



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Virudhunagar – 626 001.

Course Name: **M. Com (Computer Applications)**
 Discipline: **Commerce (CA) SF**
(For those who joined in June 2023 and after)

COURSE OBJECTIVE

To provide advanced knowledge on important commerce subjects so as to enable the student to pursue research or to take up jobs in the area of Accounting and Finance.

Eligibility for Admission

Candidates seeking admission to the first year of the Master of Commerce degree course shall possess

- (a) B. Com / B. Com (CA) or
- (b) Any other degree with at least one paper in Accountancy

Duration of the Course

The course shall extend over a period of two academic years consisting of four semesters. Each academic year will be divided into two semesters

II year M.Com CA (SF)

Semester	Part	Subject Name	Hours	Credit	Int + Ext = Total	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Subject Code	Revised / New / No Change / Interchanged & Percentage of Revision
III	Core	Direct Taxes – I	6	5	25+75=100									✓	✓	✓	P24CCC31	Mark Change
	Core	Enterprise Promotion	6	5	25+75=100									✓	✓	✓	P24CCC32	New (Elective to Core)
	Core	Web Development Application	6	4	25+75=100									✓	✓	✓	P24CCC33	New
	Core	LAB: Web Development	6	4	40+60=100									✓	✓	✓	P24CCCP31	New
	Elective – III	Corporate Accounting / Advertising Management	6	4	25+75=100									✓		✓	P24CCE31/ P24CCE32	New (Core to Elective)/New
	Total			30	22													



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Internship Programme (Extra Credit)		60	2													P24IP31	New	
IV	Core	Financial Management	6	4	25+75=100									✓	✓	✓	P24CCC41	Mark Change
	Core	Direct Taxes – II	6	4	25+75=100									✓	✓	✓	P24CCC42	Mark Change
	Core	Portfolio Management	6	5	25+75=100									✓		✓	P24CCC43	Mark Change
	Elective – IV	LAB: LaTeX	6	4	40+60=100									✓		✓	P24CCCP41	Title change/ 25% change
	Core	Project and Viva-Voce	6	4	50+50=100										✓	✓	P22CC4PV	No change
	Total		30	21														

SELF LEARNING COURSES

Semester	Subject	Credit	Ext = Total	Course Code	Courses having focus on employability/ entrepreneurship/ Skill development	Revised / New /No Change / Interchanged/ Percentage of revision
III	Retail Management	5	100 = 100	P24CCSL31	Employability/ Entrepreneurship/ Skill development	New



DIRECT TAXES - I

Course Title: Direct Taxes – I	Total Hours : 90 Hours
Course Code: P24CCC31	Total Credits : 5

80% Problems 20% Theory

COURSE OUTCOMES:

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Understand the basics of the Income tax law and procedure.
CO2	Acquire skills on the computation of the taxable income from salary and House property.
CO3	Compute the income from business and Profession.
CO4	Calculate the capital gains and income from other sources.
CO5	Acquire skills on the computation of an aggregate income and deductions from gross total income.

UNIT - I

18 Hours

Income Tax Act 1961 – Definition - Income, Deemed Income, Person, and Assesses – Basis of Charge – Residential Status – Capital and Revenue Receipts – Exempted Incomes under section 10.

UNIT - II

18 Hours

Income from Salary – Meaning - Salary, Profit in lieu of Salary - Allowances - Perquisites. Income from House Property – Gross Annual Value, Net Annual Value – Deductions U/S 24.

UNIT - III

18 Hours

Income from Profits and Gains of Business or Profession – Depreciation – Admissible Deductions U/S 30 to 37- Inadmissible Expenses U/S 40(A) and 40(B).

UNIT - IV

18 Hours

Income from Capital Gains: Capital Asset, Transfer- Indexation – Exemptions U/S 54 to 54GA. Income from Other Sources: List of Income chargeable – Allowable deductions.

UNIT - V

18 Hours

Aggregation of Income, Set-Off and Carry Forward of Losses - Deductions from Gross Total Income Section 80C to 80U.



