

SSENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE (AUTONOMOUS)
(Accredited by NAAC) / (An ISO 9001:2015 Certified Institution)
SUNDARAKKOTTAI, MANNARGUDI – 614016.

PG AND RESEARCH DEPARTMENT OF COMMERCE



DEPARTMENT OF COMMERCE

1.2.1. DETAILS OF COURSES INTRODUCED

B.COM

3UACOM

ACADEMIC YEAR: 2021-2022



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DEPARTEMNT OF COMMERCE
ACADEMIC YEAR: 2021-2022

**COURSES INTRODUCED
B.COM**

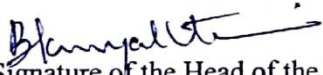
PG AND RESEARCH DEPARTMENT OF COMMERCE

3UACOM

**1.2.1 Details of Courses Introduced Across all Programmes offered
during the year 2021-2022**

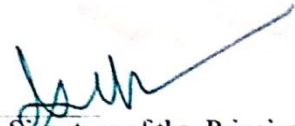
Total Number of Courses : 09

S.NO	Name of the Course	Course Code	Semester Offered
1.	Partnership Accounts	21CM305	III
2.	Business Law	21CM306	III
3.	Business Correspondence	21ACM303	III
4.	Cost Accounting	21CM407	IV
5.	Business Statistics for Decision Making	21CM408	IV
6.	Company Law	21ACM404	IV
Non Major Elective Courses Offered by the Department			
7.	Supply Chain Management	21NMECM31	III
8.	Innovative Management	21NMECM42	IV
Skill Based Elective Courses Offered by the Department			
9.	Heritage Tourism	21SBECM1	IV


Signature of the Head of the Department

Dr. B. KAYATHIRIBAI, M.Com., M.Phil., Ph.D.,
Head of the Department
PG & Research Department of Commerce
S.T.E.T Women's College (Autonomous)
MANNARGUDI - 614 001, TVR (Dt).


Signature of the Director of CDC


Signature of the Principal

PRINCIPAL
Sengamala Thayaar Educational Trust
Women's College, (Autonomous)
Mannargudi.



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PG & RESEARCH DEPARTMENT OF COMMERCE

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SEMESTER: III - CC-V: PARTNERSHIP ACCOUNTS

Ins. Hrs. /Week : 6

Course Credit: 5

Course Code : 21CM305

OBJECTIVES:

- To provide students can exposure on the practice of Partnership Accounts.
- To understand the concept of partnership and preparing capital accounts of partners.
- To Prepare accounting entries and necessary ledger accounts on firms dissolution.

UNIT-I: Introduction to Partnership

(18-Hours)

Partnership – Meaning ,Partnership Deed, Capital Accounts - Accounting Treatment - Distribution of Profits-Interest on Partner's Loans-Interest on Capital and Drawings-Salary and Commission of Partner-P&L Appropriation Account- Capital Accounts of partners – Fixed – Fluctuating- Past Adjustment and guarantee.

UNIT – II: Admission of Partner

(19-Hours)

Admission of Partner, Calculation of Profit sharing ratio, Revaluation of assets and liabilities, Treatment of Goodwill- Adjustments in Partner's capital Accounts - Revaluation of Assets and Liabilities, Accumulated Profits and Losses, Partner's Capital Accounts and Balance Sheet.

UNIT –III: Retirement of Partner

(20-Hours)

Retirement of a Partner - calculation of Gaining ratio - Treatment of goodwill - Revaluation of assets and liabilities - Accumulated reserves and profits - Adjustments regarding partner's Capital Account - Calculation of profit up to the date of death of a partner - Preparation of Capital Accounts and Balance Sheet.

UNIT –IV: Dissolution of firm

(16-Hours)

Dissolution of firm - Piece-meal distribution - Insolvency of a partner or partners – Garner vs. Murray.

UNIT – V: Amalgamation of firms

(17-Hours)

Amalgamation of firms – Computation of purchase consideration-Conversion of sale of a partnership firm to a company.

