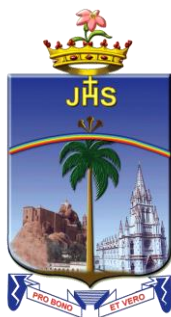# BBA

LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE

WITH CHOICE BASED CREDIT SYSTEM (CBCS)

DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES
ST.JOSEPH'S COLLEGE (AUTONOMOUS)
Special Heritage Status Awarded by UGC
Accredited at A^{++} Grade (IV Cycle) by NAAC
College with Potential for Excellence by UGC
DBT-STAR & DST-FIST Sponsored College
Tiruchirappalli - 620 002, Tamil Nadu, India

SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS)
UNDERGRADUATE COURSES

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to maintain and uphold the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from the academic year 2014 – 15, to meet and excel the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system enhances the optimal utilization of both human and infrastructural resources. It also enhances academic mobility and enriches employability. The School system preserves the identity, autonomy and uniqueness of every department and reinforces Student centric curriculum designing and skill imparting. These five schools adhere to achieve and accomplish the following objectives.

Optimal utilization of resources both human and material for the academic flexibility leading to excellence.

Students experience or enjoy their choice of courses and credits for their horizontal mobility.

The existing curricular structure as specified by TANSCHE and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.

Human excellence in specialized areas

Thrust in internship and / or projects as a lead towards research and

The multi-discipline nature of the School System caters to the needs of stake-holders, especially the employers.

Credit system:

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The credits and hours of each course of a programme is given in the table of Programme Pattern. However, there could be some flexibility because of practical, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 130 credits as mentioned in the programme pattern table. The total number of minimum courses offered by the Department is given in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)
LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

OBE is an educational theory that bases each part of an educational system around goals (outcomes). By the end of the educational experience, each student should have achieved the goal. There is no single specified style of teaching or assessment in OBE; instead, classes, opportunities and assessments should all help the students achieve the specific outcomes

Outcome Based Education, as the name suggests depends on Outcomes and not Inputs. The outcomes in OBE are expected to be measurable. In fact each Educational Institute can state its own outcomes. The ultimate goal is to ensure that there is a correlation between education and employability

Outcome –Based Education (OBE): is a student-centric teaching and learning methodology in which the course delivery, assessment are planned to achieve, stated objectives and outcomes. It focuses on measuring student performance i.e. outcomes at different levels.

Some important aspects of the Outcome Based Education

Course: is defined as a theory, practical or theory cum practical subject studied in a semester.

Course Outcomes (COs): are statements that describe significant and essential learning that learners have achieved, and can reliably demonstrate at the end of a course. Generally three or more course outcomes may be specified for each course based on its weightage.

Programme: is defined as the specialization or discipline of a Degree.

Programme Outcomes (POs): Programme outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation. POs are expected to be aligned closely with Graduate Attributes.

Programme Specific Outcomes (PSOs):

PSOs are what the students should be able to do at the time of graduation with reference to a specific discipline.

Programme Educational Objectives (PEOs): The PEOs of a programme are the statements that describe the expected achievement of graduates in their career, and also in particular, what the graduates are expected to perform and achieve during the first few years after Graduation.

Some important terminologies repeatedly used in LOCF.

Core Courses (CC)

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These are the courses which provide basic understanding of their main discipline. In order to maintain a requisite standard certain core courses must be included in an academic program. This helps in providing a universal recognition to the said academic program.

Discipline Specific Elective Courses (DSE)

Elective course may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective (DSE). These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen; these are also more applied in nature.

DSE: Four courses are offered, two courses each in semester V and VI

Note: To offer **one DSE**, a minimum of two courses of equal importance / weightage is a must.

A department with two sections must offer two courses to the students.

One DSE Course may be offered as interdisciplinary course among the departments in a School (Common Core Course) at the PG level.

Generic Elective Courses

An elective course chosen generally from an **unrelated discipline/subject,** with an intention to seek exposure is called a Generic Elective.

Generic Elective courses are designed for the students of **other disciplines**. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.

Two GE Courses are offered one each in semesters V and VI.

(open to the students of other Departments)

The Ability Enhancement Courses (AEC)

"AECC" are the courses based upon the content that leads to Knowledge enhancement; Communicative English, Environmental Science. These are mandatory for all disciplines.

AECC-1: Communicative English: It is a 4 credits compulsory course offered by the Department of English in the first semester of the Degree Programme, Classes are conducted outside the regular class hours.

AECC-2: Environmental Science: is a 2 credit course offered as a compulsory course during the second semester by the Department of Human Excellence.

Skill Enhancement Courses (SECs)

These courses focus on developing skills or proficiencies in the student, and aim at providing hands-on training. Skill enhancement courses can be opted by the students of any other discipline, but are highly suitable for students pursuing their academic programme.

These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge**.**

There are four courses under this category

SEC-1 is offered in semester **III as a course** Within the Department **(WD)** it is More of main discipline related skills.

SEC-2 is offered in semester **IV as a course** Between schools **(BS)** Offered to students of other schools (Except the school offering the course)

SEC-3 is offered in semester **V as** a compulsory course on Soft Skills offered by the Department of Human Excellence, common to all the students of UG programme.

SEC-4 is offered in semester **VI** as a course **Within School (WS)** Open to all the students within the same school (including the students of the parent department)

Self–paced Learning: It is a course for two credits. It is offered to promote the habit of independent/self learning of Students. Since it is a two credit course, syllabus is framed to complete within 45 hours. It is not taught in the regular working hours.

Field Study/Industrial Visit/Case Study: It has to be completed during the fifth semester of the degree programme. Credit for this course will be entered in the fifth semester's marks statement.

Internship: Students must complete internship during summer holidays after the fourth semester. They have to submit a report of internship training with the necessary documents and have to appear for a viva-voce examination during fifth semester. Credit for internship will be entered in the fifth semester's mark statement.

Comprehensive Examinations: A detailed syllabus consisting of five units to be chosen from the courses offered over the five semesters which are of immense importance and those portions which could not be accommodated in the regular syllabus.

Extra Credit Courses: In order to facilitate the students, gaining knowledge/skills by attending online courses MOOC, credits are awarded as extra credits, the extra credit are at three semesters after verifying the course completion certificates. According to the guidelines of UGC, the students are encouraged to avail this option of enriching their knowledge by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL and etc.

Undergraduate Programme:

Programme Pattern:

The Under Graduate degree programme consists of **FIVE** vital components. They are as follows:

Part -I : Languages (Tamil / Hindi / French / Sanskrit)

Part-II : General English

Part-III : Core Course (Theory, Practicals, Discipline Specific Electives, Compulsory and Optional Allied courses, Project, Self paced courses, Internship , Comprehensive Examinations and field visit /industrial visit/Case Study)

Part-IV: Value Education, Ability Enhancement Courses, Skill Enhancement Courses/ Soft Skills , Generic Electives/ National Cadet Corps etc.

Part-V: Outreach Programme (SHEPHERD).

Ability Enhancement Courses (AEC): There are two Ability Enhancement courses viz AECC and SEC.

Value Education Courses:

There are four courses offered in the first four semesters for the First & Second UG Programme.

Course Coding

The following code system (11 alphanumeric characters) is adopted for Under Graduate courses:

21	UXX	N	N	XX	NN/NNX
Year of Revision	UG Department Code	Semester number	Part specification	Part Category	Running number/with choice

N:- Numeral   X :- Alphabet

Part   Category
GL - Languages (Tamil / Hindi / French / Sanskrit)
GE - General English
CC - Core Theory; CP- Core Practical
WS- Workshop
SP- Self Paced Learning
IS- Internship
FV- Field visit
CE- Comprehensive Examination
PW- Project Work& viva-voce
Electives Courses
ES – Department Specific Electives
EG- Generic Electives
Allied Courses
AC - Allied Compulsory
AO- Allied Optional
EC - Additional Core Courses for Extra Credits (If any)*
Ability Enhancement Courses
AE – Ability Enhancement Compulsory Courses; Bridge Course and Environment Science
SE – Skill Enhancement (WD), (BS), (WS) and Soft skills
VE - Value Education/ Social Ethics/Religious Doctrine
OR – Outreach SHEPHERD & Gender Studies (Outreach)
 SU - AICUF / Nature Club / Fine Arts / NCC / NSS /etc. (Service Unit)

CIA AND SEMESTER EXAMINATION
Continuous Internal Assessment (CIA):

Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
Total CIA	100

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective and Descriptive elements; with the below mentioned question pattern PART-A; PART-B; PART-C and PART D.

2. One of the CIA Component II/III for UG & PG will be of 15 marks and compulsorily a online objective multiple choice question type.

3. The online CIA Component must be conducted by the Department / faculty concerned at a suitable computer centre.

4. The 7 marks of PART-A of Mid-Sem and End-Sem Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS.

5. The number of hours for the 5 marks allotted for Library Referencing/ work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses (Courses) of the Semester.

6. English Composition once a fortnight will form one of the components for UG general English

Duration of Examination must be rational; proportional to teaching hours 90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No.	Level	Parameter	Description
1	K1	Knowledge/Remembering	It is the ability to remember the previously learned
2	K2	Comprehension/Understanding	The learner explains ideas or concepts
3	K3	Application/Applying	The learner uses information in a new way
4	K4	Analysis/Analysing	The learner distinguishes among different
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

WEIGHTAGE of K – LEVELS IN QUESTION PAPER

(Cognitive Level) K- LEVELS	Lower Order Thinking			Higher Order Thinking			Total %
	K1	K2	K3	K4	K5	K6	
SEMESTER EXAMINATIONS	15	20	35	30			**100**
MID / END Semester TESTS	12	20	35	33			**100**

QUESTION PATTERN FOR SEMESTER EXAMINATION		
SECTION		**MARKS**
SECTION–A (No choice ,One Mark) **THREE** questions from each unit	(15x1 =15)	**15**
SECTION-B (No choice ,2-Marks) **TWO** questions from each unit	(10x2 =20)	**20**
SECTION-C (Either/or type) (7- Marks) **ONE** question from each unit	(5x7 =35)	**35**
SECTION-D (3 out of 5) (10 Marks) **ONE** question from each unit	(3x10 =30)	**30**
	Total	**100**

BLUE PRINT OF QUESTION PAPER FOR SEMESTER EXAMINATION							
DURATION: 3. 00 Hours.							**Max Mark : 100**
K- LEVELS **SECTIONS**	**K1**	**K2**	**K3**	**K4**	**K5**	**K6**	**Total** **Marks**
SECTION–A (One Mark, No choice) (15x1=15)	15						**15**
SECTION-B (2-Marks, No choice) (10x2=20)		10					**20**
SECTION-C (7- Marks) (Either/or type) (5x7=35)			5				**35**
SECTION-D (10 Marks) (3 out of 5) (3x10=30) Courses having only **K4** levels				3			
Courses having **K4** and **K5** levels **One K5 level question is compulsory**				2	1		**30**
(Courses having **all the 6** cognitive levels **One K5 and K6 level questions can be** **compulsory**				1	1	1	
Total	**15**	**20**	**35**		**30**		**100**

QUESTION PATTERN FOR MID/END TEST			
SECTIONS			**MARKS**
SECTION–A	(No choice, One Mark)	(7x1 =7)	**7**
SECTION-B	(No choice , 2-Marks)	(6x2 =12)	**12**
SECTION-C	(Either/or type) (7- Marks)	(3x7 =21)	**21**
SECTION-D	(2 out of 3) (10 Marks)	(2x10=20)	**20**
		Total	**60**

BLUE PRINT OF QUESTION PAPER FOR MID/END TEST							
DURATION: 2. 00 Hours.							**Max Mark: 60.**
K- LEVELS **SECTIONS**	**K1**	**K2**	**K3**	**K4**	**K5**	**K6**	**Total** **Marks**
SECTION –A (One Mark, No choice) (7 x 1 = 7)	7						**07**
SECTION-B (2-Marks, No choice) (6 x 2 = 12)		6					**12**
SECTION-C (Either/or type) (7- Marks) (3 x 7 =21)			3				**21**
SECTION-D (2 out of 3) (10 Marks) (2x10=20) Courses having only **K4** levels				2			
Courses having **K4** and **K5** levels **One K5 level question is compulsory**				1	1		**20**
Courses having **all the 6** cognitive levels **One K6 level question is compulsory**					1	1	
Total Marks	**07**	**12**	**21**	**20**			**60**
Weightage for 100 %	**12**	**20**	**35**	**33**			**100**

Assessment pattern for two credit courses.

S. No.	Course Title	CIA	Semester Examination	Total Marks
1	Self Paced Learning Course	25 + 25 = 50	50 Marks (MCQ) (COE)	100
2	Comprehensive Examinations	25 +25 = 50	50 Marks (MCQ) (COE)	100
3	Internship	100	--	100
4	Field Visit	100	--	100
5	Ability Enhancement Course (AEC) for PG	50 (Three Components)	50 (COE) (Specific Question Pattern)	100
Assessment Pattern for Courses in Part - IV				
6	Value Education Courses and Environmental Studies	50	50 Marks (For 2.00 hours) (COE)	100
7	Skill Enhancement Courses(SECs)	50 marks (by Course in-charge) 50 Marks (by an External member from the Department)		100
8	SEC: SOFT SKILLS (For UG and PG)	100 (Fully Internal)		100

EVALUATION

GRADING SYSTEM

Once the marks of the CIA and the end-semester examination for each of the courses are available, they will be added and converted as final mark. The marks thus obtained will then be graded as per the scheme provided in Table-1.

From the second semester onwards, the total performance within a semester and the continuous performance starting from the first semester are indicated by semester Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) respectively. These two are calculated by the following formulae:

$$GPA = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i}$$

$$WAM\,(Weighted\,Average\,Marks) = \frac{\sum_{i=1}^{n} C_i M_i}{\sum_{i=1}^{n} C_i}$$

Where,

C_i is the Credit earned for the Course i

G_i is the Grade Point obtained by the student for the Course i

M_i is the marks obtained for the course i and

n is the number of Courses **Passed** in that semester.

CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

CLASSIFICATION OF FINAL RESULTS:

i) For each of the first three parts, there shall be separate classification on the basis of CGPA, as indicated in Table-2.

ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/Excellent/Very Good/Good/Above Average/Average, the marks and the corresponding CGPA earned by the candidate in Part-III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in the all the Five parts of the Prgoramme.

iii) Grade in Part –IV and Part-V shall be shown separately and it shall not be taken into account for classification.

iv) A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.

v) Absence from an examination shall not be taken an attempt.

Table-1: Grading of the Courses

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above and below 90	9	A+
70 and above and below 80	8	A
60 and above and below 70	7	B+
50 and above and below 60	6	B
40 and above and below 50	5	C
Below 40	0	RA

Table-2: Final Result

CGPA	Corresponding Grade	Classification of Final Result
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.0 0 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	RA	Re-appearance

Credit based weighted Mark System is adopted for the individual semesters and cumulative semesters in the column 'Marks secured' (for 100)

Declaration of Result

Mr./ MS. _____ has successfully completed the Under Graduate in _____programme. The candidate's Cumulative Grade Point Average (CGPA) in Part – III is _____ and the class secured is _____ by completing the minimum of 130 credits. The candidate has acquired _____ (if any) more credits from SHEPHERD / AICUF/ FINE ARTS / SPORTS & GAMES / NCC / NSS / NATURE CLUB, ETC. The candidate has also acquired _____ (if any) extra credits by attending MOOC courses.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

The Programme Outcomes (POs)/Programme Specific Outcomes(PSOs) are the qualities that must be imbibed in the graduates by the time of completion of their programme. At the end of each programme the PO/PSO assessment in done from the CO attainment of all curriculum components. The POs/PSOs are framed based on the guidelines of LOCF. There are five POs UG programme and five POs for PG programme framed by the college. PSOs are framed by the departments and they are five in numbers.

For each Course, there are five Course Outcomes to be achieved at the end of the course. These Course outcomes are framed to achieve the POs/PSOs. All course outcomes shall have linkage to POs/PSOs in such a way that the strongest relation has the weight 3 and the weakest is 1. This relation is defined by using the following table.

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs $= \dfrac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		**Mean Overall Score** $= \dfrac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	**Mean Overall Score**	**< 1.2**	**# Low**
		≥ 1.2 and < 2.2	**# Medium**
		≥ 2.2	**# High**

If the mean overall score is low then the course in charge has to redesign the particular course content so as to achieve high level mean overall score.

VISION

Forming globally competent, committed, compassionate and holistic persons, to be men and women for others, promoting a just society.

MISSION

- Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.

- Nurturing comprehensive learning and best practices through innovative and value-driven pedagogy.

- Contributing significantly to Higher Education through Teaching, Learning, Research and Extension.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- Graduates will be able to accomplish professional standards in the global environment.
- Graduates will be able to uphold integrity and human values.
- Graduates will be able to appreciate and promote pluralism and multiculturalism in working environment.

PROGRAMME OUTCOMES (POs)

1. Graduates will be able to comprehend the concepts learnt and apply in real life situations with analytical skills.

2. Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher Education.

3. Graduates with acquired knowledge of modern tools communicative skills and will be able to contribute effectively as team members.

4. Graduates are able to read the signs of the time analyze and provide practical solutions.

5. Graduates imbibed with ethical values and social concern will be able to understand and appreciate social harmony, cultural diversity ensure sustainable environment.

PROGRAMME SPECIFIC OUTCOMES (PSO)
On completion of the Programme, the Under Graduates will be able to

1. Relate and interpret concepts of management, business administration, accounting, finance, law and taxation through management technique and modern learning tools.

2. Build and develop various facets of managerial skills, accounting skills, inter-personal Communication skills, leadership skills, analytical skills, investment skills and entrepreneurial Skills to enhance employability skills or enter the portals of higher education.

3. Critically appraise and analyze the challenges in the business environment to as an individual or as a team.

4. Formulate and construct innovative business solutions to comport investigation of complex problems through effective decision-making.

5. Support and exhibit concern towards morally and ethically upright society.

B.B.A. BUSINESS ADMINISTRATION						
PROGRAMME STRUCTURE						
Part	Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
I	I-IV	Languages (Tamil / Hindi/ French/ Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	I –VI	Core course: Theory	20	71	55	82
	I –VI	Core course: Practical	2	3	3	
	I-IV	Core course - Allied /(Practical)	04	24	20	
	V-VI	Discipline Specific Elective	4	20	12	
	VI	Project Work	1	-	3	
	V	Self-paced learning	1	--	2	
	V	Field study/ Industrial visit/ Case study	1		2	
	V	Internship	1	-	2	
	VI	Comprehensive Exam	1	--	2	
	II, III, V	Extra Credit courses (MOOC)	(3)	--	(6)	(6)
IV	V,VI	Generic Elective	2	8	6	20
	I	AECC-1 Communicative English	1	--	4	
	II	AECC-2 Environmental studies	1	2	2	
	III	SEC -1 Within Dept. (WD)	1	2	1	
	IV	SEC -2 Between Schools (BS)	1	2	1	
	V	SEC -3 Soft skill	1	2	1	
	VI	SEC -4 within school (WS)	1	2	1	
	I-IV	Value Education	4	8	4	
V	1-V	Outreach Programme	-	-	4	4
		Total		180		130(6)

Sem	Part	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
			B.B.A. BUSINESS ADMINISTRATION					
			PROGRAMME PATTERN					
		Course Details				**Scheme of Exams**		
Sem	**Part**	**Course Code**	**Course Title**	**Hrs**	**Cr**	**CIA**	**SE**	**Final**
I	1	21UTA11GL01	General Tamil - I	4	3	100	100	100
		21UFR11GL01	French -I					
		21UHI11GL01	Hindi – I					
		21USA11GL01	Sanskrit - I					
	2	21UEN12GE01	General English – I	5	3	100	100	100
	3	21UBU13CC01	Principles of Management	6	4	100	100	100
	3	21UBU13CC02	Financial Accounting	7	4	100	100	100
	3	21UBU13AC01	**Allied I :** Managerial Economics	6	4	100	100	100
	4	21UEN14AE01	**AECC - 1** Communicative English	(6)	4	100	-	100
	4	21UHE14VE01	Essentials of Humanity	2	1	50	50	50
			TOTAL	**30**	**23**			
II	1	21UTA21GL02	General Tamil - II	4	3	100	100	100
		21UFR21GL02	French – II					
		21UHI21GL02	Hindi – II					
		21USA21GL02	Sanskrit – II					
	2	21UEN22GE02	General English - II	5	3	100	100	100
	3	21UBU23CC03	Human Resource Management	4	3	100	100	100
	3	21UBU23CC04	Marketing Management	4	3	100	100	100
	3	21UBU23CC05	Business Communication	3	1	100	100	100
	3	21UBU23AC02	**Allied II:** Business Mathematics and Statistics for Managers	6	4	100	100	100
	4	21UHE24AE02	**AECC - 2:** Environmental studies	2	2	50	50	50
	4	21UHE24VE02	Techniques of Social Analysis: Fundamentals of Human Rights	2	1	50	50	50
			Extra Credit courses (MOOC)-1	-	(2)			
			TOTAL	**30**	**20(2)**			
III	1	21UTA31GL03	General Tamil - III	4	3	100	100	100
		21UFR31GL03	French – III					
		21UHI31GL03	Hindi – III					
		21USA31GL03	Sanskrit – III					
	2	21UEN32GE03	General English – III	5	3	100	100	100
	3	21UBU33CC06	Operations Research for Managers	5	3	100	100	100
	3	21UBU33CC07	TallyPrime	4	3	100	100	100
	3	21UBU33CP01	**Practical:** TallyPrime - Software Lab	2	1	100	100	100
	3	21UBU33AO03A	**Allied Optional:** Organisational Behaviour	6	4	100	100	100
		21UBU33AO03B	**Allied Optional:** Emotional Intelligence and Managerial Effectiveness					
	4	21UBU34SE01A	**SEC - 1 (WD):** Digital and Social Media Marketing	2	1	100	-	100
		21UBU34SE01B	**SEC - 1 (WD):** Business Ethics and Corporate Social Responsibility					
	4	21UHE34VE03A	Professional Ethics – I: Social Ethics - I	2	1	50	50	50
		21UHE34VE03B	Professional Ethics - I: Religious Doctrine - I					
			Extra Credit Courses (MOOC) - 2		(2)			
			Total	**30**	**19 (2)**			

IV	1	21UTA41GL04C 21UFR41GL04 21UHI41GL04 21USA41GL04	Commercial Tamil French – IV Hindi – IV Sanskrit – IV	4	3	100	100	100
	2	21UEN42GE04	General English – IV	5	3	100	100	100
	3	21UBU43CC08	Cost Accounting	6	4	100	100	100
	3	21UBU43CC09	Business Analytics	3	2	100	100	100
	3	21UBU43CP02	Business Analytics - Practical	2	1	100	100	100
	3	21UBU43AO04A	**Allied Optional:** Entrepreneurial Development	6	4	100	100	100
		21UBU43AO04B	**Allied Optional:** Management of Business Sustainability					
	4	21UBU44SE02A	**SEC - 2 (BS):** Entrepreneurial skills Enhancement	2	1	100	-	100
		21UBU44SE02B	**SEC - 2 (BS):** Practical Stock Trading					
	4	21UHE44VE04A	Professional Ethics - II: Social Ethics - II	2	1	50	50	50
		21UHE44VE04B	Professional Ethics - II: Religious Doctrine - II					
			Total	**30**	**19**			
V	3	21UBU53CC10	Management Accounting	6	4	100	100	100
	3	21UBU53CC11	Legal Aspects of Business	4	2	100	100	100
	3	21UBU53CC12	Research Methods for Management	4	2	100	100	100
	3	21UBU53ES01A	**DSE – 1:** Production and Material Management	5	3	100	100	100
		21UBU53ES01B	**DSE – 1:** Strategic Management					
	3	21UBU53ES02A	**DSE – 2:** Banking and Insurance Management	5	3	100	100	100
		21UBU53ES02B	**DSE – 2:** Financial Planning and Investment Management					
	3	21UBU53IS01	Internship	-	2	100	-	100
	3	21UBU53SP01A	**Self-Paced Learning:** Advertising and Sales Promotion	-	2	50	50	50
		21UBU53SP01B	**Self-Paced learning:** Customer Relationship Management					
	3	21UBU53FV01	Field Study/ Industrial visit/ Case study	-	1	100	-	100
	4	21USS54SE03	**SEC - 3** Soft Skills	2	1	100	-	100
	4	21UBU54EG01A	**GE - 1:** Global supply chain management	4	3	100	100	100
		21UBU54EG01B	**GE - 1:** Start–Ups and Small Business Management					
			Extra Credit Courses (MOOC) - 3		(2)			
			Total	**30**	**23 (2)**			
VI	3	21UBU63CC13	Financial Management	7	4	100	100	100
	3	21UBU63CC14	International Business	7	4	100	100	100
	3	21UBU63ES03A	**DSE – 3:** Industrial Relations and Labour Laws	5	3	100	100	100
		21UBU63ES03B	**DSE – 3:** Leadership and group Dynamics					
	3	21UBU63ES04A	**DSE – 4:** Services Marketing	5	3	100	100	100
		21UBU63ES04B	**DSE – 4:** Logistics and supply chain Management					
	3	21UBU63PW01	Project Work and viva voce	-	2	100	100	100
	3	21UBU63CE01	**Comprehensive Examination**		2	50	50	50
	4	21UBU64SE04A	**SEC - 4 (WS):** Business Case Analysis	2	1	100	-	100
		21UBU64SE04B	**SEC - 4 (WS):** Export Management					
	4	21UBU64EG02A	**GE - 2 :** Personality Development	4				

		21UBU64EG02B	**GE - 2:** NGO Management		3	100	100	100
			Total	**30**	**22**			
I - VI	5	21UCW65OR01	Outreach Programme (SHEPHERD)		4			
			TOTAL (for three years)	**180**	**130 (6)**			

*The courses with a scheme of Exam 50 in CIA and SE will be converted to 100 for grading.

