



(For Candidates admitted from the academic year 2022 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
PG & RESEARCH DEPARTMENT OF COMMERCE CHOICE
BASED CREDITSYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK
(LOCF)
B. COM. BPO

Programme Outcomes (POs)

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

PO 1 - Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development.

PO 2 - Involve in research and innovative endeavours and share their findings for the wellbeing of the society.

PO 3 - Work effectively in teams and take up leadership in multi-cultural milieu

PO 4 - Act with moral, ethical and social values in any situation.

PO 5 - Excel as empowered woman to empower women

PO 6- Participate in activities towards environmental sustainability goals as responsible citizens.

PO 7- Pursue higher studies in the related field of sciences, humanities and management studies.

PO 8 - Analyze and contribute positively to address socio-political, economic and business issues in national and international scenario.

PO 9 - Exhibit and utilize the multidimensional competencies in management studies for strategic decision making in business development and economic progress.

Programme Specific Outcomes (PSOs)

Upon completion of these courses the learner would

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

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

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

Programme Outcomes (POs)
(For Candidates admitted from the academic year 2022-23 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
PG & RESEARCH DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B. COM BPO

Se m	Par t	Course	Title of the course	Code	Hou rs/ We ek	Credits	Marks
I	I	Language	General Tamil I/ Hindi Paper I/ French Paper I	U22TL1GEN01/ U22HN1HIN01/ U22FR1FRE01	3	3	100
	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	U22VE1LVE01/ U22VE1LVC01/ U22VE1LVB01	1	-	-
	IV	SOC	Service Oriented Course		-	-	-
	IV	Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U22EX1INT01		2	100
	TOTAL					30	22+2
II	I	Language	General Tamil II/ Hindi Paper II/ French Paper II	U22TL2GEN02/ U22HN2HIN02/ U22FR2FRE02	3	3	100
	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 (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		
TOTAL					30	23+4	1200		
III	I	Language	General Tamil- III/ Hindi Paper III/ French Paper III	U22TL3GEN03/ U22HN3HIN03/ 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	Global Business Ethics and Corporate Governance/ Banking for BPO Services	U22CB3MET01/ 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	U22VE3LVE02/ U22VE3LVC02/ 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
TOTAL					30	23+3	1100
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	BPO Operations and Work Environment	U22CB4MCT09	4	4	100
	III	Major Elective	Simulation of BPO related activities/ BPO Technology and Innovation	U22CB4MET03/ 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 (Extra Credit)	U22EX4SOCO1	-	2	100
	IV	Extension Activity	RESCAPES (Extra Credit)	U22EX4RESO2	-	1	-
	IV	Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U22EX4INT04	-	2	100
TOTAL					30	25+5	1100
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	CRM in BPO Industry	U22CB5MCT12	5	4	100
	III	Major Core -13	Introduction to Workplace Communication	U22CB5MCT13	5	4	100
	III	Major Elective	Security Analysis and Portfolio Management/ Services Marketing	U22CB5MET05/ U22CB5MET06	4	3	100
	IV	NME 3	Online Marketing	U22CB5NMP0.03	2	2	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U22VE5LVE03/ U22VE5LVC03/ U22VE5LVB03	1	-	-
		Online Course	Online Course(Extra Credit)	U22EX5ONCO3	-	1	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U22EX5INT05		2	100
TOTAL					30	24+3	800

VI	III	Major Core – 14	Human Resource Management	U22CB6MCT14	6	5	100
	III	Major Core - 15	Practical Lab for BPO	U22CB6MCT15	5	4	100
	III	Major Core - 16	Organizational Behaviour	U22CB6MCT16	5	4	100
	III	Major Core - 17	International Business	U22CB6MCT17	5	4	100
	III	Major Elective	Advanced Workplace Communication /BPO Project Management	U22CB6MET07/ 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
TOTAL					30	23+3	1000
GRAND TOTAL					180	140+20	6100

First Year - Semester – I

Course Title	PRACTICAL ENGLISH I
Code	U22CB1ENT01
Course type	Theory
Semester	I
Hours/Week	3
Credits	3
Marks	100

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 Listening, Speaking, Reading and Writing in English.

COURSE OBJECTIVES

1. To remember the concepts and the rules of grammar while talking of self, family, place, goals, role models and hobbies.
2. To infer and give examples of skills one possess, places one visits, strengths and weaknesses, hobbies and self-image.
3. To organise ideas when communicating about self, family members, places, strengths, weakness, hobbies and role models
4. To understand the various possibilities of expressing self and conclude on the structure to describe self, family, place, role model, strength and weakness.

UNIT - I INTRODUCING SELF

9 HRS

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

Extra Reading/Keywords: Sudha Murthy videos and life stories

UNIT – II MY PLACE

9 HRS

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

Extra Reading/Keywords: TV Travel Shows

UNIT - III MY TIME

9 HRS

- 3.1 My Hobby

3.2 My Special Interest

3.3 My Favourite Movie/AD

Extra Reading/Keywords: 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 /Keywords: Excerpts from Biographies and Autobiography

UNIT - V SELF IMAGE

9 HRS

5.1 Grooming

5.2 Body Language

5.3 Presentation skills

Extra Reading/Keywords: Excerpts from Biographies and Autobiography

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
2. www.bbc.co.uk
3. learnenglish.britishcouncil.org/en
4. <https://www.teachingenglish.org.uk/>
5. www.businessballs.com
6. www.ted.com
7. www.inktalks.com

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Define and remember the concepts and the rules of grammar while talking of self, family, place, goals, role models and hobbies.	K1

CO-2	Infer and give examples of skills one possess, places one visits, strengths and weaknesses, hobbies and self-image.	K2
CO-3	Organise ideas when communicating about self, family members, places, strengths , weakness, hobbies and role models	K3
CO-4	Examine the various possibilities of expressing self and conclude on the structure to describe self, family, place, role model, strength and weakness.	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

Course Title	MAJOR CORE 1 - FINANCIAL ACCOUNTING
Code	U22CB1MCT01
Course type	Theory
Semester	I
Hours/Week	6
Credits	5
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

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

UNIT – I INTRODUCTION TO ACCOUNTING AND FINAL ACCOUNTS

18 HRS

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

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

UNIT-II RECTIFICATION OF ERRORS AND BANK RECONCILIATION STATEMENT

18 HRS

- 2.1 Rectification of Errors: Rectification before and after preparation of trial balance, Suspense account.
- 2.2 Bank Reconciliation Statement: Causes for difference between balances as per cash book and bank statement, Preparation of BRS.

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

UNIT – III BILL OF EXCHANGE

18 HRS

3.1 Bills of Exchange: Features, Recording transactions relating to bills: Drawing, accepting of bills.

3.2 Retiring, renewing and honouring of bills.

3.3 Dishonour of bills and insolvency of acceptor.

Extra Reading/Keywords: *Accommodation bills*

UNIT – IV ACCOUNTS OF NOT-FOR-PROFIT ORGANISATIONS

18 HRS

4.1 Receipts and Payments Account

4.2 Income and Expenditure Account

4.3 Balance Sheet.

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

UNIT – V CONSIGNMENT

18 HRS

5.1 Consignment Accounts: Valuation of stock.

5.2 Accounting for losses.

5.3 Cost price method and Invoice price method.

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

Theory - 20% Problem: 80%

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

TEXT BOOKS

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

SUGGESTED READINGS

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

WEB REFERENCES

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

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

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Remember the basics relating to accounting, final accounts of a sole trader, rectification of errors, bank reconciliation statement, bills of exchange, not-for-profit organisations and consignment accounts.	K1
CO-2	Understand the accounting concepts and conventions and the concepts relating to final accounts of a sole trader, rectification of errors, bank reconciliation statement, bills of exchange, not-for-profit organisations and consignment accounts.	K2
CO-3	Apply the concepts in problems relating to final accounts of a sole trader, rectification of errors, bank reconciliation statement, bills of exchange, not-for-profit organisations and consignment accounts.	K3
CO-4	Analyse the accounting records relating to final accounts of a sole trader, rectification of errors, bank reconciliation statement, bills of exchange, not-for-profit organisations and consignment accounts.	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	M	M	M	M	H	H	M
CO -2	H	M	H	H	M	M	H	H	M
CO -3	H	M	H	H	M	M	H	H	H
CO -4	H	M	H	H	M	M	H	H	H

PSO – CO 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

Course Title	MAJOR CORE-2 - INTRODUCTION TO BPO
Code	U22CB1MCT02
Course type	Theory
Semester	I
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

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

UNIT- I INTRODUCTION TO BPO

15 HRS

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

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

UNIT II: PHASES OF BPO

15 HRS

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

Extra Reading / Keywords: *Automation in BPO Industry*

UNIT III: TYPES OF BPO

15 HRS

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

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

UNIT IV: BPO IN VARIOUS DOMAINS**15 HRS**

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

Extra Reading / Keywords: *Social media and BPO***UNIT – V: LIFE CYCLE OF A BPO****15 HRS**

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

Extra Reading / Keywords: *Business Process Re-engineering (BPR)***Note:** Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**TEXT BOOK**

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=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	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

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

Course Title	ALLIED 1 - BUSINESS ENVIRONMENT
Code	U22CB1ALT01
Course type	Theory
Semester	I
Hours/Week	4
Credits	2
Marks	100

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

12 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

12 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

12 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

12 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

12 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.

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.

COURSE OUTCOMES (CO)

The learners

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)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 – 3rd*, 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.

PO – CO MAPPING

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

Course Title	ALLIED 2- PRINCIPLES OF MARKETING
Code	U22CB1ALTO2
Course type	Theory
Semester	I
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

1. To remember the marketing concepts & recent trends, bases of segmentation and positioning strategies.
2. To understand the product life cycle, new product development, product policy and market segmentation.
3. To outline the pricing policies and compare the various promotional forms.
4. To analyze the distribution channels and examine the factors controlling its selection.
5. To apply digital skills in marketing through website designing.

UNIT –I INTRODUCTION

12 HRS

- 1.1 Marketing: Meaning, Importance & Functions of Marketing
 1.2 Marketing Mix – Marketing environment: Micro and Macro
 1.3 Recent trends in Marketing – Customer driven marketing strategy
 1.4 Market segmentation: Bases
Extra Reading / Keywords: *Unique selling point, value proposition*

UNIT –II PRODUCT

12 HRS

- 2.1 Concept, Product classifications
 2.2 Major product decisions: Product line decisions - Product mix decisions
 2.3 Product attributes – Branding, Packaging and labeling
 2.4 New product development – Product life cycle.
Extra Reading / Keywords: *Innovation in products development, Co-branding*

UNIT – III PRICING AND PROMOTION

12 HRS

- 3.1 Pricing-Pricing objectives - Factors influencing pricing - Pricing strategies.
 3.2 Promotion - Promotion Mix: Advertising, Sales Promotion, Personal selling & Public relations.
Extra Reading / Keywords: *Pricing of consumer goods. Promotional activities of products in the market.*

UNIT – IV CHANNELS OF DISTRIBUTION

12 HRS

- 4.1 Channels of Distribution - Channel Functions - Factors influencing Channel Decisions
 4.2 Middlemen - Wholesalers - Retailers
 4.3 Selection of marketing channels- Direct& Indirect Marketing Channels.
Extra Reading / Keywords: *Logistics and Supply chain management*

UNIT – V DIGITAL SKILLS IN MARKETING**12 HRS**

5.1 Define a Target Group - Creating Web Sites

5.2 Writing the SEO content - SEO Optimization Tools and Techniques of Search Engine Optimization - Google Ad Words.

Extra Reading / Keywords: *On line business applications***Note: Texts given in the Extra Reading /Key words must be tested only through Assignment and Seminars.****TEXT BOOKS**

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

SUGGESTED READINGS

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

WEB REFERENCES:

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

Note: Learners are advised to use latest edition of books.**COURSE OUTCOMES:****The learners**

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

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

PSO – CO MAPPING

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



(For Candidates admitted from the academic year 2021-22 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS)

TIRUCHIRAPPALLI-620 002

SCHOOL OF MANAGEMENT STUDIES

PG & RESEARCH DEPARTMENT OF COMMERCE CHOICE

BASED CREDITSYSTEM

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK

(LOCF)

B. COM BPO

Programme Outcomes (POs)

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

PO 1 - Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development.