Theory: 25%, Problem: 75

Total Lecture Hours - 90

COURSE OUTCOME:

1. Students can understand the concept of partnership and preparing capital accounts of partners.
2. It helps identify the matter that need adjustments in the books of firm when a new partner is admitted and preparing Realization, Partners Capital Accounts and Balance sheet.
3. It is easy to ascertain the retiring /deceased partner claim against the firm and mode of settlement.
4. Preparation of accounting entries and necessary ledger accounts on firm's dissolution.
1. Its helps to understand the accounting treatment of how a partnership firm is converted in the form of a company.

TEXT BOOK(S):

1. T.S. Reddy and A.Murthy, 2017, Financial Accounting, Margham Publications, Chennai.
2. A Mukherjee and M Hanif Modern Accountancy ,2018- TMH Publishing company, New Delhi
3. Dr. S.N. Maheswari, 2002-Financial Accounting, Vikas Publishing House, New Delhi.
4. V.Sudhakar, M.Anbalagan, K.Jayalakshmi, 2009, Financial Accounting, S.Chand Publishers, New Delhi.
5. S.P.Jain & K.L.Narang , Business Accounting , Kalyani Publications, Chennai.

REFERENCE BOOK(S):

1. Grewal and Shukla , Advanced Accounting , S.Chand Publishers, New Delhi.
2. P.C. Tulasian, Introduction to Accounting , Pearson Editions
3. Jain & Narang , Financial Accounting , Kalyani Publishers, Chennai.
4. S.P.Jain& K.L.Narang , 2017-Partnership Accounts, Kalyani Publications, Chennai.
5. Dr.M.S.Shukla, Financial Accounting, Sahitya Publication, Agra.

E - RESOURCE:

1. https://en.wikipedia.org/wiki/Partnership_accounting
2. <https://www.toppr.com/guides/accountancy/accounting-for-partnership/>
3. <https://www.yourarticlelibrary.com/accounting/partnership-account/partnership-accounts-accounting-procedure/51950>
4. http://www.pearsoned.ca/highered/divisions/virtual_tours/lee/sample.pdf
5. <https://www.accountingtools.com/articles/2017/5/5/partnership-accounting>

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SEMESTER: III-CC-VI: BUSINESS LAW

Ins. Hrs. /Week : 6

Course Credit: 5

Course Code : 21CM306

OBJECTIVES:

- To enable the students to gain knowledge about mercantile law and its importance.
- To understand the basic concepts and laws of business.
- To understand the provisions regarding performance of contracts, modes and discharge and the remedies available for breach of contract.

UNIT – I

Introduction to Mercantile Law

(19- Hours)

Introduction – Indian Contract Act 1872-Definition and Scope of Mercantile Law – growth and sources of mercantile law - Nature and kinds of contracts – offer and acceptance – consideration – capacity of parties free consent – legality of object, Void Agreements – contingent contracts.

UNIT – II: Performance of Contracts

(18 - Hours)

Performance of Contracts – Discharge of contracts – remedies for breach including specific Performance – Quasi contracts.

UNIT – III: Bailment and Pledge

(20 - Hours)

Indemnity- Introduction- Rights of indemnity holder and indemnifier- Guarantee-Definition, features, types, Revocation-Bailment-pledge-Classification-Duties and rights of Bailor and Bailee-Termination of bailment-Pledge-Differences between bailment and pledge- Rights and duties of Pawnor and Pawnee.

UNIT – IV: Principal and Agent

(16 - Hours)

Agency - Creation of Agency - Kinds of Agent - Rights and Duties of Principal and Agent - Termination of Agency.

UNIT – V: Sale of goods Act

(17 - Hours)

Sale of goods Act 1930- Definition of Sale and Agreement to sell - Condition and Warranties – Remedies for breach.

Total Lecture Hours - 90

COURSE OUTCOME:

1. Students would be able to understand the basic concepts and laws of business
2. Students can understand the provisions regarding performance of contracts, modes of discharge and the remedies available for breach of contract
3. It recognizes the general principles underlying contracts of bailment and pledge.
4. It helps to understand the Laws relating to the sales of Goods.
5. Students can gain knowledge about the agency relationship is related to know the Types, Rights, and Duties of agents.

TEXT BOOK(S):

1. M.C. Shukla , Mercantile law S. Chand & Company, New Delhi.
2. V. Balachandran & Thothadri , S.Vijay , Business Law Nicole Imprints (P) Ltd, Chennai.
3. Chawla and Garg, Commercial law , KalyaniPublishers, Chennai.
4. L.M.Porwal & Sanjeev Kuma, Business Laws, Vrinda Publication (P) ltd.
5. S.Kathiresan & Dr.V.Radha , Business Laws- Prasanna Publishers(P) ltd.