SEC-2: BETWEEN SCHOOL 4th Semester							
Between schools (BS)- Offered to students of other schools (Except the school offering the course)							
Course Details					Scheme of Exams		
Offering Department	**Course Code**	**Course Title**	**Hr**	**Cr**	**CIA**	**SE**	**Final**
SBS							
Botany	21UBO44SE02	Mushroom Technology	2	1	100	-	100
SCS							
Computer Science	21UCS44SE02	Data Analysis Using Spreadsheet	2	1	100	-	100
Mathematics	21UMA44SE02	Numerical Ability	2	1	100	-	100
Statistics	21UST44SE02	Quantitative Methods	2	1	100	-	100
Information Technology	21UBC44SE02	Digital Artwork	2	1	100	-	100
SLAC							
English	21UEN44SE02	English for Competitive Examinations	2	1	100	-	100
History	21UHS44SE02	Historical Monuments in Tiruchirappalli	2	1	100	-	100
Tamil	21UTA44SE02A	மேடைப் பேச்சுக்கலை	2	1	100	-	100
Tamil	21UTA44SE02	திரைப்படத் திறனாய்வும் குறும்பட உருவாக்கம்	2	1	100	-	100
SMS							
Commerce	21UCO44SE02A	Personal Finance Management	2	1	100	-	100
Commerce	21UCO44SE02B	Marketing Skills	2	1	100	-	100
Commerce	21UCO44SE02C	Event Planning and Management	2	1	100	-	100
Economics	21UEC44SE02	Financial Economics	2	1	100	-	100
BBA	21UBU44SE02A	Entrepreneurial Skills Enhancement	2	1	100	-	100
BBA	21UBU44SE02B	Practical Stock Trading	2	1	100	-	100
CommerceCA	21UCC44SE02	Practical Banking in India	2	1	100	-	100
SPS							
Chemistry	21UCH44SE02A	Health Chemistry	2	1	100	-	100
Chemistry	21UCH44SE02B	Industrial Chemistry	2	1	100	-	100
Physics	21UPH44SE02A	Weather Physics	2	1	100	-	100
Physics	21UPH44SE02B	Electrical Wiring	2	1	100	-	100
Electronics	21UEL44SE02	PC Assembling and Servicing	2	1	100	-	100

GENERIC ELECTIVE -1: 5th Semester							
Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments)							
Course Details					Scheme of Exams		
Offering Department	**Course Code**	**Course Title**	**Hrs**	**Cr**	**CIA**	**SE**	**Final**
SBS							
Botany	21UBO54EG01	Landscape Designing	4	3	100	100	100
SCS							
Computer Science	21UCS54EG01	Ethical Hacking	4	3	100	100	100
Mathematics	21UMA54EG01	Mathematics for Competitive Examinations	4	3	100	100	100
Statistics	21UST54EG01	Actuarial Statistics	4	3	100	100	100
Information Technology	21UBC54EG01	Fundamentals Of Data Science	4	3	100	100	100
SLAC							
English	21UEN54GE01	Film Studies	4	3	100	100	100
History	21UHS54EG01	Tamil Heritage and Culture	4	3	100	100	100
Tamil	21UTA54EG01	தமிழிலயக்கத்தில் மனித உரிமைகள்	4	3	100	100	100
SMS							
Commerce	21UCO54EG01A	Computerised Accounting	4	3	100	100	100
Commerce	21UCO54EG01B	Basics of Excel	4	3	100	100	100
Commerce	21UCO54EG01C	Personal Investment Planning	4	3	100	100	100
Economics	21UEC54EG01	Principles of Economics	4	3	100	100	100
Commerce CA	21UCC54EG01	E-commerce and E Business Management	4	3	100	100	100
BBA	21UBU54EG01A	Global Supply Chain Management	4	3	100	100	100
BBA	21UBU54EG01B	Start–Ups and Small Business Management	4	3	100	100	100
SPS							
Chemistry	21UCH54EG01A	Chemistry for Competitive Examinations	4	3	100	100	100
Chemistry	21UCH54EG01B	Everyday Chemistry	4	3	100	100	100
Physics	21UPH54EG01A	Everyday Physics	4	3	100	100	100
Physics	21UPH54EG01B	Renewable Energy Physics	4	3	100	100	100
Electronics	21UEL54EG01A	Everyday Electronics	4	3	100	100	100
Electronics	21UEL54EG01B	Wireless Communication	4	3	100	100	100

GENERIC ELECTIVE -2: 6th Semester							
Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments)							
Course Details					Scheme of Exams		
Offering Department	Course Code	Course Title	Hrs	Cr	CIA	SEM	Final
SBS							
Botany	21UBO64EG02	Solid Waste Management	4	3	100	100	100
SCS							
Computer Science	21UCS64EG02	3D Printing and Design	4	3	100	100	100
Mathematics	21UMA64EG02	Analytical Skill for Competitive Examinations	4	3	100	100	100
Statistics	21UST64EG02	Applied Statistics	4	3	100	100	100
Information Technology	21UBC64EG02	Industry 4.0	4	3	100	100	100
SLAC							
English	21UEN64EG02	English for the Media	4	3	100	100	100
History	21UHS64EG02	Intellectual Revivalism in Tamil Nadu	4	3	100	100	100
Tamil	21UTA64EG02	சித்த மருத்துவம்	4	3	100	100	100
SMS							
Commerce	21UCO64EG02A	Rural Marketing	4	3	100	100	100
Commerce	21UCO64EG02B	Entrepreneurship Development	4	3	100	100	100
Commerce	21UCO64EG02C	Digital Marketing	4	3	100	100	100
Economics	21UEC64EG02	Economics for Competitive Exams	4	3	100	100	100
CommerceCA	21UCC64EG02	Total Quality Management	4	3	100	100	100
BBA	21UBU64EG02A	Personality Development	4	3	100	100	100
BBA	21UBU64EG02B	NGO Management	4	3	100	100	100
SPS							
Chemistry	21UCH64EG02A	Food And Nutrition	4	3	100	100	100
Chemistry	21UCH64EG02B	Waste Management	4	3	100	100	100
Physics	21UPH64EG02A	Laser Technology and its Application	4	3	100	100	100
Physics	21UPH64EG02B	Physics of Earth	4	3	100	100	100
Electronics	21UEL64EG02A	CCTV and Smart Security System	4	3	100	100	100
Electronics	21UEL64EG02B	Entrepreneurial Electronics	4	3	100	100	100

Semester	Course Code	Title of the Course	Hours	Credits
I	21UTA11GL01	**General Tamil - I**	4	3

CO No.	CO–Statements இப்பாடத்தின் நிறைவில் மாணவர்கள்	Cognitive Levels (K –Levels)
CO–1	இக்கால இலக்கிய வகைகளைக் கண்டறிவர்	**K1**
CO–2	எழுத்து,சொல் இலக்கணங்களின் அடிப்படைகளைக் கண்டறிவர்	**K1**
CO–3	அயலகக் கவிதை வடிவங்களை விளங்கிக் கொள்வர்	**K2**
CO–4	மொழிபெயர்ப்புக் கவிதைகளின் வாயிலாக மொழிபெயர்ப்புத் திறனை வளர்த்தெடுப்பர்	**K3**
CO–5	புதுக்கவிதை வாயிலாக வெளிப்படும் சமூக, அரசியல் விழுமியங்களை மதிப்பிடுவர்	**K4**

அலகு - 1 *(12 மணிநேரம்)*

பாரதியார் கவிதைகள்	- குயில்பாட்டு (குயில் தன் பூர்வ ஜன்மக் கதை உரைத்தல்)
பாரதிதாசன் கவிதைகள்	- சஞ்சீவி பர்வதத்தின் சாரல்
உரைநடை	- முதல் மூன்று கட்டுரைகள்

அலகு - 2 *(12 மணிநேரம்)*

வெ.இராமலிங்கனார்	- சொல், தமிழன் இதயம்
முடியரசனார்	- உயிர் வெல்லமோ, மனத்தூய்மை
பெருஞ்சித்திரனார்	- அஞ்சாதீர், மொழி இனம் நாடு,
பட்டுக்கோட்டை கல்யாணசுந்தரனார்	- வருங்காலம் உண்டு, உழைக்காமல் சேர்க்கும் பணம்.
இலக்கணம்	- எழுத்து
இலக்கிய வரலாறு	- மூன்றாம் பாகம் - தண்டமிழ்த் தொண்டர்கள்

அலகு - 3 *(12 மணிநேரம்)*

சுரதா	- நல்ல தீர்ப்பு
கண்ணதாசன்	- ஒரு பானையின் கதை
அப்துல் ரகுமான்	- வீடு
மேத்தா	- ஒரே குரல்
இலக்கிய வரலாறு இலக்கியவளர்ச்சி	- மூன்றாம் பாகம் - இருபதாம் நூற்றாண்டு
சிறுகதை	- முதல் ஐந்து சிறுகதைகள்

அலகு – 4 : அரசியல் கவிதைகள் *(12 மணிநேரம்)*

ஈரோடு தமிழன்பன்	- அகல் விளக்காக இரு
ஆதவன் தீட்சண்யா	- இன்னும் இருக்கும் சுவர்களின் பொருட்டு

சுகிர்தராணி	- என் கண்மணியே இசைப்பிரியா
சக்தி ஜோதி	- யுகாந்திர உறக்கம்
பழநிபாரதி	- வெள்ளைக்காகிதம்
லிவிங் ஸ்மைல் வித்யா	- நினைவில் பால்யம் அழுத்தம்
இலக்கணம்	- சொல்

அலகு - 5 அயலகக் கவிதைகள் (12 மணிநேரம்)

ஓசே ரிசால்	- விடைகொடு என் தாய் மண்ணே
ஹைபுன் கவிதைகள்	- அறுவடை நாளின் மழை (மூன்று கவிதைகள்)
சிறுகதை	- ஆறு முதல் பத்து சிறுகதைகள்
உரைநடை	- நான்கு முதல் ஆறு கட்டுரைகள்

பாட நூல்கள்

1. *பொதுத்தமிழ், செய்யுள் திரட்டு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021*
2. *சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017*
3. *நற்றமிழ்க் கோவை* (கட்டுரைத் தொகுப்பு). *தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021*
4. *சிறுகதைத் தொகுப்பு* - ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு சிறுகதைத்தொகுப்பு
5. (2021–2022 கல்வியாண்டுக்கு மட்டும்): *நல்லாசிரியர், சிறுகதைத் தொகுப்பு, - தமிழாய்வுத்துறை, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை, முதற்பதிப்பு, 2021*

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course code	Title of the Course					Hours	Credits
I	**21UTA11GL01**	**General Tamil - I**					**4**	**3**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of Cos**

Course Outcomes (COs)	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	Mean Score of Cos
CO–1	2	1	2	2	3	3	3	2	3	2	2.3
CO–2	2	1	2	2	2	3	2	2	2	2	2.0
CO–3	2	1	2	2	3	3	3	2	3	2	2.3
CO–4	1	2	1	2	2	3	2	2	3	2	2.0
CO–5	1	1	2	2	3	3	3	2	3	2	2.2
Mean overall Score											**2.16 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
I	21UFR11GL01	FRENCH – I	4	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	recall and spell the alphabets, numbers, colours, days of the week and months in French.	K1
CO–2	compare the definite and indefinite articles and its usages.	K2
CO–3	construct simple phrases by using 'er' verbs in present tense.	K3
CO–4	make use of correct terminology and introduce oneself in French.	K3
CO–5	distinguish between affirmative and negative phrases and take part in role play - conversation.	K4

Unit – I   **(12 hours)**
TITRE:BONJOUR CA VA?
GRAMMAIRE : Les pronoms personnels sujets, les articles définis et indéfinis, Etre et avoir (verbes auxiliaires)
LEXIQUE : Saluer, Entrer en contact, demander et dire comment ça va ?, L'alphabet, les couleurs, les pays et les nationalités, les animaux domestiques.
PRODUCTION ORALE : Epeler son nom et son prénom, Comprendre des personnes qui se saluent.
PRODUCTION ECRITE : Les formules de politesse

Unit – II   **(12 hours)**
TITRE:SALUT ! JE M'APPELLE AGNES
GRAMMAIRE : La conjugaison du 1er groupe, les adjectifs possessifs, la formation du féminin, la formation du pluriel.
LEXIQUE : Se présenter, Présenter quelqu'un, Remercier, Les jours de la semaine, les mois de l'année, les nombres de 0 à 69, la famille
PRODUCTION ORALE : Comprendre des informations essentielles
PRODUCTION ECRITE : Présentez –vous

Unit - III   **(12 hours)**
TITRE:QUI EST-CE?
GRAMMAIRE : La phrase interrogative : Qu'est-ce que… ?/Qu'est-ce que c'est ?/Qui est-ce ?, quelques indicateurs du temps, la formation du féminin, les verbes aller et venir
LEXIQUE : Demander et répondre poliment,les professions
PRODUCTION ORALE : Parler de ses projets
PRODUCTION ECRITE : Ecrire de brefs messages

Unit - IV   **(12 hours)**
TITRE:DANS MON SAC, J'AI?
GRAMMAIRE : la phrase négative, c'est/il est, les articles contractes, les pronoms personnels toniques
LEXIQUE : Demander des informations personnelles, Quelques objets, la fiche d'identité, les nombres à partir de 70
PRODUCTION ORALE : Comprendre un message sur un répondeur téléphonique

PRODUCTION ECRITE : Remplir une fiche d'identité

Unit - V   **(12 hours)**
TITRE:IL EST COMMENT? / ALLO?
GRAMMAIRE : les adverbes interrogatifs, les prépositions de lieu, les verbes du deuxième groupe, le verbe faire
LEXIQUE : Parler au téléphone, décrire quelqu'un, l'aspect physique, le caractère
PRODUCTION ORALE : Un jeu de rôle – la conversation téléphonique
PRODUCTION ECRITE : Décrivez votre aspect physique et votre caractère en quelques lignes

Book for Study
1. P. Dauda, L.Giachino and C.Baracco, *Generation A1*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo A1*, CLE International, 2^{e}edition, 2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A1*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources
1. https://www.wikihow.com/Pronounce-the-Letters-of-the-French-Alphabet
2. https://francais.lingolia.com/en/grammar/tenses/le-present
3. https://www.lawlessfrench.com/grammar/articles/
4. https://www.frenchpod101.com/french-vocabulary-lists/10-lines-you-need-for-introducing-yourself
5. https://www.tolearnfrench.com/exercises/exercise-french-2/exercise-french-3295.php

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours		Credits
I	**21UFR11GL01**		**FRENCH – I**			**4**		**3**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**		**Mean Score of Cos**

Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of Cos
CO–1	3	1	2	3	2	3	2	1	2	3	2.2
CO–2	3	3	3	2	2	2	1	2	2	3	2.3
CO–3	3	1	2	3	2	3	2	1	2	2	2.1
CO–4	2	2	3	2	1	3	2	1	2	3	2.1
CO–5	3	2	3	2	2	3	2	2	3	2	2.4
Mean overall Score											**2.22 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
I	21UHI11GL01	HINDI- I	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO -1	list out the literary works in Hindi during the period of 12th century in India.	K1
CO -2	compare the vocabulary & expressions related to day-to-day conversation.	K2
CO -3	use simple Phrases from English to Hindi.	K3
CO -4	investigate the values of Indian society & summarize the duties of a citizen for his/her country.	K4
CO -5	identify the sentences in Hindi using basic grammar.	K4

Unit - I (12 Hours)

Dr. Abdul Kalam
Ling
Kabir Ke Dohe
Baathcheeth - Aspathal mein
Adhikal - Namakarn

Unit - II (12 Hours)

Vachan Badaliye
Thulasi ke Dohe
Adhikal - Samajik Paristhithiyam
Moun Hee Mantra Hai

Unit - III (12 Hours)

Sangya
Soordas ke Pad
Baathcheeth - Hotel mein
Adhikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

Sarvanam
Rahim ke Dohe
Bathcheeth - Kaksha mein
Adhikal - Salient Features, Main Divisions

Unit - V   **(12 Hours)**

    Anuvad - 1
    Visheshan
    Bihari - Dohe
    Bathcheeth - Kariyalay mein
    Adhikal - Visheshathayem

Books for Study

1. M.kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta,2020.
   Unit-I   *Chapters 2 and 3*
2. Viswanath Tripaty, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi,2018.
   Unit-II, III and IV   *Chapters 4 and 5*
3. Dr. Sanjeev Kumar Jain, *Anuwad: Siddhant Evam Vyavhar*, Kailash Pustak
   Sadan, Madhya Pradesh 2019.
   Unit-V   *Chapter 1*

Books for Reference

1**.** Dr.A.P.J.Abdul Kalam, Mere sapnom ka Bharath, Prabath Prakashan, Noida, 2020,
2. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.
3. Aravind Kumar, Sampoorna Hindi Vyakaran our Rachana, Lucent publisher, 2019.
4. Adhunik Hindi Vyakaran our Rachana, bharati bhawan publishers & distributors, 2018.
5. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.

Web Resources

1. https://youtu.be/LrdrcP2oiyU
2. https://youtu.be/Cib2FNv8KyA
3. https://youtu.be/aXARykpYCxA
4. https://youtu.be/RUDFis-tdg4
5. https://youtu.be/upivTmLTPQA

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours	Credits
I	**21UHI11GL01**		**HINDI - I**					**4**	**3**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	3	1	3	1	3	3	2	2.3
CO-2	2	2	3	3	1	3	2	3	3	2	2.4
CO-3	3	2	2	1	2	3	2	3	2	3	2.3
CO-4	3	2	1	3	2	3	2	3	3	2	2.4
CO-5	2	3	3	2	3	2	3	3	3	1	2.5
									Mean Overall Score		**2.38 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
I	21USA11GL01	SANSKRIT - I	4	3

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remember and Recall words relating to objects.	K1
CO-2	understand classified vocabulary.	K2
CO-3	apply nouns and verbs.	K3
CO-4	analyze different forms of names and verbs.	K4
CO-5	appreciate the good saying of Sanskrit Improve the self-values.	K5

Unit - I   **(12 Hours)**

Samyakthakshatra pada paricaya

Unit - II   **(12 Hours)**

 Vartmanakala prayogaha

Unit - III   **(12 Hours)**

 Samskruta varathamanakalaha

Unit - IV   **(12 Hours)**

 Shadha priyoghaa aakaarnta ikaraantha ukarantha

Unit - V   **(12 Hours)**

 Subhashitani manoharani Dasaslokani

Book for Study
Shaptamanjari , K.M.,Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg
Mumbai – 4000 007 2018, 2019

Books for Reference

1. Kulapathy , K.M.,Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg
   Mumbai – 4000 007 2018
2. R.S.Vadhar & Sons , Book – Sellers and publishers , Kalpathi.Palgahat 678003, Kerala
   South India , Shabdha Manjari 2019
3. Balasubramaniam R, Samskrita Akshatra Siksha , Vangals Publications, 14th Main road
   JP Nagar , Bangalore – 78

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credit
I	21USA11GL01	SANSKRIT- I								4	3
Course Outcomes ↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	1	1	3	2	3	2	3	2	2	2.2
CO-2	2	2	3	3	1	2	2	3	3	2	2.3
CO-3	3	2	2	2	2	2	2	3	3	2	2.3
CO-4	3	2	2	3	2	3	3	3	2	2	2.3
CO-5	3	2	3	2	3	2	2	3	3	3	2.6
Mean Overall Score											2.34
Result										#	High

Semester	Course Code	Title of the Course	Hours	Credits
I	**21UEN12GE01**	**GENERAL ENGLISH - I**	**5**	**3**

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	recall what they observe and experience	**K1**
CO-2	arrange different parts of a text in a coherent manner	**K2**
CO-3	examine the underlying meaning in a text	**K3**
CO-4	analyse and evaluate letters regarding the use of appropriate language and format	**K4 & K5**
CO-5	use conversational English to communicate with friends	**K6**

Unit-I   **(15 Hours)**
01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition
06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I Doing?
09. What was I Doing?
10. Unscramble the Past Actions
11. What did I Do Yesterday?

Unit-II   **(15 Hours)**
12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Forms of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

Unit-III   **(15 Hours)**
22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles
28. Un/Countable Practice
29. Match the Visual
30. Letter Spell-Check
31. Drafting a Letter

Unit-IV (15 Hours)
32. Friendship Word Grid
33. Friends' Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests
37. Introducing Friends
38. What are We Doing?
39. What is (S)He / are They Doing?
40. Yes / No Question
41. What was S/He Doing?
42. Names and Actions
43. True Friendship
44. Know Your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

Unit-V (15 Hours)
48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy's Request
52. Occasions for Message
53. Words Denoting Place
54. Words Denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The Family Debate
63. Family Today

Book for Study
Joy, J.L., and Peter, F.M. *Let's Communicate 1*. New Delhi, Trinity P, 2014.