PO 2 - Involve in research and innovative endeavours and share their findings for the wellbeing of the society.

PO 3 - Work effectively in teams and take up leadership in multi-cultural milieu

PO 4 - Act with moral, ethical and social values in any situation.

PO 5 - Excel as empowered woman to empower women

PO 6- Participate in activities towards environmental sustainability goals as responsible citizens.

PO 7- Pursue higher studies in the related field of sciences, humanities and management studies.

PO 8 - Analyze and contribute positively to address socio-political, economic and business issues in national and international scenario.

PO 9 - Exhibit and utilize the multidimensional competencies in management studies for strategic decision making in business development and economic progress.

Programme Specific Outcomes (PSOs)

Upon completion of these courses the learner would

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

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

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

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

Sem	Part	Course	Title of the course	Code	Hours/ Week	Credits	Marks	
I	I	Language	General Tamil I/ Hindi Paper I/ French Paper I	U21TL1GEN01/ U21HN1HIN01/ U21FR1FRE01	3	3	100	
	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	
	TOTAL					30	22+2	900
	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/ U21VE2LVC0 1/ U21VE2LVB0 1	1	1	100
		SOC	Service Oriented Course				
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP2ECC02		2 (Extra Credit)	100
TOTAL					30	23+2	1100
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/	U21VE3LVE02/	1	-	-
			Catechism II /	U21VE3LVC02/			
			Bible Studies II	U21VE3LVB02			
	IV	SOC	Service Oriented Course	-	-	-	-
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP3ECC03		2	100
TOTAL					30	23+2	1000
IV	I	Language	General Tamil IV/ Hindi Paper IV/ French Paper IV	U21TL4GEN04/ U21HN4HIN04/ U21FR4FRE04	3	3	100
	II	English	Practical English IV	U21CB4ENT04	3	3	100
	III	Major Core –8	Management Accounting	U21CB4MCT08	4	4	100
	III	Major Core - 9	BPO Operations and Work Environment	U21CB4MCT09	4	4	100
	III	Major Elective	Simulation of BPO related activities/ BPO Technology and Innovation	U21CB4MET03/ U21CB4MET04	4	3	100
	III	Allied -5	Financial Markets Services	U21CB4ALT05	4	2	100
	III	Allied -6	Business Law	U21CB4ALT06	4	2	100
	IV	NME 2	Business Communication	U21CB4NMP02	3	3	100

	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U21VE4LVE02/ U21VE4LVC02/ U21VE4LVB02	1	1	100
	IV	SOC	Service Oriented Course (Extra Credit)		-	2	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP4ECC04	-	2	100
TOTAL					30	25+4	1100
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	CRM in BPO Industry	U21CB5MCT12	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
TOTAL					30	24+2	700

VI	III	Major Core – 14	Human Resource Management	U21CB6MCT14	5	4	100
	III	Major Core - 15	Practical Lab for BPO	U21CB6MCT15	5	4	100
	III	Major Core - 16	Organizational Behaviour	U21CB6MCT16	5	4	100
	III	Major Core - 17	International Business	U21CB6MCT17	5	4	100
	III	Major Elective	Advanced Workplace Communication /BPO ProjectManagement	U21CB6MET07/ U21CB6MET08	4	3	100
	IV	NME 4	Global Business Ethics	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 – (Extra Credit)	U21SP6ECC06	-	2	100
TOTAL					30	23+6	1000
GRAND TOTAL					180	140+18	5800

Course Title	PRACTICAL ENGLISH – III
Code	U21CB3ENT03
Course Type	Theory
Semester	III
Hours/Week	3 Hr/ Wk
Credits	3
Marks	100

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 remember the grammar rules, concepts of listening, speaking, reading and writing.
2. To understanding the rules of grammar, the concepts of listening, speaking in conferences and meetings, and writing emails.
3. To 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.
4. To analyze various options of communicating using, grammatical concepts, listening, speaking, reading and writing and use the best to deliver the message intended.

UNIT – I ERRORS AND HOW TO AVOID THEM

9 HRS

- 1.1 Subject – verb agreement - Pronoun
- 1.2 Apostrophe - Comma splice
- 1.3 Sentence Fragments and Run-on Sentence

Extra Reading/ Keywords: *Writing without errors*

UNIT - II LISTENING

9 HRS

- 2.1 Listening to understand vs Listening to respond
- 2.2 Learning to summarize - Handling emotions when listening
- 2.3 Distractions to listening

Extra Reading/Keywords: *Levels of Listening*

UNIT – III SPEAKIN

9 HRS

- 3.1 Engaging the mind before the mouth - Why? What? When? Where? Who? How?
- 3.2 Speaking on the phone, Conference calls
- 3.3. Speaking in meetings

Extra Reading/Keywords: *Speaking skills- fluency, Vocabulary, Grammar, Pronunciation*

UNIT - IV READING

9 HRS

- 4.1 Reading and learning to summarize, abridge, abstract - Making a reading plan
- 4.2 Reading, recording and reviewing - Reading project
- 4.3 Book Review - Presentation and Report

Extra Reading/Keywords: *Reviews, summary, abstracts and excerpts, Fiction, Biographies, Autobiographies & Self – improvement books*

UNIT – V WRITING APPROACHES IN ACTION THROUGH EMAIL 9 HRS

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

Extra Reading/Keywords: *Writing for Social Media and networking on professional Social Media*

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

WEB REFERENCES

1. www.ThoughtCo.com
2. www.bbc.co.uk
3. learnenglish.britishcouncil.org/en
4. <https://www.teachingenglish.org.uk/>
5. www.businessballs.com
6. www.ted.com
7. 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= 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	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
CO5	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

Course Title	MAJOR CORE 6 : CORPORATE ACCOUNTING
Code	U21CB3MCT06
Course Type	Theory
Semester	III
Hours/Week	5
Credits	4
Marks	100

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 and debentures.
- 2.2. 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. (2018). *Corporate Accounting*, 6th Edition, Vikas Publishing House.
5. Ramachandran. R, Srinivasan. R. (2019) *Corporate Accounting*, Sriram Publications.

WEB REFERENCES

1. 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

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

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

CO/PSO	PSO 1	PSO 2	PSO 3

CO 1	H	L	H
CO 2	H	L	H
CO 3	H	L	H
CO 4	H	L	H
CO 5	H	L	H

Course Title	MAJOR CORE -7 BPO IN SERVICE SECTORS (NON VOICE)
Code	U21CB3MCT07
Course Type	Theory
Semester	III
Hours/Week	4
Credits	3
Marks	100

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 12 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 12 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 12 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

12 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

12 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

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

Course Title	MAJOR ELECTIVE - GLOBAL BUSINESS ETHICS & CORPORATE GOVERNANCE
Code	U21CB3MET01
Course Type	Theory
Semester	III
Hours/Week	4
Credits	4
Marks	100

CONSPECTUS

The objective of the course is to enable the learners to understand Global Business Ethics & Corporate Governance

COURSE OBJECTIVES

1. To understand trans cultural human values
2. To understand ethical dilemma and code of ethics
3. To understand Work ethics
4. To overview of corporate governance
5. To introduction to Indian Ethos Management

UNIT 1 – BUSINESS ETHICS

12 HRS

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

Extra Reading/Keywords: *Ethnocentrism*

UNIT II- ETHICAL DILEMMA

12 HRS

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

Extra Reading/Keywords: *Deontological ethics*

UNIT III- WORK ETHICS

12 HRS

- 3.1 Work culture - Introduction to Work Ethics - Ethical behaviour at the work place
Unethical behaviour
- 3.2 Ethical theories - Environmental ethics - Environmental Management -
Environmental Management System - Environmental Laws
- 3.3 Ethics of Environmental protection - Consumer Protection

Extra Reading/Keywords: *Anthropocentrism*

UNIT IV – CORPORATE GOVERNANCE

12 HRS

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

Extra Reading/Keywords: *Creating shared value*

UNIT V- INDIAN ETHOS MANAGEMENT

12 HRS

- 5.1 Indian Ethos & Values
- 5.2 Management Lessons from Bhagavad Gita - Karma Yoga
- 5.3 Wisdom Management - Quality of Work Life - Stress & Indian Ethos

Extra Reading/Keywords: *Healthy workplace*

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

TEXT BOOKS

1. Student Manual

SUGGESTED READINGS

1. Ethics and the Conduct of Business by R Boatright John (Author), D Smith Jeffrey (Author) by Pearson
2. Corporate Governance: Principles, Policies, And Practices by Bob Tricker (Author)
3. Corporate governance by Christine, A. Mallin
4. Business Ethics by Crane, Andrew. & Matten, Dirk.

WEB REFERENCES

1. <https://www.locusassignments.com/role-and-importance-of-value-in-management/>
2. <https://indiafreenotes.com/trans-cultural-human-values-in-management-and-management-education/>
3. <https://corporatefinanceinstitute.com>
4. <https://www.valamis.com/hub/work-ethic>
5. <https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
6. <https://timesofindia.indiatimes.com/readersblog/legal-knowledge-and-issues/indian-ethos-on-management-33865/>

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Define and recall trans cultural human values in Management Education	K1
CO-2	Demonstrate the concepts of ethical decision making, work culture and code of ethics	K2
CO-3	Apply the ethical theories in workplace and work life balance	K3
CO-4	Discover and examine the concepts of corporate governance, corporate social responsibility and Indian Ethos Management	K4
CO-5	Examine the corporate governance procedure	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	M	M	H
CO 2	H	H	H	H	H	H	H	H	H
CO 3	H	H	H	H	H	H	H	H	M
CO 4	H	H	H	H	H	H	H	M	M
CO5	H	H	H	H	H	H	H	M	M

CO – PSO MAPPING

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

Course Title	ALLIED 4 - INDIAN FINANCIAL SYSTEM
Code	U21CB3ALT04
Course type	Theory
Semester	III
Hours/Week	4
Credits	2
Marks	100

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.
- 5.2 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%20ofinancial%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
CO-4	Select the various financial instruments suitable for different stages of life.	K4
CO-5	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
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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
CO5	H	M	M	M	M	M	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

Course Title	NON MAJOR ELECTIVE (NME 1) – COMMUNICATION AND INTERPERSONAL SKILLS
Code	U21CB3NMT01
Course Type	Theory
Semester	III
Hours/Week	3 Hr/ Wk
Credits	3
Marks	100

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 BASIC 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
2. www.bbc.co.uk
3. learnenglish.britishcouncil.org/en
4. <https://www.teachingenglish.org.uk/>
5. www.businessballs.com
6. www.ted.com
7. 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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Tiruchirappalli - 620 002.

