



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

**(Accredited with by NAAC)**

**(An ISO 9001:2015 Certified Institution)**

**SUNDARAKKOTTAI, MANNARGUDI - 614016.**

**THIRUVARUR (DT) , TAMILNADU, INDIA**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**UG, PG VALUE ADDED COURSE STRUCTURE  
COURSE STRUCTURE WITH SYLLABUS UNDER CBCS**



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**TAMILNADU, INDIA.**

**UG VALUE ADDED COURSE STRUCTURE**

*(For the candidates admitted in the academic year 2024 – 2025)*

Sem.	Nature of the Course	Course Code	Course Title	Inst. Hous/ Week	Credit	Exam Hours	Marks		Total
							CIA	ESE	
II	VAC	U24CMVA21	Dynamics of Services Sectors	2	2	3	25	75	100
II	VAC	U24CCVA21	Visualizing and Copy Writing for Advertising	2	2	3	25	75	100
<i>(For the candidates admitted in the academic year 2023– 2024)</i>									
III	VAC	U23CMVA32	Introduction to Women Empowerment	2	2	3	25	75	100
<i>(For the candidates admitted in the academic year 2022– 2023)</i>									
V	VAC	U23CMVA3	Issues in Indian Commerce	2	2	3	25	75	100

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**PG & RESEARCH DEPARTMENT OF COMMERCE**

**B.Com., COMMERCE**

## VALUE ADDED COURSE (VAC) VAC – I: DYNAMICS OF SERVICES SECTORS

**Course Credit: 2**

**Course Code: 24CMVA21**

### **Learning Objectives**

1. To introduce meaning and functions of Financial Intermediaries
2. To identify the tourism products and their value.
3. To comprehend, synthesize and evaluate elements of professional service management.
4. To understand the Articulate theoretical and historical contexts of media
5. To know the brings out the emerging service environment in India and the world.

### **UNIT I : Banking & Finance**

Introduction to banking sector –types of banks-trends in banking-careers in banking-educational qualification and-skills required for various posts in banking. Various careers in BSFI & NONBSFI.

### **UNIT II : Travel and Tourism**

Prospects–features–careers–bright side of tourism in this pandemic–demand and supply side of tourism–MICE-trends in tourism, courses and skills required for successful career.

### **UNIT III : Hotel & Hospitality**

Prospects and trends in hospitality industry-types of hotels-various careers in hospitality sector-core and secondary departments and its functions in hotel industry-educational qualification and skills required – how to start a hotel.

### **UNIT IV: Media Services**

Introduction to media-importance of media services-beneficiaries of media services-effectiveness of media in today's era-relevance and prospects of media-censorship and careers in media.

### **UNIT V: Marketing Services**

What is brand?–Success full marketing strategies of NIKE and APPLE–marketing in modern times–communication in marketing–relationship marketing–careers–digital marketing services.

### **Course Outcomes**

#### **Students will be able to:**

1. Explain the working of Indian financial system and its significance in the growth of economy.
2. It provides heritage, cultural, medical, business and sports tourism.
3. Analyze the relationship between providing guest-pleasing service and the marketing process.
4. Communications is an innovative, experiential program where students learn to create,

5. To provide students with an appreciation of concepts, functions, and techniques of the

**TEXT BOOK(S):**

1. Productivity Dynamics in India's Service Sector: An Industry-level Perspective October 2016
2. The Services Sector in India Inside the Black Box Published online by Cambridge University Press: 05 June 2017

**REFERENCE BOOK(S):**

1. Dynamics of Service Sector in India Hardcover – 1 January 2018 by Dr. Deepa Soni (Author)
2. The Service Sector in India's Development June 2016

**E – RESOURCE:**

1. <https://egyankosh.ac.in/bitstream/123456789/10144/1/Unit%203.pdf>
2. <https://www.amazon.in/Dynamics-Service-Sector-India-Deepa/dp/B07JR12TBN>

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**VALUE ADDED COURSE (VAC)**

**VAC – I: INTRODUCTION TO WOMEN EMPOWERMENT**

**Course Credit: 2**

**Course Code: U23CMVA32**

## **Learning Objectives**

1. To know the own decisions and manage their lives without any familial or social restrictions.
2. To making women independent so that they can make their own decisions and manage .
3. To enable the students the understanding of the various constituencies.
4. To know the Establishing goals for female representation.
5. To know the advocate for Women's rights and increase awareness of their plight.

## **Unit I: Introduction**

Women Empowerment: Definition–Determinants–Challenges–Key issues in Women-Empowerment: Sex Ratio, Female Infanticide, Female- Foeticide, Child Marriage, Dowry, Property Rights of Women- Violence against women

## **Unit II: Socio-economic empowerment of women**

Socio-Economic empowerment of women- Gender issues in- Health ,Education and Environment- Economic status of women in contemporary India.

