenges in team communication.
6. To solve challenges in the flow of communication and create better flow.

**UNIT – I THE WORKPLACE**

**15 HRS**

1.1 Corporate Hierarchy

1.2 Organizational Structure – Centralized and Decentralized structure- Types of Organizational Structure.

1.3 Corporate Ladder – Job Titles and Descriptions

**Extra Reading/Keywords: Changing workspaces**

**UNIT –II– PROFESSIONAL COMMUNICATION**

**15 HRS**

2.1 Why communication matters?

2.2 The Basic Communication Model & The Social Communication Model

2.3 Using Technology to improve business

**Extra Reading/Keywords: Social Media Marketing**

**UNIT – III- ENGAGING WITH COUNTERPARTS**

**15 HRS**

3.1 Communicating within the organization – Peer to Peer Communication.

3.2 Communicating with your manager – Communicating with Executives.

3.3 Communicating with direct reports.



**Extra Reading/Keywords: Internal Communication during and post pandemic**

**UNIT – IV – COLLABORATION AND COMMUNICATION TOOLS 15 HRS**

4.1 Definition - Elements of successful team collaboration –Collaboration Examples in the Workplace.

4.2 Virtual Collaboration with remote teams.

4.3 Collaboration Tools - Types – Benefits - The Pros and Cons of Virtual Collaboration - 9 Best Team Communication Tools (with Pros, Cons).

**Extra Reading/Keywords: Practice on Basecamp**

**UNIT – V- CHALLENGES IN COMMUNICATION 15 HRS**

5.1 Crisis communication – Communicating with negative people.

5.2 Office politics – Generation gap at workplace.

5.3 Communicating negative news.

**Extra Reading/Keywords: How to Break Down Workplace Politics**

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

**TEXT BOOK:**

Student Manual

**SUGGESTED READINGS**

1. Bovee, Business Communication Today, Pearsons, 14th Edition, 2018
2. Jay Sullivan, Simply Said – Communicating at Work and Beyond, 2016
3. David L. Lewis, Effective Communication in Workplace, 2019

**WEB REFERENCES**

1. <https://www.investopedia.com/articles/basics/03/022803.asp>
2. <https://resources.workable.com/tutorial/collaboration-tools>
3. <https://snacknation.com/blog/online-collaboration-tools/>

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

**COURSE OUTCOMES**

**The learners**

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the importance of professional communication.	K1
CO-2	Outline the concepts of corporate hierarchy with the purpose of communicating within the organization and collaboration.	K2

CO-3	Apply the concept of corporate ladder, collaboration and communication tools used for communication within organization.	K3
CO-4	Discover the necessity of communication, collaboration to overcome the challenges.	K4
CO-5	Appraise the best practices of communication flow to overcome challenges.	K5
CO-6	Propose and Implement better communication structure.	K6

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 -Evaluate; K6- Create)

#### PO–CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	M	H	H	H	H	M	M	H
CO2	H	M	H	H	H	H	M	M	H
CO3	H	M	H	H	H	H	M	M	H
CO4	H	M	H	H	H	H	M	M	H
CO5	H	M	H	H	H	H	M	M	H
CO6	H	M	H	H	H	H	M	M	H

#### PSO–CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO1	H	M	L
CO2	H	M	L
CO3	H	M	L
CO4	H	M	L
CO5	H	M	L
CO6	H	M	L

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

**SCHOOL OF MANAGEMENT STUDIES**

**DEPARTMENT OF COMMERCE BPO**

**B. Com. BPO**

**(For Candidates admitted in the academic year 2021-2022)**

**Third Year - Semester – V**

<b>Course Title</b>	<b>MAJOR ELECTIVE - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U21CB5MET05</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS**

To understand the Concepts relating to Portfolio Construction, Portfolio Management and Principles of Portfolio Management.

**COURSE OBJECTIVES**

1. To understand the concepts of Investments, objectives of an investor and Investment alternatives for selecting the best Investment proposals.
2. To understand the Indian Financial System.
3. To apply the theory of fundamental analysis in stock selection.
4. To apply the important technical tools to predict the short to mid-term movement of share price in the stock market.
5. To understand the principles of Portfolio Management and to practically build a portfolio.

**UNIT I INVESTMENT**

**12 HRS**

1.1 Investment – Differences of Investment, Speculation, Gambling – Objectives of an investor – Essentials of an Investment programme - Investment process.

1.2 Investment alternatives – Direct and Indirect investing (Mutual fund, ETF etc) - Various Asset classes available to an Indian investor.

**Extra Reading/Keywords:** *Financial assets, E-Gold, NAV.*

**UNIT II CAPITAL MARKET**

**12 HRS**

2.1 New issue Market – Functions of New issue Market - Methods of floating new issues – Different type of issues - Parties and players involved in a new issue market - Problems faced by the New issue Market.

2.2 The secondary market – Differences between the Primary market and the Secondary market - Functions of the Stock exchanges – Various stages involved in trading in stock exchange – NSE, BSE.

**Extra Reading/Keywords:** *IPO's, SEO's*

**UNIT III FUNDAMENTAL ANALYSIS**

**12 HRS**

3.1 Fundamental Analysis - Economic Analysis - Industry Analysis - Factors influencing the growth of an Industry – Life cycle of an Industry.

3.2 Company Analysis - Factors to be considered while evaluating a Company – Analysis of Financial statements.

**Extra Reading/Keywords:** *GDP, Balance of Payment, SWOT Analysis. Ratio analysis.*

## UNIT IV TECHNICAL ANALYSIS

12 HRS

4.1 Basic Assumptions of Technical analysis – Differences between technical and fundamental analysis - Dow Theory

4.2 Important tools and chart patterns adopted in technical analysis – Support and resistance level – Moving averages method – Oscillators – Head and Shoulder analysis – Elliot’s wave Theory – Short selling – Odd lot Trading.

**Extra Reading/Keywords:** *Trend lines, Doji Candle Stick, Break out signal, Random Variations.*

## UNIT V PORTFOLIO MANAGEMENT

12 HRS

5.1 Portfolio Construction and Choice – Risks in Investments - Systematic Risk - Unsystematic Risk – Diversification – Portfolio revision - Process of Portfolio Construction - Portfolio Management – Principle and Process of Portfolio Management.

5.2 Build a portfolio of 10 stocks based on assessment on risk, diversification, valuation and future growth prospects of the company.

(This whole module can be done through the stock market simulator and portfolios can be monitored, altered and recorded on a real time basis)

**Extra Reading/Keywords:** *Risk, Returns, Efficient Portfolio.*

**Note:** Texts given in the extra reading/key words must be tested only through assignment and seminars.

### TEXT BOOKS

1. Punithavathi Pandian, (2018), Security Analysis and Portfolio Management, Vikas Publishing House Pvt ltd, New Delhi.
2. Preethi Singh, (2018), Investment Management, Himalaya Publishing House, New Delhi.

### SUGGESTED READINGS

1. Natarajan L, (2018), Investment Management, Security Analysis and Portfolio management, Margham Publications, Chennai.
2. Avadhani VA, (2018), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.
3. Bhalla VK, (2018), Investment Management, Security Analysis and Portfolio Management, S.Chand and Com pany Ltd, New Delhi.
4. Prasanna Chandra, (2018), Investment Analysis and Portfolio Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Grahamand Dodd, (2019), Investment, Tata McGraw-Hill Publishing Company Limited, New Delhi.

### WEB REFERENCES

1. [http://tumkuruniversity.ac.in/oc\\_ug/comm/notes/FINANCIALMARKETANDSERVICES.pdf](http://tumkuruniversity.ac.in/oc_ug/comm/notes/FINANCIALMARKETANDSERVICES.pdf)
2. <https://thenewcollege.edu.in/pdf/econtent/20211217091025MBFS%20NOTES.pdf>
3. <https://www.adb.org/sites/default/files/publication/379076/securitization-india-infrastructure.pdf>

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

### COURSE OUTCOMES

CO. NO	Course Outcomes	Cognitive Level
CO-1	Recall the various investment alternatives;	K1
CO-2	Explain the various investment alternatives that are available for an	K2

	investor;	
<b>CO-3</b>	Identify the efficient portfolio and Indian Financial System;	K3
<b>CO-4</b>	Evaluate the Stock Market Value of Shares by applying various technical tools;	K4
<b>CO-5</b>	Compare the intrinsic value of a share with the market price of a share and suggest the investor, the right time to buy or sell or to withhold the shares.	K5
<b>CO-6</b>	Develop the best portfolio with different portfolio selection models, predict the performance of the portfolio with different techniques and tools.	K6

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; 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
<b>CO 1</b>	H	H	M	H	M	L	H	M	H
<b>CO 2</b>	H	H	M	H	M	L	H	M	H
<b>CO 3</b>	M	M	M	H	M	L	H	M	H
<b>CO 4</b>	H	H	M	H	M	L	H	M	H
<b>CO 5</b>	H	H	M	H	M	L	H	M	H
<b>CO 6</b>	H	M	H	H	M	L	H	M	H

#### PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
<b>CO 1</b>	H	H	M
<b>CO 2</b>	H	H	H
<b>CO 3</b>	H	H	H
<b>CO 4</b>	H	H	H
<b>CO 5</b>	H	H	H
<b>CO 6</b>	H	H	H

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

**B. Com. BPO**

(For Candidates admitted in the academic year 2021-2022)

**Third Year - Semester – V**

<b>Course Title</b>	<b>NON MAJOR ELECTIVE (NME 3) - ONLINE MARKETING</b>
<b>Total Hours</b>	<b>45</b>
<b>Hours/Week</b>	<b>3 Hrs / Wk</b>
<b>Code</b>	<b>U21CB5NMT03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE**

To provide the students with the knowledge of the various tools and technologies and security aspects involved in online marketing.

**COURSE OBJECTIVES**

**The learners will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember the basic concepts of online marketing.
CO-2	Understand the concepts and methods of E-Marketing.
CO-3	Understand the concept of Mobile Commerce.
CO-4	Identify the various Electronic Payment Systems.
CO-5	Understands the security aspects in E-Commerce.

**UNIT – I INTRODUCTION**

**6 HRS**

Internet concepts and technologies - Concept and evolution of E-Commerce - Concept and methods of Online marketing.

**Extra Reading /Keywords:** Inception of E- Commerce.

**UNIT – II E-MARKETING**

**6 HRS**

E-Marketing: Retailing in E-Business - Internet Marketing - Advertising and product displays on internet.

**Extra Reading /Keywords:** E-Marketing of Services.

**UNIT – III MOBILE COMMERCE (M-COMMERCE)**

**6 HRS**

Mobile Commerce (M-Commerce): Overview of M-Commerce - Wireless Application Protocols (WAP) - Components of mobile commerce, mobile- Apps.

**Extra Reading /Keywords:** Social Media Marketer.

**UNIT – IV ELECTRONIC PAYMENT SYSTEM**

**6 HRS**

Electronic Payment System: Special feature required in payment system in E- Commerce - Types of E-Payment system: E-Cash, E-Wallets, E-Cheques, credit Cards, debits cards, smart cards.

**Extra Reading /Keywords:** Scams in E-Payments.

**UNIT – V SECURITY ASPECTS IN E-COMMERCE**

**6 HRS**

Security aspects in E-Commerce: Security risks in E - Commerce, types of threats, sources or threats, Security tools & risk management approaches.

**Extra Reading /Keywords:** Redressal Mechanism.

**Note: Texts given in the Extra Reading /Keywords must be tested only through Assignment and Seminar.**

## **COURSE OUTCOMES**

**The learner**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO-1	Understand the basic concepts of online marketing.	K1
CO-2	Explain the concepts and methods of E-Marketing.	K2
CO-3	Evaluate the concept of Mobile Commerce.	K3
CO-4	Identify the various Electronic Payment Systems.	K4
CO-5	Analyse the security aspects in E-Commerce.	K5

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)**

## **TEXT BOOK**

1. Dr. Rajender Kumar, Dr. Baljit Kaur (2019), *E- Marketing*. JSR Publication House LLP.

## **SUGGESTED READINGS**

1. Raymond Frost, Alexa K. Fox, (2018), *E- Marketing*. Pearson Education.
2. Dr. Rachna Jawa, Harish Kumar (2018), *E- Marketing*. Singhal Publications.

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(For Candidates admitted in the academic year 2023-2024)

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620**

**002SCHOOL OF MANAGEMENT STUDIES**

**DEPARTMENT OF COMMERCE BPO**

**CHOICE BASED CREDIT SYSTEM**

**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)**

**B. COM BPO**

**Programme Outcomes (POs)**

<b>PO No.</b>	<b><i>Upon completion of the B.Com. Degree Programme, the graduate will be able to</i></b>
<b>PO-1</b>	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.
<b>PO-2</b>	Involve in research and innovative endeavours and share their findings for the wellbeing of the society.
<b>PO-3</b>	Work effectively in teams and take up leadership in multi-cultural milieu
<b>PO-4</b>	Act with moral, ethical and social values in any situation.
<b>PO-5</b>	Excel as empowered woman to empower women
<b>PO-6</b>	Participate in activities towards environmental sustainability goals as responsible citizens.
<b>PO-7</b>	Pursue higher studies in the related field of sciences, humanities and management studies.
<b>PO-8</b>	Analyze and contribute positively to address socio-political, economic and business issues in national and international scenario.
<b>PO-9</b>	Exhibit and utilize the multidimensional competencies in management studies for strategic decision making in business development and economic progress.