School of Management Studies

PG & Research Department of Commerce

B. Com - Business Process Outsourcing

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

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

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

School of Management Studies

PG & Research Department of Commerce

CHOICE BASED CREDIT SYSTEM - UG COURSE PATTERN

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

Sem	Part	Course	Title of the course	Code	Hours/Week	Credits	Marks	
I	I	Language	General Tamil I/ Hindi Paper I/ French Paper I	U21TL1GEN01/ U21HN1HIN01/ U21FR1FRE01	3	3	100	
	II	English	Practical English I	U20CB1ENT01	3	3	100	
	III	Major Core-1	Financial Accounting	U20CB1MCT01	6	5	100	
		Major Core-2	Introduction to BPO	U20CB1MCT02	5	5	100	
		Allied -1	Business communication	U20CB1ALT01	4	2	100	
		Allied -2	Principles of marketing	U20CB1ALT02	4	2	100	
	IV	EVS	Environmental Studies	U20RE1EST01	2	1	100	
		MSBE-1	Entrepreneurship Development	U20CB1SBP01	2	1	100	
		Value Education	Ethics I/ Catechism I/ Bible Studies I	U20VE1LVE01/ U20VE1LVC01/ U20VE1LVB01	1	-	-	
		SOC	Service Oriented Course	-	-	-	-	
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP1ECC01	-	2	100	
	TOTAL					30	22+2	900

II	I	Language	General Tamil II/ Hindi Paper II/ French Paper II	U21TL2GEN02/ U21HN2HIN02/ U21FR2FRE02	3	3	100
	II	English	Practical English II	U20CB2ENT02	3	3	100
	III	Major Core-3	Cost Accounting	U20CB2MCT03	5	4	100
		Major Core-4	Quality and customerservice	U20CB2MCT04	4	3	100
		Major Core-5	Banking theory law and practice	U20CB2MCT05	4	3	100
		Allied -3	Voice process	U20CB2ALT03	4	2	100
		Allied -4	Services Marketing	U20CB2ALT04	4	2	100
	IV	Skill Based Course (SBC)	Soft Skills Development	U20SS2SBC01	2	1	100

		- 1					
		Value Education	Ethics I/ Catechism I/ Bible Studies I	U20VE2LVE01/ U20VE2LVC01/ U20VE2LVB01	1	1	100
		SOC	Service Oriented Course				
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP2ECC02		2	100
TOTAL					30	22+2	1000
III							
	I	Language	General Tamil III / Hindi Paper III/ French Paper III	U21TL3GEN03/ U21HN3HIN03/ U21FR3FRE03	3	3	100
	II	English	Practical English III	U20CB3ENT03	3	3	100
	III	Major Core-6	Corporate Accounting	U20CB3MCT06	5	4	100
	III	Major Core -7	BPO in Service Sectors(Non Voice)	U20CB3MCT07	4	3	100
	III	Major Elective	Global Business Ethicsand Corporate Governance	U20CB3MET01	4	3	100
	III	Allied -5	Indian Financial System	U20CB3ALT05	4	2	100
	IV	NME 1	Introduction to BPOIndustry / Quality Customer Service	U20CB3NMT01 / U20CB3NMT02	3	3	100
	IV	MSBE-2	Business Software-Tally	U20CB3SBP02	2	1	100
		Gender Studies	Gender Studies	U20WS3GST01	1	1	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U20VE3LVE02/ U20VE3LVC02/ U20VE3LVB02	1		
	IV	SOC	Service Oriented Course				-
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP3ECC03		2	100
TOTAL					30	23+2	1000
IV							
	I	Language	General Tamil IV / Hindi Paper IV/ French Paper IV	U21TL4GEN04/ U21HN4HIN04/ U21FR4FRE04	3	3	100
	II	English	Practical English IV	U20CB4ENT04	3	3	100
	III	Major Core –8	Management Accounting	U20CB4MCT08	6	5	100
	III	Major Core - 9	BPO Operations and Work Environment	U20CB4MCT09	4	4	100
	III	Major Elective	Simulation of BPO Related Activities	U20CB4MET02	4	3	100
	III	Allied -6	Financial Services	U20CB4ALT06	4	2	100

	IV	NME 2	Introduction to BPO Industry / Quality Customer Service	U20CB4NMT01 / U20CB4NMT02	3	3	100
	IV	SBC	Sustainable Rural Development and Student Social Responsibility	U20RE4SBC02	2	1	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U20VE4LVE02/ U20VE4LVC02/ U20VE4LVB02	1	1	100
	IV	Online Course	Online Course (Extra Credit)	U20OC4ECT01	-	2	100
	IV	SOC	Service Oriented Course (Extra Credit)		-	2	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP4ECC04	-	2	100
TOTAL					30	25+6	1200
V	III	Major Core-10	Financial Management	U20CB5MCT10	6	5	100
	III	Major Core -11	Risk and Compliance in BPO	U20CB5MCT11	5	4	100
	III	Major Core -12	Principles of Auditing	U20CB5MCT12	6	5	100
	III	Major Core -13	Introduction to Workplace Communication	U20CB5MCT13	4	3	100
	III	Major Elective	Security Analysis and Portfolio Management	U20CB5MET03	4	3	100
	IV	NME 3	Online Marketing	U20CB5NMT03	3	3	100
		Industrial Relations	Investment Basics	U20CB5IRT01	1	1	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U20VE5LVE03/ U20VE5LVC03/ U20VE5LVB03	1	-	-
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP5ECC05		2	100
TOTAL					30	24+2	800
VI	III	Major Core –14	Human Resource Management	U20CB6MCT14	5	5	100
	III	Major Core -15	Practical Lab for BPO	U20CB6MCP15	5	4	100
	III	Major Core -16	Organizational Behaviour	U20CB6MCT16	5	4	100
	III	Major Core -17	Advanced Workplace Communication	U20CB6MCT17	5	4	100
	III	Major Elective	CRM in BP O Industry	U20CB6MET04	4	3	100
	IV	NME 4	Communication and Interpersonal Skills	U20CB6NMT04	3	3	100
	IV	SBE	Research Methodology	U20DS6SBC03	2	1	100

	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U20VE6LVE03/ U20VE6LVC03/ U20VE6LVB03	1		100
	IV	Extension Activity	RESCAPES- Impact Study of Project	U20RE6ETF01	-	4	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP6ECC06	-	2	100
TOTAL					30	24+6	1000
GRAND TOTAL					180	140+20	5900

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

Course Title	MAJOR CORE 10 – FINANCIAL MANAGEMENT
Total Hours	90
Hours/Week	6 Hrs / Wk
Code	U20CB5MCT10
Course Type	Theory
Credits	5
Marks	100

GENERAL OBJECTIVE

To provide an insight into financial decision making procedures and their applications in complex financial management.

COURSE OBJECTIVES

The Learners will be able to

CO No.	Course Objectives
CO-1	Understand the basic concepts of financial management and apply the techniques of time value of money and understand the concepts of cost of capital.
CO-2	Understand and apply the various capital structure theories and analyse leverages, EBIT and EPS.
CO-3	Understand and apply the different techniques of capital budgeting.
CO-4	Understand working capital management and apply cash management and receivables management models.
CO-5	Apply the different models of dividend policy.

UNIT – I INTRODUCTION

18 HRS

Financial Management - Nature and Scope - Objectives of Financial Management - Profit Maximization Vs Wealth Maximization - Functions of Financial Manager - Time Value of Money- Discounting Technique, Compounding Technique, Sinking Fund Factor, Capital Recovery Factor and Effective Rate of Interest. Cost of capital – Computation of Specific and Weighted average cost of capital.

Extra reading /Key words: *Financial planning – Objectives and Functions*

UNIT – II CAPITAL STRUCTURE THEORIES AND LEVERAGES

18 HRS

Capital Structure Theories - NI approach -NOI approach - MM approach - Traditional approach – Factors determining capital structure –Analysis of leverages: operating leverage, financial leverage and combined leverage - EBIT, EPS analysis - Indifference point

Extra reading /Key words: *Debt vs. Equity*

UNIT – III CAPITAL EXPENDITURE DECISIONS

18 HRS

Capital Expenditure Decisions - Methods of ranking investment proposals: Payback period, Net present value method, Internal rate of return method and Average rate of return

Extra reading /Key words: *Objectives of Capital Expenditure Decisions*

UNIT – IV WORKING CAPITAL MANAGEMENT

18 HRS

Working Capital Planning – Risk-profitability trade off - Determination of working capital - Financing of working capital – Management of Cash –Baumol Model, Miller Orr Model - Receivables Management – Credit standards – Credit terms – Collection policies.

Extra reading /Key words: *Motives for holding cash*

UNIT – V DIVIDEND POLICIES

18 HRS

Dividend Policies: Issues in dividend decisions - Walter's model - Gordon's model - MM hypothesis - Dividend and uncertainty - Dividend policy in practice.

Extra reading /Key words: *Dividend payout policies*

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

Course Outcomes:

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts and important terms in financial management; Apply the concepts of time value of money and cost of capital.	2	U, Ap
CO-2	Understand the commonly used capital structure theories; Analyse the various types of leverages, EBIT and EPS.	2	U, An
CO-3	Understand and apply the various methods in capital budgeting and analyse investment proposals.	3	Ap, An
CO-4	Determine working capital, apply the principles of cash management and receivables management.	3	Ap
CO-5	Apply various dividend models and determine the price of shares.	3	Ap
CO-6	Develop skills relating to investment and cash management in business	3	Ap

PSO: Programme Specific Outcome; Cognitive Level: R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOK

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

BOOKS FOR REFERENCE

1. Shashi K. Gupta and Sharma R.K.(2016). *Financial Management- Theory and Practice*, New Delhi: Kalyani Publishers.
2. Khan M.Y and Jain P.K, (2018) *Financial Management*, New Delhi: Tata McGraw Hill.
3. Panday I.M., *Financial Management*, (2016). New Delhi: Vikas Publishing House.
4. Prasanna Chandra, (2019) *Financial Management-Theory and Practice*, New Delhi: Tata McGraw Hill.
5. Ramachandran. R. and Srinivasan. R. (2019). *Financial Management*, Sriram Publications.HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.

PG & RESEARCH DEPARTMENT OF COMMERCE

B. Com BPO (For Candidates admitted from June 2019 onwards)

Third Year - Semester – V

Course Title	MAJOR CORE – 11 RISK & COMPLIANCE IN BPO
Total Hours	75
Hours/Week	5 Hr/Wk
Code	U20CB5MCT11

Course Type	Theory
Credits	4
Marks	100

GENERAL OBJECTIVES

To create an awareness of risk and compliance in BPO to understand business continuity plan and overview of compliance in banking and financial services

COURSE OBJECTIVES

The learners will be able to

CO No.	Course Objectives
CO-1	Understand the different types of Risks in a BPO
CO-2	Understand Business Continuity and Disaster Recovery
CO-3	Understand Data Privacy, Security and Confidentiality
CO-4	Remember Know Your Customer (KYC).
CO-5	Understand Money laundering and understand the regulations for Anti Money Laundering

UNIT – I TYPES OF RISKS

15 HRS

Operational Risks - Process Risks - Technology Risks - People Risks

Extra Reading / Keywords-*Systemic Risk*

UNIT – II BUSINESS CONTINUITY AND DISASTER RECOVERY 15 HRS

Business Continuity Plan -What it is - Business Impact Analysis-identify vulnerabilities-Analyse potential loss-Recovery plan-Implementing Solution-Document Reports- Design Strategic Solution- Measurement -Plan, Testing and Maintenance - Business Continuity Life Cycle-Identify, Analyse, Design, Execute-Planning Business Continuity-Risk assessment

Extra Reading / Keywords-*Business Continuity Software*

UNIT – III DATA PRIVACY, SECURITY AND CONFIDENTIALITY 15 HRS

Requirements of DP and Data Security - Customer needs by vertical - Impact of Data breaches Processes for Compliance.