Books for Reference
1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: Create Space, 2017.
2. Aspinall, Tricia. *Test Your Listening*. London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004.
4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002.
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources

1. https://learnenglish.britishcouncil.org/
2. https://oneminuteenglish.org/en/best-websites-learn-english/
3. https://www.dailywritingtips.com/best-websites-to-learn-english/

Relationship Matrix for Course Outcomes, Programme Outcomes, and Programmes Specific Outcomes

Semester	Course Code		Title of the Course					Hours	Credit
I	21UEN12GE01		GENERAL ENGLISH – I					5	3
Course Outcome (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO -1	2	3	2	2	3	2	3	2	3	2	2.4
CO -2	2	2	3	2	3	3	2	3	2	2	2.3
CO -3	2	3	2	3	2	2	3	2	3	2	2.4
CO -4	2	2	3	2	3	3	2	3	2	3	2.5
CO -5	2	2	2	3	2	2	2	3	2	2	2.2
								Mean Overall Score			2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credit
I	21UBU13CC01	CORE - 1: PRINCIPLES OF MANAGEMENT	6	4

CO No.	CO - Statements On successful completion of this course, students will be able to	Cognitive Level (K- level)
CO-1	define the various functions of Management and apply them for effective planning, organizing, staffing, directing & controlling the business operations.	K1
CO-2	demonstrate leadership qualities and effective team-building skills to direct the organization towards maximized productivity.	K2
CO-3	develop managerial skill sets to attain both personal and organizational goals.	K3
CO-4	build knowledge about international aspects of business administration.	K3
CO-5	simplify complex operations, thereby providing the business environment with creative solutions.	K4

Unit-I (18 Hours)

Meaning, Definition, Nature, Importance – Administration Vs Management - Levels of Management - Functions-Contribution of Taylor, Fayol, EltonMayo, McGregor, Peter F. Drucker.

Unit-II (18 Hours)

Concepts of Planning: Meaning - Definition - Nature – Importance – Process – Classification – Methods - Effective Planning - Limitations. Decision making: Process and strategies.

Unit-III (18 Hours)

Nature – purpose - importance – structure – principles – formal & Informal organization – Theories types – draw backs. Delegation of responsibility and authority, Centralization and Decentralizations- Staffing - Recruitment and selection Process.

Unit-IV (18 Hours)

Meaning – Definition - Features – Importance – Principles – Techniques of Direction. Supervision: Meaning, functions of supervisors. Coordination: Meaning, elements, features, importance, system approaches, steps for effective coordination.

Unit-V (18 Hours)

Meaning - Definition - features – importance - control process – Types – Control Cycle, Controlling responsibility - Control techniques: Tradition and modern method – Effective Control System.

Books for Study
L. M, Prasad, *Principles and Practices of Management*, Sultan Chand & Sons, New Delhi, 10th Edition, 2020.

Books for Reference
1. Dinkar Pagare, *"Business Management"*, Sultan Chand & Sons, New Delhi, 2018.
2. Dr. S.C.Saxena, *"Business Organization & Management",* Sahitya Bhawan Publications, 2019.
3. Harold Koontz & Heinz Weihrich, *"Essentials of management"*, Tata McGraw-Hill, 2008.
4. Tripathy P.C. & Reddy P.N., *"Principles of Management"*, Tata McGraw-Hill, 2010.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours		Credits
I	21UBU13CC01		CORE - 1: PRINCIPLES OF MANAGEMENT					6		4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	1	3	2	3	3	2	3	2	2.4
CO–2	3	2	2	3	3	3	2	3	3	3	2.7
CO–3	2	3	2	3	2	3	3	2	3	2	2.5
CO–4	3	1	3	2	3	2	1	3	2	2	2.2
CO–5	2	3	3	3	3	3	3	2	3	3	2.8
Mean overall Score											2.52 (High)

Semester	Course Code	Title of the Course	Hours	Credit
I	21UBU13CC02	CORE - 2: FINANCIAL ACCOUNTING	7	4

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	formulate the general purposes and functions of accounting and to know the basic concepts of accounting.	K1
CO-2	interpret the cash and noncash transactions and their purposes.	K2
CO-3	estimate capital and revenue items of business transactions and computing final account with adjustments.	K3
CO-4	compile and prepare non profit organizations accounting process and solve depreciation account.	K3
CO-5	understand the accounting concepts and prepare the final accounts of a business entity.	K3, K4

Unit – I   **(21 Hours)**

Financial Accounting: Meaning – Objectives – Advantages and Limitations. Basic Accounting Concepts and Conventions – Indian Accounting Standards (IAS): Concept- Salient features – Benefits – International Financial Reporting Standards (IFRS) – Salient features and uses. Book keeping – Systems of accounting – Branches of accounting - Record of transactions – Journal – Ledger accounts – Trial balance.

Unit – II   **(21 Hours)**

Recording of cash transaction – simple case book – Double column cash book – Triple column cash book – petty cash, Non cash transactions – Purchases of goods – Return of goods purchased – sales of goods and returns from customers.

Unit – III   **(21 Hours)**

Capital and revenue expenditure – Deferred revenue expenditure – capital and revenue receipts. Final accounts – Manufacturing accounts – Trading accounts – Profit & loss accounts – Balance sheet. (Simple Problem)

Unit - IV   **(21 Hours)**

Meaning of non – profit organizations – Receipts and payments account – Income and expenditure account – Preparation of Balance sheet (Simple Problem). Depreciation Accounting - meaning, causes, objectives, methods – Straight Line and Diminishing Balance including change in the method of depreciation.

Unit – V   **(21 Hours)**

Meaning - definition – Single Entry – Difference between single Entry and Double Entry – Ascertainment of profit – Difference between Balance sheet and Statement of Affairs – Net worth Method

Book for Study

1. Reddy & Moorthy, *Financial accounting*, Margham Publications, Chennai, 2018.

Books for Reference

1. R.L Gupta & V.K Gupta, *Financial Accounting*, Sulthan Chand & sons, New Delhi, 2012
2. S.P Jain & K.L Narang, *Advanced Accountancy, Volume 1*, Kalyani Publishing & Co., 2015.
3. S.N Maheshwari& S.K. Maheshwari, *Financial Accounting*, Vikas Publishing Houses Pvt, Ltd., New Delhi, 2017.

Web Resources

1. https://www.civilserviceindia.com/subject/Management/notes/financial-accounting.html
2. https://www.taxmann.com/blogpost/2000001622/accounting-principles-and-concepts.aspx
3. https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-and-accounts/

(Theory 20% & Problems 80%)

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours	Credits
I	**21UBU13CC02**			**CORE -2: FINANCIAL ACCOUNTING**					**7**	**4**
(COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO–1	**PO–2**	**PO–3**	**PO–4**	**PO–5**	**PSO–1**	**PSO–2**	**PSO–3**	**PSO–4**	**PSO–5**	
CO–1	2	2	3	1	1	3	3	3	2	1	2.1
CO–2	2	3	2	1	1	3	3	2	2	2	2.1
CO–3	3	2	2	2	3	3	3	3	2	2	2.2
CO–4	2	3	2	2	3	2	2	2	2	3	2.3
CO–5	2	2	3	2	2	3	2	2	2	2	2.2
Mean overall Score											**2.18 (Medium)**

Semester	Course Code	Title of the Course	Hours	Credit
I	21UBU13AC01	ALLIED - I: MANAGERIAL ECONOMICS	6	4

CO NO.	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	construct a sound theoretical base of microeconomics les and principles and concepts applied in the field of management.	K1
CO-2	endow with a strong understanding of the challenges of modern managers in the decision making process.	K2
CO-3	build skills relating to the students to application of this subject knowledge in the practical situations.	K3
CO-4	develop fundamental economic principles, theories and concepts useful to business managers.	K3
CO-5	evaluate and interpret various microeconomic variables that determines business decisions and consumer's purchase decisions.	K4

Unit-I (18 Hours)

Managerial Economics – Introduction – Scope and Application of Managerial Economics – Fundamental Concepts – Basic economic problems common to all economies; Relationship of Business Economics with other Discipline – Role of managerial economist.

Unit-II (18 Hours)

Demand Analysis - Law of demand, Exceptions to the law; Elasticity of Demand - Types of Elasticity. Degrees of elasticity with diagrams; Factors determining elasticity, methods of measurement. Demand forecasting- Methods.

Unit-III (18 Hours)

Market Structure – Classification – Perfect Competition – Monopolistic Competition – Oligopoly – pricing under monopoly, perfect competition, oligopoly and monopolistic competition Price and output determination- Role of time element in market price determination, – Economies of scale, internal economies – External economies.

Unit-IV (18 Hours)

Cost concepts. Short run and long run cost analysis (traditional theory) Modern theory of cost - Long run and short run. Pricing techniques – Demand related pricing techniques – Cost related pricing techniques - Competition oriented pricing – Break Even Analysis.

Unit-V (18 Hours)

Macro economics for management – Economic planning. National Income – concepts, measurement methods, problems and importance – Trade Cycle – features, phases and control. Public finance.

Books for Study

1. Dr. S. Sankaran, *Managerial Economics, 5th Edition*, Margham Publications. ISBN: 978-9381430606, 2015.
2. Dr. R.L.Varshney & Dr. K.L.Maheshwari, *Managerial Economics,20th Edition* Sultan Chand & Sons. New Delhi. ISBN: 978-8120346673, 2010.

BOOKS FOR REFERENCE

1. N.Gregory Mankiw, *Principles of Microeconomics, 4th Edition*, Cengage Learning India, 2012.
2. R. Cauvery, U.K. Sundhanayak, *Managerial economics*. 5th Edition S.Chand & Company Ltd.New Delhi. ISBN: 978-8121922197, 2010.
3. Dr. H.L Ahuja, *Managerial Economics*, S. Chand Publications. ISBN: 978-8121928403

WEB RESOURCES

1. https://www.managementstudyguide.com/managerial-economics-scope.htm
2. https://www.tutorialspoint.com/managerial_economics/managerial_economics_overview.htm

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours	Credits
I	21UBU13AC01			ALLIED - I: MANAGERIAL ECONOMICS					6	4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	3	2	2	2	3	2	3	2.4
CO–2	2	2	3	2	2	3	2	2	3	2	2.3
CO–3	2	2	3	3	2	2	3	2	2	3	2.4
CO–4	2	3	2	2	3	2	2	2	2	2	2.2
CO–5	3	2	2	3	2	2	3	2	3	2	2.4
Mean overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UHE14VE01	**ESSENTIALS OF HUMANITY**	2	1

CO.No	CO – Statements	Cognitive Level (K- level)
	On completion of this course, the graduates will be able to:	
CO-1	recall the prescribed values and their dimensions	**K1**
CO-2	examine themselves by learning the developmental changes happening in the course of their life time	**K2**
CO-3	apply the trained values in their day today life	**K3**
CO-4	analyze themselves as responsible men and women	**K4**
CO-5	create a constructive approach to life	**K5 & K6**

Unit-I Principles of Value Education (6 Hours)
Introduction to values - Characteristics and Roots of Values - Value Education & Value Clarification - Moral Characters - Kinds of Values - Objectives of Values.

Unit-II The Development of Human Personality (6 Hours)
Personality: Introduction, Theories, Integration &Factors influencing the development of personality - SEL Series - Discovering self - Defense Mechanism - Power of positive thinking - Why worry?

Unit-III The Dimensions of Human Development (6 Hours)
Areas of Development: Physical, Intellectual, Emotional, Social Development, Moral & Spiritual development

Unit-IV Responsible Parenthood (6 Hours)
Human sexuality - Marriage and Family - Sex and Love - Characteristics of Responsible parent - Causes of Marriage disharmony - Art of wise parenting.

Unit-V Gender Equality and Empowerment (6 Hours)
Historical perspective - Women in Independence struggle - Women in Independent India - Education & Economic development - Crimes against Women - Women rights - Time-line of Women Achievements in India

Books for Study
Department of Human Excellence. *Essentials of Humanity*, St. Joseph's College, Tiruchirappali-02, 2021.

Books for Reference
1. Alphonse Xavier Dr SJ. *You Shall Overcome,*(6th Ed.) Chennai: ICRDCE Publication, 2012.
2. Alex K. *Soft Skills*, New Delhi: S. Chand, 2009.
3. Kalam Abdul APJ. *You Are Unique*, Bangalore: Punya Publishing, 2012.

Web Sources:
http://livingvalues.net. Accessed 05 Mar. 2021.
https://www.apa.org/topics/personality#. Accessed 05 Mar. 2021.
https://www.peacecorps.gov/educators/resources/global-issues-gender-equality-
and-womens-empowerment/. Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UTA21GL02	General Tamil - II	4	3

CO No.	CO- Statement	Cognitive Level (K- level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	தமிழிலக்கிய வரலாற்றில் சைவ, வைணவ இலக்கியங்கள் பெறும் இடத்தை அறிந்துகொள்வர்	K 1
CO-2	அகப்பொருள், புறப்பொருள் இலக்கணங்களின் அடிப்படை அறிவைப் பெறுவர்.	K 1
CO-3	காப்பியச் சுவையை மாணவர்கள் புரிந்துகொள்வர்	K 2
CO-4	இஸ்லாமிய இலக்கியச் சிந்தனைகளைப் பெறுவர்	K 3
CO-5	கிறித்தவ மதிப்பீடுகளைச் சிற்றிலக்கிய வகைகளின் வழியாகத் திறனாய்வர்.	K 4

அலகு - 1 (12 மணிநேரம்)

சிலப்பதிகாரம் - கனாத்திறம் உரைத்த காதை
மணிமேகலை - ஆபுத்திரன் திறம் அறிவித்த காதை
இலக்கிய வரலாறு - சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.
இலக்கணம் - அகப்பொருள் இலக்கணம்

அலகு - 2 (12 மணிநேரம்)

திருவாசகம் - திருச்சாழல்
சிவவாக்கியார் பாடல்கள் - 25 பாடல்கள் (04, 14, 16, 22, 27, 33, 34, 35, 36,37, 38, 47, 81, 91, 225, 237, 242, 495, 504, 520,522, 533, 534, 536, 548.)

அலகு - 3 (12 மணிநேரம்)

நாலாயிர திவ்வியப் பிரபந்தம்- அமலானாதிபிரான் (10 பாடல்கள்)
- பெருமாள் திருமொழி (11 பாடல்கள்)
கம்பராமாயணம் - கைகேயி சூழ்வினைப்படலம்
உரைநடை - 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

அலகு - 4 (12 மணிநேரம்)

சீறாப்புராணம் - உடும்பு பேசிய படலம்
இலக்கணம் - புறப்பொருள் இலக்கணம்
இலக்கிய வரலாறு - தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய

அலகு - 5 (12 மணிநேரம்)

திருக்காவலூர்க் கலம்பகம் - சமூக உல்லாசம்
உரைநடை - 10 முதல் 12 வரையிலான கட்டுரைகள்

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பாடநூல்கள்:

1. *பொதுத்தமிழ் - செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி. திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021*
2. *சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017*
3. *நற்றமிழ்க் கோவை (கட்டுரைத் தொகுப்பு). தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021*

Semester	Course Code	Title of the Course		Hours	Credit
II	**21UTA21GL02**	**General Tamil - II**		**4**	**3**
Course Outcomes (Cos)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**	
CO-1	2	2	1	2	3	2	2	2	3	2	2.1
CO-2	2	1	2	2	3	3	2	2	3	2	2.2
CO-3	2	1	2	2	3	3	2	2	3	2	2.2
CO-4	1	1	2	2	3	3	2	2	3	2	2.1
CO-5	1	1	2	2	3	2	2	3	3	2	2.1
Mean Overall Score											**2.14 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
II	**21UFR21GL02**	**FRENCH – II**	**4**	**3**

	CO–Statements	**Cognitive Levels (K –Levels)**
CO No.	On successful completion of this course, students will be able to	
CO–1	relate pronominal verbs in expressing one's day today activity.	**K1**
CO–2	compare the different types of articles.	**K2**
CO–3	construct texts using pronouns – passages and dialogues.	**K3**
CO–4	discover the food habits of the French culture.	**K4**
CO–5	appraise the French fashion.	**K5**

Unit - I   (12 hours)
TITRE:LES LOISIRS
GRAMMAIRE : les adjectifs interrogatifs, les nombres ordinaux, les verbes pronominaux
LEXIQUE : les différentes activités quotidiennes,les loisirs, les activités quotidiennes, les matières
PRODUCTION ORALE : parler sur votre passe-temps
PRODUCTION ECRITE : décrire sa journée

Unit -II   (12 hours)
TITRE:LA ROUTINE
GRAMMAIRE : les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre
LEXIQUE : exprimer ses gouts et ses préférences, le temps, l'heure, la fréquence
PRODUCTION ORALE : savoir comment dire l'heure
PRODUCTION ECRITE : écrire vos préférences en quelques lignes

Unit - III   (12 hours)
TITRE:OU FAIRE SES COURSES?
GRAMMAIRE : les articles partitifs, le pronom en (la quantité), très ou beaucoup
LEXIQUE : inviter et répondre à une invitation, les commerces et les commerçants, demander et dire le prix, les quantités
PRODUCTION ORALE : faire des courses pour une soirée
PRODUCTION ECRITE : écrire un message en acceptant l'invitation

Unit - IV   (12 hours)
TITRE:DECOUVREZ ET DEGUSTEZ
GRAMMAIRE : l'impératif, il faut, les verbes devoir, pouvoir, savoir,vouloir
LEXIQUE : Commander et commenter sur un plat de la carte,les aliments, les services, les moyens depaiement
PRODUCTION ORALE : Jeu de rôle – au restaurant (entre vous et le garçon)
PRODUCTION ECRITE : faire une comparaison avec la carte française et indienne

Unit - V   (12 hours)
TITRE:TOUT LE MONDE S'AMUSE/ LES ADOS AU QUOTIDIEN
GRAMMAIRE : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé

composé, les verbes en –yer, voir et sortir

LEXIQUE : connaitre les marques connues sur les vêtements, les sorties, situer dans le temps, les vêtements et les accessoires

PRODUCTION ORALE : décrire une tenue

PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

Book for Study

P.Dauda,L.Giachino and C.Baracco, *Generation A1*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo A1*, CLE International, 2ᵉedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A1*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. https://www.frenchtoday.com/blog/french-verb-conjugation/french-reflexive-verbs-list-exercises/
2. https://www.fluentu.com/blog/french/french-subject-pronouns/
3. https://grammarist.com/french/french-partitive-article/
4. https://www.talkinfrench.com/guide-french-food-habits/
5. https://www.fluentu.com/blog/french/talking-about-clothes-in-french/

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course						Hours		Credits
II	**21UFR21GL02**		**FRENCH – II**						**4**		**3**
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	3	3	3	1	3	1	2	2	2	2.2
CO–2	2	1	2	3	2	3	1	2	2	2	2.0
CO–3	3	2	3	2	2	3	3	1	3	2	2.4
CO–4	3	2	2	1	3	3	3	1	1	3	2.2
CO–5	2	1	2	2	3	3	3	2	2	2	2.2
Mean overall Score											**2.2 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHI21GL02	HINDI - II	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO -1	Find out the Terms & Expressions related to letter writing	K1
CO -2	Explain the works of Hindi writers	K2
CO -3	Complete the sentences in Hindi using basic grammar	K3
CO -4	Analyze the social & political conditions of Devotional period in Hindi Literature	K4
CO -5	Justify the human values stressed on the works of the following authors "Premchand, Nirala, etc."	K5

Unit - I (12 Hours)
Kafan
Letter Writing - Chutti Patra
Bakthikal - Namakarn
Sarkari kariyalayom ka naam

Unit - II (12 Hours)
Baathcheeth - Dookan mein
kriya
Letter Writing - Rishthedarom ko patra
Bakthikal - Samajik Paristhithiyam

Unit - III (12 Hours)
Vah Thodthi patthar
Adverb
Letter Writing - Naukari keliye Avedan Patra
Bakthikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)
Mukthi
Samas
Letter Writing - Kitab Maangne Keliye Patra
Bakthikal -   Salient Features, Main Divisions

Unit - V (12 Hours)
Anuvad - 2
Sandhi
Letter writing - Nagarpalika ko Patra
Bakthikal - Visheshathayem

Books for Study
1. Viswanath Tripaty, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi, 2018.
   Unit-I   *Chapter 1*
2. M.kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.

Unit-II, III and IV   *Chapter 2*
3. Dr.Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
   Unit-V   *Chapter 4*

Books for Reference

1. Adhunik Hindi Vyakaran our Rachana, bharati bhawan publishers & distributors, 2018.
2. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.
3. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.
4. Aravind Kumar, Sampoorna Hindi Vyakaran our Rachana, Lucent publisher, 2019.
5. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.

Web Resources

1. https://youtu.be/tE2RHQcqlbI
2. https://youtu.be/Xxvco3qa284
3. https://youtu.be/1z8x95IFGi4
4. https://youtu.be/CBMYf8NRLW4
5. https://youtu.be/h31tMLeFtHs

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Paper								Hours	Credits
II	**21UHI21GL02**	**HINDI - II**								**4**	**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	3	3	2	2	3	3	3	2	2	2.5
CO-2	1	3	1	2	2	3	3	3	2	3	2.3
CO-3	3	2	3	2	2	3	2	3	2	2	2.4
CO-4	2	3	3	1	3	2	3	2	1	2	2.2
CO-5	3	2	2	2	3	2	3	2	3	2	2.4
									Mean Overall Score		2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	**21USA21GL02**	**SANSKRIT - II**	**4**	**3**

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remembering names of different objects , remembering different verbal forms and sandhi.	**K1**
CO-2	contrast different verbal forms Explain good sayings , Relate good saying to life.	**K2**
CO-3	apply and build small sentences.	**K3**
CO-4	analyze different forms of Verbs and nouns.	**K4**
CO-5	appreciate subhashitas and Sanskrit poetry Expand Sanskrit vocabulary.	**K5**

Unit - I   **(12 Hours)**
   Asmath usmath tat kim (MFN)

Unit - II   **(12 Hours)**
   Sandhi Niyamaaha Abuyaasha (Guna , Visarga , Dirgha , Vrddhi)

Unit - III   **(12 Hours)**
   Lang lakaaraha Kriyapadaani

Unit - IV   **(12 Hours)**
   Raguvamsaha Pratama sargaha   (1 –15)

Unit - V   **(12 Hours)**
   Suvachana Prayogha

Book for Study

SARALASAMKRITHAM SIKSHA, 2020 , K.M Saral sankrit Balabodh , Bharathiys Vidya

Bhavan , Munshimarg Mumbai – 400007, 2018

Books for Reference

1. Paindrapuram Ashram , Srirangam – 620006 Gopalavimshanthi 2019

2. R.S.Vadhyar & Sons book Kulapthy , K.M Saral sankrit Balabodh , Bharathiys Vidya

   Bhavan , Munshimarg Mumbai – 400007, 2018

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
II	21USA21GL02	SANSKRIT -II									4	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	1	3	2	2	2	3	3	2	1	2.1	
CO-2	3	2	3	2	2	3	2	3	3	2	2.5	
CO-3	2	2	3	2	2	2	2	3	3	1	2.1	
CO-4	3	2	3	3	1	2	3	3	3	1	2.4	
CO-5	3	2	2	2	3	2	2	3	3	1	2.3	
Mean Overall Score											2.28	
Result										#	High	

Semester	Course Code	Title of the Course	Hours	Credits
II	**21UEN22GE02**	**GENERAL ENGLISH - II**	**5**	**3**

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	remember the use of suitable punctuation marks in appropriate places	**K1**
CO-2	describe their pictures with appropriate expressions	**K2**
CO-3	infer meaning from the given context	**K3**
CO-4	analyse real-life situations and ask open-ended questions	**K4 & K5**
CO-5	use polite expressions in appropriate ways	**K6**

Unit-I (15 Hours)
01. Education Word Grid
02. Reading Problems and Solutions
03. Syllabification
04. Forms for Expressing Quality
05. Expressing Comparison
06. Monosyllabic Comparison
07. Di/polysyllabic Comparison
08. The Best Monosyllabic Comparison
09. The Best Di/Polysyllabic Comparison
10. Practising Quality Words

Unit –II (15 Hours)
11. Wh Words
12. Yes/No Recollection
13. Unscramble Wh Questions
14. Wh Practice
15. Education and the Poor
16. Controlled Role Play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter
22. Proverb-Visual Description
23. Supply Wh Words
24. Rearrange Questions
25. Information Gap Questions

Unit-III (15 Hours)
26. Asking Questions
27. More about Actions
28. More about Actions and Uses

29. Crime Puzzle
30. Possessive Quiz
31. Humourous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

Unit-IV   **(15 Hours)**
34. Career Word Grid
35. Job-Related Wordlist
36. Who's Who?
37. People at Work
38. Humour at Workplace
39. Profession in Context
40. Functions and Expressions
41. Transition Fill-in
42. Transition Word Selection
43. Professional Qualities
44. Job Procedures
45. Preparing a Resume
46. Interview Questions
47. Job Cover Letter Format
48. Emailing an Application
49. Mock Interview

Unit-V   **(15 Hours)**
50. Society Word Grid
51. Classify Society Wordlist
52. Rearrange the Story
53. Storytelling
54. Story Cluster
55. Words Denoting Time
56. Expressing Time
57. What Can You Buy?
58. Noise Pollution
59. Positive News Headlines
60. Negative News Headlines
61. Matching Conditions
62. What Would You Do?
63. If I were Elected
64. My Dream Country

Book for Study
Joy, J.L. & Peter, F.M. *Let's Communicate 2*, New Delhi: Trinity Press, 2014.