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TEXT BOOK:

1. T.S.Reddy and Y.Hari Prasad Reddy – Income Tax Theory, Law & Practice, Margham Publications.

Unit	Book & Author Name	Page No.
I	T.S.Reddy and Y.Hari Prasad Reddy – Income Tax Theory, Law & Practice, Margham Publications.	1.1-1.43, 2.1-2.10, 3.1-3.56, 4.1-4.41
II		5.1-5.182, 6.1-6.87
III		7.1-7.188
IV		8.1-8.121, 9.1-9.79
V		10.1-10.25, 11.1-11.65, 13.1-13.97

REFERENCE BOOKS:

1. Mehrotra and Goyal, Income tax law and practice, Sahitya Bhawan Publications, 2022.
2. B.B.Lal, Direct taxes practice and planning, International Publishing House Pvt. Ltd.
3. G.Sekar, Handbook on Direct Taxes, Wolters Kluwer India Pvt. Ltd.
4. Vinod K.Singhanian, Direct taxes law and practice, Taxmann's Publication.

e-RESOURCES:

1. <http://youtu.be/Gifl67lbBgc>
2. <http://youtu.be/X9dfc q JDxME>
3. <http://youtu.be/HHt26fVu6v0>
4. <http://youtu.be/lf0llvQpq-s>
5. <http://youtu.be/5pnXZLHihuE>
6. <http://youtu.be/IcpentT2Pygk>
7. <http://youtu.be/y4mNYZXXIml>
8. <http://youtu.be/zJNiz1jLd48>
9. <http://youtu.be/fAr8GtvLSjo>

ENTERPRISE PROMOTION

Course Title: Enterprise Promotion	Total Hours : 90
Course Code: P24CCC32	Total Credits : 5

COURSE OUTCOMES:

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Gain knowledge on the concepts in entrepreneurship.
CO2	Understand the steps in setting up of a business enterprise.



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CO3	Gain knowledge on plant location and layout.
CO4	Identify the incentives and financial assistance offered by the Government to start an enterprise.
CO5	Design the promotional strategies.

UNIT - I

18 Hours

Entrepreneur: Meaning – Characteristics of Successful entrepreneur – Functions. Entrepreneurship: Role of entrepreneurship in Economic development, Factors affecting Entrepreneurship growth - Women Entrepreneurship: Meaning, Problems – MSME: Meaning and Definition, Characteristics, Scope of MSME, Objectives.

UNIT - II

18 Hours

Identification and Selection of business opportunity – Need – Steps in setting up of a business enterprise – Contents / elements of Business plan – Formulation of business plan – Project Appraisal: Concepts, Methods – Financing of Enterprise: Need, Sources of finance.

UNIT - III

18 Hours

Plant location – Choice of plant location – Selection of particular location – Design of factory building – Layout of plant & equipment – Criteria for a good layout – Types of layout – Maintenance – Industrial visit.

UNIT - IV

18 Hours

Institutional support to entrepreneurs: NSIC, SIDO, SSIB, SSID, SISI, DIC, Industrial Estate and TCO – Government support: Role of Government in promoting entrepreneurship, MSME policy strategy 2021, Initiatives taken by government – Startup India, Make in India, ATAL innovation Mission, STEP, STANDUP India, TREAD, PMKVY, National Skill Development, Women Entrepreneur support program in India.

UNIT - V

18 Hours

Promotional strategies - Online E-commerce: Meaning and Characteristics, Advantages and Disadvantages – Challenges in small enterprises – Export Documents and procedures: Forms, Types, Processing of Export order – Franchising: Meaning, Characteristics, Types, Merits and Demerits.

TEXT BOOK:

1. Dr.S.S.Khanka, Entrepreneurial Development, S.Chand, 2018 (2019)



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Units	Books & Author Names	Page Nos.
I	Dr.S.S.Khanka, Enterpreneurial Development	3,8,22,23,36,43,52-55, 164-169
II	Dr.S.S.Khanka, Enterpreneurial Development	276, 288 – 293, 321 – 338
III	J.S.Saini, B.S.Rathore, Entrepreneurship Theory and Practice	238 – 243
IV	Dr.S.S.Khanka, Enterpreneurial Development	379 – 381, 403 – 416
V	Dr.S.S.Khanka, Enterpreneurial Development	711, 716, 717, 720, 727, 729 – 732

REFERENCE BOOKS:

1. Vasant Desai, Entrepreneurship and Management, Himalaya Publishers, 2011.
2. J.S.Saini, B.S.Rathore, Entrepreneurship Theory and Practice, Wheeler Publishers, 2001.

e-RESOURCES:

1. msme.policy2021.o.pdf
2. the intact one.com
3. <http://ddeku.edu.in>

WEB DEVELOPMENT APPLICATION

Course Title: Web Development Application	Total Hours: 90 Hours
Course Code: P24CCC33	Total Credits:4

COURSE OUTCOMES

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Understand the basic concept of HTML.
CO2	Originate the commercial webpage with the aid of HTML.
CO3	Create the tables, forms, and frames in webpage.
CO4	Explain the basic concepts of PHP, functions and MYSQL database
CO5	Design the webpage using PHP and MYSQL database.