Extra Reading / Keywords-*Digital footprint*

UNIT - IV COMPLIANCE IN BANKING AND FINANCIAL SERVICES -1 15 HRS

Why do we need KYC? - KYC Policy-Customer Acceptance Policy- Customer Identification Procedure- KYC documents for Individuals, Minors, NRIs, and non- individuals

Extra Reading / Keywords-*Fraud prevention and detection*

UNIT – V COMPLIANCE IN BANKING AND FINANCIAL SERVICES -2 15 HRS

What is Money Laundering? - Process of Money laundering - How it affects the Bank- Suspicious transaction- Transaction Monitoring - Financial System Regulation overview-RBI, FEMA - Financial compliance requirements of key international countries for BPO

Extra Reading / Keywords-*Money Laundering and economic growth.*

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

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Outline the different types of Risks in a BPO	PSO1	U
CO-2	Explain Business Continuity Plan and Disaster recovery	PSO2	U
CO-3	Relate Data privacy, confidentiality and impact of data breaches	PSO2	U
CO-4	Explain KYC and Customer Acceptance Policy	PSO3	U
CO-5	Extend the process of Money Laundering and the steps taken for AML.	PSO5	U
CO-6	Develop employability in BPOs	PSO5	Ap

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

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

1. AML & KYC by Indian Institute of Banking and Finance
2. Testing Disaster Recovery & Business Continuity Plan by Alex Fullick A

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

Course Title	MAJOR CORE 12 - PRINCIPLES OF AUDITING
Total Hours	90
Hours/Week	6 Hrs / Wk
Code	U20CB5MCT12
Course Type	Theory
Credits	5
Marks	100

General Objective:

To provide an understanding of the principles and practice of Auditing and understand the procedure for systems audit and investigation.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the basic concepts in auditing, objectives and types of audit.
CO-2	Analyse the procedure regarding vouching of various transactions.
CO-3	Analyse the procedure for verification and valuation of assets and liabilities
CO-4	Understand the qualification and liabilities of an auditor and the contents and types of audit report.
CO-5	Understand the procedure for investigation under different situations and the basics of AASs 1-5.

UNIT - I INTRODUCTION

18 HRS

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

Extra reading /Key words: *Accounting and Auditing, Internal control*

UNIT - II VOUCHING

18 HRS

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

Extra reading /Key words: *Vouching, Cash transactions, Trade transactions*

UNIT -III VERIFICATION OF ASSETS AND LIABILITIES

18 HRS

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

Extra reading /Key words: *Verification, Reserves, Provisions*

UNIT - IV STATUTORY AUDITOR

18 HRS

Audit of Limited Companies - Qualifications of an auditor - Appointment, Removal, Status, Powers and Duties of an auditor - Auditor's Report - Clean and Qualified Report. Liabilities of an auditor: Liabilities in case of non-statutory audit and company audit.

Extra reading /Key words: *Statutory auditor, Clean audit report, Qualified audit report*

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

18 HRS

Investigation: Characteristics of Investigation - Duties of Investigator - Purpose of Investigation - Difference between Audit and Investigation - Types of Investigation - Investigation under different situations – Standards of Auditing - Professional Pronouncements in India - Basic Principles Governing an Audit – Basics of AASs 1 – 5.

Extra reading /Key words: *Investigation, Auditing and Assurance Standards*

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

Course Outcomes: The learner

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the basic concepts in auditing and control techniques.	5	U
CO-2	Examine the various transactions made through vouching.	5	An
CO-3	Analyze the verification and valuation of assets & Liabilities	5	An
CO-4	Understand the role and the liabilities of an auditor.	5	U
CO-5	Explain the various investigation activities and assurance standard in auditing.	5	U
CO-6	Develop skill relating to maintaining registers and books of accounts of business	5	Ap

PSO: Programme Specific Outcome; Cognitive Level: R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

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

BOOKS FOR REFERENCE

1. Dinkar Pagare, (2019), *Principles and Practice of Auditing*, Delhi: Sultan Chand & Sons.
2. Dr. Radha, (2019), *Practical Auditing*, Chennai: Prasanna Publishers.
3. Sundar K and Paari K (2019), *Practical Auditing*, Chennai: Vijay Nicole Imprints Pvt. Ltd.
4. Sharma. T.R. & Sahai. I. M. (2021), *Auditing*. Sahitya Bhawan Publications.
5. Arun Kumar & Rachana Sharma (2022), *Auditing*. Atlantic Publishers.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002

SCHOOL OF MANAGEMENT STUDIES –

PG & RESEARCH DEPARTMENT OF COMMERCE

B. Com. BPO (For Candidates admitted from June 2020 onwards)

Third Year - Semester – V

Course Title	MAJOR CORE 13– INTRODUCTION TO WORKPLACE COMMUNICATION
Total Hours	60
Hours/Week	4 Hrs/Wk
Code	U20CB5MCT13
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE

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

COURSE OBJECTIVES (CO)

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the corporate structure (BPO)
CO-2	Understand the importance of communication flow in the working environment(BPO)
CO-3	Apply and analyze the various ways to communicate with co-workers
CO-4	Apply and analyze the numerous platforms available for team collaborations
CO-5	Analyze the numerous challenges in team communication

UNIT – I THE WORKPLACE

12 HRS

Corporate Hierarchy – Organizational Structure – Centralized and Decentralized structure-
Types of Organizational Structure – Corporate Ladder – Job Titles and Descriptions

Extra Reading/Keywords: Changing workspaces

UNIT –II– PROFESSIONAL COMMUNICATION

12 HRS

Why communication matters? – The Basic Communication Model & The Social Communication Model
- Using Technology to improve business

Extra Reading/Keywords: Social Media Marketing

UNIT – III- ENGAGING WITH COUNTERPARTS

12HRS

Communicating within the organization – Peer to Peer Communication – Communicating with your manager – Communicating with Executives – Communicating with direct reports.

Extra Reading/Keywords: Internal Communication during and post pandemic

UNIT – IV – COLLABORATION AND COMMUNICATION TOOLS 12 HRS

Definition - Elements of successful team collaboration -Collaboration Examples in the Workplace - Virtual Collaboration with remote teams - 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

12 HRS

Crisis communication – Communicating with negative people - Office politics – Generation gap at

workplace - 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.

COURSE OUTCOMES (CO)

The learners will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO- 1	Understand and Remember the various structures of the workplace especially BPO	PSO1	R
CO- 2	Develop insight into the flow of communication in the hierarchy of work	PSO1	U
CO- 3	Apply various ways to communicate with the co-workers	PSO3	Ap
CO- 4	Apply and Analyze the various tools available for work to collaborate	PSO3	An
CO- 5	Understand the challenges in team communication	PSO1	U
CO- 6	Develop employability skills in BPO	PSO1	Ap

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

PRESCRIBED TEXT

Student Manual

BOOKS FOR REFERENCE

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

Course Title	MAJOR ELECTIVE -3 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Total Hours	60
Hours/Week	4
Code	U20CB5MET03
Course Type	Theory
Credits	3
Marks	100

General Objective

To understand the basic Concepts, Process and Principles of Security Analysis and Portfolio Management for investing in the Stock Markets.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concepts of Investments, objectives of an investor and Investment alternatives for selecting the best Investment proposals;
CO-2	Understand the Indian Financial System;
CO-3	Evaluate the Intrinsic Value of Shares with that of its Stock Market Value on the basis of Fundamental Analysis;
CO-4	Analyse the Stock Market Value of Shares by applying various technical tools like DOW theory, Chart Patterns, Moving Averages, Oscillators, Short selling, Odd Lot Theory, Head and Shoulder Analysis, Eliot Wave Theory;
CO-5	Understand the Concepts relating to Portfolio Construction, Portfolio Management and Principles of Portfolio Management.

CO – Course Objective

UNIT-I INTRODUCTION TO INVESTMENT AND INVESTMENT ALTERNATIVES

12 HRS

Investment – Differences between Investment, Speculation and Gambling- Investment Objectives- Essentials of an Investment Programme- Investment process-Investment alternatives-Real, Contingent and Titular Investments- Mutual Funds.

Extra Reading /Keywords: *Mutual fund, Securities*

UNIT- II FINANCIAL MARKETS IN INDIA

12 HRS

Development of Financial Institutions in India- Structure of Financial Markets in India-Money Market – Capital Market-New Issue Market- Functions of New Issue Market-Methods of floating New Issues –Parties and Players involved in the New Issue Market.

The Secondary Market –Relationship between Primary Market and Secondary Market- Functions of Stock Exchange–Method of Trading in Stock Exchange- NSE.

Extra Reading /Keywords: *Primary Market, Secondary Market*

UNIT- III FUNDAMENTAL ANALYSIS

12 HRS

Fundamental Analysis - Economic Analysis – Economic Factors which affect Investment- Industry Analysis-Factors influencing the growth of an Industry-Classification of an Industry – Life cycle of an Industry- Company Analysis-Factors to be considered while evaluating a Company.

Extra Reading /Keywords: *Industry analysis, company analysis*

UNIT- IV TECHNICAL ANALYSIS

12 HRS

Basic Assumptions of Technical analysis –Differences between technical and fundamental analysis - Dow Theory - Primary trend - Secondary trend - Minor trends- Important chart patterns adopted in technical analysis- Head and Shoulders – Moving Averages Method- Oscillator- Elliot Wave Theory- Short Selling- Odd Lot Trading.

Extra Reading /Keywords: *Trend, Oscillators, Moving Averages*

UNIT – V PORTFOLIO MANAGEMENT

12 HRS

Portfolio construction and choice –Objectives –Risk and Return Analysis- Diversification- Portfolio Revision –Portfolio Construction –Selection of Portfolio- Process and Principles of Portfolio Management.

Extra Reading /Keywords: *Systematic and Unsystematic Risks*

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

Course Outcomes: The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the objectives of Investment and Analyse the various investment alternatives that are available for an Investor;	4	U
CO-2	Examine the Indian Financial System;	2	U
CO-3	Analyse the intrinsic value of shares on the basis of Fundamental analysis;	4	An
CO-4	Evaluate the Market Value of Shares by applying the Technical Tools;	4	An
CO-5	Apply the Principles of Portfolio Management and Construct an Efficient Portfolio.	4	An

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

TEXT BOOK

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.

BOOKS FOR REFERENCE

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 Company Ltd, New Delhi.
4. Prasanna Chandra, (2018), Investment Analysis and Portfolio Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Grahamand Dodd (2018), Investment, Tata McGraw-Hill Publishing Company Limited, New Delhi.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002

(For Candidates admitted from June 2020 onwards)

Third Year - Semester – V

Course Title	NON MAJOR ELECTIVE (NME 3) - ONLINE MARKETING
Total Hours	45
Hours/Week	3 Hrs / Wk
Code	U20CB5NMT03
Course Type	Theory
Credits	3
Marks	100

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

CO No.	Course Objectives
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.

UNIT – II E-MARKETING

6 HRS

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

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.

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.