REFERENCE BOOK(S):

1. N.D.Kapoor , Business law, S. Chand & Sons, New Delhi.
2. Batra and Kalra , Mercantile Law, Tata McGraw Hill Co, Mumbai
3. M.C. Kuchhal, Mercantile law, Vikas Publishing House, Chennai
4. S.P.Iyengar and B.K.Goyal, Mercantile law with Industrial law , R. Chand & Co.
5. Dr.V.Savitha & Dr.Preetha, F.Jemas, Business law , Sarulatha Publication.

E- RESOURCE:

1. <https://www.britannica.com/topic/business-law>
2. <https://www.geektonight.com/business-law/>
3. <https://johnstonthomas.com/what-is-business-law-and-why-is-it-important/>
4. <https://www.morebusiness.com/business-laws/>
5. <https://www.vedantu.com/commerce/business-law>

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SEMESTER: III - AC-III: BUSINESS CORRESPONDENCE

Ins. Hrs. /Week : 4

Course Credit: 3

Course Code : 21ACM303

OBJECTIVES

- To enable the students to write business letters effectively and develop communication skills.
- To understand the way of writing application letter, resume and creating reports.
- To identify the essential skills of students and guidelines for preparing an interview.

UNIT – I: Introduction to Business Communication

(12 - Hours)

Nature and Scope of Business Communication – Meaning and Importance of Communication, Kinds of Business Letters – Layout – Barriers to Communication.

UNIT – II: Enquiry and Adjustments

(13 - Hours)

Enquiry and Reply – Orders and their Execution – Credit and Status enquiries – Claims and Adjustments.

UNIT – III: Business Letters

(11 - Hours)

Collection Letters–Salesletters–Circular Letters–Bank Correspondence; Correspondence of a Company Secretary.

UNIT – IV: Application Letters and Report writing

(14 -Hours)

Application Letters – Meaning, Types- Guidelines to write Application letters and Resumes - Form and content of an Application letter. Report writing – Features, Types of Reports, Organization of a Business Report, Preparation of Report – Long and Short Report: Report by Individuals and Committees.

UNIT – V: Interview Techniques

(10 - Hours)

Interviews-Meaning-types of Interview-Candidates preparing for an interview- guidelines to be observed during an interview- Business Report Presentations. Email Slide or Visual Presentation - Internet - Video conferencing - Group Discussion.

Total Lecture Hours - 60

COURSE OUTCOME:

1. Students can easily understand the role and importance of effective Communication and Letters in Business.
2. It helps to identify and Learning writing skills for enquiry letter and reply, orders and execution, credit and status enquiries and claims and adjustments.
3. Students can able to know the information regarding business activities through various business letters.
4. It leads to understand the way of writing application letter and resume and creating reports.
5. It leads to identify the essential skills and guidelines for preparing for an interview.

TEXT BOOK(S):

1. N.S.Reghunathan & B.Santhanam , Business Communication , Margham Publication, Chennai.
2. V.R.Palanivelu &N.Suburaj , Business Communication , Himalaya Publication, Mubai.
3. K.Sundhar & Kumararaja, Business Communication, Vijainikkal imprints Pvt. Ltd Chennai.
4. R.V.Badi & K.Aruna, Business Communication, Vrinda Publications.
5. Kathiresan & Radha, Business Communication, Prasanna Publishers &Distributors.

REFERENCE BOOK(S):

1. Rajendra Pal and J.S. Korlahalli, Essentials of Business Communication, Binny Publish in House,NewDelhi.
2. M.S.Ramesh and Pattenshetty , Effective Business English and Correspondence R.Chand&Company,NewDelhi.
3. Sharma and Krishna Mohan, Business Correspondence and Report writing-TMH.
4. Varinder Kumar & Bodhraj , Business Communication, Kalyani Publishers.
5. N.S.Raghunathan B.Santhanam, Business Communication, Margham publications.