## **Unit III: Socio-Economic empowerment of women**

Government policies- schemes and welfare measures for women and girls in India- National Policy for the Empowerment of Women, 2001

## **Unit IV: Political Empowerment to for women**

Political Empowerment of women-Political participation, Women leaders in politics- Women in legislative decision making bodies; Barriers in participation and reservation policies- Women's political rights in India.

## **Unit V: National Commission for Women**

National Commission for Women-The Protection of Women from Domestic Violence Act, 2005 Women under International Law –UN Women, -CEDAW Women Empowerment in Manipur; -NupiLal; Meira Paibi Movement.

## **Course Outcomes**

**Students will be able to**

1. Explain the concept of women empowerment along with the different determinants and challenges
2. Understand the different issues confronting women, gain in sight into existing government measures and schemes for women's welfare.
3. Understand the different dimensions of political empowerment.
4. Make an in depth analysis of the different barriers to women empowerment.
5. Women empowerment movements in Manipur.

**TEXT BOOK(S):**

1. Devaki Jain and Pam Rajput (Ed). (2013). Narratives from the Women's Studies Family, Re-creating Knowledge, Sage New Delhi.
2. Jasbir Jain (Ed). (2015). Women in Patriarchy: Cross Cultural Readings. Rawat Publications, Jaipur

**REFERENCE BOOK(S):**

1. Mala Khullar, (Ed). (2015). Writing the Women's Movement: A Reader. Zubaan, Kalika for Women, New Delhi.
2. Mies, Maria. (2016), Indian Women and Patriarchy, Concept Publishing Company, New Delhi

**E-RESOURCE**

1. <https://www.danone.com/content/dam/corp/global/danonecom/about-us-impact/policies>
2. <https://timesofindia.indiatimes.com/readersblog/scatteredthoughts/womens->

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## VALUE ADDED COURSE (VAC)

### VAC – II: ISSUES IN INDIAN COMMERCE

**Course Credit: 2**

**Course Code: U23CMVA3**

#### **Learning Objectives**

1. To gain long-term involvement in the foreign market, generate profits, access new markets.
2. To gain knowledge an initiative by the Government of India to create and encourage companies.
3. To conceptualise facilitating trade, economic growth, human development.
4. To obtain information about targets which cannot be easily observed .
5. To describe how different asset classes are traded electronically protection.

#### **Unit I: Foreign Direct Investment**

Foreign Direct Investment: Concept, Historical Perspective- Incentives for Attracting Foreign Capital, Implication for Indian industry- Role of Foreign Investment Promotion Board (FIPB)

#### **Unit II: Make in India**

Automatic Route and Sectoral Limits- Difference between FDI and Foreign Portfolio Investment (FPI). “Make in India” An Initiative of Government of India-Objectives, Sectors in Focus and Issues & Challenges ahead.

#### **Unit III: Growth of Infrastructure**

In frastructure: Growth of Infrastructure-Energy, Transport and Communication. Public-Private Partnership (PPP) in Infrastructure Development in India

#### **Units IV: Models**

Bottlenecks, Models -Built Operate and Transfer (BOT), Built Operate Levy and Transfer (BOLT).

#### **Unit V: Electronic Trading**

Stock Exchanges in India: Organization, Nature, Functions, Benefits, Growth, Trading in Stock Markets- Electronic Trading, Commodity Exchanges in India. Investors Protection in India-Need, and Initiatives by the Central Government.

#### **Course Outcomes**

##### **Students will be able to**

1. The course Develop ideas of the basic characteristics of Indian economy, its potential on natural resources
2. The course provides Understand the importance, causes and impact of population growth and its distribution,.
3. Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, and work.
4. To translate and relate them with economic development programme.
5. To the achievements as the foundation of the ongoing planning and economic reforms taken by the government.

**TEXT BOOK(S):**

- India Transport Report, National Transport Development Committee Report, Routledge, Tolstoy Marg, NewDelhi
- Financial Markets Institutions and Financial Services, C Gomez–Prentice-Hall.

**REFERENCE BOOK(S):**

1. Principles of Business Organization, by Y.K. Bhushan, Sultan Chand & Co, New Delhi
2. Guruswamy. S – Global Financial Institutions, Tata McGraw Hills India.

**E-RESOURCE**

1.[https://books.google.com/books/about/Issues\\_in\\_Indian\\_Commerce\\_Sem\\_III\\_Bcom\\_Lhtml?](https://books.google.com/books/about/Issues_in_Indian_Commerce_Sem_III_Bcom_Lhtml?)