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:

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

COURSE OUTCOMES

The learner

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
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CO-1	Understand the basic concepts of online marketing.	1	U
CO-2	Explain the concepts and methods of E-Marketing.	3	Ap
CO-3	Evaluate the concept of Mobile Commerce.	3	Ap
CO-4	Identify the various Electronic Payment Systems.	3	Ap
CO-5	Analyse the security aspects in E-Commerce.	4	Ap

PSO- Programme Specific Outcome, Cognitive Level: R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

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

BOOKS FOR REFERENCE

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

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002
(For Candidates admitted from June 2020 onwards)
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Course Title	NON MAJOR ELECTIVE (NME 3) - ONLINE MARKETING
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Hours/Week	3 Hrs / Wk
Code	U20CB5NMT03
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UNIT – I INTRODUCTION

6 HRS

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

UNIT – II E-MARKETING

6 HRS

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

UNIT – III MOBILE COMMERCE (M-COMMERCE) 6 HRS

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UNIT – V SECURITY ASPECTS IN E-COMMERCE 6 HRS

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Extra Reading /Keywords:

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

COURSE OUTCOMES

The learner

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the basic concepts of online marketing.	1	U
CO-2	Explain the concepts and methods of E-Marketing.	3	Ap
CO-3	Evaluate the concept of Mobile Commerce.	3	Ap
CO-4	Identify the various Electronic Payment Systems.	3	Ap
CO-5	Analyse the security aspects in E-Commerce.	4	Ap

PSO- Programme Specific Outcome, Cognitive Level: R- Remember; U- Understand; Ap –Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

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

BOOKS FOR REFERENCE

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

**HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI-620 002**

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

**COURSE PATTERN
AND
SYLLABI**

**2022-2023
EVEN SEMESTER**



(For Candidates admitted from the academic year 2022 onwards)

**HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF COMMERCE BPO
CHOICE BASED CREDITSYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK(LOCF)
B. COM. BPO**

Programme Outcomes (POs)

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

PO 1 - Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development.

PO 2 - Involve in research and innovative endeavours and share their findings for the wellbeing of the society.

PO 3 - Work effectively in teams and take up leadership in multi-cultural milieu

PO 4 - Act with moral, ethical and social values in any situation.

PO 5 - Excel as empowered woman to empower women

PO 6- Participate in activities towards environmental sustainability goals as responsible citizens.

PO 7- Pursue higher studies in the related field of sciences, humanities and management studies.

PO 8 - Analyze and contribute positively to address socio-political, economic and business issues in national and international scenario.

PO 9 - Exhibit and utilize the multidimensional competencies in management studies for strategic decision making in business development and economic progress.

Programme Specific Outcomes (PSOs)

Upon completion of these courses the learner would

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

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

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

Programme Outcomes (POs)
(For Candidates admitted from the academic year 2022-23 onwards)
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

Se m	Part	Course	Title of the course	Code	Hou rs/ We ek	Credits	Marks
I	I	Language	General Tamil I/ Hindi Paper I/ French Paper I	U22TL1GEN01/ U22HN1HIN01/ U22FR1FRE01	3	3	100
	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	U22VE1LVE01 / U22VE1LVC01 / U22VE1LVB01	1	-	-
	IV	SOC	Service Oriented Course		-	-	-
	IV	Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U22EX1INT01		2	100
TOTAL					30	22+2	900
II	I	Language	General Tamil II/ Hindi Paper II/ French Paper II	U22TL2GEN02/ U22HN2HIN02 / U22FR2FRE02	3	3	100
	II	English	Practical English II	U22CB2ENT02	3	3	100

		Major Core-3	Cost Accounting	U22CB2MCT03	5	4	100
III	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	
TOTAL					30	23+4	1200
III	I	Language	General Tamil- III/ Hindi Paper III/ French Paper III	U22TL3GEN03/ U22HN3HIN03/ 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	Global Business Ethics and Corporate Governance/ Banking for BPO Services	U22CB3MET01/ 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	U22VE3LVE02/ U22VE3LVC02/ 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
TOTAL					30	23+3	1100
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	BPO Operations and Work Environment	U22CB4MCT09	4	4	100
	III	Major Elective	Simulation of BPO related activities/ BPO Technology and Innovation	U22CB4MET03/ 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 (Extra Credit)	U22EX4SOCO1	-	2	100
	IV	Extension Activity	RESCAPES (Extra Credit)	U22EX4RESO2	-	1	-
	IV	Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U22EX4INT04	-	2	100
TOTAL					30	25+5	1100
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	CRM in BPO Industry	U22CB5MCT12	5	4	100
	III	Major Core -13	Introduction to Workplace Communication	U22CB5MCT13	5	4	100
	III	Major Elective	Security Analysis and Portfolio Management/ Services Marketing	U22CB5MET05/ U22CB5MET06	4	3	100
	IV	NME 3	Online Marketing	U22CB5NMP0.03	2	2	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U22VE5LVE03/ U22VE5LVC03/ U22VE5LVB03	1	-	-
		Online Course	Online Course(Extra Credit)	U22EX5ONCO3	-	1	100
	Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U22EX5INT05		2	100	

TOTAL					30	24+3	800
VI	III	Major Core – 14	Human Resource Management	U22CB6MCT14	6	5	100
	III	Major Core - 15	Practical Lab for BPO	U22CB6MCT15	5	4	100
	III	Major Core - 16	Organizational Behaviour	U22CB6MCT16	5	4	100
	III	Major Core - 17	International Business	U22CB6MCT17	5	4	100
	III	Major Elective	Advanced Workplace Communication /BPO Project Management	U22CB6MET07/ 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	
TOTAL					30	23+3	1000
GRAND TOTAL					180	140+20	6100

First Year - Semester – II

Course Title	PRACTICAL ENGLISH II
Code	U22CB2ENT02
Course type	Theory
Semester	II
Hours/Week	3
Credits	3
Marks	100

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. To define and set goals, learn concepts of writing professional mails and also draft business promotional materials.
2. To 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. To practice the required skills to express oneself and at the same time model one's life for the well-being of the society.
4. To solve the challenges given to communicate better and achieve desired results.

UNIT - I INSPIRING LIVES

9 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

9 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

9 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

9 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

9 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
- 2. www.bbc.co.uk
- 3. learnenglish.britishcouncil.org/en
- 4. <https://www.teachingenglish.org.uk/>
- 5. www.businessballs.com
- 6. www.ted.com
- 7. 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

Course Title	MAJOR CORE 3 - COST ACCOUNTING
Code	U22CB2MCT03
Course Type	Theory
Semester	II
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

To acquaint the students with the knowledge on the elements of cost, calculation of material, labour and overhead costs, its absorption, preparation of cost sheets and the analysis of process and contract costs.

COURSE OBJECTIVES

1. To understand the procedure for the preparation of cost sheet.
2. To understand the various inventory control techniques and methods of wage payment
3. To analyse the classifications of overhead, allocation, apportionment and absorption overheads.
4. To apply the acquired knowledge in computing material, labour and overhead cost.
5. To apply the knowledge in the preparation of accounts related to Contract and Process Costing

UNIT –I INTRODUCTION

15 HRS

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

UNIT – II MATERIAL

15 HRS

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

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

UNIT – III LABOUR **15 HRS**

- 3.1. Labour Turnover – Causes - Methods of measurement of labour turnover – Idle time and Overtime
- 3.2. Computation of Labour Cost: Time rate system, Piece rate system, Differential piece rate system,
- 3.3. Premium and Bonus plan: Halsey, Rowan and Emerson's Efficiency plan, Bedeaux's Point premium system.

Extra reading /Key words: Group Bonus system

UNIT – IV OVERHEADS **15 HRS**

- 4.1 Overheads- Classification, Allocation and Apportionment of overheads.
- 4.2 Distribution of overheads- Primary & Secondary apportionment.
- 4.3 Absorption of overheads - Machine Hour Rate.

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

UNIT – V SERVICE COSTING AND PROCESS COSTING **15 HRS**

- 5.1 Service Costing – Service cost unit – Cost of IT and ITES- Parameters in computation of total cost
- 5.2 Process costing - Normal loss - Abnormal loss - Abnormal gain.

Extra reading /Key words: Pricing of services, Inter process profit.

Theory - 30% Problem: 70%

TEXT BOOK

1. Reddy & Hari Prasad Reddy, (2020), *Cost Accounting*, Chennai: Margham Publications.

SUGGESTED READINGS

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

WEBREFERENCES

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

- %20Cost%20Accounting%20-%20IV%20Sem.pdf
 4. <https://nios.ac.in/media/documents/srsec320newE/320EL27a.pdf>

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level(K1-K6)
CO-1	Recall the concepts of cost, cost sheet, material, labour, overheads, contract and process costing.	K1
CO-2	Illustrate the costing methods, techniques of inventory control, Pricing of material, labour and overheads, contract and process.	K2
CO-3	Apply the acquired knowledge in the preparation of cost sheet and computation of material, labour, overheads costs, contract and process cost.	K3
CO-4	Analyse the various techniques of costing and their applications in controlling the cost.	K4

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

PO – COMAPPING

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

PSO - COMAPPING

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

Course Title	MAJOR CORE 4 – QUALITY AND CUSTOMER SERVICE
Code	U22CB2MCT04
Course Type	Theory
Semester	II
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

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

UNIT – I QUALITY - APPROACHES

15 HRS

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

Extra Reading / Keywords: *Cost of poor quality*

UNIT – II: UNDERSTANDING SLAs

15 HRS

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

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

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

Extra Reading / Keywords: *Service Level Management.*

UNIT – III: SIX SIGMA

15 HRS

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

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

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

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

UNIT – IV: CUSTOMER SERVICE

15 HRS

4.1. Introduction to customer service - Help Desk.

4.2. Customer support - Trends in customer service.

4.3. Customer service metrics - Kinds of customer service.

Extra Reading / Keywords: *Brand image/value*

UNIT – V: CREATING THE CUSTOMER EXPERIENCE

15 HRS

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

5.2. Customer Complaints- Service Lapse –

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

Extra Reading / Keywords: *Customer Relationship Management*

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

TEXT BOOK

1. Student Manual

SUGGESTED READINGS

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

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

WEB REFERENCES

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

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

COURSE OUTCOMES

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

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

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	H	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

Course Title	MAJOR CORE 5 – BANKING THEORY LAW AND PRACTICE
Code	U22CB2MCT05
Course type	Theory
Semester	II
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

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

UNIT- I INTRODUCTION TO BANKING

12 HRS

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

Extra Reading /Keywords: *History of Banking*

UNIT - II BANKER AND CUSTOMER RELATIONSHIP

12 HRS

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

Extra Reading /Keywords: *Relationship banking strategy*

UNIT- III NEGOTIABLE INSTRUMENTS

12 HRS

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

Extra Reading /Keywords: *Securitization, Remittance services.*

UNIT - IV LOANS AND ADVANCES

12 HRS

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

Extra Reading /Keywords: *Loan syndication, banc assurance*

UNIT - V RECENT TRENDS IN BANKING

12 HRS

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

Extra Reading /Keywords: *Core banking, Control mechanism*

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

TEXT BOOK

1. Varshney P.N., and Sundharam K.P.M. (2017), Banking Theory Law and Practice; Sultan Chand Sons; New Delhi.

SUGGESTED REFERENCES

1. Tannan. M.L., (2017) - Banking Law and Practice in India, 27th edition, Indian Law House, New Delhi.
2. Radhaswamy and Vasudevan, A Text Book of Banking, Sultan Chand & Sons, New Delhi.
3. E. Gordon and K. Natarajan, (2021)-Banking Theory Law and Practice, Himalayas Publishing House, New Delhi.
4. Dr. O.P. Gupta and Santosh Kumari Gupta, (2019) Banking Law and Practice in India, Sahitya Bhawan Publications, Khandari, Agra, Uttar Pradesh - 282002.
5. Agarwal, O.P, (2019), Modern Banking of India S, Himalaya Publications, Mumbai.

WEB REFERENCES

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

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

COURSE OUTCOME

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

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

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

PSO – CO MAPPING

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

Course Title	ALLIED 3 – VOICE PROCESS IN CUSTOMER SUPPORT
Code	U22CB2ALT03
Course Type	Theory
Semester	II
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

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

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

TEXT BOOK

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). Drea mtech.