Books for Reference
1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: CreateSpace, 2017.
2. Aspinall, Tricia. *Test Your Listening*. London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004'

4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources
1. https://learnenglish.britishcouncil.org/
2. https://oneminuteenglish.org/en/best-websites-learn-english/
3. https://www.dailywritingtips.com/best-websites-to-learn-english/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Course					Hours	Credits
II	**21UEN22GE02**	**GENERAL ENGLISH - II**					**5**	**3**

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
									Mean Overall Score		2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credit
II	21UBU23CC03	CORE - 3: HUMAN RESOURCE MANAGEMENT	4	3

CO No	CO- Statementss	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	define the various functionalities of hrm and thereby assume the roles / responsibilities of a HR manager.	K1
CO-2	compare employee performance and analyse the needs for training in an organization.	K2
CO-3	develop HR plans / policies to derive recruitment & selection strategies to solve problems involved with placement and attrition.	K3
CO-4	propose compensation to motivate employees and enhance workforce productivity.	K3
CO-5	analyze human resource problems with transnational (or) multinational business organizations and offer solutions.	K4

Unit-I (12 Hours)

Introduction – Meaning of HRM – Objectives of HRM – Importance of HRM – Functions and Process of HRM – HR Manager - Duties and Responsibilities – Recent trends in HRM.

Unit-II (12 Hours)

Meaning – Importance of Human Resource Planning – Benefits of Human Resource Planning. Recruitment – Meaning – Methods of Recruitment. Selection – Meaning – Steps in Selection Process – Problems Involved in Placement.

Unit-III (12 Hours)

Meaning, objective, and purpose of Induction: Training - Need for training, benefits of training, identification of training needs and methods of training. Executive development - methods

Unit-IV (12 Hours)

Introduction – Meaning and Definition – Objectives – Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal- Promotion - Transfer - Separation - Labour turnover - Compensation – Meaning of Compensation – Objectives of Compensation. Right - sizing of work force - Need for right sizing.

Unit-V (12 Hours)

Contemporary Challenges in Human Resource Management - HRIS - Outsourcing HR Activities - Making HR Activities Ethical - Managing Diversity - Knowledge Management – Globalisation - HR Manager as Strategist.

Books for Study

Aswathappa K, *Human Resource Management*, Tata McGraw Hill, 2017.

Books for Reference

1. Madhurima Lall, *Human Resource Management*, HPH, 2012.
2. Reddy P.N. & Appannaiah H.R., *Human Resource Management*. HPH, 2015.
3. C.B. Mamoria, *Personnel Management*, HPH, 2001.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours	Credits
II	21UBU23CC03			CORE - 3: HUMAN RESOURCE MANAGEMENT				4	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	1	2	2	3	2	1	2	1	1.9
CO–2	3	2	2	2	1	3	2	2	2	1	2
CO–3	3	3	2	2	2	3	1	2	2	1	2.1
CO–4	3	2	2	2	3	2	2	2	2	3	2.3
CO–5	2	1	2	2	3	3	1	2	3	1	2
Mean overall Score											2.06 (Medium)

Semester	Course code	Title of the Course	Hours	Credit
II	21UBU23CC04	CORE - 4: MARKETING MANAGEMENT	4	3

CO NO.	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	learn the fundamental knowledge of marketing and its function, environment and marketing segment.	K1
CO-2	understanding the influencing of consumer behaviour and observe the latest trends in marketing.	K2
CO-3	outline the product mix concepts, product life cycle strategies and construct a new product development.	K2
CO-4	classifying different types of pricing and classifying different types of channel of distribution.	K3
CO-5	examine the categorize of promotional mix and develop marketing research.	K4

Unit – I (12 Hours)

Marketing – Evolution – Classification of markets and marketing - Importance – Functions – Marketing environment - Factors influencing. Marketing Environment – Market Segmentation – Need and basis of market segmentation – Targeting and Positioning.

Unit – II (12 Hours)

Consumer Behaviour – Factors influencing consumer behaviour - general consumers, industrial consumers, online consumers - Recent concepts in marketing – Green marketing, Digital marketing – Social media marketing – Relationship marketing.

Unit – III (12 Hours)

Marketing Mix – definition - Product – Product policy - Product mix – Branding, Packaging and labeling (functions, kinds and advantages) - Product life cycle – strategies of PLC – New product development.

Unit – IV (12 Hours)

Price – Pricing objectives – Pricing policies – Methods of pricing – Distribution channel (levels, advantages and disadvantages) – Channel of distribution - Factors to be considered in selecting a channel –Channel conflicts (causes and over coming conflicts).

Unit – V (12 Hours)

Promotional Mix – Advertisement – Features – advantages – disadvantages – types– Sales promotion – Forms, – Public Relations – features, tools, – Publicity – Personal selling – Direct Marketing – channels of direct marketing Marketing research.

Book for Study

Dr. C B Gupta, Dr. N. Rajan Nair, *Marketing Management*, Sultan Chand & Sons, NewDelhi, 2018.

Books for Reference

1. Philip Kotler, Marketing Management, Prentice Hall of India Pvt Ltd., New Delhi, 2014.
2. Alexander Chernev, Strategic Marketing Management, Cerebellum Press, Inc., USA, June 2014.
3. David Meerman Scott, The New Rules of Marketing & PR, John Wiley & Sons, Inc., USA, 2007.
4. Jacquelyn Ottman, The New Rules of Green Marketing, Green Key Publishing Ltd., 2011, Routledge, 2017.

Web Resources:

1. https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm
2. https://www.feedough.com/market-segmentation-definition-basis-types-examples/
3. https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
II	**21UBU23CC04**		**CORE - 4 :** **MARKETING MANAGEMENT**				**4**	**3**

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	2	2	2	2	1	2	3	2.0
CO–2	2	3	2	3	2	2	2	3	2	2	2.3
CO–3	3	2	2	3	2	2	3	2	3	2	2.4
CO–4	3	3	3	2	2	1	3	2	2	2	2.3
CO–5	2	2	3	2	3	2	2	3	2	2	2.4
Mean overall Score											2.28 (High)

Semester	Course Code	Title of the Course	Hours	Credit
II	**21UBU23CC05**	**CORE - 5:** **BUSINESS COMMUNICATION**	**3**	**1**

CO NO	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	grasp and get insights about the important principles for effective oral and written communication.	**K1**
CO-2	build skills relating to speaking, writing, and listening in order to maximize confidence and core strengths.	**K2**
CO-3	construct strategies to adopt and develop communication skills in various models of work place.	**K3**
CO-4	improve leadership skills and make use of opportunities for career growth.	**K3**
CO-5	enable students interpret and relate the current technology related to the communication field.	**K4**

Unit – I (9 Hours)

Definition and classification of communication; purpose, process and importance of communication in management, communication structure in organization, barriers and gateway in communication, 7 C's of communication, ORAL COMMINICATION: Nature, principles, two sides of effective oral communication; effective listening, non–verbal communication, Body language, facial expressions and Para language.

Unit – II (9 Hours)

Communication through Letters – Business Enquiries – Introduction to business letters, Types of business letter, Layout of business letter, Reports: definition and purpose, types of business reports, reports writing. Offers And Quotations - Order - Execution of Orders - Cancellation of Orders – Claims – Adjustment and Settlement of Accounts – Letters of Complaints – Collection Letters.

Unit – III (9 Hours)

Writing CVs and Application Letter, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; PRESENTATION SKILLS: What is a presentation: elements, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance and posture, practicing delivery of presentation.

Unit – IV (9 Hours)

Correspondence of Company Secretary with Share Holders and Directors - Meetings: need, importance and planning of Meetings, drafting of notice, Agenda - Minutes Preparation, and Resolutions of Meeting, writing memorandum, press release, press conference, Business

etiquettes – netiquettes; Communication networks, Intranet, Internet, teleconferencing, video conferencing, E-mail, MMS etc.

Unit – V **(9 Hours)**

Definition, scope, importance and components of corporate communication, professional communicator responsibilities, corporate communication and Public Relation, role of social media in communication. Recent trends in communication; Understanding cultural effects on communication, Cultural sensitiveness and cultural context in interactions; Adapting to global businessand Impact of cross cultural communication.

Books for Study

1. M.K. Sehgal and V. Khetrapal - *Business Communication* (Excel Books)
2. Urmila Rai, *Business Communication*, Himalaya Publishing House.

Books for Reference

1. Rajendra Pal - Business Communication (Sultan Chand and Sons Publication).
2. Lesikar RV and Pettit Jr. JD – Basic Business Communication: Theory and Application (Tata Mc Graw Hill, 10th Edition).
3. Bisen and Priya – Business Communication (New Age International Publication)
4. P.D. Chaturvedi – Business Communication (Pearson Education, 3rdEdition).
5. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition).

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours	Credits
II	**21UBU23CC05**			**CORE - 5:** **BUSINESS COMMUNICATION**					**3**	**1**
(COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO–1	**PO–2**	**PO–3**	**PO–4**	**PO–5**	**PSO–1**	**PSO–2**	**PSO–3**	**PSO–4**	**PSO–5**	
CO–1	2	3	2	2	3	2	3	2	3	2	2.5
CO–2	2	3	2	2	3	2	3	2	3	2	2.4
CO–3	3	2	3	2	2	3	2	3	2	3	2.5
CO–4	3	2	3	2	3	3	2	2	2	3	2.5
CO–5	2	3	2	3	2	2	3	3	3	2	2.5
Mean overall Score											**2.48 (High)**

Semester	Course Code	Title of the Course	Hours	Credit
II	21UBU23AC02	**Allied – II:** **BUSINESS MATHEMATICS AND** **STATISTICS FOR MANAGERS**	6	4

CO No.	CO Statements On successful completion of this course, students will be able to	Cognitive Level (K- level)
CO-1	recall the basic mathematical tools and statistical techniques used in business.	K1
CO-2	illustrate the basic calculation about matrices.	K2
CO-3	identify the objectives and uses of derivatives function.	K3
CO-4	apply the concepts of measures of central tendency and measures of dispersion.	K3
CO-5	examine the application of statistics to use it in Business forecasting.	K4

Unit – I (18 Hours)

Matrices - Types - Addition, Subtraction and Multiplication of matrices - Transpose of Matrix - Determinants - Adjoint of a square matrix - Inverse of a Matrix - Solving simultaneous equations using Cramer's Rule.

Unit – II (18 Hours)

Differential Calculus - Standard Forms - Rules of Differentiation - Simple differentiation of algebraic function - First & second order differentiation - Solution of problems involving Maxima & Minima of Algebraic functions

Unit – III (18 Hours)

Statistics - Definition - Scope - Frequency distribution - Graphical Representation: Measures of Central Tendency: Mean Median, Mode - Measures of Dispersion: Range, Quartile Deviation, and Mean Deviation - Standard Deviation and Co-efficient of variation.

Unit – IV (18 Hours)

Correlation: Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation - Regression and Co-efficient - Difference between correlation and regression. Regression Equations

Unit - V (18 Hours)

Time Series Analysis - Determination of trend by graphical, moving average and least square methods - Index numbers - Laspyre, Paasche and Fisher's index numbers - Applications of index numbers.

Book for Study

Gupta P.K., Gupta S.P., *Business Statistics and Business Mathematics*, Sultan Chand & Sons, 2017.

Books for Reference

1. P.R.Vittal, Business Statistics, Margham Publications, 2001.
2. N D Vohra*, Quantitative techniques in management*, *Tata McGraw Hill Education Private* Limited, New Delhi, 2010.
2. Gupta S.C., Kapoor V.K., Fundamentals of Mathematical Statistics, Sultan Chand & Sons, 2020.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours	Credits
II	21UBU23AC02			Allied - II: BUSINESS MATHEMATICS AND STATISTICS FOR MANAGERS					6	4
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	1	2	1	3	3	3	2	2	2.3
CO–2	2	2	2	2	2	2	3	3	3	2	2.4
CO–3	2	2	1	2	1	2	2	3	2	1	2.1
CO–4	2	2	2	2	1	2	2	3	2	2	2.1
CO–5	2	1	1	2	2	2	1	2	1	1	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHE24AE02	**Environmental Studies**	2	2

CO No.	CO - Statements	Cognitive Level (K- level)
	On Completion of this course, the graduates will be able to:	
CO-1	identify the concepts related to the environmental global scenario	**K1**
CO-2	comprehend the natural resources and environmental organizations	**K2**
CO-3	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	**K3**
CO-4	analyze the causes and changes in the structure of biodiversity	**K4**
CO-5	enhance their skills in the society by solving the environmental problems and preserving nature by the acquired knowledge	**K5**

Unit I Introduction to Environmental Studies　　　　　　　　(6 Hours)
Introduction – Scope and Importance – Subsystems of Earth – Various recycling Methods – Environmental Movements in India – Eco- Feminism – Public awareness – Suggestions to conserve environment

Unit II Natural Resources　　　　　　　　　　　　　　　　(6 Hours)
Food Resources – Land Resources – Forest resources – Mineral Resources – Water Resources – Energy Resources

Unit III Ecosystems, Biodiversity and Conservation　　　　　(6 Hours)
General structure of ecosystem - Functions of Ecosystem - Energy flow and Ecological pyramids – Levels of Biodiversity - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

Unit IV Environmental Pollution　　　　　　　　　　　　　(6 Hours)
Air Pollution – Water Pollution – Oil Pollution – Soil Pollution – Marine Pollution – Noise Pollution - Thermal Pollution – Radiation Pollution

Unit V Environmental Organizations and Treatise　　　　　　(6 Hours)
United Nations Environment Program (UNEP) - International treaties on Environmental protection - Ministry of Environment, Forest and Climate Change - Important National Environmental Acts and rules– Environmental Impact Assessment.

Books for Study
Department of Human Excellence, *Environmental Studies*, St. Joseph's College, Tiruchirappali-02, 2021.

Books for Reference:
1. Rathor, V.S. and Rathor B. S. *Management of Natural Resources for Sustainable Development*. New Delhi: Daya Publishing House, 2013.
2. Sharma P.D,*Ecology and Environment*, 8 ed., Meerut: Rastogi Publications, 2010.
3. Agrawal, A and C.C. Gibson. *Introduction: The Role of Community in Natural Resource*
4. *Conservation.* NJ: Rutgers University Press, 2001.

Web Sources:
https://www.unep.org/. Accessed 05 Mar. 2021.
http://moef.gov.in/en/ Accessed 05 Mar. 2021.
https://www.ipcc.ch/reports/. Accessed 05 Mar.2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHE14VE02	**TECHNIQUES OF SOCIAL ANALYSIS: FUNDAMENTALS OF HUMAN RIGHTS**	2	1

CO No.	CO - Statements	Cognitive Level (K- level)
	On completion of this course, the graduates will be able to:	
CO-1	identify the importance and the values of human rights	**K1**
CO-2	understand the historical background and the development of Human Rights and the related organizations	**K2**
CO-3	apply the provisions of National and International human rights to themselves and the society	**K3**
CO-4	analyse the violations of human rights to the marginalized section in the society	**K4**
CO-5	animate the people to involve in the struggles and activities of the human rights organizations	**K5**

Unit-I Human Rights - An Introduction (6-Hours)
Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights-NHRC-SHRC- Challenges for Human Rights in the 21stCentury.

Unit-II Historical Development of Human Rights (6-Hours)
Human Rights in Pre-World War Era- Human Rights in Post-World War Era- Evolution of International Human Rights Law - the General Assembly Proclamation- Institution Building, Implementation and the Post- Cold War Period. The ICC.

Unit-III India and Human Rights (6-Hours)
Introduction-Classification of Fundamental Rights-Salient Features of Fundamental Rights-and Fundamental Duties.

Unit-IV Human Rights of Women and Children (6-Hours)
Women's Human Rights- Issues related to women's rights - and Rights of Women's and Children

Unit-V Human Rights Violations and Organizations (6-Hours)
Human Rights Violations - Human Rights Violations in India - the Human Rights Watch Report, January 2012- Human Rights Organizations.

Books for Study
The Department of Human Excellence, *Techniques of Social Analysis: Fundamentals of Human Rights*, St. Joseph's college, Tiruchirappalli -02, 2021.

Books for Reference
1. Venkatachalem. Dr.*The Constitution of India*,Salem:Giri Law House, 2005.
2. NaikVarunand Mukesh Shany. *Human rights education and training*, New Delhi:crescent Publishing Corporation, 2011.

3. BhathokeNeera. *Human Rights content and extent,*New Delhi: swastika publications, 2011.

Web Sources:

https://www.un.org/en/universal-declaration-human-rights/. Accessed 05 Mar. 2021.
https://www.ilo.org/global/lang--en/index.htm. Accessed 05 Mar. 2021.
https://www.amnesty.org/en/. Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
III	21UTA31GL03	General Tamil - III	4	3

CO No.	CO- Statement	Cognitive Level (K- level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	சங்க இலக்கிய வகைகளை நினைவுகூருவர்	K 1
CO-2	இலக்கியத்தினை நுட்பமாக அறிதலின் வழியாக ஆற்றுப்படுத்தும் திறன் பெறுவர்	K 2
CO-3	இலக்கிய அறநெறிகளைத் தற்கால வாழ்வியலில் பயன்படுத்தும் திறன் பெறுவர்	K 3
CO-4	அகம் மற்றும் புற இலக்கியத் திணை, துறைகளைப் பகுத்தாராய்வர்	K 4
CO-5	யாப்பு, அணி இலக்கண நுட்பங்களை இலக்கியங்களில் மதிப்பிடுவர்	K 5

அலகு - 1 (12 மணிநேரம்)

பொருநராற்றுப்படை (முழுமையும்)

அலகு - 2 (12 மணிநேரம்)

நற்றிணை - 5 பாடல்கள் - (1, 19, 21, 70, 148)
ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து.
யாப்பிலக்கணம் - வெண்பா, ஆசிரியப்பா

அலகு - 3 (12 மணிநேரம்)

கலித்தொகை - (குறிஞ்சிக்கலி- 62, பாலைக்கலி -22, மருதக்கலி- 87, நெய்தற்கலி-149, முல்லைக்கலி - 116)
இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்' முதல் 'சங்க தொகை நூல்கள்' முடிய),
புதினம் - குடும்ப அட்டை (2022-2023)

அலகு - 4 (12 மணிநேரம்)

பதிற்றுப்பத்து - 3 பாடல்கள் (14, 32, 61)
புறநானூறு - 5 பாடல்கள் (95, 121, 130, 204, 279)
அணியிலக்கணம்

அலகு - 5 (12 மணிநேரம்)

திருக்குறள் - புறங்கூறாமை, பழைமை, புலவி நுணுக்கம் ஆகிய அதிகாரங்கள்
திரிகடுகம் - 5 பாடல்கள் (2, 6, 12, 15, 42)

இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

பாடநூல்கள் :

1. **பொதுத்தமிழ்** செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021

2. *சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு,* தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017

3. **புதினம்** (ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு புதினம்)

2022 – 2023 கல்வியாண்டுக்கு மட்டும் : வீ.செந்தில் குமார், **குடும்ப அட்டை,** தாமரை பப்ளிகேஷன்ஸ் பிரைவேட் லிமிடெட், சென்னை, முதற்பதிப்பு, 2009

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credit
III	21UTA31GL03		General Tamil - III								4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	3	2	3	2	3	3	2	2.5	
CO-2	2	2	2	3	3	2	2	3	3	2	2.4	
CO-3	3	3	2	3	3	2	2	3	3	3	2.7	
CO-4	3	2	2	3	2	3	2	3	2	3	2.5	
CO-5	2	3	2	3	2	3	2	3	2	3	2.5	
Mean Overall Score											2.52 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UFR31GL03	FRENCH – III	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	relate colours, materials and shapes to the french clothing.	K1
CO–2	select appropriate prepositions in giving directions.	K2
CO–3	construct a text in present tense using different verbs.	K3
CO–4	examine the travel manners and celebrations of the French.	K4
CO–5	justify the usage of past tense in a biography.	K5

Unit – I (12 hours)

TITRE:VIVRE LAVILLE

GRAMMAIRE : la comparaison, les prépositions avec les noms géographiques, les pronoms personnels COI, le pronom y (le lieu)

LEXIQUE : se repérer sur un plan de ville, la ville, les lieux de la ville

PRODUCTION ORALE : demander et indiquer une direction dans un dialogue

PRODUCTION ECRITE : décrire votre ville natale, créez les affiches en appréciant votre ville

Unit - II (12 hours)

TITRE:VISITER UNE VILLE

GRAMMAIRE : la position des pronoms compléments, les verbes du premier groupe en
 – ger et – cer, les verbes ouvrir et accueillir

LEXIQUE : dire les informations sur une ville de votre choix, les transports, les points cardinaux, les prépositions de lieu

PRODUCTION ORALE : Indiquer le chemin

PRODUCTION ECRITE : Demander des renseignements touristiques

Unit - III (12 hours)

TITRE:ON VEND OU ON GARDE

GRAMMAIRE : la formation du pluriel, les adjectifs de couleurs, l'adjectif beau, nouveau,vieux

LEXIQUE : savoir comment s'habiller des grandes occasions, les couleurs, les formes, les matériaux

PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France

PRODUCTION ECRITE : adresser des souhaits à quelqu'un

Unit - IV (12 hours)

TITRE:VENTES D'AUTREFOIS, VENTES D'AUJOURD'HUI

GRAMMAIRE : les pronoms relatifs qui et que, l'imparfait, les verbes connaitre, écrire, mettre et vendre, la question avec inversion

LEXIQUE : comprendre la description de personnes dans un extrait de roman, les mesures, l'informatique

PRODUCTION ORALE : imaginez un dialogue avec un personnage célèbre. Utilisez

l'inversion.
PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

Unit- V (12 hours)
TITRE:FELICITATIONS ! / ON VOYAGE!
GRAMMAIRE : les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : lequel, les adverbes de manières, les verbes recevoir et conduire
LEXIQUE : les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel
PRODUCTION ORALE : Présenter ses vœux
PRODUCTION ECRITE : Faire une réservation

Book for Study
P.Dauda,L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.