Unit - I

18 Hours

HTML: Introduction to Html-Html code for Webpage-web page basic-set up a Web Page-Display a Web Page in Web Browser-Paragraph-insert a new line-insert blank space-preformatted text-comments. **Formatting the text:** Heading-Emphasis-Superscript-Subscript-font tag-font style-mono space font-margin.



Unit - II

18 Hours

List in Html: ordered list -unordered list-nested list-definition list-image-background image-border-wrap text around an image-aligning the image-Horizontal Ruler-image in list. **Links in Html:** Link to another Webpage-link within a page-link to an image-link to a File-Email link-changing the link color-creating keyboard Shortcut-changing the tab order.

Unit - III

18 Hours

Tables: Table creation-width and column specification- color of a table-span Cells. **Forms and elements:** introduction to form-form element-text field-check box-option button-menus-upload a file=submit and reset button. **Frames:** creating frame-link to frame-frame border-nested frameset.

Unit - IV

18 Hours

The Basic of PHP: Data types-Variables-Constants-Operators. **Conditional Statements:** if Statement-The switch statement. **Iterations:** for loop – While Loop – do...while statement – foreach loop.

Unit - V

18 Hours

Functions: User-Defined Functions – Built-in Functions – **Working with Database:** What is a Database? – Some Essential SQL – Creating a MYSQL Database – Creating a Table – Putting Data into the New Database – Accessing the Database in PHP – Updating Databases – Inserting New Data Items into a Database – Deleting Records.

TEXT BOOKS:

1. Dr.Rachel nancy Philip , Dr.R.Mohanasoundari, V.Karpagavalli, “A text book of internet and web designing “,Shree Mahalakshmi Publication ,first edition ,2017.
2. Ivan Bayross, Web Enabled Commercial Application Development Using... HTML, Javascript, DHTML and PHP, 4th Revised Edition, 2010.
3. Steven Holzner, The Complete Reference PHP, McGrew Hill Education (India) Edition , 2008.

Unit No	Books & Authors	Page Nos.
I	Dr.Rachel nancy Philip , Dr.R.Mohanasoundari, V.Karpagavalli, “A text book of internet and web designing “,Shree Mahalakshmi Publication ,first edition ,2017.	94-127
II	Dr.Rachel nancy Philip , Dr.R.Mohanasoundari, V.Karpagavalli, “A text book of internet and web designing “,Shree Mahalakshmi Publication ,first edition ,2017.	132-179
III	Dr.Rachel nancy Philip , Dr.R.Mohanasoundari, V.Karpagavalli, “A text book of internet and web designing “,Shree Mahalakshmi Publication ,first edition ,2017.	181-205, 227-238, 245-253.
IV	Ivan Bayross, Web Enabled Commercial Application Development Using... HTML, Javascript, DHTML and PHP, 4 th Revised Edition, 2010.	278 – 303, 309 - 327



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V	Ivan Bayross, Web Enabled Commercial Application Development Using... HTML, Javascript, DHTML and PHP, 4 th Revised Edition, 2010.	339 – 354
V	Steven Holzner, The Complete Reference PHP, McGraw Hill Education (India) Edition , 2008.	361 - 383

REFERENCE BOOKS

1. Hugh E. Williams & David Lane ,”Web Database Application with PHP and MySQL” , Shroff Publisher , Seventh Edition 2016.
2. Dinesh Midasani,” Internet and Web Technology” 2008.

e-REOURCES:

1. [PHP Tutorial \(w3schools.com\)](http://w3schools.com)
2. [PHP Tutorial \(tutorialspoint.com\)](http://tutorialspoint.com)
3. [Learn PHP Tutorial - javatpoint](http://javatpoint)
4. [Learn PHP | Codecademy](http://codecademy)
5. [PHP Tutorial for Beginners: Learn in 7 Days \(guru99.com\)](http://guru99.com)

LAB: WEB DEVELOPMENT

Course Title : Lab: Web Development	Total Hours : 90 Hours
Course Code : P24CCCP31	Total Credits :4

COURSE OUTCOMES

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Know the basic concepts of HTML programs.
CO2	Acquire the knowledge to create the webpage.
CO3	Apply the PHP codes to make the database connectivity.
CO4	Design the interactive website.
CO5	Practice the hands-on session in interactive website development.