**Programme Specific Outcomes (PSOs)**

<b>PSO No.</b>	<b><i>Upon completion of these courses the learner would</i></b>
<b>PSO-1</b>	Develop knowledge in Marketing, Finance, Human Resource Management, Accounting and Business Environment to identify opportunities in Business process redesigning.
<b>PSO-2</b>	Plan business support functions by gaining a comprehensive understanding on the BPO processes and work environment.
<b>PSO-3</b>	Adapt to the changes in the BPO industry by building necessary communication, analytical and organizational skills.



**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI**  
**COURSE PATTERN (2023-2024) – TANSCHÉ**

**SCHOOL OF MANAGEMENT**  
**STUDIESCOMMERCE BPO**

Sem	Part	Subject	Course Code	Hours	Credits
I	I	Language – General Tamil/ Hindi/ French	U23TL1GEN01/ U23HN1HIN01/ U23FR1FRE01	6	3
	II	Practical English I	U23CB1ENT01	6	3
	III	Core Course 1- <b>Financial Accounting</b>	U23CB1CCT01	5	5
		Core Course 2 - <b>Principles of Management</b>	U23CB1CCT02	5	5
		Elective -1 (Generic) - <b>Business Process Outsourcing Services</b>	U23CB1ECT01	4	3
	IV	<b>Skill Enhancement Course - SEC I (NME I):</b> Communication and Interpersonal Skill	U23CB1SET01	2	2
		<b>Skill Enhancement Foundation Course –</b> Basics of BPO	U23CB1FCP01	2	2
		<b>Value Education - Bible studies I /</b> <b>Catechism I /</b> <b>Ethics I</b>	U23VE2LVB01/ U23VE2LVC01/ U23VE2LVE01	-	-
		<b>Total</b>		<b>30</b>	<b>23</b>
II	I	Language – General Tamil/Hindi/ French	U23TL2GEN02/ U23HN2HIN02/ U23FR2FRE02	5	3
	II	Practical English II	U23CB2ENT02	5	3
	III	Core Course 3 - <b>Business Law</b>	U23CB2CCT03	6	5
		Core Course 4 - <b>Business Environment</b>	U23CB2CCT04	5	5
		Elective 2 (Generic) - <b>Voice Process in Customer Support</b>	U23CB2ECT02	4	3
	IV	<b>Skill Enhancement Course - SEC II (NMEII):-</b> Online Marketing	U23CB2SET02	2	2
		<b>Skill Enhancement Course - SEC III:</b> Sustainable Rural Development and Student Social Responsibility	U23RE2SET03	2	2
		<b>Massive Open Online Course (MOOC)</b>	U23EX2ONC01		2 Extra Credits
		<b>Internship/Field Work/Field Project 30 hours</b>	U23EX2INT01	-	2 Extra Credits
		<b>Value Education- Bible studies I /</b> <b>Catechism I /</b> <b>Ethics I</b>	U23VE2LVB01/ U23VE2LVC01/ U23VE2LVE01	1	-
			<b>Total</b>		<b>30</b>

<b>III</b>	<b>I</b>	<b>Language – General Tamil/Hindi/ French</b>	U23TL3GEN03/ U23HN3HIN03/ U23FR3FRE03	5	3	
	<b>II</b>	<b>Practical English III</b>	U23CB3ENT03	5	3	
	<b>III</b>	Core Course 5 - Corporate Accounting		U23CB3CCT05	6	5
		Core Course 6 - Company Law		U23CB3CCT06	6	5
		Elective 3 (Generic) - BPO in Service Sectors (Non Voice)		U23CB3ECT03	4	3
	<b>IV</b>	<b>Skill Enhancement Course - SEC IV: Entrepreneurial Skill</b>	U23CB3SET04	2	2	
		<b>Skill Enhancement Course - SEC V: Industrial Relation</b>	U23CB3SET05	1	1	
		<b>Massive Open Online Course (MOOC)</b>	U23EX3ONC02			<b>2 Extra Credits</b>
		<b>Value Education</b>		1	-	
		<b>Total</b>		<b>30</b>	<b>22+2</b>	
<b>IV</b>	<b>I</b>	<b>Language – General Tamil/ Hindi/ French</b>	U23TL4GEN04/ U23HN4HIN04/ U23FR4FRE04	5	3	
	<b>II</b>	<b>Practical English IV</b>	U23CB4ENT04	5	3	
	<b>III</b>	Core Course 7 - <b>Principles of Marketing</b>		U23CB4CCT07	5	5
		Core Course 8 - Financial Services		U23CB4CCT08	5	5
		Elective 4 (Generic) <b>Communicative English Lab</b>		U23CB4ECT04	3	3
	<b>IV</b>	<b>Skill Enhancement Course - SEC VI (Discipline Specific) - Tally</b>		U23CB4SET06	2	2
		<b>Skill Enhancement Course - SEC VII (Discipline Specific) – BPO Lab-I</b>		U23CB4SET07	2	2
		<b>EVS</b>		U23ES4EVS01	2	2
			Value Education		1	-
			<b>Internship/Field Work/Field Project 30 hours</b>		-	2 Extra Credits
		<b>Total</b>		<b>30</b>	<b>25 + 2</b>	
<b>V</b>	<b>III</b>	Core Course 9 - Financial Management		U23CB5CCT09	5	4
		Core Course 10 - <b>Banking Law and Practice</b>		U23CB5CCT10	5	4
		Core Course 11 - <b>Auditing and Corporate Governance</b>		U23CB5CCT11	5	4
		Core Course 12 - <b>Cost Accounting</b>		U23CB5CCT12	6	4
		Elective 5 (Discipline Specific)- BPO Operations and Work Environment		U23CB5ECT05	4	3
		Elective 6 (Discipline Specific) – <b>BPO Lab -II</b>		U23CB5ECT06	4	3
	<b>IV</b>	<b>Value Education</b>			1	-
		<b>Internship/Field Work/Field Project 30 hours</b>		U23CB5INT01	-	2
		<b>Total</b>		<b>30</b>	<b>24</b>	
		Core Course 13 - Management Accounting	U23CB6CCT13	6	4	

<b>VI</b>	<b>III</b>	Core Course 14 – Human Resource Management	U23CB6CCT14	6	4
		Core Course 15 - Logistics and Supply	U23CB6CCT15	5	4

		Chain Management			
		Elective 7 (Discipline Specific) – Organisational Behaviour	U23CB6ECT07	5	3
		Elective 8 (Discipline Specific) – <b>BPO Lab-III</b>	U23CB6ECT08	5	3
	<b>IV</b>	<b>Professional Competency Skill Enhancement Course (SEC 8) – Workplace Skills</b>		2	2
		<b>Extension</b>	<b>U23EA6SOC01</b>	-	<b>1</b>
		<b>Value Education</b>	<b>U23VE6LVE02 U23VE6LVC02 U23VE6LVB02</b>	<b>1</b>	<b>2</b>
		<b>RESCAPES</b>	<b>U23EX6RES01</b>	-	<b>2 Extra Credits</b>
		<b>Total</b>		<b>30</b>	<b>23+2</b>
		<b>Grand Total</b>		<b>180</b>	<b>140+10</b>

(For Candidates admitted in the academic year 2023-24)

**FIRST YEAR – SEMESTER – II**

<b>Course Title</b>	<b>PRACTICAL ENGLISH II</b>
<b>Code</b>	<b>U23CB2ENT02</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>5</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

To enable the learners to communicate better in day-to-day life, in general, and in workplace, in particular, through imparting necessary skills of communication and also help them to set goals and achieve them.

## COURSE OBJECTIVES

1. Define and set goals, learn concepts of writing professional mails and also draft business promotional materials.
2. Describe and through illustrations explore various models and styles of writing and also infer strategies of goal setting for a successful career through reading about personalities.
3. Practice the required skills to express oneself and at the same time model one's life for the well-being of the society.
4. Solve the challenges given to communicate better and achieve desired results.

## UNIT - I INSPIRING LIVES

15 HRS

- 1.1 Nick Vujicic
- 1.2 Thimmakka
- 1.3 Sudha Murthy

***Extra Reading/Keywords:*** News Articles on the lives of Business Leaders

## UNIT – II GOALS

15 HRS

- 2.1 Short term Goals
- 2.2 Long term Goals
- 2.3 My Career path

***Extra Reading/Keywords:*** Interview an Achiever

## UNIT – III REACHING OUT - 1

15 HRS

- 3.1 Mails (Formats, etiquettes)
- 3.2 Social Media (Twitter, Facebook, LinkedIn, Whatsapp)
- 3.3 Blogs

**Extra Reading/Keywords:** Follow personalities on Social Media and start blogging

## UNIT – IV REACHING OUT - 2

15 HRS

- 4.1 Writing Instructions
- 4.2 Writing Recommendation
- 4.3 Preparing a Brochure/Pamphlet

**Extra Reading/Keywords:** Survey the various promotional materials of business firms

## UNIT – V WRITING REVIEWS

15 HRS

- 5.1 Book Review
- 5.2 Movie Review
- 5.3 Presentation of Review

**Extra Reading/Keywords:** Read movie and book review from newspapers, magazines and the internet.

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

1. Student Manual

## SUGGESTED READINGS

1. Yates, Jean, Practice Makes Perfect, Mc-Graw Hill Education, June 2020.
2. Raman, Meenakshi, Technical Communication, Oxford University Press, 2015.
3. Bovee, Courtland. L, Business Communication, Pearson, 2018.
4. International, Farlex, Complete English Grammar Rules, 2016.
5. Lewis, Norman, Word Power Made Easy, Goyal Publishers.
6. The Hindu, The New Indian Express, etc.

## WEB REFERENCES

1. [www.ThoughtCo.com](http://www.ThoughtCo.com)
2. [www.bbc.co.uk](http://www.bbc.co.uk)
3. [learnenglish.britishcouncil.org/en](http://learnenglish.britishcouncil.org/en)
4. <https://www.teachingenglish.org.uk/>
5. [www.businessballs.com](http://www.businessballs.com)
6. [www.ted.com](http://www.ted.com)
7. [www.inktalks.com](http://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	Define and set goals, learn concepts of writing professional mails and also draft business promotional materials.	K1
CO-2	Describe and through illustrations explore various models and styles of writing and also infer strategies of goal setting for a successful career through reading about personalities.	K2
CO-3	Practice the required skills to express oneself and at the same time model one's life for the well-being of the society.	K3
CO-4	Solve the challenges given to communicate better and achieve desired results.	K4

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

## 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	H	H	M	M	H
CO 2	H	M	H	H	H	H	M	M	H
CO 3	H	M	H	H	H	H	M	M	H
CO 4	H	M	H	H	H	H	M	M	H

## PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2023-24)

**FIRST YEAR – SEMESTER – II**

<b>Course Title</b>	<b>CORE COURSE 3 –BUSINESS LAW</b>
<b>Code</b>	<b>U23CB2CCT03</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>6</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

The course provides an understanding of the fundamental concepts and the necessary analytical skills to solve issues arising in real life situations relating to the Indian Contract Act, Sale of Goods Act and The Limited Liability Partnership Act.

## COURSE OBJECTIVES

1. To understand the essentials of a contract and the provisions regarding offer, acceptance, consideration and capacity to contract.
2. To understand the provisions regarding free consent, legality of object, void agreements and contingent contracts.
3. To understand the provisions regarding performance and discharge of contract, remedies for breach of contract and special kinds of contracts.
4. To analyse the provisions relating to Contract of Agency, Limited Liability Partnership and Right to Information Act.
5. To understand the provisions of Sale of Goods Act, 1930.

## UNIT I - INTRODUCTION TO CONTRACT

18 HRS

- 1.1 Law of contract - Nature and types of contract
- 1.2 Essentials of a valid contract - Offer and Acceptance
- 1.3 Consideration - Capacity to contract.

**Extra Reading /Keywords:** *Aleatory contract*

## UNIT II - ELEMENTS OF VALID CONTRACT

18 HRS

- 2.1 Free consent - Coercion - Undue influence - Misrepresentation - Fraud - Mistake
- 2.2 Legality of object
- 2.3 Void agreements - Wagering agreement and Contingent contract.

**Extra Reading /Keywords:** *Case studies relating to agreements opposed to public policy*



## UNIT III - PERFORMANCE OF CONTRACT AND SPECIAL CONTRACTS

18 HRS

3.1 Performance of contract - Discharge of contract - Remedies for breach of contract

3.2 Quasi contract - Indemnity and Guarantee

3.3 Bailment and Pledge.

**Extra Reading /Keywords:** *Any three recent case studies on Breach of Contract*

## UNIT IV - CONTRACT OF AGENCY AND LLP

18 HRS

4.1 Contract of Agency - Kinds - Duties - Authority of agent - Relation with third parties

4.2 Liabilities of parties under contract of agency - Termination of agency - Irrevocable agency.

4.3 The Limited Liability Partnership (LLP) Act, 2008 – Limited Liability Partnership - Salient features of LLP - Differences between LLP and partnership - LLP vs Company. Right to Information Act: Features – Objectives - Significance.