Books for Reference
1. J.Girardet and J.Pecheur, *EchoA2*, CLE International, 2ᵉedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. https://francais.lingolia.com/en/grammar/prepositions
2. https://www.lawlessfrench.com/grammar/present-tense/
3. https://www.thoughtco.com/textures-french-adjectives-and-expressions-1368980
4. https://study.com/academy/lesson/past-tense-in-french.html
5. https://absolutely-french.eu/french-celebrations/?lang=en

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code	Title of the Course		Hours	Credits
III	**21UFR31GL03**	**FRENCH – III**		**4**	**3**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO–1	2	1	2	2	3	2	3	1	2	3	2.1
CO–2	3	2	3	3	1	2	1	2	2	3	2.2
CO–3	2	1	3	2	2	3	1	3	2	2	2.1
CO–4	3	1	3	2	3	3	3	1	2	3	2.4
CO–5	3	2	3	2	2	3	3	2	2	1	2.3
Mean overall Score											**2.22 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHI31GL03	HINDI - III	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO-1	find out the dialects of Hindi language.	K1
CO-2	compare the poems of Sumithra Nandanpanth, Prasad & Bachan in Context with their experience of life.	K2
CO-3	illustrate the importance given to family ethics by the youth in the modern period according to "Bahoo Ki vidha" One Act play.	K3
CO-4	categorize the poetics in some selective poems.	K4
CO-5	justify the social & political conditions of Devotional period in Hindi Literature.	K5

Unit - I (12 Hours)

Tera sneh na khooon
Samband Bodak
Reethikal - Namakarn
Tense

Unit - II (12 Hours)

Himadri Thung Sring Se
Paribakshik shabdavali
Samuchaya Bodak
Reethikal - Samajik Paristhithiyam

Unit - III (12 Hours)

Insan our Kuthae
Vismayadi Bodak
Reethikal - Sahithyik Paristhithiyam
Reethikal - Salient Features

Unit - IV (12 Hours)

Shokgeeth
Avikary shabdh
Reethikal -   Main Divisions
Social media and modern world

Unit - V (12 Hours)

Reethikal - Visheshathayem
Anuvad – 3
Bahoo ki vidha (one act play)

Books for Study
1. Dr. Sanjeev Kumar Jain, Anuwad: Siddhant Evam Vyavhar, Kailash Pustak
   Sadan, Madhya Pradesh, 2019.
   Unit-I *Chapter 1*

2. M. Kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.
   Unit-II, III and IV *Chapter 2*
3. Dr. Sadananth Bosalae*, kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
   Unit-V *Chapter 4*

Books for Reference
1. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 2016.
2. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.
3. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.
4. Hindi Niband Sangrah,V&S Publishers, 2015.
5. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.

Web Resources
1. https://youtu.be/Xxvco3qa284
2. https://youtu.be/e9wK-pYfVPc
3. https://youtu.be/75tHr53f5_o
4. https://youtu.be/eFNM6y_cpjY
5. https://youtu.be/jHWXWLMxJtw

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credits
III	21UHI31GL03		HINDI - III				4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	2	3	3	2	3	2	1	3	2	2.4
CO-2	3	2	3	2	2	3	2	3	2	3	2.5
CO-3	3	2	2	3	1	3	2	3	2	3	2.4
CO-4	2	3	3	2	3	2	3	3	2	1	2.4
CO-5	3	2	2	3	3	2	1	3	2	3	2.4
Mean Overall Score											2.42 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21USA31GL03	SANSKRIT - III	4	3

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remember Characters and events of Ramayana.	K1
CO-2	understand social ethics and moral duties.	K2
CO-3	apply the values learnt , in day to day life.	K3
CO-4	analyzing the Vedic Philosophy.	K4
CO-5	evaluate and create new words with upasargas.	K5

Unit - I: (12 Hours)

Romodantam , Balakandam (1-15)

Unit - II: (12 Hours)

Romodantam , Balakandam (15-30)

Unit - III: (12 Hours)

Vedas – Vedangas vivaranam

Unit - IV: (12 Hours)

Puranas .Upanishands

Unit - V: (12 Hours)

Upasargas , Bhavishyat Kaalah

Book for Study
VEDIC LITERATURE, 2019

Books for Reference

1. Parameshwara, Ramodantam, LIFCO Chennai 2018

2. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019

3. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
III	21USA31GL03	SANSKRIT-III									4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	1	2	2	3	3	3	3	3	2	1	2.3	
CO-2	3	3	2	3	3	2	2	3	3	3	2.7	
CO-3	3	3	1	3	3	1	1	3	3	3	2.4	
CO-4	2	2	1	2	3	2	2	3	2	1	2.0	
CO-5	3	3	2	3	2	2	3	3	3	2	2.6	
Mean Overall Score											2.4	
Result										#	High	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UEN32GE03	GENERAL ENGLISH - III	5	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO -1	recall the meaning of familiar words in different contexts	K1
CO-2	comprehend the complex written texts by guessing meaning of unfamiliar words using contextual clues	K2
CO-3	use tenses and punctuations appropriately in sentences	K3
CO-4	analyse formal and informal letters to rewrite them meaningfully	K4
CO-5	compare different genres of writing and construct paragraphs	K5 & K6

Unit-I (15 Hours)
1. Suggestions to Develop Your Reading Habit
2. General Writing Skill: Letter Writing – Informal
3. Grammar: Simple Present Tense

Unit-II (15 Hours)
4. The Secret of Success: An Anecdote
5. General Writing Skill: Letter Writing – Formal
6. Grammar: Present Continuous Tense

Unit-III (15 Hours)
7. The Impact of Liquor Consumption on the Society
8. General Writing Skill: Letter to Newspaper
9. Grammar: Simple Past Tense

Unit-IV (15 Hours)
10. Dr. A.P.J. Abdul Kalam: A Short Biography
11. General Writing Skill: Job Application Letter
12. Grammar: Past Continuous Tense

Unit-V (15 Hours)
13. Golden Rule: A Poem
14. General Writing Skill: Circular-Writing
15. Grammar: Simple Future Tense and Future Continuous Tense

Book for Study
Jayraj, S. Joseph Arul et al. *Trend-Setter*: *An Interactive General English Textbook for Undergraduate Students*. Trinity, 2016.

Books for Reference
1. Malkani, Neelam. *A comprehensive Guide on General English for Competitive Exams*. Agra: Oswal Publications, 2020.
2. Jain, B. B. *Compendium General English*. Agra: Upkar Prakashan, 2010.

3. Aggarwal, R.S. *Quick Learning Objective General English*. India: S Chand, 2006.
4. T. Ferrari, Bernard. *Power Listening: Mastering the Most Critical Business Skill of All.* USA: Penguin Publishers, 2012.
5. Barry, Marian. *Steps to Academic Writing*. USA: Cambridge University Press, 2011.

Web Resources

1. https://www.nypl.org/events/classes/english
2. https://www.waywordradio.org/listen/podcast-itunes/?gclid=EAIaIQobChMIrbeRtbP12AIVCYZpCh0-XwnvEAAYAiAAEgLcjvD_BwE
3. https://eltlearningjourneys.com/2015/05/19/websites-for-learning-english/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
III	21UEN32GE03	GENERAL ENGLISH - III									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5		
CO-1	2	3	2	2	3	2	3	2	3	2	2.4	
CO-2	2	2	3	2	3	3	2	3	2	2	2.3	
CO-3	2	3	2	3	2	2	3	2	3	2	2.4	
CO-4	2	2	3	2	3	3	2	3	2	3	2.5	
CO-5	2	2	2	3	2	2	2	3	2	2	2.2	
									Mean Overall Score		2.36 (High)	

Semester	Course Code	Title of the Course	Hours	Credit
III	**21UBU33CC06**	**CORE - 6:** **OPERATIONS RESEARCH FOR MANAGERS**	**5**	**3**

CO No	**CO-Statements** On successful completion of this course, students will be able to	Cognitive Level (K- level)
CO-1	relate the application of operation research to business and industry and to formulate a real-world problem as a mathematical programming approach.	**K1**
CO-2	demonstrate the mathematical techniques used in operations research and applications of those tools in contexts involving uncertainty and scarce or expensive resources.	**K2**
CO-3	develop solutions scientifically so as to maximize profit.	**K3**
CO-4	apply and reinforce the analytical skills learned and further increase the managerial responsibility of using these practices constructively to make effective business decisions.	**K3**
CO-5	discover and rate the significance of operational research theories in managerial decision making.	**K4**

Unit – I (15 Hours)

Definition of operations research - Models of operations research - Scientific methodology of operations research - Scope of operations research - Importance of operations research in decision making - Linear Programming: Introduction - Mathematical formulation of a problem - Graphical solutions - Standard forms of LPP for maximization and minimization problems.

Unit – II (15 Hours)

Introduction – Initial basic feasible solution - NWC method – Least cost method – Vogel's method – MODI method – moving towards optimality - Assignment problem – Hungarian method.

Unit – III (15 Hours)

Queuing theory: Introduction - Terminology – Single server model - Introduction to Monte - Carlo Simulation.

Unit – IV (15 Hours)

Theory of Games – Saddle point - Max-Min and Min-Max criteria - Pure and mixed strategies - Two Person Zero Sum Games - Principle of Dominance.

UNIT – V (15 Hours)

Introduction - Basic Difference between PERT and CPM - Network and basic components - Network Analysis - Drawing of Arrow diagram - Critical path method - Total, free and independent floats - PERT problems.

Book for Study

Kapoor V.K; *Operation research- concepts, problems and solutions*; Sultan Chand & Sons; New Delhi, 2017. (Unit I - V)

Books for Reference

1. Dr. P Mariappan, *Operations research - An Introduction*, Pearson education, 2013.
2. Hamdy A. Taha, *Operation Research: An Introduction*, 10th Edition, Prentice Hall, 2017.
3. Kanti Swarup, Manmohan and Gupta, *Operations Research*, Sultan Chand & Sons, 2010.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
III	21UBU33CCO6			CORE - 6: OPERATIONS RESEARCH FOR MANAGERS				5		3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	2	3	3	3	2	2	2.6
CO–2	2	3	2	3	2	2	3	3	3	2	2.5
CO–3	2	2	2	1	2	2	2	2	1	2	1.8
CO–4	2	3	2	3	2	3	3	3	2	3	2.6
CO–5	2	3	3	1	3	1	2	1	2	1	1.9
Mean overall Score											2.28 (High)

Semester	Course Code	Title of the Course	Hours	Credit
III	21UBU33CC07	CORE - 7:TallyPrime	4	3

CO No.	CO- Statementss	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	understanding the fundamental and key components of computerized accounting software.	K1
CO-2	create ledgers and groups in various modes.	K2
CO-3	compile the various financial reports.	K3
CO-4	analyse inventory transactions in inventory vouchers.	K4
CO-5	summarize the purchase and sales order and describe the fundamentals of GST.	K3, K4

Unit – I (12 Hours)

Introduction to Accounting Packages – Features of computerized Accounting – Introduction to Tally – creation – alteration and Deletion of company – Company Details – Accounting Groups – Predefined Groups – User defined groups (creation, alteration and deletion) – Ledgers (Creation, alteration and deletion): Preparation of Final accounts with adjustments and Balance sheet using ledger balances.

Unit – II (12 Hours)

Accounting Vouchers - various types of accounting Vouchers and their short cut keys – Voucher entries in double and single entry modes – Day book – Cost Centres – Cost categories – Cost centre class – Bill wise details – Interest calculation

Unit – III (12 Hours)

Inventory Masters: Creation, alteration and deletion of stock groups, Stock categories, Units of Measure, Godown and stock items - Batch wise details – Bill of materials – Purchase and sales order processing – Pure Inventory Vouchers – Entries in Accounting and Inventory vouchers using stock items.

Unit – IV (12 Hours)

Budgets creation and alteration – variance analysis – Payroll preparation - Voucher entries using TDS, TCS & VAT applicable to various transactions – Reports.

Unit – V (12 Hours)

Concept of GST - Rate of GST - GST in other countries - Categories of GST - Other concepts - Company Setting Up GST Rates - creating ledgers - Updating Sales and Purchase Ledgers for GST Compliance - Creating Income and Expense Ledgers - interstate and intra state – returns - Voucher for Refund of Tax Credit.

Book for Study

AK Nadhani, *Simple Tally 9*, BPB Publications, Chennai. 2017.

Books for Reference

1. Vishnu P. Singh (2012), *"Tally. ERP 9"*, Computech Publications Ltd., New Delhi.
2. Nadhani A.K and Nadhani K.K., *'Implementing Tally'*, BPB Publications, New Delhi. 2005
3. Srinivasa Valaban, *Computer applications in Business,* Sultan & Sons, New Delhi. 2012.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
III	21UBU33CC07			CORE - 7: TALLYPRIME				4		3
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	3	3	3	1	2	2.6
CO–2	2	1	2	2	2	2	1	1	1	2	1.6
CO–3	2	2	2	2	2	3	3	3	3	2	2.4
CO–4	2	2	2	2	1	1	2	3	3	3	2.1
CO–5	3	2	3	3	3	3	3	3	3	2	2.8
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credit
III	21UBU33CP01	PRACTICAL: TALLYPRIME - SOFTWARE LAB	2	1

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Level (K- level)
CO-1	understanding the fundamental and key components of TallyPrime.	K1
CO-2	record inventory transactions in inventory vouchers.	K2
CO-3	create ledgers and groups in various modes.	K3
CO-4	generate various financial reports.	K3
CO-5	prepare purchase and sales order and describe the fundamentals of GST.	K4

Practical Exercise

1. Creation of a company.
2. Creation of primary groups, single group and sub – groups.
3. Preparation of voucher entries for the given transactions.
4. Preparation of Trial Balance.
5. Preparing final accounts from the trial balance with few adjustments.
6. Formation of stock category, stock groups, and units of measure.
7. Creation and alteration of budget.
8. Generating various reports in tally.
9. Creation of payroll.
10. Prepare inter- intra state purchase and sales order transaction under GST.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course		Hours		Credits
III	21UBU33CP01		PRACTICAL: TALLYPRIME - SOFTWARE LAB		2		1

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	2	3	2	2	3	2.1
CO–2	3	2	3	2	3	2	2	2	3	3	2.5
CO–3	2	2	1	3	3	3	2	3	2	2	2.3
CO–4	2	2	2	1	2	2	2	1	2	2	1.8
CO–5	2	2	2	3	2	3	3	2	2	2	2.3
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credit
III	21UBU33AO03A	Allied III - Optional: ORGANISATIONAL BEHAVIOUR	6	4

CO No.	CO- Statements	Cognitive
	On successful completion of this course, students will be able to	Level (K- level)
CO-1	identify and learn the fundamental concepts of Organization behavior.	K1
CO-2	develop the knowledge about organizational Climate and change.	K2
CO-3	apply the behavioural concepts in organization.	K3
CO-4	build the leadership skills.	K3
CO-5	improve the contemporary changes of organizational behaviour.	K4

Unit – I   **(18 Hours)**
Introduction to Organizational Behavior: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - Various Disciplines contributing to OB.

Unit – II   **(18 Hours)**
Individual Behavior: Personality & Perception: Meaning of personality, Determinants & Types - Development of personality – Theories of personality – Perception - Meaning - Perceptual Process

Unit – III   **(18 Hours)**
Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives. Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory. Morale - Definition and relationship with productivity - Morale Indicators.

Unit – IV   **(18 Hours)**
Group Dynamics: Concept of Group - Theories of Group Formation - Formal and Informal Groups. Conflict Management: Definition - Traditional Vs Modern view of conflict – Types of conflict – Intrapersonal, Interpersonal, and Organizational. Constructive and Destructive conflict.

Unit – V   **(18 Hours)**
Stress management: Definition, Symptoms, Measurement of Stress - Sources and consequences of stress - Stress and task performance - Strategies for coping with stress -

Organisational Change: Concept of change, Why organizational change - Resistance to Change - Managing Resistance.

Book for Study

K.Aswathappa - *Organizational Behaviour* 7ᵗʰ edition - Himalaya Publishing House, ISBN: 9788183188340, 2007

Books for Reference

1. Stephen P. Robbins – *Organisational Behaviour* – 11th edition - Pearson Education India, New Delhi. ISBN: 9780132834872. 2005
2. Fred Luthans – *Organisational Behaviour* – 12th Edition – Tata McGraw Hill, New Delhi. ISBN: 9780073530352. 2010
3. UMA Sekaran; *Organizational Behaviouir*; Tata MrGraw Hill; New Delhi - 2012.
4. Bhattacharya - *Organization Behaviour* - Oxford University Press, 2016.
5. S.S. Khanka – *Organisational Behaviour* – 4ᵗʰ Edition - S Chand & Co Ltd, New Delhi. ISBN: 9788121920148. 2013

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours		Credits
III	21UBU33AO03A		Allied III - Optional: ORGANISATIONAL BEHAVIOUR					6		4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	3	2	3	3	2	2	2	2.4
CO–2	3	3	3	2	2	2	2	2	3	3	2.5
CO–3	3	3	2	2	2	3	3	1	2	1	2.2
CO–4	2	3	3	3	1	2	3	3	3	1	2.4
CO–5	3	2	2	2	3	3	3	2	2	3	2.5
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credit
III	21UBU33AO03B	**ALLIED III Optional: EMOTIONAL INTELLIGENCE AND MANAGERIAL EFFECTIVENESS**	6	4

CO No	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Level (K-level)**
CO-1	understand the concepts of Emotional Intelligence and perceptive of Emotional Intelligence.	**K1**
CO-2	equip them with individual and group learning Methods.	**K2**
CO-3	demonstrates the application of emotional Competencies in their personal and professional life.	**K3**
CO-4	develop understanding and competence for personal and Managerial effectiveness.	**K3**
CO-5	enable them to become aware of the sources of Emotions and would help them learn how to use emotions intelligently for gaining Managerial Effectiveness.	**K4**

Unit – I (18 Hours)

Concept of Emotion - Objectives of Emotion - Meaning of Emotional Intelligence – Objectives - Concept of Emotional Intelligence - Emotions and attitudes Practical Exercises.

Unit – II (18 Hours)

Historical Development of Emotional Intelligence - Components of Emotional Intelligence - Intelligence Vs Emotional Intelligence - Emotional Competencies - Emotional Competency framework - Self Awareness Self – regulation – Motivation - Social Awareness (Empathy) and Social Skill (relationship Management).

Unit – III (18 Hours)

Emotional Intelligence and emotional literacy - Managing Aggression and depression Cognitive skills and behavioural skill Models of Emotional Intelligence and Assessment.

Unit – IV (18 Hours)

Emotional Intelligence at workplace - Emotional learning in organizations - Training of EI in organizations - Challenges faced by organizations & expectations from practising Managers.

Unit – V (18 Hours)

Role of Emotional Intelligence in leadership - EI and Leadership styles - Need of EI in Building Teams.

Book for Study

Goleman Daniel –*Working with emotional Intelligence*, Bantam Books.

Books for Reference

1. Robert K Cooper, Aryan Sawaf-*Emotional Intelligence in Business*, Orion
2. Abad Ahmed, O P Chopra—*Passion to Win,* Excel Books Pvt. Limited
3. P.T .Joseph- *The Nine Managerial styles of the Enneagram*, Response books

Journals:

1. Human Resource Development Quarterly
2. Journal of Applied Social Psychology
3. Journal of Managerial Psychology
4. http://www.unh.edu/emotional_intelligence/ei%20Reprints/ELpubs%201990-1999.htm
5. http://www.emotionalintelligencecourse.com/eq-blog/

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code	Title of the Course		Hours	Credits
III	21UBU33AO03B	ALLIED III - Optional: EMOTIONAL INTELLIGENCE AND MANAGERIAL EFFECTIVENESS		6	4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	2	3	3	3	2	2	2.6
CO–2	2	3	2	3	2	2	3	3	3	2	2.5
CO–3	2	2	2	1	2	2	2	2	1	2	1.8
CO–4	2	3	2	3	2	3	3	3	2	3	2.6
CO–5	2	3	3	1	3	1	2	1	2	1	1.9
Mean overall Score											2.28 (High)

Semester	Course Code	Title of the Course	Hours	Credit
III	21UBU34SE01A	SEC - 1 (WD): DIGITAL & SOCIAL MEDIA MARKETING	2	1

CO No.	CO- Statementss	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	define the application of various social media and online platforms in digital marketing.	K1
CO-2	choose different social media branding tools to establish effective customer relationships.	K2
CO-3	build organizational goals through advanced analysis and automation tools.	K3
CO-4	develop scalable and technologically enhanced digital business environment to achieve organizational goals.	K3
CO-5	discover strategies for online market customizations and optimization.	K4

Unit – I   **(6 Hours)**
Introduction to digital marketing – Origin – Internet Users in India – Digital Marketing Strategy – P-O-E-M Framework - Digital Advertising Market in India – Skills Required – Digital Marketing Plan – Budget – Measurement.

Unit – II   **(6 Hours)**
Display Advertising: Cost per Click (CPC) - Cost per Milli (CPM) - Cost per Lead (CPL) - Cost per Acquisition (CPA) – Display Plan – Targeting – Analytics Tools – YouTube Advertising.

Unit – III   **(6 Hours)**
Search Engine Advertising – Ad Placement – Creating Ad Campaign – Keyword Targeting – Performance Reports.

Unit – IV   **(6 Hours)**
Social Media Marketing – Facebook Marketing – LinkedIn Marketing – Twitter Marketing – Instagram and Snapchat – Mobile Marketing – Search Engine Optimisation (SEO).

Unit – V   **(6 Hours)**
Web Analytics – Data Collection – Key Metrics – Tracking Codes – Mobile Analytics – Universal Analytics – Competitive Intelligence.

Books for Study
Seema Gupta, *Digital Marketing*, McGraw Hill, 2017.

Books for References
1. Puneet Singh Bhatia, *Fundamentals of Digital Marketing*, Pearson Education, 2017.
2. Ian Dodson, *The Art of Digital Marketing*: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley, 2016.
3. Ira Kaufman, *Digital Marketing: Integrating Strategy and Tactics with Values*, A Guidebook for Executives, Managers, and Students, Routledge; 2014.
4. Gary Vaynerchuk, *Crushing It!: How Great Entrepreneurs Build their Business and Influence and How You Can Too*, Harper Business, 2018.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
III	21UBU34SE01A		SEC - 1 (WD): DIGITAL & SOCIAL MEDIA MARKETING				2	1

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	2	3	3	3	2	2	3	2.7
CO–2	3	3	3	3	2	3	3	2	3	2	2.7
CO–3	3	2	3	1	2	3	2	3	1	2	2.2
CO–4	3	3	3	3	3	3	3	2	3	3	2.9
CO–5	2	2	3	2	1	3	2	3	2	2	2.2
Mean overall Score											2.54 (High)

Semester	Course Code	Title of the Course	Hours	Credit
III	21UBU34SE01B	SEC – 1 (WD): BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	2	1

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	remember the importance of sustainability in business, and drive social responsibility across organisation's value chain.	K1
CO–2	investigate the potential of technology, design, and innovation to enable or limit sustainable business practices.	K2
CO–3	explore the role of marketing and communication - both internal and external - in your sustainability strategy.	K3
CO–4	explain the opportunities for value creation through stakeholders.	K3
CO–5	define stake holders and partner collaboration in corporate social responsibility.	K4

Unit – I   **(6 Hours)**

Meaning - definition - Origin of CSR - Perspectives, Shareholders, Components, CSR practices at different stages - CSR Strategies and CSR Rules under Companies Act, current scenario.

Unit – II   **(6 Hours)**

Management linkages with Development Projects Multi - Sectoral applications of Management Studies - CSR - Holistic approach, Carroll's CSR Pyramid, concept of Triple Bottom Line Reporting (TBL), Need for Corporate and Societal linkage.

Unit – III   **(6 Hours)**

Economy, Society and Ecology, the connection between competitive social advantage and social issues, Key issues, CSR and Accountability, Partnering with Stakeholders. Situation Analysis, Choice & Implementation: CSR projects for businesses and practical applications. CSR partnerships help enhance the prospects of business plans.

Unit – IV   **(6 Hours)**

Social and environmental sustainability challenges - Integration of sustainability management with commercial and economic success, Current practices of sustainability in Business, Global issues and Major frame works.

Unit – V   **(6 Hours)**

Strategy in Action: The integrated approaches in 21st Century, CSR as a means to supplement corporate strategy and MDGs - General guidelines, Stakeholder Analysis, need assessment, planning, implementation, monitoring and evaluation - Risk management through CSR- CSR Initiatives - guiding principles of CSR projects - Contemporary issues: CSR Case studies.