Write an HTML code

1. To display your education details in a tabular format.
2. To display your CV on a web page.
3. To create a Home page having three links: About Us, Our Services and Contact Us. Create separate web pages for the three links.
4. To create a login form. On submitting the form, the user should get navigated to a profile page.
5. To illustrate the usage of the following:

- Ordered List • Unordered List • Definition List



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6. Create a webpage to show college infrastructure details using table tag with properties.
7. Create a webpage for student registration form using various form controls.
8. create a webpage to show page link, file link, and external link.
9. Divide a web page into 3 parts using frames and include a background image, table, and hyper link in the parts.
10. Write a PHP program to find Sum of digits.
11. Write a PHP program to find check the given number is Armstrong number or not using function.
12. Write a PHP program to display Book details using For..each Loop
13. Write a PHP program to check the number is positive or negative or Zero using function.
14. Write a PHP program to check the person age is eligible to poll vote or not.
15. Write a PHP program to create inventory system calculation webpage using MYSQL connection.

Elective III - CORPORATE ACCOUNTING

Course Title: Corporate Accounting	Total Hours: 90
Course Code: P24CCE31	Total Credits:4

80% PROBLEMS

20% THEORY

COURSE OUTCOMES

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Understand the fundamental accounting concepts as per Companies Act, 2013.
CO2	Consolidate the financial accounting of holding and subsidiary company.
CO3	Prepare the final accounts of banking companies.
CO4	Present the books of accounts using double account system.
CO5	Prepare the accounts of insurance companies.

UNIT - I

18 Hours

Accounting for Holding Companies – Legal Provisions – Preparation of Consolidated Profit and Loss Account and Balance Sheet.



UNIT - II

18 Hours

Accounting for banking companies – Final Accounts and Schedules. Legal requirements – Preparation of profit and loss account – Preparation of balance sheet – Items requiring special attention in preparation of final accounts – Classification of bank advances – accounting treatment – Provision for doubtful debts – Rebate on bills discounted.

UNIT - III

18 Hours

Accounting for Insurance companies – Type of insurance – Life insurance – Accounts of life insurance business: Revenue account – Profit and loss a/c and balance sheet – Valuation balance sheet - Determination of net liability – Computation of profit in life insurance business – General insurance business: preparation of final accounts – Revenue account, profit and loss account and Balance sheet

UNIT - IV

18 Hours

Double account system - Meaning - Special features– Double account system Vs Double entry system – Advantages – Disadvantages – Revenue account – Net revenue account – Receipts and Expenditure on capital accounts – General balance sheet – Replacement of assets – Reasonable return – Capital base – Clear profit – Disposal of surplus.

UNIT - V

18 Hours

Accounting for Price Level Changes with Special Reference to General Purchasing Power and Current Cost Accounting – Human Resource Accounting.

TEXT BOOK:

1. T.S. Reddy & A. Murthy, “Corporate Accounting”, Margham Publications, 2018.

Units	Books & Author Names	Page Nos.
I	T.S. Reddy & A. Murthy, “Corporate Accounting”, Margham Publications	14.1 – 14.65
II		14.72 – 14.112
III		12.1 – 12.134
IV		13.1 – 13.13.210
V		16.1 – 16.87
		15.1 - 15.58 – 17.3

REFERENCE BOOKS:

1. R.L. Gupta & M.Radhasamy – Corporate Accounting, Sultan Chand & Sons, 2021.
2. S.P. Jain & Narang- Corporate Accounting, Kalyani Publishers, 2019.