**Extra Reading /Keywords:** *Case laws relating to LLP in India, Cyber laws in India*

## UNIT V - SALE OF GOODS ACT, 1930

18 HRS

5.1 Sale of Goods Act, 1930 with amendments – Sale and agreement to sell

5.2 Conditions and warranties – Passing of property

5.3 Performance – Remedies for breach – Rights of an unpaid seller.

**Extra Reading /Keywords:** *Auction sale*

Note: Texts given in the Extra Readings/Keywords must be tested only through assignment and seminar.

### TEXT BOOK

Kapoor N.D. (2019), Business Law, Sultan Chand & Sons, New Delhi.

### SUGGESTED READINGS

1. Kuchhal M.C., Vivek Kuchhal. (2018), Mercantile Law, New Delhi: Vikas Publishing House.
2. Gulshan S.S., Kapoor G. K. (2018), Business Law Including Company Law, New Delhi: New Age International Publishers
3. T.R.Desai (2016), Law relating to Tenders and Government contracts, New Delhi, Universal Law Publishing Company.
4. Sushma Arora, (2022), *Business Law*, Taxmann Publisher
5. Balachandran .V & Thothadri .S, (2021), *Business Law*, Vijay Nicole Imprints Pvt. Ltd., Chennai
6. Kuchhal M.C & Vivek Kuchhal, (2022), *Business Law*, S.Chand & Co. Ltd., Noida
7. Tejpal Sheth, (2017), *Business Law*, Pearson Education, Chennai

## WEB REFERENCES

1. <https://legislative.gov.in>
2. [www.mca.gov.in](http://www.mca.gov.in)
3. <https://rti.gov.in>
4. <https://icmai.in>
8. <https://www.icai.org>
6. [https://onlinecourses.swayam2.ac.in/cec21\\_mg02/preview](https://onlinecourses.swayam2.ac.in/cec21_mg02/preview)

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

### COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K4)
CO-1	Recall the basic definitions in Indian Contract Act, Sale of Goods Act, LLP Act and RTI Act.	K1
CO-2	Explain the provisions relating to essentials of a valid contract, sale of goods, RTI and LLP.	K2
CO-3	Apply the provisions relating to business law to solve problems in real life situations.	K3
CO-4	Examine the issues relating to contracts and right to information.	K4

(K1- Remember, K2 - Understand, K3 - Apply, K4

### - Analyze)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	M	L	M	L	H	M	H
CO 2	H	L	M	M	M	M	H	M	H
CO 3	H	L	M	H	M	H	H	H	H
CO 4	H	L	M	H	M	H	H	H	H

### PSO – CO MAPPING

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

<b>CO 4</b>	<b>H</b>	<b>M</b>	<b>M</b>
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(For Candidates admitted in the academic

<b>Course Title</b>	<b>CORE COURSE 4 - BUSINESS ENVIRONMENT</b>
<b>Code</b>	<b>SEMESTER – II U23CB2CCT04</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>5</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

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

### COURSE OBJECTIVES

1. To understand the concepts of business environment, environment analysis and strategic management.
2. To understand the concepts of economic environment that influence the business.
3. To analyse the policies of the government which influence the business.
4. To analyse the social and cultural environment of the business.
5. To understand the philosophies of global approaches to manage a business successfully in a global environment.

### UNIT I: BUSINESS ENVIRONMENT- AN OVERVIEW

15 HRS

- 1.1. Business: Definition- Nature and Scope of business.
- 1.2. Business Environment: Definition-Types – Micro and Macro Environment
- 1.3. Environmental Analysis and Strategic Management Process – Importance, Limitations and Approaches to Environmental Analysis.

**Extra Reading/ Keywords:** *e business, e business environment.*

### UNIT II: ECONOMIC ENVIRONMENT

15 HRS

- 2.1. Brief history of Planning in India – Five Year Plans in India.
- 2.2. Finance Commission, NITI Aayog- Finances of the Union and the State Governments.
- 2.3. Economic Parameters – Description of Indices: Corruption perception index, Micro economic competitiveness index and Technology index.

**Extra Reading/ Keywords:** *Knowledge based economy, e budgets.*

## UNIT III: POLITICAL ENVIRONMENT

15 HRS

3.1. Constitutional Environment: Features – Fundamental Rights and Duties.

3.2. Political Environment: Government policies and factors influencing business- impact, importance and responsibilities of Government towards business.

3.3. Government intervention in business- Environment Protection Act, 1986 and Competition Act, 2002.

**Extra Reading/ Keywords:** *e EPA, Intellectual property management.*

## UNIT IV: SOCIAL AND CULTURAL ENVIRONMENT

15 HRS

4.1. Society: Elements-Types-Characteristics and its impact on business.

4.2. Culture: Concepts-Features – Elements-Functions, Traits and Effects of social and cultural environment on business. Foreign culture– Impact of foreign culture on business.

4.3. Business Ethics – Social responsibilities of business towards different groups.

**Extra Reading/ Keywords:** *e Business Ethics, e Business Culture.*

## UNIT V: GLOBAL ENVIRONMENT

15 HRS

5.1. Globalization: Definition - Process- Pre-requisites of globalization - Strategies for globalization- Role of various forms of foreign capital.

5.2. Functions of WTO and GATT – Trading blocks in Globalization.

5.3. Impact of Globalization on Indian Business- Merits and Demerits of globalization- Deglobalization.

**Extra Reading/ Keywords:** *Global outsourcing, Global corporate governance practices.*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

### TEXT BOOK

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

### SUGGESTED READINGS

1. Aswathappa K. (2019), *Essentials of Business Environment*, Himalaya Publishing House, New Delhi,.
2. Balaji.C.D (2017), *Business Environment*, Margham Publication, Chennai.
3. Francis Cherunilam, (2016). *Business Environment*; Himalaya Publishing House, New Delhi.
4. Sankaran.S, (2017), *Business Environment – 3<sup>rd</sup> ed*, Margham Publication, Chennai.

### WEB REFERENCES

1. [www.https://www.niti.gov.in/](https://www.niti.gov.in/)
2. [www.https://iimm.org/wp-content/uploads/2019/04/IIMM\\_BE\\_Book.pdf](https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf).

3. [www.https://ximb.edu.in/](https://ximb.edu.in/)

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

## COURSE OUTCOMES (CO)

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts of business environment and various factors that influence the environment.	K1
CO-2	Describe the elements of economic, political, cultural, social and global environment of the business.	K2
CO-3	Apply the regulations related to economic, legal, political and global environment of business	K3
CO-4	Analyse the impact of environmental factors like culture, social, political, legal and provisions related to globalization on business.	K4

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse)**

## 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	M	L	M	L	H	M	H
CO 2	H	L	M	M	M	M	H	M	H
CO 3	H	L	M	H	M	H	H	H	H
CO 4	H	L	M	H	M	H	H	H	H

## PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2023-24)

**FIRST YEAR – SEMESTER – II**

<b>Course Title</b>	<b>ELECTIVE 2 (GENERIC) - VOICE PROCESS IN CUSTOMER SUPPORT</b>
<b>Code</b>	<b>U23CB2ECT02</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

## 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

### 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/Keywords:** *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/Keywords:** *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/Keywords:** *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/Keywords:** 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/Keywords:** Quality management software

Note: Extra Reading/Keywords must be tested only through

assignment and seminar

1. 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 REFERENCE

1. <https://www.nextiva.com/blog/call-center-technology.html>
2. <https://www.zendesk.com/blog/inbound-vs-outbound-call-centers-whats-difference/>
3. <https://roicallcentersolutions.com/customerservice/what-is-the-difference-between-inbound-and-outbound-call-centers/>
4. <https://safetyculture.com/topics/call-center-qa/>
5. <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
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)

### 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	H	H	H	H	H	H
CO-2	H	H	H	H	H	M	H	H	H
CO-3	H	M	H	H	H	H	M	H	H
CO-4	H	M	H	H	H	M	M	H	H

### PSO – CO MAPPING

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

(For Candidates admitted from the academic year 2023-24)

**FIRST YEAR – SEMESTER – II**

<b>Course Title</b>	<b>SKILL ENHANCEMENT COURSE - SEC II (NME II) – ONLINE MARKETING</b>
<b>Code</b>	<b>U23CB2SET02</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>2</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

To provide the students with the knowledge of the various tools and technologies and security aspects involved in online marketing.

### COURSE OBJECTIVES

1. To understand the basic concepts of online marketing.
2. To understand the concepts and methods of Online -Marketing.
3. To understand the concept of Mobile Commerce.
4. To identify the various Electronic Payment Systems.
5. To understands the security aspects in E-Commerce.

### UNIT – I INTRODUCTION

6 HRS

Internet concepts and technologies - Concept and evolution of E-Commerce - Concept and methods of Online marketing.

**Extra Reading /Keywords:** Inception of E- Commerce.

### UNIT – II E-MARKETING

6 HRS

E-Marketing: Retailing in E-Business - Internet Marketing - Advertising and product displays on internet.

**Extra Reading /Keywords:** E-Marketing of Services.

### UNIT – III MOBILE COMMERCE (M-COMMERCE)

6 HRS

Mobile Commerce (M-Commerce): Overview of M-Commerce - Wireless Application Protocols (WAP) – Components of mobile commerce, mobile- Apps.

**Extra Reading /Keywords:** Social Media Marketer.

## UNIT – IV ELECTRONIC PAYMENT SYSTEM

6 HRS

Electronic Payment System: Special feature required in payment system in E- Commerce - Types of E-Payment system: E-Cash, E-Wallets, E-Cheques, credit Cards, debits cards, smart cards.

**Extra Reading /Keywords:** Scams in E-Payments.

## UNIT – V SECURITY ASPECTS IN E-COMMERCE

6 HRS

Security aspects in E-Commerce: Security risks in E - Commerce, types of threats, sources or threats, Security tools & risk management approaches.

**Extra Reading /Keywords:** Redressal Mechanism.

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

### TEXT BOOK

1. Dr. Rajender Kumar, Dr. Baljit Kaur (2019), *E- Marketing*. JSR Publication House LLP.

### SUGGESTED READINGS

1. Raymond Frost, Alexa K. Fox, (2018), *E- Marketing*. Pearson Education.
2. Dr. Rachna Jawa, Harish Kumar (2018), *E- Marketing*. Singhal Publications.

### WEB REFERENCES

1. <https://www.tutorialsduniya.com/notes/digital-marketing-notes/>
2. <https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Marketing/internet-marketing.pdf>
3. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>

### COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic concepts of online marketing.	K1
CO-2	Explain the concepts and methods of online –Marketing and Mobile Commerce.	K2
CO-3	Evaluate the various Electronic Payment Systems.	K3
CO-4	Analyse the security aspects in E-Commerce.	K4

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse)**

## PO – CO MAPPING

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

## PSO – CO MAPPING

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO -1</b>	H	L	H
<b>CO -2</b>	H	L	H
<b>CO -3</b>	H	L	H
<b>CO -4</b>	H	L	H

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(For Candidates admitted in the academic year 2022-2023)

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002**  
**SCHOOL OF MANAGEMENT STUDIES**  
DEPARTMENT OF COMMERCE  
BPO 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
I	I	Language	General Tamil I/	U22TL1GEN01/	3	3	100
			Hindi Paper I/	U22HN1HIN01/			
			French Paper I	U22FR1FRE01			
	II	English	Practical English I	U22CB1ENT01	3	3	100
	III	Major Core-1	Financial Accounting	U22CB1MCT01	6	5	100
		Major Core-2	Introduction to BPO	U22CB1MCT02	5	5	100
		Allied -1	Business Environment	U22CB1ALT01	4	2	100
		Allied -2	Principles of Marketing	U22CB1ALT02	4	2	100
	IV	EVS	Environmental Studies	U22ES1EVS01	2	1	100
	IV	MSBE-1	Entrepreneurship Development	U22CB1SBP01	2	1	100
IV	Value Education	Ethics I/ Catechism I/ Bible Studies I	U22VE1LVE0/ U22VE1LVC0/ U22VE1LVB01	1	-	-	
IV	SOC	Service Oriented Course		-	-	-	
IV	Internship	Internship / Field Work/ Field Project 30Hours -(Extra Credit)	U22EX1INT01		2	100	
<b>TOTAL</b>					<b>30</b>	<b>22+2</b>	<b>900</b>
II	I	Language	General Tamil II/	U22TL2GEN0/	3	3	100
			Hindi Paper II/	U22HN2HIN0/			
			French Paper II	U22FR2FRE02			
II	English	Practical English II	U22CB2ENT02	3	3	100	
	Major Core-3	Cost Accounting	U22CB2MCT03	5	4	100	