Book for Study

Rogers, Jalal & Boyd: *An Introduction to Sustainable Development*, PHI Learning, 2015.

Books for Reference
1. Singh *Triple Bottom Line Reporting and Corporate Sustainability*, PHI learning. 2014.
2. J.G. Stead & Edward Stead: *Management for a Small Planet*, M.E. Sharpe& Co. 2010.
3. C.V. Baxi and Roopmanjari Sinha Roy *Corporate Social Responsibility*, Vikas Publishing House, New Delhi. 2011.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours	Credits
III	21UBU34SE01B			SEC - 1: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY					2	1
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	1	2	3	2	2	1	2	2	1.9
CO–2	2	3	2	2	2	3	3	3	2	1	2.3
CO–3	2	2	3	1	2	2	2	2	3	2	2.1
CO–4	2	2	2	1	2	2	2	1	2	2	1.8
CO–5	2	2	2	3	2	2	2	2	2	2	2.1
Mean overall Score											2.04 (Medium)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE24VE03A	PROFESSIONAL ETHICS–I: SOCIAL ETHICS - I	2	1

CO No.	Co- Statements	Cognitive Levels (K –Levels)
	On completion of this course the graduates will be able to:	
CO-1	know the responsibility of the educated youth.	K1
CO-2	understand the values prescribed under social ethics.	K2
CO-3	apply their minds critically to the various types of cyber crime.	K3
CO-4	analyse the various kinds of political systems.	K4
CO-5	analyse the behaviour of the elected representatives.	K4

Unit-I   Introduction to Social Ethics   (6-Hours)

Introduction to social ethics and social responsibility, important role of Social ethics on the various areas, religion influences social changes - secularism. Social ethics and corporate dynamics, forms of social ethics.

Unit-II   The Economic and Political System of Today   (6-Hours)

Planned economy and communism – market economy and capitalism- socialism - mixed economy -the emerging market economy - political system- totalitarian system- oligarchic system.

Unit-III   Integrity in Public Life National Integration   (6-Hours)

What is Integrity, Public Life, Integrity and Public Life, Integrity in a Democratic State, India as Democratic State, Behavior of a elected representative of India , Noticeable degradation acts of elected Representatives, Suggestions to stem this rot, Types of integrity, Transparency can be a guarantee for integrity.

Unit-IV   Cyber Crime   (6-Hours)

Business Ethics, Business ethics permeates the whole organization, Measuring business ethics , The Vital factors highlighting the importance of business ethics , Cyber crime, Strategies in committing Cyber Crimes, Factors aiding Cyber Crime, computer Hacking, Cyber Bullying, Telecommunications piracy, Counter Measures to Cyber Crime, Ethical Hacking.

Unit-V   Social Integration   (6-Hours)

Global challenges, The future is with the Educational Youth, Cost of the Sacrifice, Crusaders against corruption, Responsibility of the Educated Youth, Positive Global Scenario, Right to Education, Eradicating gender inequality, Sustainable Human Development , Social Integration, Elimination Crime, Integration with Global Market

Books for Study

Department of Human Excellence, *Formation of Youth*, St Joseph's College(Autonomous), Tiruchirappali -02, 2021

Books for Reference
1. Ramesh K. Arora, *Ethics, Integrity and Values* by Public Service Paperback ,– 1 January 2014
2. Cunningham, D. *There's something happening here: The new left, the Klan, and FBI counterintelligence*. Berkeley: University of California Press, 2004.
3. Adv. Prashant Mali, *Cyber law & Cyber Crimes simplified* by Cyber Info media Paperback – 1 January 2017.
4. Matthew Richardson, *Cyber Crime: Law and Practice Hardcover – Import*, Wildy publications, 29 November 2019

Web Sources:
https://cybercrime.gov.in/
https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/
https://www.esv.org/resources/esv-global-study-bible/social-ethics/
https://en.wikipedia.org/wiki/Political_system

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE34VE03B	**PROFESSIONAL ETHICS I:** **RELIGIOUS DOCTRINE- I**	2	1

CO.No.	Co – Statements	Cognitive Levels (K –Levels)
	On completion of this course, the graduates will be able to:	
CO-1	understand the history of the Catholic Church	K1
CO-2	examine and grasp the Sacraments of the Catholic Church	K2
CO-3	apply the Christian Prayer to their everyday life	K3
CO-4	analyze themselves in the light of Sacraments & Christian Prayer	K4
CO-5	create a harmonious society learning values from all religions	K5 & K6

Unit-I	**God of salvation**	**(6 Hours)**
Unit-II	**Life & Mission of Jesus Christ**	**(6 Hours)**
Unit-III	**The Holy Spirit**	**(6 Hours)**
Unit-IV	**Biblical Values**	**(6 Hours)**
Unit-V	**Mother Mary**	**(6 Hours)**

Books for Study

Department of Human Excellence, *Life in the Lord: Religious Doctrine.* St. Joseph's College, Trichirappalli-02, 2021.

Books for Reference

1. *Compendium: Catechism of the Catholic Church.* Bengaluru: Theological Publications in India, 1994.

2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UTA41GL04C	**Commercial Tamil (SMS)**	4	3

CO No.	CO- Statement	Cognitive Level (K- level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	பண்டைத் தமிழர்களிடம் மேலோங்கியிருந்த வணிகவியல் சிந்தனைகளை அறிந்துகொள்வர்.	K 1
CO-2	பண்டைய இலக்கியங்களுள் வெளிப்படும் வணிகவியல் மேலாண்மைத் தொடர்புகளை அறிந்துகொள்வர்.	K 2
CO-3	வணிகக்கடிதங்கள், பொதுஅமைப்பு மற்றும் படிவங்கள், பதிவேடுகளை உருவாக்குதல், பராமரித்தல் ஆகியவற்றைக் கற்றுக்கொள்வர்	K 3
CO-4	புத்திலக்கியங்களுள் வணிகவியல்துறை பெற்றுள்ள செல்வாக்கை ஆய்ந்து அறிவர்	K 4
CO-5	வணிகவியல் கலைச்சொற்களைத் தமிழில் கற்றுக்கொண்டு வணிகத்தமிழ் வளரத் துணைபுரிவர்	K 5

அலகு - 1   *(12 மணிநேரம்)*

பட்டினப்பாலை *(108 அடிகள்)*

சேவடிச் செறிகுறங்கிற் *(146-158)*

செல் கதிர் நுழையாச் செழுநகர் *(183-193)*

வான் முகந்த நீர் மலை *(126-141)*

மாஅகாவிரி மணம் கூட்டும் *(116-125)*

நெடுநுகத்துப் பகல் போல *(206-218)*

உரைநடைக்கட்டுரை: சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

அலகு - 2   *(12 மணிநேரம்)*

அவரோ வாரார் - முல்லையும் பூத்தன (குறுந்தொகை- 221)

முள்ளெயிற்றுப் பாண்மகள் (ஐங்குறுநூறு (மருதத்திணை) - புலவிப்பத்து 47)

கான் உறை வாழ்க்கை (புறநானூறு 33: 1-7)

சிறுகுழை துயல்வரும் காதில், பணைத்தோள் (பெரும்பாணாற்றுப்படை, 161-168)

தேன் நெய்யொடு கிழங்கு மாறியோர் (பொருநராற்றுப்படை, 214-221)

உரைநடைக்கட்டுரை : சங்க இலக்கியங்களில் பண்டமாற்றுமுறை

அலகு – 3 (12 மணிநேரம்)

திருக்குறள் (2 அதிகாரங்கள்)

வினைத்திட்பம், பொருள்செயல்வகை

உரைநடைக்கட்டுரை : பண்டைத்தமிழர்களின் பிறநாட்டுவணிகத் தொடர்பும்,

துறைமுகங்களும்

அலகு - 4 (12 மணிநேரம்)

புதினம் - கோடுகளும் கோலங்களும் – ராஜம் கிருஷ்ணன்

வணிகக் கடிதங்கள் - பொதுஅமைப்பு மற்றும் படிவங்கள் - தகவல் தொடர்புப்

பதிவேடுகளை உருவாக்குதல், பராமரித்தல்

உரைநடைக்கட்டுரை: பண்டைத் தமிழர்களின் வணிக மேலாண்மை

அலகு – 5 (12 மணிநேரம்)

வணிகவியல் கலைச்சொற்கள் பயன்பாடு - வணிகக் கட்டுரை எழுதுதல் -
வணிகம்சார் ஆங்கிலக் கட்டுரையைத் தமிழில் மொழிபெயர்த்தல் - வணிக நிறுவனம்
குறித்த ஆய்வறிக்கை - வணிகம்சார் நிகழ்வு / செய்திகளைத் திறனாய்வு செய்தல்
உரைநடைக்கட்டுரை: பன்முகநோக்கில் உலகமயமாக்கல்

பாட நூல்கள்

1. **வணிகத்தமிழ்,** தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி,
   திருச்சிராப்பள்ளி, பதிப்பு, 2022

2. ராஜம் கிருஷ்ணன், **கோடுகளும் கோலங்களும்,** தமிழாய்வுத்துறை வெளியீடு,
   தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021

3. மூர்த்தி. அ.கி., **வணிகவியல் அகராதி,** மணிவாசகர் பதிப்பகம், சென்னை, 1994

பார்வை நூல்கள் & இணையதளம்

1. வையாபுரிப்பிள்ளை, **பாட்டும் தொகையும்,** பாரி நிலையம், சென்னை, இரண்டாம்
   பதிப்பு, 1967.

2. பரிமேலழகர்(உரை.), **திருக்குறள்,** பாரதி பதிப்பகம், சென்னை-17, ஏழாவது
   பதிப்பு, 2000.

3. மயிலை சீனி.வேங்கடசாமி, **பழங்காலத் தமிழர் வாணிகம்,** நியூ செஞ்சுரி புக்
   ஹவுஸ், சென்னை

4. www.creativecommons.org

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course							Hours	Credit
IV	21UTA41GL04C	Commercial Tamil (SMS)							4	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	1	2	3	2	2	3	3	2	2	2	2.2
CO-2	2	2	3	2	2	2	3	2	3	2	2.3
CO-3	1	2	2	3	2	2	2	3	3	3	2.3
CO-4	2	2	3	2	2	3	2	3	3	2	2.4
CO-5	3	1	2	2	2	2	3	2	3	3	2.3
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UFR41GL04	FRENCH – IV	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall the vocabulary pertaining to dwelling place.	K1
CO–2	outline crisis management in France.	K2
CO–3	develop a travel diary of your own.	K3
CO–4	simplify the French education system.	K4
CO–5	interpret past tenses in a text.	K5

Unit- I   **(12 hours)**
TITRE:ON FAIT LE MELANGE!
GRAMMAIRE : le présent progressif, les pronoms possessifs, la phrase négative
LEXIQUE : décrire les étapes d'une action, la maison, les taches ménagères
PRODUCTION ORALE : comprendre le récit d'un voyage
PRODUCTION ECRITE : raconter ses actions quotidiennes

Unit - II   **(12 hours)**
TITRE:A PROPOS DE LOGEMENT
GRAMMAIRE : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre
LEXIQUE : la localisation et le logement, les pièces, meubles et équipement
PRODUCTION ORALE : jeu de rôle –votre ami et vous s'installe dans un nouveau meuble
PRODUCTION ECRITE : décrire votre maison/appartement

Unit- III   **(12 hours)**
TITRE:TOUS EN FORME!
GRAMMAIRE : le passé composé et l'imparfait, le passé récent, l'expression de la durée
LEXIQUE : un souvenir et les évènements du passées, le corps humain : extérieur, le corps humain : intérieur
PRODUCTION ORALE : échanger sur ses projets de vacances
PRODUCTION ECRITE : raconter un souvenir

Unit - IV   **(12 hours)**
TITRE:ACCIDENTS ET CATASTROPHES
GRAMMAIRE : les adjectifs et les pronoms indéfinis : rien/ personne/aucun, les verbes dire, courir et mourir
LEXIQUE : savoir les mots et les expressions des catastrophes naturelles, les maladies et les remédies, les accidents, les catastrophes naturelles
PRODUCTION ORALE : comprendre des personnes qui expriment leur accord ou leur désaccord selon un thème donné
PRODUCTION ECRITE : écrivez sur une catastrophe naturelle en articulant la cause et la conséquence

Unit -V   **(12 hours)**
TITRE:FAIRE SES ETUDES A L'ETRANGER/ BON VOYAGE/ LA METEO
GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir
LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger.
PRODUCTION ORALE : exprimer son opinion sur la météo/parler del'avenir
PRODUCTION ECRITE: comparer le système scolaire français et indien

Book for Study
P.Dauda,L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo A2*, CLE International, 2ᵉedition,2013
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources

1. https://www.frenchcourses-paris.com/french-travel-journal/
2. http://www.saberfrances.com.ar/vocabulary/house.html
3. https://www.thoughtco.com/different-past-tenses-in-french-1368902
4. https://www.youtube.com/watch?v=JZdwJM7sEY8
5. https://www.scholaro.com/pro/Countries/France/Education-System

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
IV	**21UFR41GL04**		**FRENCH – IV**				**4**	**3**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	1	3	2	2	3	2	1	2	2	2.1
CO–2	3	1	2	3	3	3	2	1	3	1	2.2
CO–3	3	2	3	2	2	3	2	1	3	2	2.3
CO–4	3	1	2	2	3	3	3	1	3	3	2.4
CO–5	2	2	3	3	1	3	1	2	3	2	2.2
Mean overall Score											**2.24 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHI41GL04	HINDI - IV	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO-1	list out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	K1
CO-2	discuss the dialects of Hindi language.	K2
CO-3	illustrate the works of some eminent Hindi Writers related to society.	K3
CO-4	analyze the human values expressed in life and literature of Hindi Novelist "Mamatha Kaliyah".	K4
CO-5	evaluate the film & Literary works in Hindi.	K5

Unit - I   **(12 Hours)**
        Computer ka yug
        Prathyay
        Adhunik Kal - Namakarn
        Namakaran

Unit - II   **(12 Hours)**
        Vigyan hani/labh
        Paryayvachy Shabdh
        Adhunik Kal - Samajik Paristhithiyam
        Samanarthy Shabdh

Unit - III   **(12 Hours)**
        Nari shiksha
        Upasarg
        Adhunik Kal – Sahithyik Paristhithiyam
        Adhunik kal – Salient Features

 Unit - IV   **(12 Hours)**
        Review- Book/Film
         Paryavaran Pradookshan
        Adhunik Kal -   Main Divisions
        Adhunik Kal - Visheshathayem

Unit - V   **(12 Hours)**
  Sapnom Kee Home Delivery (Novel)
  Anuvad - 4

Books for Study

1. Dr. Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
   Unit-I   *Chapters 4*
2. M. Kamathaprasad Gupth*, Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.
   Unit-II, III and IV   *Chapter 2*
3. Dr. Sanjeev Kumar Jain*, Anuwad: Siddhant Evam Vyavhar,* Kailash Pustak Sadan*,*
   MadhyaPradesh,2019   **Unit-V**   *Chapter 2*

Books for Reference

1. Hindi Niband Sangrah,V&S Publishers, 2015.
2. Rajeswar Prasad Chaturvedi, Hindi vyakarana, Upakar prakashan,2015.
3. Ramdev,Vyakaran Pradeep, Hindi Bhavan, 2016.
4. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.
5. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.

Web Resources

1. https://youtu.be/xmr-DaQ3LhA
2. https://youtu.be/xIm-VEmgEg0
3. https://youtu.be/ZHuqxWbMtas
4. https://youtu.be/HGS63OJuHto
5. https://youtu.be/r-i3autqPug

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course						Hours	Credits
IV	21UHI41GL04		HINDI - IV						4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	3	3	2	3	2	3	1	2.4
CO-2	3	2	3	3	2	3	2	3	1	2	2.4
CO-3	3	2	2	3	2	2	1	3	2	3	2.3
CO-4	3	2	3	1	3	3	2	3	3	2	2.5
CO-5	3	2	2	3	3	2	3	2	3	3	2.6
								Mean Overall Score			2.44 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21USA41GL04	SANSKRIT - IV	4	3

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remember and identifying Mahabharatha characters and events.	K1
CO-2	understand human behaviors by studying dramas.	K2
CO-3	apply the morals learnt in day to day life.	K3
CO-4	create new conversational sentences and to Improve self-character (Personality Development).	K4
CO-5	appreciate ancient Sanskrit dramas.	K5

Unit - I   (12 Hours)

Samskrita Vyavahara sahasri vakiya Prayogaha

Unit - II   (12 Hours)

Lot Lakaarah , Prqayaogh Kartari Vaakyaani

Unit - III   (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Prathiyaha

Unit - IV   (12 Hours)

Karnabhaaram , Naatakasya Visistyam

Unit - V   (12 Hours)

Samskrita Rachanani priyogaha

Book for Study
Karnabhavam & Literature Language, 2019 , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007

Books for Reference

1. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019

2. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

3. Samskrita Bharathi , Aksharam 8 th cross , 2nd phase Giri nagar Bangalore Vadatu sanskritam – Samaskara Binduhu 2019

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credit
IV	21USA41GL04		SANSKRIT-IV				4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	2	3	2	3	2	3	3	2	2.5
CO-2	2	2	3	2	3	3	3	3	3	2	2.4
CO-3	3	3	2	3	2	1	1	3	3	3	2.4
CO-4	2	3	3	3	2	1	3	3	3	2	2.5
CO-5	2	2	3	2	3	3	3	3	2	3	2.6
Mean Overall Score											2.48
Result										#	High

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UEN42GE04	**GENERAL ENGLISH - IV**	5	3

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	identify different local and global issues in given passages	**K1**
CO-2	understand explicit and implicit information given in written texts	**K2**
CO-3	use appropriate words and punctuations in writing	**K3**
CO-4	analyse written texts and modify them for better clarity	**K4**
CO-5	assess the coherence and cohesion of written texts and rewrite them	**K5 & K6**

Unit-I (15 Hours)
1. Women through the Eyes of Media
2. General Writing Skill: Writing Minutes of a Meeting
3. Grammar: Present Perfect Tense

Unit-II (15 Hours)
4. Effects of Tobacco Smoking
5. General Writing Skill: Note-Taking
6. Grammar: Present Perfect Continuous Tense

Unit-III (15 Hours)
7. Short Message Service (SMS)
8. General Writing Skill: Note-Making
9. Grammar: Past Perfect Tense

Unit-IV (15 Hours)
10. An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report
11. General Writing Skill: Précis Writing
12. Grammar: Past Perfect Continuous Tense

Unit-V (15 Hours)
13. Traffic Rules
14. General Writing Skill: Paragraph Writing
15. Grammar: Future Perfect Tense and Future Perfect Continuous Tense

Book for Study
Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. Trinity, 2016.

Books for Reference

1. Clark Peter, Roy. *Writing Tools: 50 Essential Strategies for Every writer*. USA: Little, Brown Spark Publishers, 2008.
2. Carnegie, Dale. *The Quick and Easy Way to Effective Speaking*. India: Fingerprint Publishers, 2018.
3. Vaughn, Steck. *Reading Comprehension*. USA: Steck-Vaughn Co, 2014.
4. Birkett, Julian. *Word Power: A Guide to Creative writing*. India: Bloomsburry Acdemic, 2016.
5. Knight, Dudley. *Speaking with Skill: An Introduction to Knight-Thompson Speechwork*. USA: Methuen Drama, 2016.

Web Resources

1. https://blog.lingoda.com/en/10-news-sites-to-practice-your-english-reading-skills/
2. https://www.espressoenglish.net/how-to-learn-english-for-free-50-websites-for-free-english-lessons/
3. https://www.ef.com/wwen/english-resources/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
IV	21UEN42GE04	GENERAL ENGLISH - IV								5	3

Course Outcome (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
									Mean Overall Score		2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credit
IV	21UBU43CC08	CORE – 8: COST ACCOUNTING	6	4

CO No.	CO- Statementss	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	define the Cost concepts and Elements of Cost.	K1
CO-2	classify the various types of cost and describe the Methods of costing.	K2
CO-3	understand the cost accounting concepts and apply in the industries.	K3
CO-4	acquire the Knowledge of various methods of cost Accounting and compute the cost of the product.	K4
CO-5	identify the Method of costing , Prepare a statement of cost and Estimate the Profit of the . Product/Service.	K3,K4

Unit – I   **(18 Hours)**
Meaning – objectives and scope of cost accounting – cost concepts – cost accounting Vs financial and management accounting – Classification of cost – types of costing – Elements of cost – preparation of cost sheet.

Unit – II   **(18 Hours)**
Meaning – objectives of material control – stores records – bin card, stores, ledger, stock level – maximum, minimum, re-order, danger, average level –EOQ – ABC Analysis – perpetual inventory system, Valuation of material – FIFO – LIFO – simple average – weighted average method.

Unit – III   **(18 Hours)**
Labour cost – types – methods of wage payment – straight and differential piece rate. Premium and bonus plans – Halsey, Halsey-weir and Rowan. OVERHEADS - primary and secondary apportionment of overheads – step ladder methods – reciprocal methods – Machine hour rate (Simple problem).

Unit – IV   **(18 Hours)**
Job costing – Batch - Contract Costing – systems of contract costing – profit or loss on contracts - escalation clause – cost plus contract. (Simple Problem).

Unit – V   **(18 Hours)**
Process costing – computation of process costing (Simple Problem).

Book for Study
S.P. Jain & K.L. Narang, *Cost Accounting Principles and Practices*, Kalyani Publishers, New Delhi. 2016.

Books for Reference:
1. S.N. Maheswari, S.N. Mittal *Cost Accounting, Principles & Practices* A Mahavir Publication, 2021.

2. M.C. Shukla; T.S. Grewal; Dr. M.P.Guptha *Cost Accounting Text and Problems* S.Chand (2007).
3. S.P.Iyengar, *Cost Accounting*. Sultan Chand & Sons.
4. T.S Reddy and Y Harry Prasad Reddy, *Cost Accounting*, Mahargam Publication, Chennai.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
IV	21UBU43CC08		CORE-8: COST ACCOUNTING				6	4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	2	3	2	2	3	2.1
CO–2	2	2	1	3	3	3	2	3	2	2	2.3
CO–3	3	2	3	2	3	2	2	2	3	3	2.5
CO–4	2	2	2	1	2	2	2	1	2	2	1.8
CO–5	2	2	2	3	2	3	3	2	2	2	2.3
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credit
IV	21UBU43CC09	CORE - 9: BUSINESS ANALYTICS	3	2

CO.No.	CO- Statementss On successful completion of this course, students will be able to	Cognitive Level (K- level)
CO-1	understand the Basic knowledge of Business analytics.	K1
CO-2	demonstrate knowledge of basic concepts and terminologies in business analytics.	K2
CO-3	build with MS Excel skills.	K3
CO-4	apply data visualization tools to present information for decision makers.	K3
CO-5	analyse the Data with the use of MS Excel.	K4

Unit – I   **(9 Hours)**

Understanding Microsoft Excel, Excel Workbook Windows, Basic Spreadsheet Skills, Excel Help System, Opening and Closing Workbooks, Understanding Workbook File Formats, Creating New Workbooks, Understanding Worksheets. Editing, Copying and Moving cells, Managing Windows **-** Introduction to excel Spreadsheets - Using Excel tables - Conditional Formating

Unit – II   **(9 Hours)**

Understand Charts, Chart Design Options and Tools, Chart Format Tools, Combo Charts Functions within Excel - Super Power, Array Formulae, Advanced Range Names - Data Formatting – Data validations – Sort and Filter – Charts – What if analysis - Pivot table & Pivot Charts - Data analysis tool - Financial Modelling using Financial Functions in Excel – Meaning – Features – Types.