3. Dr.M.A.Arulanandam & Dr.R.S.Raman, “Advanced Accountancy”, Himalaya Publishing House, Mumbai, 2018.

e-RESOURCES:

1. <https://www.slideshare.net/raj01fm07/holding-company--30726961#:~:text=Holding%20Company%20is%20a%20company%20which%20has%20a%20control%20over,for%20it%27s%20Subsidiary%27s%20Subsidiary%20Co.>
2. <https://slideplayer.com/slide/9833280/>
3. https://edurev.in/studytube/Final-Accounts-of-General-Insurance-Companies-Adva/91039c84-5db8-4509-aa0b-fc839bee8070_t
4. <https://indiafreenotes.com/final-accounts-of-electricity-companies/>

IV SEMESTER
FINANCIAL MANAGEMENT

Course Title : Financial Management	Total Hours : 90
Course Code : P24CCC41	Total Credits : 4

60% PROBLEMS 40% THEORY

COURSE OUTCOMES:

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Understand the various techniques of financial management and financial planning.
CO2	Determine the optimal capital structure.
CO3	Identify the working capital requirements.
CO4	Analyze the financial plan and leverages.
CO5	Estimate the cost of capital, optimum dividend payout ratio of a company.

UNIT - I

18 Hours

Financial Management: Meaning, Definition, Scope and Objectives – Profit Maximisation Vs Wealth Maximisation - Functions of Financial Management – Organisation of Finance Functions – Role of Finance Manager.

UNIT - II

18 Hours

Capital Budgeting – Principles and Techniques – Payback Period (PBP) Method – Average Rate of Return (ARR) Method – Discounted Cash Flow (DCF) Method–Net Present Value(NPV)Method–Internal Rate of Return (IRR) Method–Profitability Index (PI) Method – Terminal Value Method.



UNIT - III

18 Hours

Working Capital Management – Permanent and Temporary Working Capital – Changes in Working Capital – Determinants of Working Capital – Computation of Working Capital Requirements – Sources of Working Capital.

UNIT - IV

18 Hours

Cost of Capital – Definition – Importance – Assumptions – Explicit and Implicit Costs – Measurement of Specific Cost – Cost of Equity – Cost of Debt – Cost of Retained Earnings – Cost of Preference Shares–Computation of Overall Cost of Capital. Capital Gearing – Financial Leverage and Operating Leverage – Computation of Leverages and Value of Firm.

UNIT - V

18 Hours

Capital Structure – Factors Influencing Financing Decisions – Methods of Financing – Theories of Capital Structure.

Dividend - Dividend Policy – Meaning, Classification and Sources of Dividend – Factors Influencing Dividend Policy – Theories of Dividend Decisions – Relevance and Irrelevance Theories.

TEXT BOOK:

1. A. Murthy, “Financial Management”, Margham Publications, 2017.

Units	Books & Author Names	Page Nos.
Unit I	A.Murthy, “Financial Management”, Margham Publications, 2017	1.1 - 1.19
Unit II		3.1 - 3.16
		3.23 - 3.82
Unit III		3.115 – 3.144
		9.1 - 9.25
Unit IV		9.28 - 9..100
	4.1 - 4.85	
Unit V	7.1 - 7..51	
	8.1 - 8.43	
	6.1 – 6.72	

REFERENCE BOOKS:

1. S.N. Maheshwari - Financial Management, Sultan Chand & Sons(2010).
2. Khan and Jain - Financial Management, Tata Mcraw Hill Education Pvt Ltd.(2010).
3. Prasanna Chandra - Financial Management, Tata Mcraw Hill Education Pvt Ltd.(2011).

e-RESOURCES:

1. <https://www.geektonight.com/principles-of-management-pdf/>



2. [https://kkhsou.ac.in/eslm/E-SLM_Main/1st%20Sem/Bachelor%20Degree/BBA/GBA%20S1%2001%20\(Block%201\)/Main%20PDF.pdf](https://kkhsou.ac.in/eslm/E-SLM_Main/1st%20Sem/Bachelor%20Degree/BBA/GBA%20S1%2001%20(Block%201)/Main%20PDF.pdf)
3. <https://www.youtube.com/watch?v=Mufhd2iQLDo>
4. <https://www.youtube.com/watch?v=kIfjPifYvn4>
5. https://onlinecourses.nptel.ac.in/noc20_mg58/preview
6. <https://nptel.ac.in/courses/110/107/110107150/>

DIRECT TAXES - II

Course Title: Direct Taxes - II	Total Hours : 90
Course Code: P24CCC42	Total Credits : 4

80% PROBLEMS 20% THEORY

COURSE OUTCOMES

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Know the computation of taxable income and liability of individuals.
CO2	Determine the taxable income and liability of HUF.
CO3	Compute the taxable income and tax liability of AOP, BOI and firms.
CO4	Estimate the taxable income and tax liability of the company.
CO5	Develop the skill to file the Income Tax Return.