		Major Core-4	Quality and Customer Service	U22CB2MCT04	5	4	100
	III	Major Core-5	Banking Theory Law and Practice	U22CB2MCT05	4	3	100

		Allied -3	Voice Process in Customer Support	U22CB2ALT03	4	2	100
	IV	Skill Based Course(SBC)-1	Soft Skills Development	U22SS2SBC01	2	1	100
	IV	Skill Based Course(SBC) – 2	Sustainable Rural Development & Student Social Responsibility	U22SS2SBC02	2	1	100
	IV	Industrial Relations	Investment Basics	U22CB2IRT01	1	1	100
	IV	Value Education	Ethics I/ Catechism I / Bible Studies I	U22VE2LVE01/ U22VE2LVC01/ U22VE2LVB01	1	1	100
	IV	Extension Activity	RESCAPES ( <b>Extra Credit</b> )	U22EX2RESO1	-	1	-
	IV	Online Course	Online Course( <b>Extra Credit</b> )	U22EX2ONCO1	-	1	100
	IV	SOC	Service Oriented Course	-	-	-	-
	IV	Internship	Internship / Field Work /Field Project 30Hours – ( <b>Extra Credit</b> )	U22EX2INT02		2	100
<b>TOTAL</b>					<b>30</b>	<b>23+4</b>	<b>1200</b>
<b>III</b>	I	Language	General Tamil III/ Hindi Paper III/ French Paper III	U22TL3GEN03/ U22HN3HIN0/ U22FR3FRE03	3	3	100
	II	English	Practical English III	U22CB3ENT03	3	3	100
	III	Major Core-6	Corporate Accounting	U22CB3MCT06	5	4	100
	III	Major Core -7	BPO in Service Sectors(Non Voice)	U22CB3MCT07	5	4	100
	III	Major Elective	BPO & Communicative English -I/ Banking For BPO Services	U22CB3MEP01/ U22CB3MET02	4	3	100
	III	Allied -4	Indian Financial System	U22CB3ALT04	4	2	100
	IV	NME 1	Communication and Interpersonal Skills	U22CB3NMT01	2	2	100
	IV	MSBE-2	Business Software-Tally	U22CB3SBP02	2	1	100



	Gender Studies	Gender Studies	U22WS3GST01	1	1	100	
IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U22VE3LVE0/ U22VE3LVC0/ U22VE3LVB02	1	-	-	
	Online Course	Online Course <b>(Extra Credit)</b>	U22EX3ONCO2	-	1	100	
IV	SOC	Service Oriented Course				-	
IV	Internship	Internship / Field Work /Field Project 30 Hours – <b>(Extra Credit)</b>	U22EX3INT03	-	2	100	
<b>TOTAL</b>				<b>30</b>	<b>23+3</b>	<b>1100</b>	
<b>IV</b>	I	Language	General Tamil IV/ Hindi Paper IV/ French Paper IV	U22TL4GEN04/ U22HN4HIN04/ U22FR4FRE04	3	3	100
	II	English	Practical English IV	U22CB4ENT04	3	3	100
	III	Major Core –8	Management Accounting	U22CB4MCT08	5	5	100
	III	Major Core - 9	Simulation of BPO Operations	U22CB4MCT09	4	4	100
	III	Major Elective	BPO & Communicative English -II / BPO Technology And Innovation	U22CB4MEP03/ U22CB4MET04	4	3	100
	III	Allied -5	Financial Markets and Services	U22CB4ALT05	4	2	100
	III	Allied -6	Business Law	U22CB4ALT06	4	2	100
	IV	NME 2	Basics of Workplace Communication	U22CB4NMP02	2	2	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U22VE4LVE02/ U22VE4LVC02/ U22VE4LVB02	1	1	100
	IV	SOC	Service Oriented Course <b>(Extra Credit)</b>	U22EX4SOCO1	-	2	100
IV	Extension Activity	RESCAPES <b>(Extra Credit)</b>	U22EX4RESO2	-	1	-	

	IV	Internship	Internship / Field Work /Field Project 30 Hours <b>(Extra Credit)</b>	U22EX4INT04	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>25 + 5</b>	<b>1100</b>
<b>V</b>	III	Major Core 10	Financial Management	U22CB5MCT10	6	5	100
	III	Major Core -11	Principles of Auditing	U22CB5MCT11	6	5	100
		Major Core -12	Security Analysis and Portfolio Management	U22CB5MCT12	5	4	100
	III	Major Core -13	Introduction to Workplace Communication	U22CB5MCT13	5	4	100
	III	Major Elective	BPO & Communicative English -III / Services Marketing	U22CB5MEP05/ U22CB5MET06	4	3	100
	IV	NME 3	Online Marketing	U22CB5NMT03	3	3	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U22VE5LVE03/ U22VE5LVC03/ U22VELVB03	1	-	-
		Online Course	Online Course <b>(Extra Credit)</b>	U22EX5ONCO3	-	1	100
		Internship	Internship / Field Work/ Field Project 30 Hours– <b>(Extra Credit)</b>	U22EX5INT05		2	100
<b>TOTAL</b>					<b>30</b>	<b>24+3</b>	<b>800</b>
	III	Major Core –14	Human Resource Management	U22CB6MCT14	6	5	100
	III	Major Core -15	Advanced Workplace Communication	U22CB6MCT15	5	4	100
	III	Major Core -16	Organizational Behaviour	U22CB6MCT16	5	4	100
	III	Major Core -17	CRM in BPO Industry	U22CB6MCT17	5	4	100

<b>VI</b>	III	Major Elective	BPO & Communicative English -IV / BPO Project Management	U22CB6MEP07 U22CB6MET08	4	3	100
	IV	NME 4	Global Business Ethics	U22CB6NMT04	2	2	100
	IV	Skill Based Course(SBC) - 3	Research Methodology	U22DS6SBC03	2	1	100
	IV	Value Education	Ethics III/ Catechism III/ Bible Studies III	U22VE6LVE03/ U22VE6LVC03/ U22VE6LVB03	1	-	100
	IV	Extension Activity	RESCAPES- Impact Study of Project	U22EX6RESO3	-	1	100
	IV	Internship	Internship / Field Work / Field Project 30 Hours - (Extra Credit)	U22EX6INT06	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>23+3</b>	<b>1000</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+20</b>	<b>6100</b>

(For Candidates admitted in the academic year 2022-2023)

**SECOND YEAR - SEMESTER – IV**

<b>Course Title</b>	<b>PRACTICAL ENGLISH – IV</b>
<b>Code</b>	<b>U22CB4ENT04</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>3 Hr/ Wk</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

To understand the communication process and basics skills of Listening, Speaking, Reading and Writing, and apply them in the workplace scenarios and day-to-day lives

### Course Objectives:

1. To define and remember the concepts and the rules.
2. To describe and give examples of the concepts.
3. To practice the required skills to express oneself.
4. To solve the challenges given to communicate better.
5. To evaluate the scenarios to offer achieve better communication channels.
6. To write / prepare communication models according to the formats.

## UNIT - I RESUME

9 HRS

- 1.1 SWOT Analysis
- 1.2 JOHARI Window
- 1.3 Resume Samples

**Extra Reading/Keywords:** *The 2x2 manager by John Dembitz. Resume by Charles W Hanson*

## UNIT - II VERBAL ABILITY I

9 HRS

- 2.1 Reading Comprehension
- 2.2 Jumbled Sentences
- 2.3 Jumbled Paragraphs

**Extra Reading/Keywords:** *Jumbled Sentences and Paragraphs, Neon Publications, Sept 2020*

## UNIT - III VERBAL ABILITY II

- 3.1 Grammar Inputs
- 3.2 Spot the Errors
- 3.3 Rewrite the sentences

**Extra Reading/Keywords:** *English Error Detection, Radian Publications, July 2023*

## UNIT IV WRITING PRACTICE I

9 HRS

- 4.1 Idioms and Phrases
- 4.2 Paragraph Writing
- 4.3 Precis Writing

**Extra Reading/Keywords:** *Descriptive Writing by S. P. Bakshi , Arihant Publications, 2016*

## UNIT V WRITING PRACTICE II

9 HRS

- 5.1 Copywriting
- 5.2 Writing an Essay
- 5.3 Writing a report

**Extra Reading/Keywords:** *Mastering Essay Writing by Dr. Awadesh Singh, Disha Publications, 2022*

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

### **TEXT BOOK:**

Student Manual

## SUGGESTED READINGS

1. The Quick And Easy Way To Effective Speaking by Dale Carnegie
2. Black Book of English Vocabulary March 2023 by Nikhil Gupta
3. The Hindu, The New Indian Express, etc.
4. Great Women's Speeches: Empowering Voices that Engage and Inspire Illustrated Edition, Kindle Edition by Anna Russell (Author), Camila Pinheiro

## WEB REFERENCES

1. [www.ThoughtCo.com](http://www.ThoughtCo.com)
2. [www.bbc.co.uk](http://www.bbc.co.uk)

3. [learnenglish.britishcouncil.org/en](https://learnenglish.britishcouncil.org/en)
4. <https://www.teachingenglish.org.uk/>

5. <https://www.thesaurus.com/>
6. [www.ted.com](http://www.ted.com)
7. <https://www.vocabulary.com/>

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K4)
CO-1	Define and remember the concepts and the rules learnt.	K1
CO-2	Describe and give examples of the concepts learnt.	K2
CO-3	Practice the required skills to express oneself.	K3
CO-4	Solve the challenges given to communicate better.	K4
CO5	Perceive various approaches in presentation, GD and interpret the ideas given for verbal ability.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; 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	M	H	H	H	H	M	M	H
CO 2	H	M	H	H	H	H	M	M	H
CO 3	H	M	H	H	H	H	M	M	H
CO 4	H	M	H	H	H	H	M	M	H
CO 5	H	M	H	H	H	H	M	M	H

## PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2022-2023)

**SECOND YEAR - SEMESTER – IV**

<b>Course Title</b>	<b>MAJOR CORE 8– MANAGEMENT ACCOUNTING</b>
<b>Code</b>	<b>U22CB4MCT08</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>5 Hr/ Wk</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

The course provides a basic understanding of the various tools of financial analysis and to interpret financial data.

### COURSE OBJECTIVES

1. To understand management accounting concepts and various tools of financial statement analysis.
2. To analyse profitability and financial status of a business based on ratios calculated.
3. To understand the preparation of Funds flow statement and Cash flow statement and analyse the results.
4. To apply marginal costing technique in managerial decision-making problems and evaluate different proposals.
5. To understand different types of budgets and analyse budgetary control.

### UNIT – I INTRODUCTION

15 HRS

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

**Extra Reading/ Keywords:** *Role of Professional bodies for Management Accountancy in India.*

### UNIT – II RATIO ANALYSIS

15 HRS

- 2.1. Ratio Analysis - Ratios for Liquidity, Solvency.
- 2.2. Ratio for Profitability. (Excluding Balance sheet preparation.)

**Extra Reading/ Keywords:** *Ratio with balance sheet preparation.*



## UNIT – III CASHFLOWANALYSIS 15 HRS

3.1 Cash Flow Analysis – Objectives of Cash Flow Statement – Advantages of cash Flow statement – Legal status of Cash Flow Statement - Cash from operation.

3.2. Preparation of Cash Flow Statement as per Accounting Standard (Revised).

**Extra Reading/ Keywords:** *Cash Flow Statement as per New Companies Act*

## UNIT – IV MARGINAL COSTING ANDBREAK-EVEN ANALYSIS 15 HRS

4.1. Marginal Costing - Absorption Costing Vs Marginal Costing – Contribution- Profit Volume ratio – Break Even Point.

4.2. Break Even Analysis - Cost Volume Profit Analysis.

**Extra Reading/ Keywords:** *Types of Breakeven point, Break even pricing.*

## UNIT – V BUDGETARY CONTROL 15 HRS

5.1. Budget - Budgetary Control - Functional Budgets: Production and Sales budget.

5.2. Fixed and Flexible Budgets - Cash Budget.

**Extra Reading/ Keywords:** *Budgeting practices of business firms*

Note: Texts given in the Extra reading /Key words must be tested onlythrough Assignment and Seminar.

## THEORY - 30% PROBLEMS - 70%

### **Text Book:**

1. Dalston. L. Cecil & Jenitra. Merwin, (2017) *Management Accounting*, Trichy, Learn Tech Press.

## SUGGESTED READINGS

1. Dr. T.S Reddy & Dr. Y. Hari Prasad Reddy (2018), *Management Accounting*, Chennai, Margham Publications.
2. Shashi K. Guptha & Sharma R.K (2019), *Management Accounting*, New Delhi: Kalyani Publishers.
3. Maheswari S.N (2019). *Management Accounting*; New Delhi: Sultan Chand and Sons.
4. Dr. R. Ramachandran & Dr. R. Srinivasan (2018), *Management Accounting*, Trichy: SriRam Publishers.