E- RESOURCE:

1. <https://www.vedantu.com/commerce/business-correspondence>
2. <https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/meaning-and-importance-of-business-correspondence>
3. <https://www.uis.edu/career/students/career-planning/launch-your-career/job-search-strategies/business-correspondence/>
4. <https://www.slideshare.net/NikhilBangde1/business-communication-unit-ii-business-correspondence>
5. <https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/meaning-and-importance-of-business-correspondence>

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SEMESTER: IV- CC-VII: COST ACCOUNTING

Ins. Hrs. /Week : 5

Course Credit: 5

Course Code : 21CM407

OBJECTIVES:

- To enable the students to know the importance of costing and to understand the basic concepts.
- To learn various methods of remunerations.
- To identify the allocation and apportionment of overheads among production and service department.

Unit – I: Introduction to Cost Accounting

(Hours–16)

Definition, Scope and nature of cost accounting – cost concepts, characteristics of a costing system– classification – objectives and advantages –limitations of cost accounting – methods and techniques – cost unit – cost centre – cost sheet.

Unit – II: Inventory control

(Hours –15)

Materials cost – purchase procedure – stores procedure – receipt and issue of materials – storage organization and layout – Inventory control – levels of stock, perpetual inventory. ABC Analysis, VED Analysis, Bin Card, EOQ – Stores ledger – pricing of material issues, FIFO, LIFO, Simple Average & Weighted Average.

Unit – III: Labour Cost

(Hours –15)

Labour cost – Time recording and time booking – methods of remuneration and incentive schemes – Overtime and idle time –measurement of labour turnover- types – causes and remedies.

Unit –IV: Overheads

(Hours –14)

Overheads – collection, classification, allocation, apportionment, absorption – recovery rates – Over & Under absorption – cost sheet and cost reconciliation statement.

Unit–V: Costing Methods

(Hours –15)

Job costing– Contract costing– Process costing (Normal loss, Abnormal loss and gains only) – Operating costing.

Theory: 25%, Problem: 75%

Total Lecture Hours – 75

COURSE OUTCOME:

1. It helps to understand the purpose and concept of Cost Accounting.
2. Students can able to know the basic Principles of Inventory Control and pricing of material issues.
3. Students can learn various methods of remunerations and types of labour turn over.
4. It helps to identify allocation and apportionment of overheads among production and service department.
5. It helps to determine the cost of each process in process accounting and job costing helps to calculate the profit earned on individual job.

TEXT BOOK(S):

1. Jawaharlal , Cost Accounting , TMH, New Delhi
2. Jain and Narang , Cost Accounting , Kalyani Publishers, Chennai
3. S.P. Iyengar , Cost Accounting, Sultan Chand & Sons, New Delhi.
4. Dr.M.Wilson, Cost Accounting, Himalaya Publications.

REFERENCE BOOK(S):

1. Murthy and S. Gurusamy , Cost Accounting- Vijay Nicole Imprints (P) Ltd, Chennai
2. Bhagwathi and Pillai , Cost Accounting -Sultan Chand & Sons, New Delhi.
3. S.N. Maheswari , Cost Accounting , Sultan Chand & Sons, New Delhi.
4. Dr. R. Ramachandran & Dr. R. Srinivasan, Cost Accounting, Sri Ram Publication, Trichy.
5. Dr.V.Radha, Cost Accounting, Prasanna Publishers.

E - RESOURCE:

1. <https://www.investopedia.com/terms/c/cost-accounting.asp>
2. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-cost-costing-and-cost-accounting/>
3. <https://www.accountingtools.com/articles/what-is-cost-accounting.html>
4. <https://www.lkouniv.ac.in/site/writereaddata/sitecontent/202005291333529297audh-cost-accounting.pdf>
5. <https://www.youtube.com/watch?v=AwrrwUf8vYEEY>

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SEMESTER: IV-CC-VIII: BUSINESS STATISTICS FOR DECISION MAKING

Ins. Hrs. /Week : 5

Course Credit: 5

Course Code : 21CM408

Course Objectives:

- To enable the students to know the importance of business statistics and its application in decision making.
- To provide Practical exposure on calculation of trend analysis.
- To gain knowledge on Measurement of Correlation and Regression.

UNIT – I: Introduction to Statistics

(Hours –16)

Introduction – Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation — Bar and Pie diagrams – Graphs of one and two variables – Graphs of frequency distribution - Measure of central tendency – Arithmetic mean, Median, Mode, Geometric Mean and Harmonic mean.