WEB REFERENCES

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

Programme Outcomes (POs)
(For Candidates admitted from the academic year 2021-22 onwards)
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/ Hindi Paper I/ French Paper I	U21TL1GEN01/ U21HN1HIN01/ U21FR1FRE01	3	3	100	
	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	
	TOTAL					30	22+2	900
	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/ U21VE2LVC0 1/ U21VE2LVB0 1	1	1	100		
		SOC	Service Oriented Course						
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP2ECC02		2 (Extra Credit)	100		
TOTAL					30	23+2	1100		
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/	U21VE3LVE02/	1	-	-
			Catechism II /	U21VE3LVC02/			
			Bible Studies II	U21VE3LVB02			
	IV	SOC	Service Oriented Course	-	-	-	-
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP3ECC03		2	100
TOTAL					30	23+2	1000
IV	I	Language	General Tamil IV/ Hindi Paper IV/ French Paper IV	U21TL4GEN04/ U21HN4HIN04/ U21FR4FRE04	3	3	100
	II	English	Practical English IV	U21CB4ENT04	3	3	100
	III	Major Core –8	Management Accounting	U21CB4MCT08	4	4	100
	III	Major Core - 9	BPO Operations and Work Environment	U21CB4MCT09	4	4	100
	III	Major Elective	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 (Extra Credit)		-	2	100
		Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U21SP4ECC04	-	2	100
TOTAL					30	25+4	1100
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	CRM in BPO Industry	U21CB5MCT12	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
TOTAL					30	24+2	700

VI	III	Major Core – 14	Human Resource Management	U21CB6MCT14	5	4	100
	III	Major Core - 15	Practical Lab for BPO	U21CB6MCT15	5	4	100
	III	Major Core - 16	Organizational Behaviour	U21CB6MCT16	5	4	100
	III	Major Core - 17	International Business	U21CB6MCT17	5	4	100
	III	Major Elective	Advanced Workplace Communication /BPO Project Management	U21CB6MET07/ U21CB6MET08	4	3	100
	IV	NME 4	Global Business Ethics	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 – (Extra Credit)	U21SP6ECC06	-	2	100
TOTAL					30	23+6	1000
GRAND TOTAL					180	140+18	5800

Second Year - Semester – IV

Course Title	PRACTICAL ENGLISH – IV
Code	U21CB4ENT04
Course Type	Theory
Semester	IV
Hours/Week	3 Hr/ Wk
Credits	3
Marks	100

CONSPECTUS

To understand the corporate communication models 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 understand the corporate communication models and Self analysis
2. To remember and apply the techniques of High Impact Presentation
3. To learn about common mistakes while using English and avoiding them
4. To learn and practice the dos's and don'ts of Group discussions for placement
5. To learn and prepare for job interview process

UNIT I - CAMPUS TO CORPORATE

9 HRS

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

Extra Reading/Keywords: *Heuristic technique*

UNIT II - HIGH IMPACT PRESENTATION

9 HRS

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

Extra Reading/Keywords: *Audience response systems*

UNIT III - COMMON WRITING MISTAKES AND HOW TO AVOID THEM

9 HRS

- 3.1 The Wrong word - The Impotent Word
- 3.2 Common Grammatical errors – Indian isms and their unintended impact.

PREPARING FOR PLACEMENT – I

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

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

UNIT IV - PREPARING FOR PLACEMENT –II**9 HRS**

- 4.1 Group Discussion (GD) & Evaluation Components
- 4.2 Roles in GD - Analysis of Topics - Handling different views
- 4.3 Controlling Emotions - Mock GD.

Extra Reading/Keywords: *Types of Group Discussion***UNIT V - PREPARING FOR PLACEMENT – III****9 HRS**

- 5.1 Interviews & Evaluation Components
- 5.2 Different formats of Interviews
- 5.3 Handling conflicts – Practice - Mock Interview.

Extra Reading/Key Words: *Assessing Strengths and Weaknesses***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminar.****TEXT BOOK:**

1. Student Manual

SUGGESTED READINGS

1. Technical Communication by Meenakshi Raman
2. Business Communication by Namitha Gopal
3. High School English Grammar – Wren and Martin
4. Body Language – Allan Pease
5. The Hindu, The New Indian Express, etc.

WEB REFERENCES

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall JOHARI window - SWOT analysis of the self and introduction to corporate communication.	K1
CO-2	Demonstrate use of technology in presentation, Cover letter writing, Common Grammatical errors and ways to handle conflict	K2

CO-3	Utilize Disco English correctly, PowerPoint presentation and Resume writing	K3
CO-4	Discover the ways to make effective corporate communication, high-impact presentation and placement skills	K4
CO-5	Choose the interview skills for placement, Using PowerPoint correctly, Controlling Emotions in GD	K5

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

MAPPING

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

PSO – CO MAPPING

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

Course Title	MAJOR CORE 8– MANAGEMENT ACCOUNTING
Code	U21CB4MCT08
Course Type	Theory
Semester	IV
Hours/Week	4 Hr/ Wk
Credits	4
Marks	100

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 budgetary control.

UNIT – I INTRODUCTION

12 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

12 HRS

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

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

UNIT – III CASH FLOW ANALYSIS**12 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 AND BREAK-EVEN ANALYSIS**12 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**12 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 only through 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. Gupta & 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: Sri Ram 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
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
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 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

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

Second Year - Semester – IV

Course Title	MAJOR CORE 9– BPO OPERATIONS AND WORK ENVIRONMENT
Code	U21CB4MCT09
Course Type	Theory
Semester	IV
Hours/Week	4 Hr/ Wk
Credits	4
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

1. To understand how to work in a BPO team and in a Global work place.
2. To apply work place habits and etiquette in interaction with global clients.
3. To understand the art of execution and project management.
4. To remember and apply various Data Reconciliation skills.
5. To understand RAG dashboards and MIS.

UNIT – I THE BPO TEAM

15 HRS

1.1 Work place culture - Teamwork -Qualities of a Team Member.

1.2 Group Dynamics (Social Skills- how people behave in groups) - Qualities of a Team leader.

1.3 Leadership skills-types of leaders, situational etc.-Coaching Mentoring-Diversity – awareness and importance of being neutral and respect all genders, religion, race, etc.

Extra Reading/Keywords: *Mentoring models*

UNIT –II WORKPLACE HABITS AND ETIQUETTE

15 HRS

2.1 Workplace etiquette and behaviour - Cubicle Etiquette Fostering the right work culture.

2.2 Meeting rules – attending/running effective meetings.

2.3 Conflict Management - Managing conflict in BPO - A Business Case – Conflict Resolution strategies in the Workplace.

Extra Reading/Keywords: *Emotional intelligence*

UNIT – III THE GLOBAL WORKPLACE

15 HRS

3.1 Global Service Delivery in BPO and the Global Delivery Network.

3.2 Interaction with global peers-Interaction with global clients and customers.

3.3 Global culture variations, practices and norms-Understanding time zones – Working in shifts.

Extra Reading/Keywords: *Global Cultural Flow*

UNIT – IV THE ART OF EXECUTION

15 HRS

4.1 Project Management - - Types of Project Management Life Cycle.

4.2 Skills & Responsibilities of Project Manager.

4.3 Operational Excellence - Personal execution habits and processes.

Extra Reading/Keywords: *Flawless Execution (FLEX) Methodology*

UNIT – V EXECUTION DASHBOARDS

15 HRS

5.1 MIS - Tracking and monitoring mechanism

5.2 RAG dashboards

5.3 Data Reconciliation skills

Extra Reading/Keywords: *Strategy dashboard*

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. The Culture Blueprint by Robert Richman
2. Delivering Happiness: A path to Profits, Passion and Purpose by Tony Hsieh
3. The Art of Execution: How the World's Best Investors Get It Wrong and Still Make Millions by Lee Freeman-Shor
4. Be Fast or Be Gone: Racing the Clock with Critical Chain Project Management by Andreas Scherer
5. The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios by Steve Wexler
6. Management Information System: Text and Cases | 6th Edition by Waman S Jawadekar (Author), Sanjiva Shankar Dubey (Author)

WEB REFERENCES

1. <https://clickup.com/blog/how-to-create-a-dashboard-in-excel/>
2. <https://www.sketchbubble.com/en/presentation-rag-dashboard.html#:~:text=The%20RAG%20Dashboard%20is%20widely,slides%20that%20feature%20beautiful%20infographics.>
3. <https://business-docs.co.uk/downloads/category/rag/>
4. <https://www.etechgs.com/blog/project-management-backbone-of-call-center/>

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall work place culture, qualities of a team member and team leader , workplace habits ,global culture variations and skills & responsibilities of project manager.	K1
CO-2	Demonstrate meeting rules, group dynamics, workplace etiquette and behaviour, meeting rules, interaction with global peers and project management.	K2
CO-3	Utilize Leadership skills, Conflict Resolution, Project Management Life Cycle and Data Reconciliation skills.	K3
CO-4	Discover Conflict Management, Global Service Delivery in BPO, RAG dashboards and MIS - tracking and monitoring mechanism.	K4
CO5	Perceive the importance of leadership skills, dashboards, monitoring mechanism, Project Management and Conflict Resolution strategies	K5

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

CO – PO 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 – 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

Course Title	MAJOR ELECTIVE – SIMULATION OF BPO RELATED ACTIVITIES
Code	U21CB4MET03
Course type	Theory
Semester	IV
Hours/Week	4
Credits	3
Marks	100

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
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 – 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

Course Title	ALLIED -5 FINANCIAL MARKETS AND SERVICES
Code	U21CB4ALT5
Course Type	Theory
Semester	IV
Hours/Week	4
Credits	2
Marks	100

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

PSO – CO MAPPING

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

Course Title	ALLIED 6--BUSINESS LAW
Code	U21CB4ALT06
Course type	Theory
Semester	IV
Hours/Week	4
Credits	2
Marks	100

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 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 Liability Partnership (LLP) Act, 2008 – Limited Liability Partnership - 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

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
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.	

(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
CO 4	H	M	M

Course Title	NON MAJOR ELECTIVE (NME 2) – BUSINESS COMMUNICATION
Code	U21CB4NMT02
Course Type	Theory
Semester	IV
Hours/Week	3 Hr/ Wk
Credits	3
Marks	100

CONSPECTUS

To understand the business communication process and to develop basic skills of writing business letter, resume, presentation and listening.

COURSE OBJECTIVES

1. To understand the concepts and process of communication.
2. To identify the proper channel and dimensions of communication.
3. To understand business communication concepts that serve as a basis for effective spoken and written communication in a business setting.
4. To develop the fundamental skills of business communication techniques and the ability to be effective in spoken skills in conducting presentation.
5. To apply the effective techniques to overcome barriers in communication.

UNIT – I INTRODUCTION TO COMMUNICATION

6 HRS

Communication-Definition, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance of Feedback.

UNIT – II CHENNELS OF COMMUNICATION

6 HRS

Channels of communication, Types of communication- Verbal, Non-Verbal, Formal, Informal communication, Dimensions of communication, Barriers to communication – Measures to overcome the barriers.

UNIT – III SPEAKING SKILLS

6 HRS

Spoken skills -Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, and Building Vocabulary.

UNIT – IV WRITING SKILLS

6 HRS

Fundamentals of Business writing, Format of Business letters, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Email etiquette- Proposal - Report Writing.

UNIT – V BARRIERS TO COMMUNICATION

6 HRS

Barriers to Effective Communication - Measures to overcome- Listening: Importance of Listening, Types of Listening, Barriers to Listening and Measures to overcome, Listening situations, Developing Listening Skills.