## WEB REFERENCES

1. <https://www.bustudymate.in/2018/10/bangalore-universitybu-sixth-6th-sem-b-com-study-material-notes.html>
2. [http://sdeuoc.ac.in/sites/default/files/sde\\_videos/SLM-%2019613-%20B%20Com-Accounting%20for%20Management.pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/SLM-%2019613-%20B%20Com-Accounting%20for%20Management.pdf)
3. <http://kamarajcollege.ac.in/Department/Commerce/III%20Year/e002%20Core%2018%20-%20Management%20Accounting%20-%20VI%20Sem.pdf>

4. [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBA1501.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBA1501.pdf)
5. <https://web.sol.du.ac.in/info/bcom-semester-vi#>

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

## COURSE OUTCOMES (CO)

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the relationship between Cost, Financial and Management Accounting, ratio analysis, fund flow, cash flow, marginal costing, breakeven point and budgetary control.	K1
CO-2	Illustrate the financial statement analysis, ratio analysis, fund flow, cash flow, marginal costing, breakeven analysis and budgetary control.	K2
CO-3	Apply the acquired knowledge in the preparation of financial statement analysis, ratio analysis, fund flow, cash flow, marginal costing, breakeven analysis and budgetary control.	K3
CO-4	Analyse the procedures relating to financial statement analysis, ratio analysis, fund flow, cash flow, marginal costing, breakeven analysis and budgetary control.	K4
CO-5	Evaluate the tools of financial statement analysis, ratio analysis, fund flow, cash flow, marginal costing, breakeven analysis and budgetary control.	K5

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; 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	L	L	M	L	L	H	H	H
CO-2	M	L	L	M	L	L	H	H	H
CO-3	M	L	L	M	L	L	H	H	H
CO-4	M	L	L	M	L	L	H	H	H
CO 5	M	L	L	M	L	L	H	H	H

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO-1</b>	H	L	H
<b>CO-2</b>	H	L	H
<b>CO-3</b>	H	L	H
<b>CO-4</b>	H	L	H
<b>CO5</b>	H	L	H

(For Candidates admitted in the academic year 2022-  
2023)SECOND YEAR - SEMESTER – IV

<b>Course Title</b>	<b>MAJOR CORE 9 – SIMULATION OF BPO OPERATIONS</b>
<b>Code</b>	<b>U22CB4MCT09</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

To simulate different activities performed in banking and non-banking process in the BPO industry to gain practical experience.

### COURSE OBJECTIVES

1. To gain practical experience in Data input-Data checker.
2. To understand the process involved in opening and closing of bank account.
3. To understand volume handling and productivity.
4. To have an overview of monitoring transactions.
5. To have experience in the process of non-banking transactions.

### UNIT – I FIRST LEVEL DATA ENTRY

12 HRS

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

**Extra Reading/Keywords:** *Screen mapping*

### UNIT –II BANKING PROCESS

12 HRS

- 2.1 Account opening and Closing
- 2.2 Maintenance of Account
- 2.3 Reporting

**Extra Reading/Keywords:** *Business Process Management (BPM)*

### UNIT – III PRODUCTIVITY AND EFFICIENCY OF TRANSACTIONS 12 HRS

- 3.1 Managing volume of transactions to meet productivity targets.
- 3.2 Efficiency and Effectiveness of transactions.

3.3 Organizing transactions for maximum throughput.

**Extra Reading/Keywords:** *Work sampling*

## UNIT – IV MONITORING OF TRANSACTIONS

12 HRS

4.1 Transaction flow from client to final outputs - Team hand offs

4.2 Impact of TATs on SLAs at each individual stage - Pre-quality checks

4.3 Identifying gaps, risks - Importance of formats, templates and process adherence.

**Extra Reading/Keywords:** *Gap Analysis Tools*

## UNIT – V PROCESS OF NON-BANKING TRANSACTION

12 HRS

5.1 Procurement transactions

5.2 Payroll and Retrial benefits administration

5.3 Medical coding

**Extra Reading/Keywords:** *SAP industry solutions*

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

### Text Books:

1. Student Manual

## SUGGESTED READINGS

1. Digital Banking (2019 Edition) by Indian Institute of Banking & Finance - Taxmann Publications Pvt. Ltd. (19 December 2019)
2. Shah, Nilesh. Database systems using Oracle – 2nd edition. PHI.
3. Managing flexibility (People, Process, Technology) – Sushil, Kanika and Surya
4. The Effective Executive -Peter F Drucker

## WEB REFERENCES

1. <https://www.outsource2india.com/callcenter/data-validation-services.asp>
2. <https://www.volopay.com/expense-management/maker-checker-workflow-for-expense-approvals/>
3. [https://businessaccess.citibank.citigroup.com/basprod/citiiwt/images/Why\\_Dual\\_Approval\\_Matters.pdf](https://businessaccess.citibank.citigroup.com/basprod/citiiwt/images/Why_Dual_Approval_Matters.pdf)
4. <https://www.accenture.com/us-en/services/business-process-services/intelligent-banking-operations>
5. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/financial-services/us-fsi-outsourcing-banking-processes-pov-v4.pdf>
6. <https://www.investopedia.com/terms/t/throughput.asp>
7. <https://www.coursera.org/articles/medical-coder>

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the process of data input, quality of transactions and output, Account opening and Closing, Managing volume of transactions to meet productivity targets and Team hand offs.	K1
CO-2	Demonstrate data validations and check, Maintenance of Account, Volume handling, productivity and efficiency of transaction.	K2
CO-3	Utilize the methods of TATs on SLAs, Impact of Payroll and Retrial benefits administration and Maker-checker process.	K3
CO-4	Discover process of monitoring transactions, Reporting, Organizing transactions for maximum throughput, Identifying gaps, formats, templates and process adherence along with Medical coding.	K4
CO-5	Choose the suitable process techniques for banking and non-banking process	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; 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	H	H	H	H	H	H	H
CO 2	H	H	H	H	H	M	H	H	H
CO 3	H	M	H	H	H	H	M	H	H
CO 4	H	M	H	H	H	M	M	H	H
CO 5	H	H	H	H	H	M	H	H	H

### CO – PSO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	H
CO 2	H	H	H
CO 3	H	H	H
CO 4	H	H	H
CO 5	H	H	H

(For Candidates admitted in the academic year 2022-2023)

**SECOND YEAR - SEMESTER – IV**

<b>Course Title</b>	<b>MAJOR ELECTIVE – BPO &amp; COMMUNICATIVE ENGLISH II</b>
<b>Code</b>	<b>U22CB4MEP03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>4 Hr/ Wk</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS:**

- The objective of the course is to enable the learners to understand the importance of various skills required for the BPO industry.
- The course provides the students necessary practice to master the various skills required in the outsourcing industry

**COURSE OBJECTIVES:**

1. To gain typing skills with speed and accuracy.
2. To understand the importance of MS office tools.
3. To improve the communicative ability.
4. To enhance the general conversational skill.
5. To understand the importance of effective email writing skill.
6. To expose the students to various spoken skills.

**UNIT I - TYPING AND COMPUTER SKILLS I**

**12 HRS**

- 1.1 Typing Practice - Typing Master – Alpha Numeric Online Practices & Tests
- 1.2 Document Creation
- 1.3 Using Canva tool- Template making

**Extra Reading/Keywords:** *Use of documents in workplace*

**UNIT- II TYPING AND COMPUTER SKILLS II**

**12 HRS**

- 2.1 Introduction to Excel
- 2.2 Using spreadsheet - Invoice templates
- 2.3 Google Drive

**Extra Reading/Keywords:** *AP/AR Invoice making in Excel*

## UNIT - III LANGUAGE SKILL

12 HRS

- 3.1 Ice-Breaking activity - JAM session - Extempore - Debate
- 3.2 Listening comprehension - Listen to audio clips and write a summary
- 3.3 Reading comprehension - Rearranging sentences in a paragraph

**Extra Reading/Keywords:** *Common English phrases for everyday uses*

## UNIT - IV CONVERSATION SKILL

12 HRS

- 4.1 Introducing - writing short paragraphs
- 4.2 Extending Invitations
- 4.3 Apologizing
- 4.4 Lodging complaints.

**Extra Reading/Keywords:** *10 tips for perfect English pronunciation*

## UNIT - V PRESENTATION SKILL

12 HRS

- 5.1 Oral presentation - Public speaking - Paper & Seminar presentation
- 5.2 Digital presentation - Power point - Video presentation - Poster presentation
- 5.3 Stage dynamics - Body language - Role play

**Extra Reading/Keywords:** *10 tips for making Formal Presentations.*

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

### TEXT BOOKS

Student Manual

### SUGGESTED READINGS

1. Quantitative Aptitude for Competitive Examinations by R.S. Aggarwal
2. A Modern Approach to Verbal & Non-Verbal Reasoning by R.S. Aggarwal
3. Aptipedia Aptitude Encyclopedia by FACE

### WEB REFERENCES

- <https://www.typing.com/student/lessons>
- <https://www.careerpower.in/email-writing.html>
- <https://www.indeed.com/career-advice/interviewing/interview-skill>



## COURSE OUTCOMES (CO)

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Cognitive Level</b>
<b>CO-1</b>	Recall the importance of various skills required for the industry.	K1
<b>CO-2</b>	Demonstrate the skills required for the BPO industry.	K2
<b>CO-3</b>	Apply the skills to communicate effectively.	K3
<b>CO-4</b>	Discover the skills necessary to work in the BPO industry.	K4
<b>CO-5</b>	Perceive the various spoken skills to improve the communication.	K5

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate)**

### **PO – CO MAPPING**

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

### PSO – CO MAPPING

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	H	H
<b>CO 2</b>	H	H	H
<b>CO 3</b>	H	H	H
<b>CO 4</b>	H	M	H
<b>CO 5</b>	H	M	H

(For Candidates admitted in the academic year 2022-2023)

**SECOND YEAR - SEMESTER – IV**

<b>Course Title</b>	<b>ALLIED -5 FINANCIAL MARKETS AND SERVICES</b>
<b>Code</b>	<b>U22CB4ALT05</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

The course aims to equip the learners with the basics of Financial Markets and Services, and its various dimensions, evolution and benefits to the economy.

## COURSE OBJECTIVES

1. To understand the features and importance of financial system.
2. To analyse the functions of the primary market and the secondary market.
3. To analyse the features and importance of financial services and merchant banking.
4. To analyse the functions and importance of venture capital, factoring and forfaiting
5. To understand the process of securitization, different kinds of mutual funds and the functions of credit rating agencies.

## UNIT- I THE FINANCIAL SYSTEM

12 HRS

1.1 Functions of the Financial System – Development of Financial Institutions in India – Structure of Financial Markets in India.

1.2 Money Market – Composition of Money Market – Discount and Finance House of India (DFHI)

1.3 Capital Market - Composition of Capital Market

**Extra Reading /Keywords:** *Nationalisation of Banks, Development Banks*

## UNIT- II INDUSTRIAL SECURITIES MARKET

12 HRS

2.1 New Issue Market – Relationship between Primary Market and Secondary Market – Functions of New Issue Market – Methods of Floating New Issues

2.2 The Secondary Market – Functions of Stock Exchanges – Various stages in trading in Stock Exchange – NSE - BSE.

2.3 The Securities and Exchange Board of India– SEBI Guidelines regarding investors protection – Depository system.

**Extra Reading /Keywords:** Spot Market, Derivatives Market, Commodities Market

## UNIT- III INTRODUCTION TO FINANCIAL SERVICES & MERCHANT BANKING

12HRS

3.1 Financial services: Meaning – Features – Importance

3.2 New Financial Products and Services – Innovative Financial Instruments – Challenges faced by financial services.

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

**Extra Reading /Keywords:** *Companies that are rendering the merchant banking services in India.*

## UNIT- IV VENTURE CAPITAL, FACTORING AND FORFAITING

12 HRS

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

4.2 Factoring: Meaning – Modus operandi - Types - Functions – Benefits – Factoring in India.

4.3 Forfaiting: Definition – Modus operandi – Benefits - Factoring vs Forfaiting.

**Extra Reading /Keywords:** *Companies engaged in factoring services in India.*

## UNIT- V SECURITISATION OF DEBT, MUTUAL FUNDS AND CREDIT RATING

AGENCIES

12

HRS

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

5.2 Mutual fund: Meaning–Objectives–Types - Merits–Shortcomings

5.3 Credit Rating Agencies: Meaning - Functions – Credit Rating Agencies in India, CRISIL, ICRA, & CARE and Credit Rating Symbols.

**Extra Reading /Keywords:** *Performance of different mutual fund companies in India*

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

### TEXT BOOKS

1. Gordon and Natarajan (2018): *Financial Services and Markets*, Himalaya Publishing House, 2018.
2. Gurusamy. S, *Financial Services* (2018), Tata McGraw Hill Education Pvt. Ltd.