2.[https://edurev.in/courses/10354\\_Interdisciplinary-Issues-in-Indian-Commerce](https://edurev.in/courses/10354_Interdisciplinary-Issues-in-Indian-Commerce)





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Sem.	Nature of the Course	Course Code	Course Title	Inst. Hours / Week	Credit	Exam Hours	Marks		Total
							CIA	ESE	
II	VAC	P24CMVA21	Financial Literacy	2	2	3	25	75	100
<i>(For the candidates admitted in the academic year 2023– 2024)</i>									
III	VAC	P23CMVA32	Academic Research & Report Writing	2	2	3	25	75	100

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## VALUE ADDED COURSE (VAC)

### VAC – I: FINANCIAL LITERACY

**Course Credit: 2**

**Course Code: P24CMVA21**

#### **Learning Objectives**

1. To provide a roadmap to manage your financial resources
2. To provide knowledge regarding banking sector and recent developments in banking sector.
3. To aims at enabling the CSCs to become Digital Financial hubs,
4. To Students will learn how to evaluate investment strategy options and develop financial management.
5. To Calculate income under various heads. Compute total income, Make tax plan for individual.

#### **UNIT I : Financial Planning and Financial Products**

Introduction to saving – Time value of money – Management of spending and Financial discipline.

#### **UNIT II : Banking sector**

Banking products and services- Digitisation of financial transactions: Debit Cards (ATM Cards) and Credit Cards.,

#### **UNIT III : Digital payment**

Net banking and UPI, digital wallets- Security and precautions against ponzi schemes and online frauds.

#### **UNIT IV: Investment planning and Management**

Investment opportunity and financial products.- Insurance planning: Life and Non-Life including medical insurance schemes.

#### **UNIT V: Personal Tax**

Introduction to basic Tax structure in India for personal taxation-Aspects of personal tax planning- Exemptions and deductions for individuals- e-filing.

#### **Course Outcomes**

##### **Students will be able to**

1. Develop proficiency for personal and financial planning
2. Apply the concept of investment planning
3. Ability to analyse banking and insurance products
4. Promote financial well-being
5. Personal tax planning

**TEXT BOOK(S):**

1. The Routledge Handbook of Financial Literacy Edited By Gianni Nicolini, Brenda J. Cude
2. Taxmann's Financial Literacy – Authentic & comprehensive textbook equipping the readers with basic skills

**REFERENCE BOOK(S):**

1. Financial Literacy Books To Build Financial Confidence 12 MIN READ Last Updated on 23 April, 2024
2. Best Financial Literacy Books by Tiffany Aliche

**E – RESOURCE:**

1. <https://www.investopedia.com/best-resources-for-improving-financial-literacy->
2. <https://www.du.ac.in/index.php?page=e-resources-a-z>

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## VALUE ADDED COURSE (VAC)

### VAC – II: ACADEMIC RESEARCH & REPORT WRITING

**Course Credit: 2**

**Course Code: P23CMVA32**

#### **Learning Objectives**

1. To know the describe what you intend your research project to accomplish.
2. To used to communicate the purpose of instruction.
3. To know the describe what you intend your research project to accomplish.
4. To articulated learning goals and objectives, explicit assessment methods.
5. To Enabling access through cataloguing and conservation to the Miscellaneous Reports Collection

#### **Unit I: Introduction**

Importance of report writing in academics and research. Various kinds of academic and research activities. Necessity of report writing for achievement of academic and research goals. Various kinds of reports / presentations. Characteristics of academic and research reports / presentations. Conclusions.

#### **Unit II: Research paper writing**

Types of research papers, Structure of research papers, Research paper formats, Abstract writing, Methodology, Results and discussions, Different formats for referencing, Ways of communicating a research paper.

#### **Unit III: Thesis writing**

Structure of a thesis, Scope of the work, Literature review, Experimental / computational details, Preliminary studies, Results and Discussions, Figures and Tables preparation, Conclusions and future works, Bibliography, Appendices.

#### **Unit IV: Tools and Techniques**

Various word processors, e.g, MS Word, Libra-office, Latex etc. Making effective presentations using Power Point and Beamer, Uses of plagiarism detection tools.

#### **Unit V: Miscellaneous Reports**

Writing research proposals, Writings project proposals, Lecture notes, Progress reports, Utilization reports, Scientific reports etc.

**Course Outcomes**  
**Students will be able to**

1. Understand the important concepts in write a complete research paper
2. Learn how to find, evaluate, and use data for research
3. Attain knowledge Improve the quality of research writing through the study.
4. Get an idea of Understand standard published research work in the respective majoring area.
5. Evaluate the integrate theoretical research knowledge with practical skills

**TEXT BOOKS**

1. Kothari, C. R. (2004). Research Methodology: Methods and Techniques. New Delhi: New Age International.
2. Kumar, R. (2005). Research Methodology-A Step-by-Step Guide for. Singapore: Pearson Education.

**REFERENCE BOOKS:**

1. A Step-by-Step Guide to Writing Academic Papers, by Anne Whitaker September 2019
2. On Writing a Thesis by C P Ravikumar,IETE Journal of Education, 2020

**E-RESOURCE**

1. <https://www.wordy.com/writers-workshop/writing-an-academic-report/>
2. <https://www.adelaide.edu.au/writingcentre/ua/media/28/learningguide-writingaresearchreport.pdf>