Unit – III   **(9 Hours)**

Scenario Analysis, Data Tables in Scenario Analysis, What-if Analysis, Mats and Trig Functions, Text Functions in Excel. Using Lookup Functions, Vlookups, HLookups, Using Statistical Functions, Database Functions, Formula Auditing and Error Tracing, Hyperlinks in Excel, Linking Data

Unit – IV   **(9 Hours)**

Evolution of Business Analytics - Role of Business Analyst in Business & Society - Business Analytics Process - Business Analytics Architecture & Framework - Business Analytics Tools and Software.

Unit – V   **(9 Hours)**

Analytics in Business Support Functions, Analytics in Industries – Telecom, Retail, Healthcare, Governance, Supply Chain, Marketing, Finance, Retail & Human Resource,

Sports Analytics, Social Media Analytics, Social Networking Analytics, Recommendation Systems.

Books for Study

1. *Succeeding in Business with Microsoft Excel 2013* – A Problem Solving Approach Debra Gross, Frank Akaiwa, Karleen Nordquist, Cengage Learning, 2016.
2. Joyce Cox ,Curtis Frye, M.Dow Lambert , Steve Lambert, John Pierce, Joan Preppernau, *Step By Step 2007 Microsoft Office System*, PHI Learning Private Limited, 2016

Books for Reference

1. *Business Application Software* by AitJohri, Himalaya Publication House, First Edition 2016.
2. *Introduction to Information Technology*, ITL Education Solutions Limited, Research and development Wing, Pearson Education, 2016.
3. Gary Shelly, Thomas J. Cashman, Misty Vermaat, *Microsoft Office 2007: Introductory Concepts and Techniques,* Thomson Learning publishers, 2007.
4. James Evans, *"Business Analytics"* Pearson Publishers, 2nd Edition, 2016.

Web Resource

www.tutorialspoint.com/advanced_excel/index.htmwww

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours	Credits
IV	21UBU43CC09		CORE - 9 : BUSINESS ANALYTICS					3	2

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	3	2	2	3	3	2	1	2	2.2
CO–2	3	2	1	1	1	2	1	1	2	1	1.5
CO–3	2	1	1	2	2	2	2	2	2	2	1.8
CO–4	2	2	2	2	2	3	3	3	3	2	2.4
CO–5	3	2	3	3	3	3	3	3	3	2	2.8
Mean overall Score											2.14 (Medium)

Semester	Course Code	Title of the Course	Hours	Credit
IV	21UBU43CP02	BUSINESS ANALYTICS - PRACTICAL	2	1

CO NO.	CO- Statementss	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	launch Excel and navigate the worksheet.	K1
CO-2	increase productivity with macros, templates, and custom toolbars and menus.	K2
CO-3	build worksheets and Enhance worksheets.	K3
CO-4	create charts and share information , sort, and filter lists.	K3
CO-5	use problem-solving tools and Summarize data with data analysis, PivotTables, and Pivot Charts.	K4

Practical Exercises

1. Data sorting-Ascending and Descending (both numbers and alphabets)
2. Individual Pay Bill preparation.
3. Invoice Report preparation.
4. Drawing Graphs. Take your own table.
5. Usage of Formulae and Built-in Functions
6. Usage of Auto Formatting
7. Create Hlookup and Vlook up Functions
8. Use IF,AND ,OR Functions
9. Creating Pivot Tables and Pivot Charts
10. Business Analytics (simple Applications)

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course code		Title of the Course		Hours	Credits
IV	21UBU43CP02		CORE - 9 Practical: Business Analytics		2	1
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs

(COs)	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	Mean Score of COs
CO–1	3	2	2	3	2	2	2	2	2	2	2.2
CO–2	2	2	2	1	2	2	2	1	2	2	1.8
CO–3	3	2	2	2	2	2	3	2	3	3	2.4
CO–4	2	3	2	3	2	3	2	3	3	3	2.6
CO–5	3	2	3	3	1	3	1	3	2	1	2.2
Mean overall Score											2.24 (High)

Semester	Course	Title Of the Course	Hours	credits
IV	21UBU43AO04A	**Allied - IV Optional: ENTREPRENEURIAL DEVELOPMENT**	6	4

CO. No.	**CO- Statementss** On successful completion of this course, students will be able to	Cognitive Level (K- level)
CO-1	identify the Knowledge of the nature of entrepreneurship.	K1
CO-2	understand how to identify opportunities (problems), develop creative solutions and build a viable business model around these.	K2
CO-3	identify and understand the driving forces of new venture success and to develop skills in innovation and business planning for entrepreneurial ventures.	K3
CO-4	analyse the ethical and legitimacy challenges that face entrepreneurs with new ventures.	K3
CO-5	apply students' ability to work in multidisciplinary teams and to provide entrepreneurial leadership in organizations.	K4

Unit – I (18 Hours)

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur. Role of Entrepreneurship in the Economic Development.

Unit – II (18 Hours)

Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI. Self help groups (Students are advised to visit the institutions and know about the schemes available).

Unit – III (18 Hours)

Project Management Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal.

Unit – IV (18 Hours)

Entrepreneurial Development – Entrepreneurial Development Programme EDP. Role of Government organizing EDPS - Cultural and social Environment in promoting entrepreneurship **–** Entrepreneurial competencies - Entrepreneurial Motivation - Performance and rewards.

Unit – V (18 Hours)

Entrepreneurial Innovative Strategy – Entrepreneurial technology driven Industries - Technological Innovation and Entrepreneurship - Successful entrepreneurial ventures – Drawback of entrepreneurial ventures and turnaround ventures Sickness in Micro, Small Medium Enterprises.

Action Plan

1. Interview with Entrepreneurs
2. Preparation of Dummy Business Plan
3. Visit Financial Institutions
4. Market Research
5. Conduct Trade Fair

Book for Study

Dr. C.B. Gupta, Dr. N.P.Srinivasan, *"Entrepreneurial Development"*, Sultan Chand & Sons, New Delhi, 2016

Books for Reference

1. E. Gardon & K. Natarajan, "*Entrepeneurship development*", Himalaya Publishing House, Chennai 2012.
2. Vasant Desai, *"Project Management"*. Edition - 2. Himalaya Publishing House, New Delhi, 2016.
3. Hisrich, Robert D, Manimala, J. Mathew, Peters, Michael P. and Shepherd, Dean A, *Entrepreneurship*. New Delhi: Tata-McGraw-Hill, 2015.
4. Desai, V. *The Dynamics of Entrepreneurial Development and Management* (6 Ed.) Himalaya Publishing House, 2014.
5. David, H. *Entrepreneurial Development* (5Ed.), Prentice Hall, New Delhi, 2013.

Web Resources

1. https://msme.gov.in
2. https://www.msmeonline.tn.gov.in
3. https://www.tn.gov.in/department
4. http://www.smallindustryindia.gov.in/handtools

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
IV	21UBU43AO04A		Allied - IV Optional: ENTREPRENEURIAL DEVELOPMENT				6		4
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	3	1	3	2	2	1	2	2.2
CO–2	2	3	2	1	3	2	3	1	2	3	2.2
CO–3	3	2	2	2	2	2	2	2	2	2	2.1
CO–4	2	3	2	3	2	3	1	1	2	2	2.1
CO–5	3	2	3	3	2	2	3	3	3	2	2.6
Mean overall Score											2.24 (High)

Semester	Course Cod	Title of the Course	Hours	Credit
IV	21UBU43AO04B	Allied – IV Optional: MANAGEMENT OF BUSINESS SUSTAINABILITY	6	4

Co No.	CO- Statementss	Cognitive Level (K-level)
	On successful completion of this course, students will be able to	
CO-1	overview of sustainability Development Goals of United Nations.	K1
CO-2	familiarized with the basis of sustainability Goals Index of India.	K2
CO-3	analyze the need and importance of sustainable Business Practices in India.	K3
CO-4	evaluate the nature of rights and duties of stakeholders with regards to sustainable Business.	K3
CO-5	prepare Sustainable Reports and Implement Sustainable Business Practices.	K3 K4

Unit – I (18 Hours)

Evaluation, Definition of MSMES, Characteristics, Advantages of MSME - Role and significance of MSME in Economic Development - Needs of SMEs - Forms of Organizations - Proprietary, Partnership, HUFs, LLP, Company etc; Establishing SMEs.

Unit – II (18 Hours)

Environmental scanning - Market Assessment, Technology, Selection of site etc.,- Organizational Structure - Entrepreneurial Development - Introduction to sustainability Evolution – Principles - Dimensions of sustainability Social - Environmental, Economic and Financial Sustainability.

Unit – III (18 Hours)

Concept of Environment, Sustainability and the role of corporation Business and society - Sustainability Reporting.

Unit – IV (18 Hours)

Establishing sustainability Management framework based of policy Measuring, Monitoring and improving sustainability - Sustainability Indicators.

Unit – V (18 Hours)

Pre-requisite of a sustainable report – Structure of a sustainable report – Writing and Designing report.

Book for Study

J.G. Stead & Edward Stead; *Sustainable Management* M.E. Sharpe &Co.

Books for Reference

1. Rogers, Jalal & Boyd *An Introductions to sustainability Development*. PHI, 2015.
2. Singh *Triple Bottom Reporting and Corporate Sustainability*. PHI learning, 2014.

Web Resources

1. https://www.globalreporting.org/reporting/reportingframeworkoverview/Pages/default.aspx
2. http://www.susreport.org/business/report/intro.html

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
IV	21UBU43AO04B			Allied –IV (Optional) Management of Business Sustainability				6		4
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	3	1	3	2	2	1	2	2.2
CO–2	2	3	2	1	3	2	3	1	2	3	2.2
CO–3	3	2	2	2	2	2	2	2	2	2	2.1
CO–4	2	3	2	3	2	3	1	1	2	2	2.1
CO–5	3	2	3	3	2	2	3	3	3	2	2.6
Mean overall Score											2.24 (High)

Semester	Course Code	Title of the Course	Hours	Credit
IV	21UBU44SE02A	SEC- 2 (BS): ENTREPRENURIAL SKILLS DEVELOPMENT	2	1

CO.No.	CO- Statementss	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	interpret information and gain knowledge about the various sources of Funds, support, incentives and subsidies available from government and other sources for Startups.	K1
CO-2	apply creativity tools and techniques for NewProductDevelopment and Business Ideas.	K2
CO-3	understanding the entrepreneurship practice for filling and drafting.	K3
CO-4	outline the insights on developing a business Plan.	K4
CO-5	conduct business research and create business ideas and plans	K3,K4

Unit - I (6 Hours)

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Classification of Entrepreneurs – Characterstics and - Functions of Entrepreneur. Hands on practice with of relevant documentation related to the starting of a business. Selection of suitable Organizarion - Design and development of Documents relevant to Business.

Unit – II (6 Hours)

Developing a prototype of a proposed product and testing. Selling the business idea/proto type to potential investors, market research, competition research, user pain point identification Drafting a Business Plan.

Unit – III (6 Hours)

Financial Institutions supporting Entrepreneurs - Processing banking/funding related documents, Strategic management - setting metrics, aligning incentives, defining strategy.

Unit – IV (6 Hours)

Negotiating with suppliers, drafting Service level agreements - Sales pitch to potential clients/customers/channel partners.

Unit – V (6 Hours)

Practice various tools and techniques for valuation of a business.

Action Plan

1. Interview with Entrepreneurs
2. Conduct Market Research
3. Prepare Dummy Business Plan

Book for Study

Gupta, C.B, & Srinivasan, N.D. *Entrepreneurship Development*, Sultan Chand & Sons, New Delhi, 2016.

Books for Reference

1. Vasant Desai, *"Project Management".* Edition, 2. Publisher, Himalaya Publishing House, New Delhi, 2016.
2. Hisrich, Robert D, Manimala, J. Mathew, Peters, Michael P. and Shepherd, Dean A, *Entrepreneurship*. New Delhi: Tata-McGraw-Hill, 2015.
3. Desai, V. *The Dynamics of Entrepreneurial Development and Management* Himalaya Publishing House, 2014.

Web Resources

1. https://marketing-insider.eu/new-product-development-process/

2. https://www.twentify.com/blog/product-testing-research-a-step-by-step-guide

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
IV	21UBU44SE02A		SEC-2: ENTREPRENURIAL SKILLS DEVELOPMENT			2	1

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	3	2	2	3	2	2	2	2	2.2
CO–2	3	2	2	2	3	2	3	3	1	2	2.3
CO–3	3	2	2	2	2	3	3	2	2	3	2.4
CO–4	2	3	2	3	2	3	1	1	2	2	2.1
CO–5	2	2	2	3	2	2	2	1	1	3	2
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credit
IV	21UBU44SE02B	SEC – 2 (BS): PRACTICAL STOCK TRADING	2	1

CO No.	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	grasp the importance of investment and financial market and identifying new investment opportunities.	K1
CO-2	get insights about the Primary and secondary market in the place of stock market.	K2
CO-3	develop and make the trading mechanism process and apply investment practice in the stock market.	K3
CO-4	take part in secondary market and experimenting with day to day trading.	K4
CO-5	adapt the students to appreciate the emerging ideas and practices in the field of stock market.	K3, K4

Unit – I (6 Hours)

Financial Planning – Importance of financial planning - Financial planning process - Smart Goals – Risk Vs Return - Saving Vs Investment - Investment Strategies

Unit – II (6 Hours)

Functions of New Issue Market – Methods of Floating of New Issues – Operators in the New Issue Market – Listing of Securities. Secondary Market - National Stock Market System – Over the Counter Markets – SHCIL – Depository System – Stock Exchange – Derivatives (Practical Work)

Unit – III (6 Hours)

Classification of Stock Markets – Listed Shares – Procedure for Buying and Selling Shares – Steps in Buying and Selling – Types of Delivery – Transfer of Securities – Stock Market Reporting – Stock Market Index – Insider Trading.

Unit – IV (6 Hours)

Option – Meaning – Types – Option Trading – Margins Valuation of options – Valuation of put option –Index option - Option Markets Hedgers and speculators – Future contracts – Future Markets – Clearing house – Margins future positions – Spot prices - Forward prices Vs Future Prices - Future Vs Options.

Unit – V   **(6 Hours)**

Action Plan (Practical Work)

1. Identify the types of Deposits, Government Schemes, Bonds, debentures, Mutual fundsand Insurance policy.
2. Practical Learning in the field of Capital and Money Market.
3. Day To-Day Practices of Stock Market.
5. Model Demo of Share Trading.
6. Online Trading.
7. Spot Trading and DMA.

Books for Study

1. Clifford Gomez, *"Financial Markets, Institutions and Financial Services"*, PHI Learning Private Limited, New Delhi-2012.
2. V.K Bhalla, *Investment & Securities markets in India*, Himalaya Publishing House, New Delhi. 2012.

Books for Reference

1. R.P. Rustagi, *"Financial Analysis and Financial Management"*. 2010.
2. L.C. Gupta, *"Export Study of Tracking in Shares and Stock exchange"*. Report on Currency and Finance – RBI.
3. P.N. Varshney, D.K.Mittal , *"Indian Financial System",* Sulthan Chand & Sons.
4. H.R. Machiraju, *"Indian Financial Sysem",* Vikas Publishing House.
5. Online Trading: Http://virtualstocks.icicidirect.com / Gamesite/ customer/ login.aspx

Web Resources

1. www.sebi.gov.in
2. www.investor.sebi.gov.in
3. www.nseindia.com
4. www.federalreserve.gov.in
5. www.bseindia.com

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
IV	21UBU44SE02B			SEC - 2 (BS): PRACTICAL STOCK TRADING				2		1
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	3	2	2	3	2	3	2	2.4
CO–2	3	2	3	3	2	2	2	2	2	2	2.3
CO–3	2	2	3	3	2	2	2	3	2	3	2.4
CO–4	1	2	2	2	2	2	2	3	2	2	2.0
CO–5	3	2	2	2	3	2	3	2	2	2	2.3
Mean overall Score											2.28 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHE44VE04A	**PROFESSIONAL ETHICS–II: SOCIAL ETHICS - II**	2	1

Co. No.	CO- Statements	Cognitive Level (K- level)
	On completion of this course the graduates will be able to:	
CO-1	know the value of natural recourses and to live in a harmony with nature.	K1
CO-2	comprehend the importance of a healthy life.	K2
CO-3	apply the plans of disaster management in the society.	K3
CO-4	analyse the importance and differences of science and religion.	K3
CO-5	apply counseling skills and solve their problems.	K4

Unit-I   Harmony with Nature   (6-Hours)
What is environment, Why should we think of harmony, Principles to conserve environmental resources, Causes of disharmony, The fruits of harmony with nature, Natural Resources, Fruits of disharmony, Economic values and growth, Environmental Ethics, Guidelines to live in harmony with nature, Towards life-centered system for better quality of life. Harmony with animal kingdom.

Unit-II   Issues Dealing with Science and Religion   (6-Hours)
What is Science, Science and Religion, Social Relevance of Science and Technology, Science and technology for social justice, Difference caused by Science and Technology, Need for indigenous technology, Science and Technology Innovation Policy of India.

Unit-III   Public Health   (6-Hours)
Health related issues, Health Care in India vs Developed Countries, Health and Heredity, Public Health - Objectives of public health in India, Public Health System in India, Failure on the public health front, Role of the central government, Hospitals Services in India, Health and Abortion,   Drug Addiction and Drug abuse

Unit-IV   Disaster Management   (6-Hours)
Disaster Management, Types of disaster, Plans of disaster management, Technology to manage natural disasters and catastrophes, Rehabilitation and Reconstruction, Human-induced disaster, First Aid, The importance of First-aid.

Unit-V   Counselling for Adolescents   (6-Hours)
High Risk Behaviours, Developmental Changes in Adolescents, Key Issues of the Adolescents, Need for Counselling, Nature of Counselling, Counselling Goals, Does helping help? The Good and the Bad news.Importance of Career Guidance Counselling.

Books for Study
Department of Human Excellence, *Formation of Youth*, St Joseph's College (Autonomous), Tiruchirappali 02, 2021.

Books for Reference

1. Albert, D. and Steinberg, L, *Judgment and decision making in adolescence*: Journal of Research on Adolescence, page no: 211-224. 2011
2. Larry R. Collins, *Disaster Management and Preparedness,* Lewis Publications, 22 November 2000.
3. Elizabeth B. Hurlock, *Developmental Psychology: A: Life-Span Approach*, New Delhi: Tata McGraw-Hill, 1981, 5th Edition, August 18, 2001.
4. Sangha, Kamaljit. *Ways to Live in Harmony with Nature: Living Sustainably and Working with Passion.* Australia, Woodslane Pty Limited, 2015.

Web Sources:

https://en.wikipedia.org/wiki/Disaster_management_in_India
https://ndma.gov.in/
https://talkitover.in/services/child-adolescent-counselling/
https://www.nipccd.nic.in/schemes/adolescent-guidance-centre-19#gsc.tab=0

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHE44VE04B	PROFESSIONAL ETHICS II: RELIGIOUS DOCTRINE - II	2	1

CO.No.	CO-Statements	Cognitive Level (K- level)
	On completion of this course, the graduates will be able to:	
CO-1	Understand the history of the Catholic Church	K1
CO-2	Examine and grasp the Sacraments of the Catholic Church	K2
CO-3	Apply the Christian Prayer to their everyday life	K3
CO-4	Analyze themselves in the light of Sacraments & Christian Prayer	K4
CO-5	Create a harmonious society learning values from all religions	K5 & K6

Unit-I	**The Catholic Church**	**(6 Hours)**
Unit-II	**Sacraments of Initiation**	**(6 Hours)**
Unit-III	**Sacraments of Healing & at the Service of Community**	**(6 Hours)**
Unit-IV	**Christian Prayer**	**(6 Hours)**
Unit-V	**Harmony of Religions**	**(6 Hours)**

Books for Study

Department of Human Excellence, *Life in the Lord: Religious Doctrine.* St. Joseph's College, Trichirappalli 02, 2021.

Books for Reference

1. *Compendium: Catechism of the Catholic Church.* Bengaluru: Theological Publications in India, 1994.

2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credit
V	**21UBU53CC10**	**CORE -10: MANAGEMENT ACCOUNTING**	**6**	**4**

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	define the concept of Management Accounting and select techniques of Management Accounting.	**K1**
CO–2	explain the techniques Of Management Accounting,Analyse the Financial Statements and interpret the results thereof.	**K2**
CO–3	differentiate Current Assts ,Current Liability and Calculate the Flow of Funds During the Year.	**K3**
CO–4	modify the Financial Statements and Estimate the future Proposals.	**K4**
CO–5	apply, Analyze, Compare the tools and Take part in decision making.	**K3, K4**

Unit - I (18 Hours)

Management Accounting - Meaning and Definition - objectives – scope - Advantages and Limitations of Management Accounting - Financial Accounting Vs Management Accounting Cost Accounting Vs Management Accounting Tools of Management Accounting. Analysis of Financial statements - Comparative financial statements - Common - size statements - Trend percentages.

Unit - II (18 Hours)

Meaning of Ratio - Classification of Ratios - Profitability ratios - Turnover Ratios - Solvency ratios - Uses and Limitations of ratio Analysis.

Unit - III (18 Hours)

Concept of Funds - Sources and Uses of funds - Statement of changes in working capital - Funds from Operations - Construction of Funds Flow statement. Meaning of Cash flow - Difference between Funds flow statement and Cash flow statement. Calculation of cash from operations. Constructions of cash flow statement. Simple problems.

Unit – IV (18 Hours)

Marginal Costing and Profit Planning - Absorption Costing Vs marginal Costing – Cost – volume - Profit Analysis. Computation of P/V Ratio, BEP MOS-Key factor.

Unit – V (18 Hours)

Meaning of Budget and Budgetary Contro - Characterstics and Limitations. Types of Budgets - Preparation of Budgets - Raw Material, Labour, Over Head, Production, sales, Cash Budget, Master Budget, Fixed and Flexible Budgets - Zero Base Budgeting.

Theory -20% Problem 80%

Book for Study

Principles of Management Accounting   Dr. S.N.Maheswari S. Chand & Sons Publications 2014

Book for References

1. *Management Accounting* R.S. N.Pillai & Bagavathi S.Chand & Sons Publications, 2006.

2. *Management Accounting* T.S Reddy & Hari Prasad Reddy, Margam Publications-2016.

Web Resources

1. https://www.accounting.com

2. https://corporatefinanceinstitute.com

3. https://www.topper.com

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
V	21UBU53CC10		CORE -10: MANAGEMENT ACCOUNTING				6	4
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	2	3	2	2	2	3	2	2.3
CO–2	3	2	3	2	3	2	2	3	3	2	2.5
CO–3	2	3	3	3	3	2	3	2	2	3	2.7
CO–4	3	2	3	4	4	3	2	3	4	2	3.0
CO–5	2	3	3	4	4	2	3	3	4	2	3.5
Mean overall Score											2.8 (High)

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU53CC11	**CORE - 11:** **LEGAL ASPECTS OF BUSINESS**	4	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define contract and understanding of important business laws in India to manage the businesses efficiently and to contribute effectively to the industry.	K1
CO–2	outline the Business Law to familiarize the students with the legal scenario of doing business in India.	K2
CO–3	apply the Business law while carrying on day to day activities and Make use of their Business.	K3
CO–4	analyse the Law of contract, sale of goods Act, Partnership Act and Company law and simplify the Business.	K4
CO–5	evaluate the Analytical skills of students who will gain an insight in to all the importance of Legal Aspects of Business.	K4

Unit – I **(12 Hours)**
Indian Contract Act 1872 (Amendment), 2017- Nature of Contracts – Offer or Proposal – Acceptance – Consideration – Capacity of Parties – Free Consent – Legality of Consideration and Object – Contingent Contract and WageringContract – Quasi Contract – Performance of Contract – Discharge of Contract – Remedies for Breach of Contract.