UNIT – II: Measures of Dispersion

(Hours –15)

Measures of Dispersion – Range – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation - Measurement of Skewness (Karl Pearson & Bowley methods only)

UNIT – III: Measurement of Correlation and Regression

(Hours –15)

Correlation – Simple correlation – Karl Pearson's coefficient of correlation – Spearman's rank correlation – Concurrent deviation method - Regression analysis – Simple regression – Regression equations.

UNIT – IV: Trend Analysis

(Hours –14)

Analysis of Time series – Components – Methods – Semi average – Moving average - Method of least square – Interpolation – Meaning, Uses, Assumptions – Newton's method only.

UNIT – V: Index Number

(Hours –15)

Index numbers – Price index numbers – un weighted and weighted – Tests in index numbers (Time and factor reversal tests only) - Cost of living index number – Aggregate expenditure method – Family budget method

(Problem 80% and Theory 20%)

Total Lecture Hours - 75

COURSE OUTCOME:

1. It familiarizes the concept of statistics Measure of central tendency.
2. Students can acquire knowledge about various deviations.
3. It provides Practical exposure on calculation of trend analysis.
4. It helps to gain knowledge on calculating Measurement of Correlation and Regression.
5. It helps to calculate the index to measure price and quantity changes over period of time.

TEXT BOOK(S):

1. S.P. Gupta , Elements of Statistics , Sultan Chand & Sons
2. SL Aggarwal and SL Bharadwaj , Tools and Decision Making , Kalyani Publishers.
3. Dr. S.M. Shukla, & Dr. S.P. Sahai, Principles of Statistics, Shitya Bhawan Publication, Agra.
4. Dr. P.R. Vital, Business Statistics- Margham Publications
5. S.C. Gupta, 2016, Fundamentals of Statistics by Himalaya Publishing House

REFERENCE BOOK(S):

1. PA. Navanitham , Business Statistics, Jai Publications, Trichy.
2. S.K. Kappor - Elements of Practical Statistics, Oxford and IBHP Publishing Company.
3. Ghosh R. K.; 2010- Business Mathematics and Statistics, New Central Book Agency.
4. Dr. M. Wilson, Business Statistics,, Himalaya Publications.

E- RESOURCES:

1. <https://blog.fhysics.net/fibaar/business-statistics-a-decision-making-approach>
2. <https://www.pearson.com/store/p/business-statistics-a-decision-making-approach/P100000188702>
3. <https://www.tandfonline.com/doi/pdf/10.1080/00401706.1971.10488835>
4. https://www.researchgate.net/publication/287275305_Data_Analysis_forEffectiveDecisionMaking
5. <https://www.aclweb.org/anthology/W97-1005.pd>

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SEMESTER: IV- AC-IV: COMPANY LAW

Ins. Hrs. /Week : 4

Course Credit: 3

Course Code : 21ACM404

OBJECTIVES:

- To enable the students to know the importance of company law and its provisions.
- To describe the characteristics of ordinary shares in terms of value, voting rights and limited liability.
- To recognize the various types of meeting and decisions by the directors at the meeting of the boards.

UNIT –I: Introduction

(Hours– 12)

Definition of Joint Stock Company – Kinds – Formation – Incorporation- Characteristics- Importance of Companies Act 2014.

UNIT-II: Memorandum and Articles of Association

(Hours– 14)

Memorandum of Association – Contents - Doctrine of Ultra Vires – Articles of Association – Contents – Prospectus – Contents – Statement in lieu of Prospectus- Directors-Powers and duties

UNIT – III: Shares and Debentures

(Hours– 12)

Share Capital – Kinds of Shares –Voting Rights – Borrowing powers of companies – Methods of Borrowing – Debentures – Types of Debentures.

UNIT – IV: Meetings and Resolutions

(Hours– 12)

Meetings and Resolutions – Statutory Meeting – Annual general meeting – Extra Ordinary General Meeting - Resolutions – Ordinary & Special.

UNIT – V: Winding up company

(Hours– 10)

Winding up of a company – Modes of winding up – winding up by the court – Voluntary winding up – Members' voluntary winding up – Creditors' voluntary winding up.