UNIT - I

18 Hours

Assessment of Individual - Tax Rates – Computation of Total Income, Taxable Income and Tax Liability.

UNIT - II

18 Hours

Assessment of Hindu Undivided Family- Meaning, Dayabagha and Mitakshara Schools - Computation of Total Income and Tax Liability.

UNIT - III

18 Hours

Assessment of Firm and AOP- Conditions for Assessment as such - Remuneration To Partners and Interest on Capital- Assessment of Partners' Individual Income- Assessment of AOP – Features - Difference Between Assessment of Firm and AOP.

UNIT - IV

18 Hours

Assessment of Companies –Company, Indian Company, Widely Held Company- Assessment- MAT.



UNIT - V

18 Hours

Administration of Income Tax Act – Income Tax Authorities – Procedure for assessment – Appeals and Revisions – Collection of Tax – Advance Payment of Tax – Refunds – Penalties and Prosecutions.

TEXT BOOK:

1. T.S.Reddy and Y.Hari Prasad Reddy – Income Tax Theory Law & Practice, Margham Publications.

Units	Books & Author Names	Page Nos.
I		14.1-14.79
II	T.S.Reddy and Y.Hari Prasad Reddy – Income Tax Theory Law & Practice, Margham Publications.	14.80-14.101, 6.1-6.87
III		14.135-14.155, 14.102-14.134
IV		14.156-14.189
V		15.1-15.86

REFERENCE BOOKS:

1. Mehrotra and Goyal - Income tax law and practice, Sahitya Bhawan Publications.
2. B.B.Lal - Direct taxes practice and planning, International Publishing House Pvt. Ltd.
3. G.Sekar - Handbook on Direct Taxes, Wolters Kluwer India Pvt. Ltd.
4. Vinod K.Singhanian - Direct taxes law and practice, Taxmann's Publication.

e-RESOURCES:

1. <https://youtu.be/Hda7CvCjDVs>
2. <https://youtu.be/j0wpRRR5zCo>
3. <https://youtu.be/E4aUs2WGdGY>
4. <https://youtu.be/0LdhX0UPIKY>
5. <https://youtu.be/A4dRLH-p60g>
6. <https://youtu.be/GsXOPe-XEnw>

PORTFOLIO MANAGEMENT

Course Title: Portfolio Management	Total Hours : 90
Course Code: P24CCC43	Total Credits : 5

100% Theory

COURSE OUTCOMES

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Understand the concepts of portfolio management.
CO2	Analyse the securities using the fundamental and technical analysis.



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CO3	Identify various portfolio management techniques.
CO4	Assess various techniques of portfolio revision.
CO5	Evaluate different portfolio techniques.

UNIT - I

18 Hours

Portfolio Management- Meaning - Objectives of Portfolio Management-Nature of Portfolio Management- Elements of Portfolio Management-Portfolio Analysis-Return and Risk on Portfolio.

UNIT - II

18 Hours

Security Analysis -Fundamental Analysis- Economic, Industry, and Company analysis - Technical Analysis - Features - Tools for analysis of individual security - Tools for market analysis - Charts - Dow Theory – Efficient Market Hypothesis - Forms of market efficiency - Random Walk Theory.

UNIT - III

18 Hours

Portfolio Constructions-Portfolio Analysis-Forms of Diversification of Investments-Modern Portfolio Theory- Capital Assts Pricing Model - Markowitz Model – Sharpe's Portfolio Model - Arbitrage Pricing Theory.

UNIT - IV

18 Hours

Portfolio Evaluation- Portfolio Evaluation –Meaning-Objectives-Important-Treynor Portfolio Performance Measure - Sharpe Portfolio Performance Measure – Jensen Portfolio Performance Measure.

UNIT – V

18 Hours

Portfolio Revision – Formula Plans – Rules – Constant Rupee Value Plan – Constant Ratio Plan – Variable Ratio Plan – Modification of Formula Plans – Rupee Cost Average.

TEXT BOOKS:

1. Avadhani V A, "Investment Mabagement", Himalaya Publishing House, Fourth Revised Edition,2006.
2. Preeti Singh, "Investment Management, Security Analysis and Portfolio Management ", Himalaya Publishing House, Nineteenth Revised Edition , 2015
3. C. Gopalakrishnan, "Investment Management", Kalyani Publisher's, First Edition,2002.