### SUGGESTED READINGS

1. Machiraju H.R (2018) *Indian Financial System*, Delhi: Vikas Publishing House.
2. Chandler M.V. and Goldfeld .S. M. (2018), *Economics of Money and Banking*, New York: Harper and Row.
3. Gupta Suraj B (2018), *Monetary Economics*, New Delhi: S. Chand and Co.
4. Shashi & Gupta (2018), *Financial Services*, Kalyani Publishers, 3rd Edition

## WEB REFERENCES

1. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/financial-instrument/#:~:text=Financial%20instruments%20are%20contracts%20for,during%20a%20financial%20instrument%20transaction.>
2. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/financial-markets/>
3. [https://www.frbsf.org/education/publications/doctor-econ/2005/october/debt-equity-market/#:~:text=The%20debt%20market%20is%20the,government%20or%20corporate\)%20and%20mortgages.](https://www.frbsf.org/education/publications/doctor-econ/2005/october/debt-equity-market/#:~:text=The%20debt%20market%20is%20the,government%20or%20corporate)%20and%20mortgages.)

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

## COURSE OUTCOME

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the features and various constituents of the financial system.	K1
CO-2	Outline the functions of different components of financial markets and regulations recommended by regulatory authorities.	K2
CO-3	Exhibit the skills in the selection of financial services under various scenarios	K3
CO-4	Suggest suitable financial instruments for the different investment options.	K4
CO-5	Appraise the various financial services rendered by the financial institutions.	K5

**(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; 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	H	M	M	H	M	H
CO 2	H	H	M	H	H	M	H	H	H
CO 3	M	M	H	M	M	M	H	H	H
CO 4	H	H	H	M	H	M	H	M	H
CO 5	H	H	M	H	H	M	H	H	H

## PSO – CO MAPPING

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	H	M
<b>CO 2</b>	H	H	H
<b>CO 3</b>	H	M	H
<b>CO 4</b>	H	H	H
<b>CO 5</b>	H	M	H

(For Candidates admitted in the academic year 2022-2023)

**SECOND YEAR - SEMESTER – IV**

<b>Course Title</b>	<b>ALLIED 6--BUSINESS LAW</b>
<b>Code</b>	<b>U22CB4ALT06</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

The course provides to the students fundamental concepts and the necessary analytical skills to solve issues arising in real life situations relating to the Indian Contract Act, Sale of Goods Act and The Limited Liability Partnership Act.

## COURSE OBJECTIVES

1. To understand the essentials of a contract and the provisions regarding offer, acceptance, consideration and capacity to contract.
2. To understand the provisions regarding free consent, legality of object, void agreements and contingent contracts.
3. To understand the provisions regarding performance and discharge of contract, remedies for breach of contract and special kinds of contracts.
4. To analyse the laws relating to Contract of Agency, Limited Liability Partnership.
5. To understand the provisions of Sale of Goods Act, 1930.

## UNIT – I INTRODUCTION TO CONTRACT

12 HRS

- 1.1 Law of contract - Nature and types of contract
- 1.2 Essentials of a valid contract - Offer and Acceptance
- 1.3 Consideration - Capacity to contract.

**Extra Reading /Keywords:** *Aleatory contract*

## UNIT – II ELEMENTS OF VALID CONTRACT

12 HRS

- 2.1 Free consent - Coercion - Undue influence - Misrepresentation - Fraud - Mistake
- 2.2 Legality of object
- 2.3 Void agreements - Wagering agreement.

**Extra Reading /Keywords:** *Case studies relating to agreements opposed to public policy*

## UNIT – III PERFORMANCE OF CONTRACT AND SPECIAL CONTRACTS

**12 HRS**

- 3.1 Performance of contract – Obligation of parties to contract – Succession and assignment – Devolution of joint rights and liabilities.
- 3.2 Discharge of contract – Modes of discharge - Remedies for breach of contract.
- 3.3 Quasi contract and Contingent contract.

**Extra Reading /Keywords:** *Any three recent case studies on Breach of Contract*

## UNIT – IV CONTRACT OF AGENCY AND LLP

12 HRS

- 4.1 Contract of Agency - Duties -Authority of agent - Relation with third parties.
- 4.2 Liabilities of parties under contract of agency - Termination of agency.
- 4.3 The Limited LiabilityPartnership (LLP) Act, 2008 – Limited LiabilityPartnership - Salient features of LLP - Differences between LLP and partnership - LLP vs Company. .

**Extra Reading /Keywords:** *Case laws relating to LLP in India, Cyber laws in India*

## UNIT – V SALE OF GOODS ACT, 1930

12 HRS

- 5.1 Sale of Goods Act, 1930 with amendments – Sale and agreement to sell
- 5.2 Conditions and warranties – Passing of property
- 5.3 Performance – Remedies for breach – Rights of an unpaid seller.

**Extra Reading /Keywords:** *Auction sale*

Note: Texts given in the Extra Readings/keywords must be tested only through assignment and seminar.

### TEXT BOOK

1. Kapoor N.D. (2019), Business Law, Sultan Chand & Sons, New Delhi

### SUGGESTED READINGS

1. Kuchhal M.C., Vivek Kuchhal. (2018), Mercantile Law, New Delhi: Vikas Publishing House.
2. Gulshan S.S., Kapoor G. K. (2018), Business Law Including Company Law, New Delhi: New Age International Publishers
3. T.R.Desai (2016), Law relating to Tenders and Government contracts, New Delhi, Universal Law Publishing Company.
4. Sushma Arora, (2022), *Business Law*, Taxmann Publisher.
5. Balachandran. V & Thothadri .S, (2021), *Business Law*, Vijay Nicole Imprints Pvt.Ltd., Chennai.
6. Kuchhal M.C & Vivek Kuchhal, (2022), *Business Law*, S.Chand & Co. Ltd., Noida
7. Tejpal Sheth, (2017), *Business Law*, Pearson Education, Chennai.

### WEB REFERENCES

1. <https://legislative.gov.in>
2. [www.mca.gov.in](http://www.mca.gov.in)
3. <https://rti.gov.in>
4. <https://icmai.in>



5. <https://www.icai.org>

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

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K4)
CO-1	Recall the basic definitions in Indian Contract Act, Sale of Goods Act, LLP Act.	K1
CO-2	Explain the provisions relating to essentials of a valid contract, sale of goods and LLP.	K2
CO-3	Apply the provisions relating to Indian Contract Act, Sale of Goods Act to solve problems in real life situations.	K3
CO-4	Examine the issues relating to contracts and right to information.	K4
CO-5	Critically evaluate the case laws relating to Contract Act, Sale of Goods Act and justify the decisions taken under the circumstances.	K5

(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	M	L	M	L	H	M	H
CO 2	H	L	M	M	M	M	H	M	H
CO 3	H	L	M	H	M	H	H	H	H
CO 4	H	L	M	H	M	H	H	H	H
CO 5	H	L	M	H	M	H	H	H	H

## PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2022-2023)

<b>Course Title</b>	<b>NON MAJOR ELECTIVE (NME 2) – BASICS OF WORKPLACE COMMUNICATION</b>
<b>Code</b>	<b>U22CB4NMP02</b>
<b>Course Type</b>	<b>Practical</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>2 Hr/ Wk</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

To understand and apply the skills critical to be a successful working professional.

## COURSE OBJECTIVES

1. To define and remember the concepts of corporate structure (BPO)
2. To understand the importance of communication flow in the working environment (BPO)
3. To apply and analyze the various ways to communicate with co-workers
4. To apply and analyze the numerous platforms available for team collaborations
5. To analyze the numerous challenges in team communication
6. To solve challenges in the flow of communication and create better flow.

## UNIT – I THE WORKPLACE

6 HRS

1.1 Organizational Structure.

1.2 Corporate Ladder – Job Titles and Descriptions.

**Extra Reading/Keywords:** *Changing workspaces*

## UNIT – II PROFESSIONAL COMMUNICATION

6 HRS

2.1 Why communication matters?

2.2 The Basic Communication Model & the Social Communication Model

**Extra Reading/Keywords:** *Social Media Marketing*

## UNIT – III ENGAGING WITH COUNTERPARTS

6 HRS

3.1 Communicating within the organization – Peer to Peer Communication

3.2 Communicating with direct reports

**Extra Reading/Keywords:** *Internal Communication during and post pandemic*

## UNIT – IV COLLABORATION AND COMMUNICATION TOOLS 6 HRS

4.1 Collaboration Examples in the Workplace

4.2 Virtual Collaboration with remote teams

4.3 Collaboration Tools

**Extra Reading/Keywords:** *Practice on Basecamp*

## UNIT – V CHALLENGES IN COMMUNICATION

6 HRS

5.1 Crisis communication – Office politics

5.2 Communicating negative news

**Extra Reading/Keywords:** *How to Break Down Workplace Politics*

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

### TEXT BOOK

1. Student Manual

### SUGGESTED READINGS

1. Bovee, Courtland, John Thill & Mukesh Chaturvedi. Business Communication Today: Dorling kindersley, Delhi
2. Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi
3. Monippally, Matthukutty M. Business Communication Strategies. Tata McGrawHill Publishing Company Ltd., New Delhi
4. Sharma, Sangeeta and Binod Mishra. Communication Skills for Engineers and 1. Scientists: PHI Learning Pvt. Ltd., New Delhi

### WEB REFERENCES

1. <https://www.investopedia.com/articles/basics/03/022803.asp>
2. <https://resources.workable.com/tutorial/collaboration-tools>
3. <https://snacknation.com/blog/online-collaboration-tools/>

### COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the importance of professional communication.	K1
CO-2	Outline the concepts of corporate hierarchy with the purpose of communicating within the organization and collaboration.	K2
CO-3	Apply the concept of corporate ladder, collaboration and communication tools used for communication within organization.	K3
CO-4	Discover the necessity of communication, collaboration to overcome the challenges.	K4
CO-5	Appraise the best practices of communication flow to overcome challenges	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate)

## PO – CO MAPPING

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

## CO – PSO MAPPING

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	H	H
<b>CO 2</b>	H	H	H
<b>CO 3</b>	H	H	H
<b>CO 4</b>	H	H	H
<b>CO 5</b>	H	H	H

(For Candidates admitted in the academic year 2021-2022)

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002**  
**SCHOOL OF MANAGEMENT STUDIES**

DEPARTMENT OF COMMERCE BPO

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
I	I	Language	General Tamil I/	U21TL1GEN01/	3	3	100
			Hindi Paper I/	U21HN1HIN01/			
			French Paper I	U21FR1FRE01			
	II	English	Practical English I	U21CB1ENT01	3	3	100
	III	Major Core-1	Financial Accounting	U21CB1MCT01	6	5	100
		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
	IV	EVS	Environmental Studies	U21RE1EST01	2	1	100
		MSBE-1	Entrepreneurship Development	U21CB1SBP01	2	1	100
		Value Education	Ethics I/ Catechism I/ Bible Studies I	U21VE1LVE01/ U21VE1LVC01/ U21VE1LVB01	1	-	-
		SOC	Service Oriented Course	-	-	-	-
	Internship	Internship / Field Work /Field Project 30 Hours – (Extra Credit)	U21SP1ECC01		2 (Extra Credit)	100	
<b>TOTAL</b>					<b>30</b>	<b>22+2</b>	<b>900</b>

II	I	Language	General Tamil II/Hindi Paper II/ French Paper II	U21TL2GEN02/ 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	U21SS2SBC01	2	1	100
		Skill Based Course(SBC) -2	Sustainable Rural Development & Student Social Responsibility	U21SS2SBC02	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 – <b>(Extra Credit)</b>	U21SP2ECC02		2 (Extra Credit)	100
<b>TOTAL</b>					<b>30</b>	<b>23+ 2</b>	<b>1100</b>
	I	Language	General Tamil-III/Hindi Paper III/ French Paper III	U21TL3GEN03/ U21HN3HIN03/ U21FR3FRE03	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	III	Major Elective	Global Business Ethics and Corporate Governance/ Banking for BPO Services	U21CB3MET01/ U21CB3MET02	4	3	100
	III	Allied -4	Indian Financial System	U21CB3ALT04	4	2	100
	IV	NME 1	Communication and Interpersonal Skills	U21CB3NMT01	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/ Catechism II / Bible Studies II	U21VE3LVE02/ U21VE3LVC02/ U21VE3LVB02	1	-	-
	IV	SOC	Service Oriented Course	-	-	-	-
		Internship	internship / Field Work / Field Project 30 Hours (Extra Credit)	U21SP3ECC03		2	100
<b>TOTAL</b>					<b>30</b>	<b>23+2</b>	<b>1000</b>
	I	Language	General Tamil IV/ Hindi Paper IV/ French Paper IV	U21TL4GEN04/ U21HN4HIN04/ U21FR4FRE04	3	3	100
IV	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	Simulation of BPO Related Activities/ BPO Technology and Innovation	U21CB4MET03/ U21CB4MET04	4	3	100
	III	Allied -5	Financial Markets and Services	U21CB4ALT05	4	2	100
	III	Allied -6	Business Law	U21CB4ALT06	4	2	100
	IV	NME 2	Business Communication	U21CB4NMT02	3	3	100