Total Lecture Hours – 60

COURSE OUTCOME:

1. Students can acquire the knowledge about basic concept of company law.
2. It helps to understand the corporate capacity of ultra vires rule.
3. It describes the characteristics of ordinary shares in terms of value, voting rights and limited liability.
4. It recognizes the various types of meeting and decisions by the directors at the meeting of the boards.
5. It describes the winding up of a company and their details to know.

TEXT BOOK(S)

1. Gaffoor and Thothadri , Company Law , Vijay Nicole Imprints(P)Ltd
2. M.R. Sreenivasan, Business Laws , Margam Publications
3. M.V. Dhandapani, Business Laws , Sultan Chand and Sons
4. P.P.S. Gogna – Text Book of Company Law, S.Chand

REFERENCE BOOK(S):

1. Avtar Singh , Company Law , Margam Publication
2. N.D. Kapoor , Company Law , Sultan Chand and Sons
3. M.C.Shukla and S.S. Gulshan , Principles of Company
4. V. Balachandran & M.Govindarajan A Student Handbook on Company Law and Practice, Vijay Nicole Imprints (P) Ltd.
5. S.BadriAlam and Saravanel - Company Law, Himalaya Publications.

E- RESOURCES:

1. <https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf>
2. <https://www.legalbites.in/introduction-company-law/>
3. https://www.indiacode.nic.in/handle/123456789/2114?view_type=browse&sam_handle=123456789/1362
4. https://www.mca.gov.in/Ministry/pdf/AmendmentAct_29092020.pdf
5. <https://www.mca.gov.in/MinistryV2/companiesact2013.html>



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SEMESTER: III - NON – MAJOR ELECTIVE - I

SUPPLY CHAIN MANAGEMENT

Ins. Hrs. /Week : 2

Course Credit: 2

Course Code:21NMECM31

OBJECTIVES:

- To describe the various streams of the supply chain.
- To describe the drivers of the supply chain.
- To identify the difference between service and manufacturing supply chains.

UNIT- I: Supply Chain

(Hours– 7)

Service and manufacturing supply chain dynamics - Evolution of supply chain management- Multiple views and flows-Service supply chains-Manufacturing supply chains-Measures of supply chain performance - Bullwhip effect.

UNIT – II: Supply Chain Processes and Strategies

(Hours– 6)

Integrated supply chains design-Customer relationship process-Order fulfillment process - Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization - Lean supply chains - Outsourcing and off shoring - Virtual supply chains.

UNIT – III: Supply Chain Performance Drivers

(Hours– 5)

Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) - Cross functional drivers (Pricing, information and sourcing) –Judgment methods and Causal methods.

UNIT- IV: Sales and Operations Planning

(Hours– 6)

Introduction to Sales and operations planning - Purpose of sales and operations plans - Decision context-Sales and operations planning as a process-Overview of decision support tools.

UNIT – V: Resource Planning and Scheduling

(Hours– 6)

Enterprise resource planning - Planning and control systems for manufacturers – Materials requirement planning-Drum–Buffer–Rope system–Scheduling- Scheduling service and manufacturing processes - Scheduling customer demand - Scheduling employees – Operations scheduling.

Total Lecture Hours - 30

COURSE OUTCOME:

1. Identify the concepts of supply chain Management.
2. Acquire knowledge about supply chain process and strategies
3. Identify the logistics drivers in supply chain performance
4. It helps to know the Sales and operation planning
5. It explains Resource Planning and Scheduling in supply chain Management

TEXT BOOK(S):

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson 6th Edition, 2016.
2. Janat Shah, Supply Chain Management, Pearson Education India, 2nd Edition 2016
3. B.S. Sahni, Mac Millan Supply chain management, for global competitiveness, .
4. Mohanty, R.P. Deshmukh, S.G. Biztantra, NA. Indian case studies in supply chain management and other learning resources.
5. N. Chandra Sekaran- Supply Chain Management- Process, System and Practices, Oxford, 1st Edition

REFERENCE BOOK(S):

1. Paul Schönsleben, Integral Logistics Management: Planning and Control of Comprehensive Supply, ACRC Press Company, 2016.
2. David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply.
3. Vollmann - Manufacturing planning and control for supply chain management. Tata Mc GRAW Hill (TMH).
4. Peter Meindl Stanford - Logistical management. Integrated supply chain process University.
5. Sunil Chopra - Supply chain management, Planning, and Operation Pearson 5th Edition.