Units	Books & Author Names	Page Nos.
I	Avadhani V A, "Investment Management	529 -533,564-567
	C. Gopalakrishnan, "Investment Management", Kalyani Publisher's, First Edition,2002.	118-121
II	Preeti Singh, "Investment Management	293-302,321-331,333-341.
	C. Gopalakrishnan, "Investment Management	93-99
III	Preeti Singh, "Investment Management	354-362,384-395
	C. Gopalakrishnan, "Investment Management	119-135
IV	Preeti Singh, "Investment Management	402-410
	C. Gopalakrishnan, "Investment Management	136-137
V	Preeti Singh, "Investment Management	412-422
	C. Gopalakrishnan, "Investment Management	137-144

REFERENCE BOOKS:

1. Bhalla V.K.: Investment Management; Security analysis and Portfolio Management, New Delhi, Prentice Hall of India, 6th Ed., 1995.
2. Ranaganatham.M., and Madhumathi.R., "Investment Analysis and Portfolio Management" Pearson Education India Limited, 2008.
3. Natarjan L., Investment Management, Margham Publication,2005.
4. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publication, 2001.
5. S. Kevin , Portfolio Management, Prentice- Hall of India Private limited, New Delhi, 2001

e-RESOURCES:

1. <https://groww.in/p/portfolio-management>
2. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf
3. <https://www.mgkvp.ac.in/Uploads/Lectures/47/403.pdf>
4. <https://old.amu.ac.in/emp/studym/99993840.pdf>
5. <https://backup.pondiuni.edu.in/sites/default/files/investment%26portfolio-260214.pdf>
6. <https://www.youtube.com/watch?v=NIjucusocFw>
7. <https://ocw.mit.edu/courses/18-s096-topics-in-mathematics-with-applications-in-finance-fall-2013/resources/lecture-16-portfolio-management/>



LAB: LATEX

Course Title: : LAB: LaTeX	Total Hours : 90 Hours
Course Code: P24CCCP41	Total Credits : 4

COURSE OUTCOMES

Upon completion of the course, students will be able to

Cos	CO Statement
CO1	Understand the basic concepts of LaTeX.
CO2	Apply various formatting using LaTeX.
CO3	Generate Graph using LaTeX Editor.
CO4	Construct a Custom LaTeX Command in document.
CO5	Create book page using LaTeX.

CYCLE1: LATEX EXPERIMENTS

1. Create a simple document
2. Apply a paragraph formatting in document
3. Apply different text style to the document
4. Design title page of a book
5. Create ordered list, unordered list, nested list in a document using LaTeX Editor
6. Apply Mathematical formulae in a document
 - a) Quadratic equation
 - b) Binomial coefficients
7. Generate Matrix
8. Add figures or Images to the document
9. Insert table to the document.
10. Generate Graph.
11. Create custom LaTeX command using `\newcommand{ }` in document to simplify the formatting of a specific element.
12. Create a BibTeX file with a few citations in it. Add a sentence that contains these citations and then add a bibliography to your document.
13. Generate Hyperlink to a Latex Document.



PROJECT WORK AND VIVA-VOCE

Hours: 6/week-90 Hrs

Course Code: P22CC4PV

Credit: 4

Internal: 50 Marks

External Viva-Voce: 50 Marks

COURSE OUTCOMES:

Upon completion of the course, students will be able to

Cos	CO STATEMENT
CO1	Identify the research problems.
CO2	Classify and tabulate the data.
CO3	Analyse the data using Excel and SPSS.
CO4	Interpret the research findings.
CO5	Write the research report.

Guidelines for Project Work:

(a) Topic:

The topic of the project work shall be assigned to the candidate before the end of the semester.

(b) No.of Copies of the Project Report:

The student should prepare two copies of the project report and submit the same for the evaluation both internal external examiners. After evaluation one copy is to be retained in the college library and one copy can be returned to the student.

(c) Format to be followed:

The format / Certificate for project report to be submitted by the students are given below:

Format for the preparation of the project reports:

- a. Title Page
- b. Declaration by the student
- c. Acknowledgement
- d. Table of Content
- e. Text of the project
- f. Bibliography
- g. Appendix