Extra Reading /Keywords:

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

TEXT BOOK

1. Dr. V. K. Jain and Dr. Omprakash Biyani (2020), Business Communication, S. Chand Publications, New Delhi.

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the business communication process and strategies to prepare effective communication in business situations.	K1
CO-2	Outline the appropriate organizational formats and channels used in developing and presenting business communication messages.	K2
CO-3	Demonstrate the use of basic and advanced business writing skills.	K3

CO-4	Analyze various options of business communication 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 business communication flow.	K5

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



Holy Cross College (Autonomous)
Nationally Accredited (4th Cycle) with A++ Grade (CGPA 3.75/4) by
NAAC College with Potential for Excellence, Affiliated to
Bharathidasan University Tiruchirappalli - 620 002.
School of Management Studies
PG & Research Department of Commerce
B. Com - Business Process Outsourcing

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

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

HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPALLI –620 002.
School of Management Studies
PG & Research Department of Commerce
CHOICE BASED CREDIT SYSTEM - UG COURSE
PATTERN
Business Process Outsourcing (BPO)
(For Candidates admitted from June 2020 onwards)

Sem	Part	Course	Title of the course	Code	Hours/Week	Credits	Marks	
I	I	Language	General Tamil I/	U21TL1GEN01	3	3	100	
			Hindi Paper I/	U21HN1HIN01				
			French Paper I	U21FR1FRE01				
		II	English	Practical English I	U20CB1ENT01	3	3	100
		III	Major Core-1	Financial Accounting	U20CB1MCT01	6	5	100
			Major Core-2	Introduction to BPO	U20CB1MCT02	5	5	100
			Allied -1	Business communication	U20CB1ALT01	4	2	100
			Allied -2	Principles of marketing	U20CB1ALT02	4	2	100
		IV	EVS	Environmental Studies	U20RE1EST01	2	1	100
			MSBE-1	Entrepreneurship Development	U20CB1SBP01	2	1	100
			Value Education	Ethics I/ Catechism I/ Bible Studies I	U20VE1LVE01/ U20VE1LVC01/ U20VE1LVB01	1	-	-
			SOC	Service Oriented Course	-	-	-	-
			Internship	Internship / Field Work / Field Project 30 Hours – (Extra Credit)	U20SP1ECC01	-	2	100
TOTAL					30	22+2	900	

II	I	Language	General Tamil II/ Hindi Paper II/French Paper II	U21TL2GEN02/ U21HN2HIN02/ U21FR2FRE02	3	3	100
	II	English	Practical English II	U20CB2ENT02	3	3	100
	III	Major Core-3	Cost Accounting	U20CB2MCT03	5	4	100
		Major Core-4	Quality and Customer service	U20CB2MCT04	4	3	100
		Major Core-5	Banking theory law and practice	U20CB2MCT05	4	3	100
		Allied -3	Voice process	U20CB2ALT03	4	2	100
		Allied -4	Services Marketing	U20CB2ALT04	4	2	100
IV	Skill Based Course (SBC)	Soft Skills Development	U20SS2SBC01	2	1	100	
		- 1					
		Value Education	Ethics I/ Catechism I/ Bible Studies I	U20VE2LVE01/ U20VE2LVC01/ U20VE2LVB01	1	1	100
		SOC	Service Oriented Course				
		Internship	Internship / Field Work /Field Project 30 Hours – (Extra Credit)	U20SP2ECC02		2	100
TOTAL					30	22+2	1000
	I	Language	General Tamil III /Hindi Paper III/ French Paper III	U21TL3GEN03/ U21HN3HIN03/ U21FR3FRE03	3	3	100
	II	English	Practical English III	U20CB3ENT03	3	3	100
	III	Major Core-6	Corporate Accounting	U20CB3MCT06	5	4	100
	III	Major Core -7	BPO in Service Sectors(Non Voice)	U20CB3MCT07	4	3	100

III	III	Major Elective	Global Business Ethics and Corporate Governance	U20CB3MET01	4	3	100
	III	Allied -5	Indian Financial System	U20CB3ALT05	4	2	100
	IV	NME 1	Introduction to BPO Industry / Quality Customer Service	U20CB3NMT01 / U20CB3NMT02	3	3	100
	IV	MSBE-2	Business Software-Tally	U20CB3SBP02	2	1	100
		Gender Studies	Gender Studies	U20WS3GST01	1	1	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U20VE3LVE02/ U20VE3LVC02/ U20VE3LVB02	1		
	IV	SOC	Service Oriented Course				-
		Internship	Internship / Field Work /Field Project 30 Hours – (Extra Credit)	U20SP3ECC03		2	100
TOTAL					30	23+2	1000
IV	I	Language	General Tamil IV /Hindi Paper IV/ French Paper IV	U21TL4GEN04/ U21HN4HIN04/ U21FR4FRE04	3	3	100
	II	English	Practical English IV	U20CB4ENT04	3	3	100
	III	Major Core –8	Management Accounting	U20CB4MCT08	6	5	100
	III	Major Core - 9	BPO Operations and Work Environment	U20CB4MCT09	4	4	100
	III	Major Elective	Simulation of BPO Related Activities	U20CB4MET02	4	3	100
	III	Allied -6	Financial Services	U20CB4ALT06	4	2	100
	IV	NME 2	Introduction to BPO Industry / Quality Customer	U20CB4NMT01 / U20CB4NMT02	3	3	100

			Service				
	IV	SBC	Sustainable Rural Development and Student Social Responsibility	U20RE4SBC02	2	1	100
	IV	Value Education	Ethics II/ Catechism II / Bible Studies II	U20VE4LVE02/ U20VE4LVC02/ U20VE4LVB02	1	1	100
	IV	Online Course	Online Course (Extra Credit)	U20OC4ECT01	-	2	100
	IV	SOC	Service Oriented Course (Extra Credit)		-	2	100
		Internship	Internship / Field Work /Field Project 30 Hours – (Extra Credit)	U20SP4ECC04	-	2	100
TOTAL					30	25+6	1200
V	III	Major Core-10	Financial Management	U20CB5MCT10	6	5	100
	III	Major Core -11	Risk and Compliance in BPO	U20CB5MCT11	5	4	100
	III	Major Core -12	Principles of Auditing	U20CB5MCT12	6	5	100
	III	Major Core -13	Introduction to Workplace Communication	U20CB5MCT13	4	3	100
	III	Major Elective	Security Analysis and Portfolio Management	U20CB5MET03	4	3	100
	IV	NME 3	Online Marketing	U20CB5NMT03	3	3	100
		Industrial Relations	Investment Basics	U20CB5IRT01	1	1	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U20VE5LVE03/ U20VE5LVC03/ U20VE5LVB03	1	-	-

		Internship	Internship / Field Work /Field Project 30 Hours – (Extra Credit)	U20SP5ECC05		2	100
TOTAL					30	24+2	800
VI	III	Major Core – 14	Human Resource Management	U20CB6MCT14	5	5	100
	III	Major Core - 15	Practical Lab for BPO	U20CB6MCP15	5	4	100
	III	Major Core - 16	Organizational Behaviour	U20CB6MCT16	5	4	100
	III	Major Core - 17	Advanced Workplace Communication	U20CB6MCT17	5	4	100
	III	Major Elective	CRM in BPO Industry	U20CB6MET04	4	3	100
	IV	NME 4	Communication and Interpersonal Skills	U20CB6NMT04	3	3	100
	IV	SBE	Research Methodology	U20DS6SBC03	2	1	100
	IV	Value Education	Ethics III/ Catechism III / Bible Studies III	U20VE6LVE03/ U20VE6LVC03/ U20VE6LVB03	1		100
	IV	Extension Activity	RESCAPES- Impact Study ofProject	U20RE6ETF01	-	4	100
		Internship	Internship / Field Work /Field Project 30 Hours – (Extra Credit)	U20SP6ECC06	-	2	100
TOTAL					30	24+6	1000
GRAND TOTAL					180	140+20	5900

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
DEPARTMENT OF COMMERCE BPO
B. Com BPO (For Candidates admitted from June 2020 onwards)
Third Year - Semester – VI

Course Title	MAJOR CORE – 14 HUMAN RESOURCE MANAGEMENT
Total Hours	75
Hours/Week	5 Hrs / Wk
Code	U20CB6MCT14
Course Type	Theory
Credits	5
Marks	100

GENERAL OBJECTIVE

To enable the students to understand the importance of HRM in an organization and to familiarize the students with the processes and mechanism of managing human resources.

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the importance and characteristics of Human Resource Management.
CO-2	Understand and evaluate the concept and the process of Human Resource Planning.
CO-3	Analyse the methods of Recruitment and the factors affecting Recruitment.
CO-4	Understand the different methods of Training and Development.
CO-5	Understand and evaluate various Performance Appraisal techniques and compensation plans.

UNIT – I INTRODUCTION

15 HRS

HRM – objectives- importance – Qualities of a good HR Manager – Changing roles of HR Managers – Difficulties and challenges faced by HR managers

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

UNIT – II HUMAN RESOURCE PLANNING AND TALENT ACQUISITION

15 HRS

Concept of HR planning – Characteristics – Objectives – Recruitment - Factors affecting recruitment – internal and external source of recruitment – Green recruitment – Selection Process – Types of Testing – Kinds of employment interview – Medical Screening – Appointment Order

Extra Reading /Keywords: *Sapping, anamnesis*

UNIT – III TRAINING AND DEVELOPMENT

15 HRS

Definition and purpose of training – Distinction between training and development – Assessing training needs – Steps in training – On the job and Off the job training – Evaluation of training

effectiveness – Career development – Process of career development – measures for effective Career Development

Extra Reading /Keywords: *Onboarding, career advancement*

UNIT – IV COMPENSATION AND PERFORMANCE

15 HRS

Wage & Salary Administration: Compensation Plan – Job Evaluation – Individual – Group – Incentives – Bonus – Fringe Benefits – Performance Appraisal – Meaning - Need and Importance – Objectives – Methods and Modern Techniques of Performance Appraisal – Requisite of Good Appraisal Plan – Problems in Performance Appraisal.

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

UNIT – V QUALITY OF WORK LIFE AND STRESS MANAGEMENT

15 HRS

Quality of Work Life (QWL) – Objectives – Measures to improve QWL – Benefits of QWL. Stress – Meaning – Causes – Consequences – Managing stress

Extra Reading /Keywords: *Quality of Work Life, Stress*

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

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the fundamentals of HR.	2	U
CO-2	Describe the tactics for employee relations and to avoid attrition.	2	U
CO-3	Analyze the real time implications of an interview.	2	U
CO-4	Acquire knowledge on quality work life and stress management.	2	U
CO-5	Identify the role of incentives as a measure of employee contribution.	2	U

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

TEXT BOOKS

1. Khanka,(2018) Human Resources Management, S. Chand ,New Delhi
2. Dr. F.R. Pravin Durai,(2018) Human resources Management, Pearson, New Delhi

BOOKS FOR REFERENCE

1. Gupta C.B, Human Resource Management, Sultan Chand and Sons, 14thEdition, New Delhi
2. Aswathappa K (2010), Human Resource Management, 6th Edition, TataMcGraw-Hill Education Pvt. Ltd.
3. Jyothi P &Venkatesh D.N (2006), Human Resource Management, Oxford UniversityPress, New Delhi.
4. Mamoria C.B, & Rao V. S. P(2013), Personnel Management (Text and Cases), Himalayan Publications, New Delhi, 2012,
5. Wayne Mondy Robert, Human Resource Management, Pearson Education, 12th Edition, New Delhi.
6. Gary Dessler, (2000), *Human Resource Management*. Pearson, New Delhi.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
DEPARTMENT OF COMMERCE BPO
B. Com BPO (For Candidates admitted from June 2020 onwards)
Third Year - Semester –VI

Course Title	MAJOR CORE – 15 PRACTICAL LAB FOR BPO
Total Hours	75
Hours/Week	5 Hr/Wk
Code	U20CB6MCP15
Course Type	Practical
Credits	4
Marks	100

GENERAL OBJECTIVE

To enable the learners to practice the various skills required for the BPO industry.