E- RESOURCE:

1. <https://scm.ncsu.edu/scm-articles/article/what-is-supply-chain-management-scm>
2. <https://searcherp.techtarget.com/definition/supply-chain-management-SCM>
3. <https://www.michiganstateuniversityonline.com/resources/supply-chain/what-is-supply-chain-management>
4. <https://www.iimu.ac.in/blog/what-are-the-five-basic-components-of-a-supply-chain-management-system/>
5. https://en.wikipedia.org/wiki/Supply_chain_management



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(For the Candidates admitted in the academic year 2020-2021)

PG & RESEARCH DEPARTMENT OF COMMERCE

B. Com., COMMERCE

SEMESTER: IV - NON – MAJOR ELECTIVE - II

INNOVATIVE MANAGEMENT

Ins. Hrs. /Week : 2

Course Credit: 2

Course Code:21NMECM42

OBJECTIVE:

- To teach fundamentals of creativity and innovation management.
- To provide awareness on the attributes of thinking, sources of innovation, creative problem solving, and techniques of unblocking creativity.
- To identify the drivers of creativity and innovation.

UNIT –I: Introduction

(Hours-7)

Introduction – Definitions – Main Components – Individual and Group Creativity - Creativity at an Individual Level – Brain Processes - Barriers for Individual Creativity Barriers to Organizational Creativity – Developing Creativity – Creating a Climate for Creativity – Convergent Thinking – Divergent thinking – Difference between Convergent and Divergent thinking – Idea Generation Techniques: Sparking Creativity – Thinking Hats Methods.

UNIT – II: Lateral and Vertical thinking

(Hours –6)

Attributes of Good Thinkers – Components of Critical Thinking - Creative Process – The Creative Person - qualities of a creative person – Differences between Critical and Creative Thinking– Thinking of Left and Right Brain–Right Brain Vs. Left Brain - Mental Fitness Exercises for the brain - Lateral Thinking – Vertical Thinking – Difference between Lateral and Vertical thinking – Attitudes Towards Lateral Thinking -Basic nature - Need – Uses–Techniques.

UNIT –III: Innovation

(Hours- 6)

Innovation – Sources of Innovation- Making Sense of Innovation – Categories of Innovation – Managing Innovation Development within Organizations – Managerial Roles and Behaviors in support of Innovation- Invention–Difference between innovation and invention- Suspend judgment- Analogies- Lateral Thinking.
– Creativity Exercises.

UNIT –IV: Problem Solving

(Hours-6)

Problem – problem solving – Creative Problem Solving – Steps in the Creative Problem Solving Process - Rules for Creative Problem Solving – Models of Techniques of Creative Problem Solving –Brainstorming- Mind Mapping - Mental Gym quiz.

UNIT –V: Creativity

(Hours –5)

Blocks to Creativity – Techniques help to overcome blocks of creativity – Strategies for Unblocking–Fears and Disabilities–Energy for your Creativity–Making the Environment More creative.

Total Lecture Hours – 30

COURSE OUTCOME:

1. Find the factors that predict creativity of individuals, groups, and organizations.
2. Gain knowledge about the differences between Critical and Creative Thinking.
3. Understand and manage creative Innovation process.
4. Identify the different models of techniques of Creative Problem Solving.
5. Develop creative strategies on Environment.

TEXT BOOK(S):

1. Rizwan Ahmed, P Creativity and Innovation Management,(2015) Margham Publications.
2. Innovation and Entrepreneurship, Peter F. Drucker.
3. Jeffrey H. Dyer, Hal B. Gregersen, Clayton M. Christensen - The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators.
4. Greg Satell , Mapping Innovation: A Playbook for Navigating a Disruptive Age.
5. Shlomo Mitak & D.V.R.Seshadri , Innovation Management –Sage publishing, Delhi.