	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U21VE4LVE02/ U21VE4LVC02/ U21VE4LVB02	1	1	100
	IV	SOC	Service Oriented Course <b>(Extra Credit)</b>		-	2	100
		Internship	Internship / Field Work /Field Project 30 Hours – <b>(Extra Credit)</b>	U21SP4ECC04	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>25 + 4</b>	<b>1100</b>
<b>V</b>	III	Major Core -10	Financial Management	U21CB5MCT10	6	5	100
	III	Major Core -11	Principles of Auditing	U21CB5MCT11	6	5	100
	III	Major Core -12	BPO Lab - I	U21CB5MCP12	5	4	100
	III	Major Core -13	Introduction to Workplace Communication	U21CB5MCT13	5	4	100
	III	Major Elective	Security Analysis and Portfolio Management/ Services Marketing	U21CB5MET05/ U21CB5MET06	4	3	100
	IV	NME 3	Online Marketing	U21CB5NMT03	3	3	100
	IV	Value Education	Ethics III/ Catechism III/ Bible Studies III	U21VE5LVE03/ U21VE5LVC03/ U21VE5LVB03	1	-	-
		Internship	Internship / Field Work / Field Project 30 Hours – <b>(Extra Credit)</b>	U21SP5ECC05	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24 + 2</b>	<b>700</b>
<b>VI</b>	III	Major Core –14	Human Resource Management	U21CB6MCT14	5	4	100
	III	Major Core -15	BPO Lab - II	U21CB6MCP15	5	4	100
	III	Major Core -16	Organizational Behaviour	U21CB6MCT16	5	4	100
	III	Major Core -17	CRM in BPO Industry	U21CB6MCT17	5	4	100

III	Major Elective	Advanced Workplace Communication /BPO Project Management	U21CB6MET07 U21CB6MET08	4	3	100
IV	NME 4	Fundamentals of Financial Services	U21CB6NMT04	3	3	100
IV	Skill Based Course (SBC) -3	Research Methodology	U21DS6SBC03	2	1	100
IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U21VE6LVE03/ U21VE6LVC03/ U21VE6LVB03	1	-	100
IV	Extension Activity	RESCAPES- Impact Study of Project	U21RE6ETF01	-	4	100
	Internship	Internship / Field Work /Field Project 30 Hours – <b>(Extra Credit)</b>	U21SP6ECC06	-	2	100
<b>TOTAL</b>				<b>30</b>	<b>23+ 6</b>	<b>1000</b>
<b>GRAND TOTAL</b>				<b>180</b>	<b>140 +18</b>	<b>5800</b>

(For Candidates admitted in the academic year 2021-2022)  
**Third Year - Semester – VI**

<b>Course Title</b>	<b>MAJOR CORE 14 – HUMAN RESOURCE MANAGEMENT</b>
<b>Code</b>	<b>U21CB6MCT14</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>5 Hr/ Wk</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

This course enables the students to understand the basic concepts in human resource management and to familiarize the students with the processes and mechanism of managing human resources in an organization.

## COURSE OBJECTIVES

1. To understand the scope and functions of Human Resource Management.
2. To understand the process of human resource planning and recruitment
3. To analyse the selection methods and placement procedure.
4. To analyse the prospects of training and career development.
5. To evaluate the various performance appraisal techniques and compensation plans.

## UNIT – I INTRODUCTION

15 HRS

1.1. Concept of HRM - Definition – Scope - Characteristics – Objectives - Importance - Functions of HRM.

1.2. Qualities of HR manager - Role of HR Manager - Difficulties and challenges faced by HR managers.

1.3 Concept of HR policies – Nature – Need and Importance – Types of HR policies.

**Extra Reading /Keywords:** *PODSCORB, Twin goals, employee manual*

## UNIT – II HUMANRESOURCE PLANNING AND RECRUITMENT

15 HRS

2.1 Concept of HR planning –Significance – Steps in HR planning – Benefits and Barriers.

2.2 Recruitment: Definition and Features – Sources – Steps in Recruitment Process –

3.3 Green Recruitment.

**Extra Reading /Keywords:** *Sapping, anamnesis, HR analytics*

## UNIT – III SELECTION AND PLACEMENT

15 HRS

3.1 Selection – Meaning – Difference between Recruitment and Selection – Phases of selection process.

3.2 Selection Tests – Selection Interview – Types of Interviews.

3.3 Purpose of Orientation – Difference between Orientation and Socialization –Placement.

**Extra Reading /Keywords:** *360 degree performance appraisal, indoctrination*

## UNIT – IV TRAINING AND DEVELOPMENT

15 HRS

4.1 Training: Significance – Methods of training – On-the-Job and Off-the-Job training

4.2 Development: Process of development – Measures for effective Career Development

4.3 Career Planning and Guidance: Features and Objectives – Merits of career planning

**Extra Reading /Keywords:** Onboarding, career advancement

## UNIT – V PERFORMANCE EVALUATION AND COMPENSATION 15 HRS

5.1 Performance Evaluation: Meaning – Objectives – Performance Evaluation Process.

5.2 Performance Evaluation Methods: Rating Scale – Ranking – Padded Comparison – Forced Distribution.

5.3 Compensation: Types – Factors influencing compensation – Types of compensation

**Extra Reading /Keywords:** Employee negotiations, perks, 720 Degree Appraisal.

**Note:** Texts given in the Extra Reading/Key words must be tested only through assignment and seminar.

### TEXT BOOKS

1. Khanka, Human Resources Management, S. Chand ,New Delhi2018
2. ParvinDurai, Human resources Management, Pearson, New Delhi2018

### SUGGESTED READINGS

1. Gupta C.B, Human Resource Management, Sultan Chand and Sons, 14<sup>th</sup> Edition, New Delhi, 2012.
2. Aswathappa K, Human Resource Management, 6<sup>th</sup> Edition, Tata McGraw-Hill Education Pvt. Ltd, 2015.
3. Matoria C.B, & Rao V. S. P, Personnel Management (Text and Cases), Himalayan Publications, New Delhi, 2015.

4. Wayne Mondy Robert, Human Resource Management, Pearson Education, 12<sup>th</sup> Edition, New Delhi, 2018.

## WEB REFERENCES

1. <https://www.indeed.com/career-advice/career-development/recruitment-objectives>
2. <https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/selectionprocess/#:~:text=The%20selection%20process%20can%20be,departments%20of%20the%20same%20company.>
3. <https://www.asmibmr.edu.in/blog/campus-placement-preparation-tips-procedure-skills-required/>

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

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts related to HR Planning, Recruitment, Selection, Training, Performance Evaluation and Compensation.	K1
CO-2	Understand the process involved in Recruitment, Selection, Development and Performance Evaluation	K2
CO-3	Identify suitable selection procedures and performance evaluation strategies.	K3
CO-4	Examine the various sources of recruitment, interview methods and compensation techniques.	K4
CO-5	Critically examine the HR Planning, Recruitment, Selection, Training, Performance Evaluation and Compensation	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	H	H	M	H	M	M	H	M	H
CO 2	M	H	M	H	H	M	M	H	H
CO 3	M	M	H	M	M	M	M	H	H
CO 4	H	H	H	M	H	M	M	M	H
CO 5	M	H	M	H	H	M	M	H	H

## PSO – CO MAPPING

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	H	M
<b>CO 2</b>	H	H	H
<b>CO 3</b>	H	M	H
<b>CO 4</b>	H	H	H
<b>CO 5</b>	M	M	M

(For Candidates admitted in the academic year 2021-2022)

**Third Year - Semester – VI**

<b>Course Title</b>	<b>MAJOR CORE 15 – BPO LAB II</b>
<b>Code</b>	<b>U21CB6MCP15</b>
<b>Course Type</b>	<b>Practical</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>5 Hr/ Wk</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS:**

1. The objective of the course is to enable the learners to understand the importance of various skills required for the BPO industry.
2. The course provides the students necessary practice to master the various skills required in the outsourcing industry

**COURSE OBJECTIVES:**

1. To gain the confidence to face the interview.
2. To understand the importance of effective communication
3. To get practical exposure through classroom.
4. To demonstrate the ways to overcome the challenges in interviews.
5. To face an interview boldly and to communicate flawlessly in English.
6. To able to withstand unfavorable situation and bounce back to normally.

**UNIT - I SOCIALIZING AND CONVERSATION STARTERS CONVERSATION**

**PRACTICE**

15

**HRS**

1.1 Initiating talks- Extended talks.

1.2 Group Discussion – Introducing oneself and others.

1.3 Role play – Debate — Panel discussion – Neutral accent.

**Extra Reading/Keywords:** *A step-by-step guide to designing from scratch*

**UNIT- II RESUME PREPARATION AND PROFILE CREATION**

15 HRS

2.1 Resume preparation to the standard format.

2.2 Proof reading of resume.

2.3 Tell about yourself – Profile, Video Resume.

**Extra Reading/Keywords:** 10 Tips on How to Write a Business Email in English

### UNIT - III PLACEMENT SKILL I

15 HRS

3.1 Know about the Company.

3.2 Follow up in LinkedIn Profile of the Company – Research about the organization.

3.3 write up about the company.

**Extra Reading/Keywords:** *Common challenges in reaching out the employer*

### UNIT - IV PLACEMENT SKILL II

15 HRS

4.1 Confidence Building Ways to Improve Confidence – Optimism.

4.2 Positive thinking – Assertiveness.

**Extra Reading/Keywords:** *10 Ways To Build Confidence*

### UNIT V PLACEMENT SKILL III

5.1 Mock Interview - Frequently asked Questions on Interview, Types of Interview

**Extra Reading/Keywords:** *How to negotiate / discuss about the salary package*

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

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

### COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the importance of various skills required for the industry.	K1
CO-2	Demonstrate the skills required for the BPO industry.	K2
CO-3	Apply the skills to communicate effectively	K3
CO-4	Discover the process of placement through mock GD and Mock.	K4
CO-5	Prioritize the skills to be demonstrated during the placement process.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyze; K5- Evaluate; K6 – Create)



## PO – CO MAPPING

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

## PSO – CO MAPPING

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	H	H
<b>CO 2</b>	H	H	H
<b>CO 3</b>	H	H	H
<b>CO 4</b>	H	M	H
<b>CO 5</b>	H	H	H

(For Candidates admitted in the academic year

<b>Course Title</b>	2021-2022) Third Year - Semester – <b>MAJOR CORE – 16 ORGANIZATIONAL BEHAVIOUR</b>
<b>Code</b>	VI <b>U21CB6MCT16</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>5 Hr/ Wk</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

The course provides to the students' knowledge on fundamental concepts and the necessary analytical skills to solve issues arising in real life situations relating to the Individual behavior, Group behavior, Organizational behavior and the organizational change and development.

## COURSE OBJECTIVES

1. To understand the Individual and Organizational Behaviour
2. To understand the types and the theories of Personality and Perception.
3. To understand the theories of Motivation, Interpersonal and Group Behaviour.
4. To analyse the leadership styles, the sources of Power and Authority
5. To understand the organizational change and development.

## UNIT- I INTRODUCTION

15 HRS

1.1 Introduction to Organizational Behaviour – Elements – Need – Approaches – Models of organizational behaviour.

1.2 Individual Behaviour – Mintzberg managerial role-Need and shortcomings of Organizational behaviour.

**Extra Reading/keywords:** *Ethical Behaviour*

## UNIT-II PERSONALITY AND PERCEPTION

15 HRS

2.1 Personality- Theories of Personality-Type Theory-Psychoanalytic theory – Trait-Freudian Stages

2.2 Perception- Determinants of perception - Learning.

**Extra Reading/keywords:** *Perceptual process*

## UNIT III MOTIVATION & GROUP BEHAVIOUR

15 HRS

3.1 Motivation-theories of motivation – Maslow – Herzberg – McGregor

3.2 Interpersonal behaviour-Group Behaviour - Group Dynamics – Norms – Conflict-Group

Cohesiveness. Team: Concepts- Difference between group and team - Creating effective teams.

**Extra Reading/keywords:** *Contemporary motivation theories*

## UNIT IV POWER & AUTHORITY

15 HRS

4.1 Leadership – Styles – Qualities – Power – Authority– Sources -Women as a leader

4.2 Counselling – Functions.

**Extra Reading/keywords:** *Performance Counseling*

## UNIT-V: ORGANISATIONAL CHANGE

15 HRS

5.1 Organisational Change – Factors- Resistance to Change – Methods.

5.2 Organizational Development-Nature of OD – Process – International perspectives on Organizational Behaviour.

**Extra Reading/keywords:** *Change Management*

Note: Texts given in the Extra Readings/keywords must be tested only through assignment and seminar.

### TEXT BOOK

K. Ashwathappa., (2018) Organisational Behaviour, Himalaya publishing House

### SUGGESTED READINGS

1. Stephen P. Robbins & Timothy A. Judge (2018), Organizational Behaviour, Pearson Publications, New Delhi.
2. Fred Luthans (2019), Organisational Behaviour, Tata McGraw Hill Publishing Company, New Delhi.
3. Prasad L.M. (2019), Organisational Theory & Behaviour, Sultan Chand Company, New Delhi.