COURSE OBJECTIVES

The learners will be able to

CO No.	Course Objectives
CO-1	To enable the students to gain typing skills with speed and accuracy
CO-2	To enable the students to understand the importance of MS office tools
CO-3	To acquaint the students with the process of effective email writing
CO-4	To enable the students to communicate effectively in the BPO sector
CO-5	To enable the students to understand the process of interview

UNIT I TYPING SKILL

15 HRS

Typing Practice - Typing Master – Alpha Numeric Online Practices & Tests - Importance of Speed and Accuracy - Safety and Security of Data.

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

UNIT- II COMPUTER SKILL

15 HRS

Computer Practice - MS-WORD – MS PowerPoint – MS Excel – Invoice Templates –Data Entry.

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

UNIT III EMAIL WRITING SKILL

15 HRS

Email Etiquette - Practice session- Draft emails - Write effective responses – Mock Email practice – Email Templates - Writing Emails for AP/AR scenarios.

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

UNIT IV COMMUNICATION SKILL

15 HRS

Spoken English - Mock calls – Voice to Text Transcription Practice – Collaboration with Basecamp – Presentation in Zoom / G meet.

Extra Reading /Keywords: Common business English phrases for a workplace meeting

UNIT V PLACEMENT SKILL

15 HRS

Preparation for interview - General aptitude tests - 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.

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Outline the importance of typing skill with speed and accuracy	PSO1	U
CO-2	Demonstrate the computer skills required for BPO industry	PSO2	U
CO-3	Apply the skills to draft formal mails and write effective responses	PSO2	U
CO-4	Gain experience through collaboration tool, mock calls, online presentations and transcription practices	PSO3	U
CO-5	Understand the placement process through mock GD and Mock interviews.	PSO5	U

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

TEXT BOOK

1. Student Manual

BOOKS FOR REFERENCE

1. Charles, E. Day. (2000). Call centre operations (part – iii). McGraw Hill.
2. Goel, Anita. Computers fundamentals. Pearson Education India.
3. Srivastava, R. S. Communication skills. New Delhi: Tata McGraw Hill Publishing Ltd.
4. Quantitative Aptitude for Competitive Examinations by R.S.Aggarwal
5. A Modern Approach to Verbal & Non-Verbal Reasoning by R.S. Aggarwal
6. Aptipedia Aptitude Encyclopedia by FACE.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
DEPARTMENT OF COMMERCE BPO
B. Com BPO (For Candidates admitted from June 2020 onwards)
Third Year - Semester – VI

Course Title	MAJOR CORE – 16 ORGANIZATIONAL BEHAVIOUR
Total Hours	75
Hours/Week	5 Hrs / Wk
Code	U20CB6MCT16
Course Type	Theory
Credits	4
Marks	100

GENERAL OBJECTIVE

To enable the students with the knowledge of organizational behavior.

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand Individual and Organizational Behaviour.
CO-2	Understand the types and the theories of Personality and Perception.
CO-3	Understand the theories of Motivation, Interpersonal and Group Behaviour.
CO-4	Analyze the leadership styles, the sources of Power and Authority and the elements of communication.
CO-5	Analyse the factors leading to Organizational Change and the resistance to change.

UNIT- I INTRODUCTION

15 HRS

Introduction to Organizational Behaviour – Elements – Need – Approaches – Models of organizational behaviour – Individual Behaviour – Mintzberg managerial role-Need and shortcomings of Organizational behaviour.

Extra Reading/keywords: *Ethical Behaviour*

UNIT-II PERSONALITY AND PERCEPTION

15 HRS

Personality- Theories of personality-Type theory-Psychoanalytic theory – Trait-Freudian Stages – Perception- Determinants of perception - Learning.

Extra Reading/keywords: *Perceptual process*

UNIT III MOTIVATION & GROUP BEHAVIOUR**15 HRS**

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

Leadership – Styles – Qualities – Power – Authority – Sources -Women as a leader- Communication – Types – Process– Counselling – Functions .

Extra Reading/keywords: *Performance Counseling*

UNIT-V: ORGANISATIONAL CHANGE**15 HRS**

Organisational Change – Factors- Resistance to Change – Methods. Organizational Development-Nature of OD – Process – International perspectives on Organizational Behaviour.

Extra Reading/keywords: *Change Management*

COURSE OUTCOMES (CO):

The learner

CO No.	Course Outcomes	PSOs addressed	Cognitive Level
CO-1	Discover the models of organizational behaviour, Individual behaviour and Mintzberg managerial role.	PSO-5	Ap
CO-2	Illustrate the theories of personality such as Type theory, Psychoanalytic theory, Trait, Freudian Stages, perception and learning.	PSO-5	Ap
CO-3	Relate the theories of motivation such as Maslow, Herzberg, McGregor, Interpersonal behavior, Group Behaviour and Group Dynamics.	PSO-5	Ap
CO-4	Examine the Leadership Styles and the sources of Power and authority.	PSO-5	An
CO-5	Outline the organisational change, resistance to change and organizational development	PSO-5	An

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

TEXT BOOK:

1. K. Ashwathappa: Organisational Behaviour, Himalaya publishing, 2018

BOOKS FOR REFERENCE:

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.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.
DEPARTMENT OF COMMERCE BPO
B. Com BPO (For Candidates admitted from June 2020 onwards)
Third Year - Semester – VI

Course Title	MAJOR CORE 17– ADVANCED WORKPLACE COMMUNICATION
Total Hours	60
Hours/Week	5 Hrs/Wk
Code	U20CB6MCT17
Course Type	Theory
Credits	4
Marks	100

GENERAL OBJECTIVE

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 (CO)

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the Cross Cultural Communication
CO-2	Understand the importance of communicating with global teams
CO-3	Apply and analyze the three step writing process
CO-4	Apply and analyze the business proposals and reports
CO-5	Analyze the numerous ways in engaging stakeholders and customers

UNIT – I CROSS CULTURAL COMMUNICATION

15 HRS

Theories of Cross Cultural Communication - Developing Cultural Competency- Recognizing variation in a diverse world - Adapting to other Business Cultures - Improving Intercultural Communication.

Extra Reading/Keywords: Changing business cultures

UNIT –II COMMUNICATING WITH GLOBAL TEAMS

15 HRS

Definition, Challenges, ways to improve, Tips, Scenarios - Virtual Team Communication – Meetings and presentations - Presentations and Power Points - Video Conferencing.

Extra Reading/Keywords: Virtual Team Communication tools and challenges

UNIT – III- THREE STEP WRITING PROCESS

15 HRS

Steps in Writing process - Select the best combination of Media and Channels - Style and Tone - Powerful words and Effective sentences - Creating Unified and Coherent paragraphs - Evaluate the first draft- Revise to improve Readability - Editing for clarity- Producing Your

Message (Formal letters and Memos) - Proofreading- Distribution

Extra Reading/Keywords: Proofreading Techniques for Business Communication

UNIT – IV BUSINESS PROPOSALS AND REPORTS

15HRS

Adapting to audience - Drafting report content - Drafting proposal content-
Completing reports and proposals

Extra Reading/Keywords: Business report vs. Business proposal

UNIT – V ENGAGING WITH STAKEHOLDERS AND CUSTOMERS

15 HRS

Business Communication - 4 types of business communication and 7cs - Persuasive writing and negotiation - Communicating effectively with stakeholders -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.

COURSE OUTCOMES (CO)

The learners will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO- 1	Understand the Cross Cultural Communication	PSO1	R
CO- 2	Understand the importance of communicating with global teams	PSO1	U
CO- 3	Apply and analyze the three step writing process	PSO3	Ap
CO- 4	Apply and analyze the business proposals and reports	PSO3	An
CO- 5	Analyze the numerous ways in engaging stakeholders and customers	PSO1	U
CO- 6	Develop employability skills in BPO	PSO1	Ap

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

TEXT BOOK

1. Student Manual

BOOKS FOR REFERENCE

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
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

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Third Year - Semester –VI

Course Title	MAJOR ELECTIVE – CRM IN BPO INDUSTRY
Total Hours	75
Hours/Week	4 Hr/Wk
Code	U20CB6MET04
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVES

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

COURSE OBJECTIVES

The learners will be able to

CO No.	Course Objectives
CO-1	Understand the fundamentals of Customer Relationship Management
CO-2	Understand the concepts of CRM
CO-3	Acquaint with the process of CRM strategy development
CO-4	Understand CRM practices in different sectors
CO-5	Understand the issues and challenges in CRM implementation, tools of CRM and CRM Metrics

UNIT I CRM INTRODUCTION

12 HRS

Introduction to CRM: Concepts, Evolution, Need, Goals and objectives of CRM
 - Components of CRM – Benefits - CRM as a strategic marketing tool - Drawbacks of not using a CRM Tool - Features of CRM System - CRM practices in BPO industry.

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

UNIT II CRM PROCESS

12 HRS

CRM Process: Introduction and Objectives of a CRM Process - CRM and e-CRTA/online CRM - CRM cycle(Assessment Phase) - Planning Phase - Executive

Phase- 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

12 HRS

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

12 HRS

E-CRM - Introduction - Data Warehousing - Data Marts - Data Mining in CRM - Introduction to CRM Packages.

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

UNIT V CRM PACKAGES

12 HRS

E-CRM Introduction - CRM Packages available in the market– Zoho RM - Zoho CRM Integrations- CRM Platform - Sales Force Automation - Features that make selling easier -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.

COURSE OUTCOMES (CO)

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Outline the fundamentals of Customer Relationship Management.	PSO1	U
CO-2	Explain the various concepts of CRM	PSO2	U
CO-3	Relate the process of CRM strategy development.	PSO2	U
CO-4	Explain CRM practices in different sectors like	PSO3	U

	manufacturing, Service industry and Call centers		
CO-5	Understand the issues and challenges in CRM tools and CRM Metrics.	PSO5	U

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

TEXT BOOK

1. Student Manual

BOOKS FOR REFERENCE

1. Bhasin. Customer relationship management. Wiley Drea mtech.
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>

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

Course Title	NON MAJOR ELECTIVE (NME 4) – COMMUNICATION AND INTERPERSONAL SKILLS
Code	U20CB6NMT04
Course Type	Theory
Semester	III
Hours/Week	3 Hr/ Wk
Credits	3
Marks	100

GENERAL OBJECTIVE

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

COURSE OBJECTIVES

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concepts of communication and medium of communication.
CO-2	Identify the needs and elements of active listening.
CO-3	Solve the challenges arising in speaking in meetings and in group discussion.
CO-4	Understand the technical and nontechnical comprehension.
CO-5	Apply the grammatical concepts in writing effective sentences, resumes and job applications.

UNIT – I BASIC COMMUNICATION 6 HRS

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

UNIT – II LISTENING 6 HRS

Needs and Advantages of Listening – Active listening– 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.

COURSE OUTCOMES

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Remember the concepts of listening, speaking, reading and writing.	2	U
CO-2	Demonstrate the concepts of listening, speaking in conferences and meetings, and writing emails	2	U
CO-3	Solve the challenges arising in listening, speaking in meetings, reading texts and summarizing them, and email communication.	2	U
CO-4	Analyze various options of communicating using, grammatical concepts, listening, speaking, reading and writing in delivering the message intended	2	U
CO-5	Evaluate the various formats and methodologies of listening, speaking and reading.	2	U

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

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.