REFERENCE BOOK(S):

1. Clayton M. Christensen , The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Blue Ocean Strategy:
2. Frederic Laloux , Reinventing Organizations: A Guide to Creating Organizations Inspired by the Next Stage of Human Consciousness.
3. Keith Goffin, Rick Mitchell, 2005 , Innovation Management, Marugam Publications
4. Carolina Machado, J. Paulo Davim, 2015, Innovation Management , Publisher(s): De Gruyter
5. Dr. P. Rizwan Ahmed, 2015- Creativity and Innovation Management, Margam Publication.

E- RESOURCE:

1. <https://onlinelibrary.wiley.com/journal/14678691>
2. <https://www.researchgate.net/journal/Creativity-and-Innovation-Management-1467-8691>
3. <https://www.routledge.com/Creativity-for-Innovation-Management/Goller-Besant/p/book/9781138641327>
4. <https://www.talent.wisc.edu/Home/Portals/0/Managing%20Creativity%20and%20Innovation.pdf>
5. <https://www.slideshare.net/ialwaysthinkprettythings/creativity-and-innovation-13536114>

**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
(AUTONOMOUS)**



SUNDARAKKOTTAI, MANNARGUDI - 614016.

(For the Candidates admitted in the academic year 2020-2021)

PG & RESEARCH DEPARTMENT OF COMMERCE

B. Com., COMMERCE

SEMESTER: IV-SBE-I: HERITAGE TOURISM

Ins. Hrs. /Week : 2

Course Credit: 2

Course Code: 21SBECM1

OBJECTIVES:

- To introduce the basic concepts of tourism and create an awareness about the role of various organizations of tourism in tourism promotion.
- To identify trips made by local residence within their own countries.
- To manage services include tour companies, visitor information office, transport rental agencies.

UNIT-I: Introduction

(Hours –06)

Tourism: Concepts-Definitions - Historical development of tourism. Distinction between Tourist- Traveler-Visitor-Excursionist.

UNIT- II: Domestic Tourism

(Hours –06)

Domestic tourism: Importance - features- pattern of growth – profile.

UNIT –III: Tourism Demand and Supply

(Hours – 07)

Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demand; Motivation of tourism demand; Reasons for high demand of tourism products in certain countries

UNIT – IV: Impact of Tourism

(Hours –05)

Positive and Negative Impact of Tourism; Socio - Cultural, Economic, Environmental and Political -Trends in tourism.

UNIT – V: Tourism Industry

(Hours –06)

Status of Tourism in India; The Tourism Industry: Nature and characteristics, Components of Tourism Industry.

Total Lecture Hours - 30

COURSE OUTCOME:

1. It develops knowledge about the concepts of travel and tourism
2. It helps to identify trips made by local residence within their own countries
3. It leads to Manage services include tour companies, visitor information office, transport rental agencies
4. Students can identify Positive and Negative Impact of Tourism
5. It helps to acquire knowledge in Tourism Industry

TEXT BOOK(S):

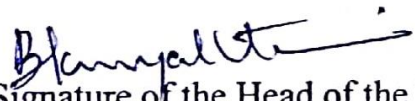
1. Sinha P.C, Tourism Management. Anmol Publication.
2. Paul Martin, 2017 , Tourism Management, Global Vision Publishing House
3. Mohammed Zulfikar, Introduction to Tourism and Hotel Industry, Sultan Chand Sons, New Delhi.
4. Sharma.K., 2014, Introduction To Tourism Management Mc Graw Hill India.
5. A.K. Bhatia, International Tourism Management: 2019 , Sterling Publishers Pvt Ltd (IND)

REFERENCE BOOK(S):

1. Bhatia. Tourism Development (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Kaul: Dynamics of Tourism (New Delhi, Sterling)
4. Sinha .P.C., Tourism Evolution Scope Nature & Organization Anmol Publication.
5. Mill and Morrison , The Tourism system an Introductory Prentice Hall

E- RESOURCE:

1. <https://www.amazon.in/Tourism-Principles-Practices-Oxford-Education/dp/0198072368>
2. <https://www.amazon.in/Tourism-Principles-Prof-Chris-Cooper/dp/027368406X>
3. <https://books.google.com/books/about/Tourism.html?id=OWonlWCgp34C>
4. <https://backup.pondiuni.edu.in/sites/default/files/Tourism%20Principles%20Policies%20and%20Practicet200813.pdf>
5. <https://www.flipkart.com/tourism-principles-practices/p/itm99208f0d272f8>


Signature of the Head of the Department

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