### WEB REFERENCES

1. <https://www.iedunote.com/organizational-behavior>
2. [https://ddceutkal.ac.in/Syllabus/MCOM/Organisational\\_Behaviour.pdf](https://ddceutkal.ac.in/Syllabus/MCOM/Organisational_Behaviour.pdf)
3. <https://old.mu.ac.in/wp-content/uploads/2014/04/Management-PAPER-II-Organizational-Behavior-final-book.pdf>
4. [https://backup.pondiuni.edu.in/storage/dde/dde\\_ug\\_pg\\_books/Organisational%20Behaviour.pdf](https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Organisational%20Behaviour.pdf)

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

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
<b>CO-1</b>	Recall the basic concepts and theories of organizational and individual behavior, leadership, perception personality and organizational change and development.	<b>K1</b>
<b>CO-2</b>	Explain the basic concepts and theories of organizational and individual behavior, leadership, perception personality and organizational change and development.	<b>K2</b>
<b>CO-3</b>	Apply all the basic concepts and theories of organizational and individual behavior, leadership, perception personality and organizational change and development.	<b>K3</b>
<b>CO-4</b>	Examine all the basic concepts and theories of organizational and individual behavior, leadership, perception personality and organizational change and development.	<b>K4</b>
<b>CO-5</b>	Critically all the basic concepts and theories of organizational and individual behavior, leadership, perception personality and organizational change and development.	<b>K5</b>

### **PO – CO MAPPING**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
<b>CO 1</b>	H	L	M	L	M	L	H	M	H
<b>CO 2</b>	H	L	M	M	M	M	H	M	H
<b>CO 3</b>	H	L	M	M	M	H	H	H	H
<b>CO 4</b>	H	L	M	M	M	H	H	H	H
<b>CO 5</b>	H	L	M	M	M	M	H	M	H

### PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
<b>CO 1</b>	H	L	M
<b>CO 2</b>	H	L	M
<b>CO 3</b>	H	M	M
<b>CO 4</b>	H	M	M
<b>CO 5</b>	M	L	M

(For Candidates admitted in the academic year 2021-2022)

### Third Year - Semester – VI

<b>Course Title</b>	<b>MAJOR CORE 17 – CRM in BPO Industry</b>
<b>Code</b>	<b>U21CB6MCT17</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>5 Hr/ Wk</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

To enable the learners to understand the importance and process of customer relationship management in BPO Industry.

### COURSE OBJECTIVES

1. To enable the students to understand the fundamentals of Customer Relationship Management.
2. To enable the students to understand the concepts of CRM.
3. To acquaint the students with the process of CRM strategy development.
4. To enable the students to know CRM practices in different sectors.
5. To enable the students to understand the issues and challenges in CRM implementation, tools of CRM and CRM Metrics

### UNIT - I CRM INTRODUCTION

15 HRS

1.1 Introduction to CRM: Concepts, Evolution, Need, understanding goals and objectives of CRM

1.2 Components of CRM, Benefits, Drawbacks of NOT using a CRM Tool - CRM as a strategic marketing tool

1.3 Features of CRM System - CRM practices in BPO industry

**Extra Reading/Keywords:** *Why is CRM important in call center?*

### UNIT - II CRM PROCESS

15 HRS

2.1 CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and e- CRMA/online CRM

2.2 The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase

2.3 Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization

**Extra Reading/Keywords:** *Conceptual Framework Of Customer Relationship Management*

## UNIT - III CRM TOOLS

15 HRS

3.1 Customer relationship management: Technology dimensions – Voice portals, web phones, virtual customer representative, customer relationship portals

3.2 Emerging trends in BPO industry: Retail industry, hospitality industry, banking industry, telecom industry, aviation industry

**Extra Reading/Keywords:** *Best CRM Software and Tools in 2022*

## UNIT - IV TRENDS IN CRM

4.1 e-CRM Introduction - Data Warehousing

4.2 Data Marts - Data Mining in CRM

4.3 An introduction to CRM Packages

**Extra Reading/Keywords:** *The Future of CRM- Key Trends to Watch in 2023*

## UNIT - V CRM PACKAGES

15 HRS

5.1 e-CRM Introduction - CRM Packages available in the market.

5.2 Zoho CRM - Zoho CRM Integrations-How a CRM Platform Works - Sales Force Automation - Features that make selling easier

5.3 CRM Software: Sales Pitch Sales Funnel, Sales Pipeline, CRM Blogs, Social CRM, Email Marketing CRM, Help Desk CRM, AI-Powered CRM, G Suite CRM, Sales Management software - Case studies - Amazon India Helps Retailers Flourish Through Zoho CRM.

**Extra Reading/Keywords:** *Best CRM Software for Small Businesses in 2022*

Note: Texts given in the Extra Reading/Key words must be tested only through assignment and seminar.

### TEXT BOOK

1. 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.
6. <https://keap.com/product/what-is-crm>

## WEB REFERENCES

1. <https://www.selecthub.com/customer-relationship-management/crm-trends/>
2. <https://www.bigcontacts.com/blog/crm-trends/>

3. <https://www.zendesk.com/in/sell/crm/>

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

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Outline the fundamentals of Customer Relationship Management.	K1
CO-2	Explain the various concepts of CRM.	K2
CO-3	Relate the process of CRM strategy development.	K3
CO-4	Explain CRM practices in different sectors like manufacturing, Service industry and Call centers.	K4
CO-5	Understand the issues and challenges in CRM tools and CRM Metrics.	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	H	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	M	M	H	H	H
CO 3	H	H	H	H	H	H	M	H	H
CO 4	H	M	H	H	H	M	M	H	H
CO 5	H	H	H	H	H	H	H	H	H

## PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	H
CO 2	H	H	M
CO 3	H	H	H
CO 4	H	M	H
CO 5	H	H	H



(For Candidates admitted in the academic year  
2021-2022) Third Year -  
Semester – VI

<b>Course Title</b>	<b>MAJOR ELECTIVE – ADVANCED WORKPLACE COMMUNICATION</b>
<b>Code</b>	<b>U21CB6MET07</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>4 Hr/ Wk</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

To empower students to carry out day to day communication at global work place by adequate understanding of various writing process, drafting proposals and reports in engaging with stakeholders.

### COURSE OBJECTIVES

1. To understand the Cross Cultural Communication.
2. To understand the importance of communicating with global teams.
3. To apply and analyze the three step writing process.
4. To apply and analyze the business proposals and reports.
5. To analyze the numerous ways in engaging stakeholders and customers.

### UNIT – I CROSS CULTURAL COMMUNICATION

12 HRS

- 1.1 Theories of Cross Cultural Communication - Developing Cultural Competency.
- 1.2. Recognizing variation in a diverse world - Adapting to other Business Cultures.
- 1.3 Improving Intercultural Communication.

**Extra Reading/Keywords:** *Changing business cultures*

### UNIT –II– COMMUNICATING WITH GLOBAL TEAMS

12 HRS

- 2.1 Definition, Challenges, ways to improve, Tips, Scenarios.
- 2.2 Virtual Team Communication – Meetings and presentations.
- 2.3 PowerPoint Presentations - Video Conferencing.

**Extra Reading/Keywords:** *Virtual Team Communication tools and challenges*

### UNIT – III- THREE STEP WRITING PROCESS

12HRS

- 3.1 Steps in writing process: Select the best combination of Media and Channels - Style and Tone - Powerful words and Effective sentences.
- 3.2 Creating Unified and Coherent paragraphs - Evaluate the first draft- Revise to improve

Readability.

3.3 Editing for clarity - Proofreading- Distribution.

**Extra Reading/Keywords:** *Proofreading Techniques for Business Communication*

## UNIT – IV – BUSINESS PROPOSALS AND REPORTS

12 HRS

4.1 Adapting to audience - Drafting report content

4.2 Drafting proposal content

4.3 Completing reports and proposals

**Extra Reading/Keywords:** *Business report vs. Business proposal*

## UNIT – V- ENGAGING WITH STAKEHOLDERS AND CUSTOMERS 12 HRS

5.1 Business Communication - Types - 7 C's

5.2 Persuasive writing and negotiation - Communicating effectively with stakeholders

5.3 Promotional- PR, Marketing events and newsletters

**Extra Reading/Keywords:** *How Unilever engage with their stakeholders*

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

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

## TEXT BOOKS

Student Manual

## SUGGESTED READINGS

1. Bovee, Business Communication Today, Pearsons, 14<sup>th</sup> Edition, 2018
2. Jay Sullivan, Simply Said – Communicating at Work and Beyond , 2016
3. David L. Lewis, Effective Communication in Workplace, 2019
4. A Writer's Workbook Fourth edition, Smoke, Cambridge
5. Effective Writing, Withrow, Cambridge
6. Writing Skills, Coe/Rycroft/Ernest, Cambridge
7. Jermy Comfort, Speaking Effectively, et.al, Cambridge
8. Krishnaswamy, N, Creative English for Communication, Macmillan
9. Raman Prakash, Business Communication, Oxford.
10. Taylor, Conversation in Practice,
11. Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Understand the Cross Cultural Communication	K1
CO-2	Understand the importance of communicating with global teams	K2
CO-3	Apply and analyze the three step writing process	K3
CO-4	Apply and analyze the business proposals and reports	K4
CO-5	Analyze the numerous ways in engaging stakeholders and customers	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	H	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	M	M	H	H	H
CO 3	H	M	H	H	H	H	M	H	H
CO 4	H	M	H	H	H	M	M	H	H
CO 5	H	H	H	H	H	H	H	M	H

## PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	H
CO 2	H	H	M
CO 3	H	H	H
CO 4	H	M	H
CO 5	H	H	M

(For Candidates admitted in the academic year

<b>Course Title</b>	2021-2022) Third Year - Semester – VI <b>NON MAJOR ELECTIVE (NME 4) – FUNDAMENTALS OF FINANCIAL SERVICES</b>
<b>Code</b>	<b>U21CB6NMT04</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>3 Hr/ Wk</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

The course aims to equip the learners with the basics of Financial Services, and its various dimensions, evolution and benefits to the economy.

## COURSE OBJECTIVES

1. To understand the features and importance of financial services.
2. To analyse the functions and importance merchant banking.
3. To analyse the functions and types of factoring.
4. To understand the process and different kinds of mutual funds.
5. To analyze the features and functions of credit rating agencies.

## UNIT – I INTRODUCTION TO FINANCIAL SERVICES

9 HRS

1.1 Indian Financial Services – Introduction – Importance – Objectives.

**Extra Reading/Keywords:** *Nationalisation of Banks, Development Banks*

## UNIT – II MERCHANT BANKING

9 HRS

2.1 Merchant Banking – Definition – Objectives – Scope – Functions.

**Extra Reading/Keywords:** *Companies that are rendering the merchant banking services in India.*

## UNIT – III FACTORING IN INDIA

9 HRS

3.1 Factoring – Meaning – Types - Functions – Benefits – Factoring in India.

**Extra Reading/Keywords:** *Companies engaged in factoring services in India.*

## UNIT – IV MUTUAL FUNDS

9 HRS

4.1 Mutual fund: Meaning–Objectives–Types - Merits–Shortcomings

**Extra Reading/Keywords:** *Performance of different mutual fund companies in India*

## UNIT – V CREDIT RATING AGENCIES

9 HRS

5.1 Credit Rating Agencies: Meaning - Functions – Credit Rating Agencies in India, CRISIL, ICRA, & CARE and Credit Rating Symbols.

**Extra Reading/Keywords:** *Popularity of Credit rating agencies in India.*

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

### TEXT BOOK

1. Gordon and Natarajan (2018): *Financial Services and Markets*, Himalaya Publishing House, 2018.

### SUGGESTED READINGS

1. Machiraju H.R (2018) *Indian Financial System*, Delhi: Vikas Publishing House.
2. Chandler M.V. and Goldfeld S. M. (2018), *Economics of Money and Banking*, New York: Harper and Row.
3. Gupta Suraj B (2018), *Monetary Economics*, New Delhi: S. Chand and Co.

### WEB REFERENCES

1. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/financial-instrument/#:~:text=Financial%20instruments%20are%20contracts%20for,during%20a%20financial%20instrument%20transaction.>
2. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/financial-markets/>
3. [https://www.frbsf.org/education/publications/doctor-econ/2005/october/debt-equity-market/#:~:text=The%20debt%20market%20is%20the,government%20or%20corporate\)%20and%20mortgages.](https://www.frbsf.org/education/publications/doctor-econ/2005/october/debt-equity-market/#:~:text=The%20debt%20market%20is%20the,government%20or%20corporate)%20and%20mortgages.)

### COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the features and various services of the financial system.	K1
CO-2	Outline the functions of different types of financial services in India.	K2
CO-3	Exhibit the skills in the selection of financial services under various scenarios.	K3
CO-4	Suggest suitable financial services for the different investment options.	K4
CO-5	Appraise the various financial services rendered by the financial institutions.	K5

(K1- Remember; K2- Understand; K3 – Apply; K4 – Analyse; K5- Evaluate; K6 – Create)

## PO – CO MAPPING

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

## PSO – CO MAPPING

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO 1</b>	H	H	M
<b>CO 2</b>	H	H	H
<b>CO 3</b>	H	M	H
<b>CO 4</b>	H	H	H
<b>CO 5</b>	H	M	H

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