Unit – II **(12 Hours)**
Indemnity and Guarantee – Bailment and Pledge – Sale of goods Act - Definitions – Goods, Sale, Agreement to sell – Conditions and Warranties – Doctrine of Caveat Emptor Rights and remedies in case of breach – Rights of Unpaid Seller-Stoppage in transit.

Unit – III **(12 Hours)**
Law of Agency – Nature – Appointment – Termination –– Rights and Duties – Liabilities - Relation with third parties - Types of Agents Indian Partnership Act, 1932 Amended up to act 34 of 2019: Partnership – Definition – Formation – Types - Partnership at will – Particular Partnership – Rights & Duties of Partners. – Dissolution of Partnership firm.

Unit – IV **(12 Hours)**
Consumer Protection Act 1986: Back ground – Definitions – consumer, consumer dispute, Complaint Procedure, defect, deficiency, and service, Remedies, Consumer Protection Council, Consumer Redress Agencies.

Unit – V (12 Hours)

Companies Act 2013 - Meaning, Definition of a company - Kinds of Companies – Memorandum of Association - Articles of Association – Prospectus – Shares – Debentures - Company Meetings, Resolutions and Meetings - Winding Up.

Book for Study

Business Laws- N.D. Kapoor, S.Chand & Company Ltd., New Delhi. 2019.

Books for Reference

1. *A Manual of Mercantile law* - M.C. Shukla, 13th Edition, S.Chand & Company Ltd., New Delhi, 2004.

2. *Business and Corporate Laws-* Harpreet Kaur, Lexis Nexis, 2013.

3. *Industrial Law* - S.M. Sundaram, 5th Edition, Sree Meenakshi Publications, 2006.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits	
V	21UBU53CC11		CORE -11: LEGAL ASPECTS OF BUSINESS				4		2	

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	3	2	2	3	2	2	3	2	2.3
CO–2	3	2	2	3	2	2	2	3	3	2	2.4
CO–3	2	3	2	3	2	3	3	2	2	3	2.5
CO–4	2	2	3	2	3	2	2	2	3	2	2.3
CO–5	3	3	2	2	2	3	2	2	2	3	2.4
Mean overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU53CC12	**CORE - 12:** **RESEARCH METHODS FOR** **MANAGEMENT**	4	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	relate theoretical and practical background of research in Business Management.	K1
CO–2	solve business problems by means of scientific inquiry.	K2
CO–3	take part in management research by applying analytical skills.	K3
CO–4	interpret the management research reports.	K4
CO–5	formulate systematic business research reports.	K3, K4

Unit – I (12 Hours)

Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem- objectivity in research.

Unit – II (12 Hours)

Hypothesis – meaning – types – features of good design measurement – meaning, need, errors in measurement and tests of sound measurement techniques Scaling techniques- meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.

Unit – III (12 Hours)

Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.

Unit – IV (12 Hours)

Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.

Unit – V (12 Hours)

Interpretation – Techniques of interpretation, Report writing – significance - and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of

writing research report – Precautions for writing report – norms for using tables, chart and diagrams, - Appendix - norms for using Index and Bibliography.

Book for Study

Uma Sekaran, *"Research Methods for Business",* Wiley India Publications, 4th Edition, ISBN - 10:0471203661, 2009.

Books for References

1. Korthari, C.R.; *Research methodology*. Wiswa prakasan, 2012.
2. Tirupathi, P. C.:*A textbook of research methodology insocial sciences*, 2014.
3. Rajkumar; *methodology and social science*; Book enclave, Jaipur, 2014.
4. William G. Zigmund, *"Business Research Methods"*, Cengage Learning India Pvt Ltd, 1st edition ISBN:-13:9781473704855, ISBN -10:1473704855. 2006.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
V	21UBU53CC12		CORE - 12: RESEARCH METHODS FOR MANAGEMENT				4	2

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	3	3	3	1	2	2.6
CO–2	2	1	2	2	2	2	1	1	1	2	1.6
CO–3	2	2	2	2	1	1	2	3	3	3	2.1
CO–4	2	2	2	2	2	3	3	3	3	2	2.4
CO–5	3	2	3	3	3	3	3	3	3	2	2.8
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU53ES01 A	DSE - 1: PRODUCTION AND MATERIAL MANAGEMET	5	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	enable students understand the principles, practices and areas of application in production/operations Management.	K1
CO–2	help the students learn the nature and importance of Production and Materials Management and acquaint them with the major aspects of the same.	K2
CO–3	enhance the students acquaintance about the management of resources and the distribution of goods and services to customers.	K3
CO–4	develop students knowledge upon fundamental and basic concepts, theories and practices of production and operations functions and its practical applications.	K3
CO–5	promote the students application of the Production function related to planning, coordinating and controlling the resources required for production and optimal utilization of resources.	K4

Unit – I (15 Hours)

Nature of Production – Production as a system, organizational function – Meaning, Characterstics and function of production. Types of production - management, role and responsibility of production function - Decision making in production - organization of production function – Recent trends in Production and Operation function – Comparison of various manufacturing system – Characteristics of Modern Manufacturing - Manufacturing Vs Service operations.

Unit – II (15 Hours)

Introduction to plant location – Factors affecting plant Location decision – Introduction to Plant layout – Essentials of good plant Layout – Types of Layout.Production design - definition, importance, factor affecting product design and product policy

Unit – III (15 Hours)

Introduction - Elements of Material Handling System – Principles of Material Handling System, Unit Load Concept – Selection of Material Handling System – Types of Material Handling Equipment – Work study – Method study and Work Measurement. Production Planning and Control- routing, schedule, master production schedule, dispatch, follow-up, production control.

Unit – IV   (15 Hours)

Introduction – Objectives, Functions, Purchasing cycle and Purchase Policies – Vendor rating – Vendor Rating Methods – Introduction to stores management – Stores Location – Stores Layout – Stock Verification and Documents pertaining to purchase and stores management. Material Management - Warehousing and store management.

Unit – V   (15 Hours)

Introduction to SQC – Inspection and Quality Control – Statistical Quality Control – Types of Control Charts for Variables and Attributes – Basic Concepts in TQM-TQM implementation is Manufacuring and service sectors - Need for ISO.

Book for Study

1. Aswathappa K., K.Shridhara Bhat*., "Production and Operations Management"*, Himalaya Publishing House, 2014.
    (UNIT – I, II, IV and V).

2. *Product Design and Development* , Ulrich, Karl T., Eppinger, Steve D., and Yang, Maria C., 7th ed., McGraw-Hill Education, 2019.
    (UNIT III)

Books for Reference

1. Paneerselvam R., *"Production and Operations Management"*, PHI Learning Private limited, 2013.
2. Saravana Vel P., *"Production and Operations Management"*, Margham publishers, 2010.
3. *Materials Management: an integrated approach* – Gopalakrishnan & Sundaresam-PHI.
4. *Modern Concepts on Materials Management* – S C Bhattacharya.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
V	21UBU53ES01A			DSE - 1: PRODUCTION AND MATERIAL MANAGEMENT				5		3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	3	2	3	2	2	2	3	2.5
CO–2	2	3	2	2	3	2	3	3	2	2	2.4
CO–3	2	2	3	3	2	2	3	2	2	3	2.4
CO–4	3	2	2	2	3	2	2	3	3	2	2.4
CO–5	3	2	3	3	2	3	2	2	3	2	2.5
Mean overall Score											**2.44 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
V	21UBU53ES01B	DSE - 1: STRATEGIC MANAGEMENT	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define the various strategies used in different business and service sectors.	K1
CO–2	relate strategies according to the business policy.	K2
CO–3	make use of the business environment for implementing the strategies.	K3
CO–4	analyse the strategies implemented for effective performance of the business.	K4
CO–5	discover solutions for the business problems using strategic decision making skills.	K4

Unit – I (15 Hours)

Strategic management – Conceptual framework – features of strategy – differences between strategy and tactics – policy & strategy – a comparison – Business definition, Objectives and Goals – Business Environment – SWOT analysis, Porter's Five Forces Model - levels of strategy – corporate level, business level & functional level strategies.

Unit – II (15 Hours)

Strategic decision making – approaches to strategic decision making - strategic decision making process – role of Strategic Management in business and non business organizations – limitations of Strategic Management.

Unit – III (15 Hours)

Stability strategy – Expansion or growth strategy – retrenchment strategy – combination strategy – corporate restructuring – forms of corporate restructuring.

Unit – IV (15 Hours)

Process of strategic choice - corporate portfolio analysis – assessment of portfolio analysis – strategy implementation – McKinsey's 7s model – structural implementation – behavioural implementation – functional and operational implementation.

Unit – V (15 Hours)

Strategic evaluation – requirements – strategic control – types – differences between strategic and operational control – the control process – types of operational control – evaluation techniques for strategic control and operational control.

Book for Study

Prasad L.M, *"Strategic Management",* Sultan Chand & Sons, 2016.

Books for Reference

1. Azar Kazmi, *Strategic Management and Business Policy*, Tata McGraw Hill Publication.
2. P.K.Ghosh, *Strategic Planning and Management*, Sultan Chand & Sons.
3. Charles Hill and Gareth.R.Jones, *Strategic Management: An Integrated Approach*, Biztantra.
4. Thomas L. Wheelen, J. David Hunger, Strategic *Management and Business policy*, 12th edition, 2016.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
V	21UBU53ES01B			DSE - 1: STRATEGIC MANAGEMENT				5		3
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	3	2	2	2	2	2	2	2.2
CO–2	3	2	2	2	2	2	3	2	3	3	2.4
CO–3	2	3	2	3	2	3	2	3	3	3	2.6
CO–4	2	2	2	1	2	2	2	1	2	2	1.8
CO–5	3	2	3	3	1	3	1	3	2	1	2.2
Mean overall Score											2.24 (High)

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU53ES02A	DSE - 2: BANKING AND INSURANCE MANAGEMENT	5	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	define and tell the banking and insurance system in india.	K1
CO–2	classify the types of banks and explain the functions.	K2
CO–3	applying the knowledge in banking and insurance sector.	K3
CO–4	analysing the information regarding banking and insurance and decide the investment opportunities.	K3, K4
CO–5	adapt the recent changes in banking and insurance sector.	K4

Unit – I   **(15 Hours)**

Meaning-Definition – Origin of banks - Banking regulation Act-1949 - Types of Bank - Central Banking - Functions of RBI – Role of Banking in the economic development of the country

Unit – II   **(15 Hours)**

Commercial Banking - Structure and functions of Commercial Bank - Types of Accounts - Types of Deposits - Procedure for operating accounts Customers - Types of customers - Types of loans and advances – Lien-Pledge – Hypothecation – Mortgage - Customer grievance Procedure - Negotiable Instruments

Unit – III   **(15 Hours)**

Recent trends in Banking - EFT - Mail transfer - Credit cards - Debit cards - Net Banking - Mobile Banking - Traditional Banking vs Modern banking - Customer Grievance Procedure - Banking Ombudsman

Unit – IV   **(15 Hours)**

Definition and Nature of Insurance - Evolution of Insurance - Role and Importance of Insurance - Insurance contract - prospectus of Insurance - Privatisation of Insurance Industry - risk Management and commercial Insurance Liability Insurance – Reinsurance - Micro Insurance and Credit Insurance

Unit – V   **(15 Hours)**

Life Insurance - Marine insurance - fire Insurance - Miscellaneous Insurance – Health Insurance

Books for Study

1. Sundharam & Varshney, *Banking theory Law and Practice* S.Chand & sons, New Delhi Edition 2010.
2. *Insurance –Principles and Practices* M.N.Mishra & S. B. Mishra, S.Chand.

Book for Reference

1. B.S.Raman, *Banking Theory Law and Practice* Edition, 2010.
2. *India Insurance Guide*, Dr.L.P.Gupta
3. *Essentials of Banking and Insurance*, Dr.Sunil Kumar, JSR Publishing House.
4. *Understanding Health Insurance, A Guide to Billing and Reimbursment*, Michelle A Green.
5. *Life Insurance Made Easy-A Quick guide-whole life Insurance*, Martin Sterling, 2012.

Web Resources

1. https://m.rbi.org.in
2. https://finmin.nic.in
3. https://www.nibminindia.org
4. https://datacatalog.worldbank.org
5. https://www.irjet.net
6. https://thefinancialbrand.com
7. https://www.researchgate.net
8. https://www.irdai.in
9. https://www.naic.org
10. http://content.naic.org

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours	Credits
V	21UBU53ES02A			DSE - 2: BANKING AND INSURANCE MANAGEMENT				5	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	2	3	2	2	2	3	2	2.3
CO–2	2	2	2	2	2	2	2	3	2	2	2.1
CO–3	2	2	3	3	2	2	3	2	2	3	2.4
CO–4	2	2	3	3	4	3	2	3	4	2	2.8
CO–5	2	2	3	4	4	2	3	3	4	2	2.9
Mean overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU53ES02B	DSE - 2: FINANCIAL PLANNING AND INVESTMENT MANAGEMENT	5	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	understanding of investment and financial market and identifying new investment opportunities.	K1
CO–2	examining the Primary and secondary market in the place of security market.	K2
CO–3	identifying the trading mechanism process and developing investment practices in the stock market.	K3
CO–4	take part in secondary market and experimenting with day to day trading.	K4
CO–5	applying investment ideas in the real experiment.	K4

Unit – I (15 Hours)

Financial Planning – Importance of financial planning - Financial planning process - Smart Goals – Risk Vs Return - Saving Vs Investment. Investment – principles – various kinds of investment - Investment Strategies and sources of Investment information

Unit – II (15 Hours)

Securities and Exchange Board of India – Objectives – Functions – SEBI Guidelines. Functions of New Issue Market – Methods of Floating of New Issues – Operators in the New Issue Market – Listing of Securities. Secondary Market - National Stock Market System – Over the Counter Markets – SHCIL – Depository System – Stock Exchange – Derivatives.

Unit – III (15 Hours)

Classification of Stock Markets – Listed Shares – Procedure for Buying and Selling Shares – Steps in Buying and Selling – Types of Delivery – Transfer of Securities – Stock Market Reporting – Stock Market Index – Insider Trading.

Unit – IV (15 Hours)

Option – Meaning – Types – Option Trading – Margins Valuation of options – Valuation of put option – Index option - Option MarketsHedgers and speculators – Future contracts – Future Markets – Clearing house – Margins future positions – Spot prices- Forward prices Vs Future Prices - Future Vs Options.

Unit – V (15 Hours)

Portfolio - analysis meaning and concepts – Portfolio Construction & Management - Portfolio Evaluation& Portfolio revision - Mutual Fund.

Action Plan (Practical Work)

1. Identify the types of Deposits, Government Schemes, Bonds, debentures, Mutual fundsand Insurance policies.
2. Practical Learning in the field of Capital and Money Market.
3. Day To-Day Practices of Stock Market.
4. Model Demo of Share Trading.
5. Online Trading.
6. Spot Trading and DMA.

Book for Study

M. Y.Khan, *"Indian Financial System"*, Tata Mc-Graw Hill. 2016.

Book for References:

1. R.P.Rustagi, *"Financial Analysis and Financial Management"*. 2010.
2. L.C. Gupta, *"Export Study of Tracking in Shares and Stock exchange*".
3. *Report on Currency and Finance* – RBI.
4. P.N.Varshney, D. K. Mittal*, "Indian Financial System",* Sulthan Chand & Sons.
5. H.R.Machiraju, *"Indian Financial Sysem"*, Vikas Publishing House.
6. Online Trading: Http://virtualstocks.icicidirect.com / Gamesite/ customer/ login.aspx.
7. Clifford Gomez, *"Financial Markets, Institutions and Financial Services"*, PHI Learning Private Limited, New Delhi - 2012.
8. V.K Bhalla, *Investment & Securities markets in India*, Himalaya Publishing House, New Delhi, 2012.

Web Resources

1. www.sebi.gov.in
2. www.rbi.org.in
3. www.amfindia.com
4. www.mcx-sx.com
5. www.investor.sebi.gov.in
7. www.nseindia.com
8. www.federalreserve.gov.in
9. www.bseindia.com

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours		Credits
V	21UBU53ES02B			DSE - 2: FINANCIAL PLANNING AND INVESTMENT MANAGEMENT					5		3
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	2	2	3	3	3	2	2.6
CO–2	3	2	3	3	3	3	3	3	2	2	2.7
CO–3	3	3	3	3	3	3	2	3	3	3	2.9
CO–4	3	2	2	3	2	2	2	3	3	2	2.4
CO–5	3	3	2	3	3	3	3	2	3	2	2.7
Mean overall Score											2.66 (High)

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU53SP01A	**Self-paced Learning:** **ADVERTISING AND SALES** **PROMOTION**	---	2

CO No	**CO- Statementss** On successful completion of this course, students will be able to	Cognitive Level (K- level)
CO-1	inculcate the habit of relating the basic concepts in Advertising management with practical situations and to give more insights about this subject.	**K1**
CO-2	determine the role of the promotional mix in the development of strategic/ tactical marketing plans so as to practice how the Advertisement process influences consumer decision making.	**K2**
CO-3	understand the planning, implementation, and evaluation process of Advertising & other forms of marketing communications.	**K2**
CO-4	promote the understanding of major concepts relating to Advertising and Sales Promotion and its emerging trends in the Indian Marketing Communication Industry by mapping consumer behavior and the media.	**K3**
CO-5	equip students with in-depth understanding of contemporary issues in services Management and apply expert knowledge on marketing of various services.	**K4**

Unit – I

Introduction to Advertising – meaning, objectivesits role and functions - Advertising in Marketing Mix – Advertising decisions – Types of Advertising - economic, social and ethical issues, DAGMAR approach - Integrated Marketing Communication – strategic integration of marketing functions and promotional functions - relationship between product mix and promotion mix.

Unit – II

Advertising media – types – characteristics – Merits and limitation – media scene in India – types of media – press and broadcasting – outdoor and other media. Response Process in Advertising – Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model - Brand and Brand Equity – definition of branding - Characteristics of a good brand name,image, brand positioning**,** personality, attributes and consequences

Unit – III

Construction of an Advertisement – visualization – copy - basic approaches to copy writing – types of copies – types of headlines – types of illustrations – types of layout – principles governing copywriting. Advertising Budget – Top down and Build up approach, methods of

advertising – Advertising Creativity **-** meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting, Illustration

Unit – IV

Media planning and schedulingstrategy – media planning parameters - media mix, media characteristics, selection of media, evaluation of media, media schedulingstrategy - Evaluation of advertising effectiveness – Need and purpose of evaluation, pre-testing and post – testing techniques. Advertising agencies – Importance, role and functions – Organizational structure – advertising department – agency commission and fee – types of ad agencies.

Unit – V

Sales Promotion – Definition, Nature, Objectives and significance of sales promotion – Promtional Mix – Consumer oreiented – Trade Oriented – Promotional Tools - reason for its rapid growth, promotional strategy, types and techniques of sales promotion - Concepts and Case Study Analysis.

Books for Study

1. *Advertising theory & Practice* – Chunawalla, Kumar, Sethuia, Subramanian - Suchau
    – Himalaya publishing House, Mumbai – 04, 2004.
    (UNIT - I , II and III).
2. *Advertising & Sales Promotion* by Belch & Belch, TMH
    (UNIT – IV).
3. *Advertising Management* by M.V.Kulkarni, EPH
    (UNIT – V).

Books or Reference

1. *Advertising & Sales Promotion* by Kazmi & Batra, Excel Books
2. *Advertising Management* – Concept & Cases by Manendra Mohan, TMH

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours	Credits
V	21UBU53SP01A			**Self-paced Learning ADVERTISING AND SALES PROMOTION**				---	2
(COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	3	2	2	3	2	3	3	2.5
CO–2	3	2	3	2	2	2	2	2	3	2	2.3
CO–3	3	2	2	2	3	3	2	3	2	2	2.4
CO–4	2	2	3	3	2	2	3	2	2	3	2.4
CO–5	2	3	2	3	3	2	2	3	3	2	2.5
Mean overall Score											**2.42 (High)**

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU53SP01 B	**Self-paced Learning CUSTOMER RELATIONSHIP MANAGEMENT**	---	2

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	define the need and importance of maintaining a good customer relationship.	**K1**
CO–2	demonstrate the various aspects of CRM the benefits delivered by CRM.	**K2**
CO–3	utilize and extend the Knowledge of customer data for business modeling.	**K2, K3**
CO–4	develop CRM practices and technologies to enhance the achievement of organizational goals.	**K3**
CO–5	examine the customer relationship management strategies for the long-term sustainability of the Organizations.	**K4**

Unit – I
Definitions - Concepts and Context of relationship Management - Origin - Role of CRM - Models of CRM- Types - Relationship management theories - CRM as a strategic marketing tool - CRM significance to the stakeholders.

Unit – II
Customer information Database - Customer Profile Analysis - Customer perception, Expectations analysis - Customer behavior in relationship perspectives; individual and group customer's - Customer life time value - Selection of Profitable customer segments.

Unit – III
Understanding value - Sources of customer value - The value proposition - Customer value estimates - Value assessment.

Unit–IV
Elements of CRM - CRM Process - Strategies for Customer acquisition - Business strategy - Aligning business strategy and customer strategy - customer based marketing - CRM road map for business applications.

Unit – V
Technical barriers in CRM - Analytical tools - Customer profiling & profitability analysis - Selecting a CRM solution - An introduction to CRM software packages.

Books for Study

1. Francis Butlle, *Customer Relationship Management*, *Concepts and Technologies*, Second edition, Elsevier, 2009.
   (UNIT - I - III)
2. G.Shainesh, Jagdish, N.Sheth, Customer *Relationships Management Strategic Prespective,* Macmillan, 2005.
   (UNIT - IV)
3. Adrian Payne, *Handbook of CRM*, Elsevier , 2005.
   (UNIT - V)

Books for Reference

1. H. Peeru Mohamed and A. Sahadevan, *Customer Relation Management*, Vikas Publishing, 2005.
2. Jim Catheart, *The Eight Competencies of Relationship selling*, Macmillan India, 2005.
3. Assel, *Consumer Behavior*, Cengage Learning, 6th Edition.
4. Kumar, *Customer Relationship Management - A Database Approach*, Wiley India, 2007.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
V	21UBU53SP01B		Self-paced Learning CUSTOMER RELATIONSHIP MANAGEMENT				---		2

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	3	2	2	3	3	2	2	2.5
CO–2	3	3	2	2	2	2	2	3	2	2	2.4
CO–3	3	3	3	3	1	1	3	3	2	2	2.4
CO–4	3	3	3	3	2	2	3	3	2	2	2.6
CO–5	3	3	3	1	1	2	2	2	2	2	2.1
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21USS54SE03	SEC-3: SOFT SKILLS	2	1

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will	
CO–1	be keen on developing and sustaining Soft Skills required of an educated youth	K1
CO–2	be trained to present the best of themselves as job seekers to deal with any problem and conflict situations.	K2
CO–3	be able to transfer the skills learnt for concrete outcomes and increased productivity of companies.	K2
CO–4	be able to develop people skills, life skills that are required to be a good human in the long run and set a living standard	K3
CO–5	be embedded with Employability skills such as "communication", "teamwork", "initiative, "enterprise", the attributes of "reliability", "balance between work -life", "commitment" and continuous learning analyze the bonding in molecules and ions by applying MO theory.	K4

Module 1**: Effective Communication**
Definition of communication, Barriers of Communication, Verbal and Non-verbal Communication; Self introduction matrix, Conversation Techniques, Good manners and Etiquettes, Introduction to Professional Communication, Professional Grooming and Presentation Skills and exercises

Module II: **Resume Writing & Interview skills**
Resume Writing: Basic Resume Formats. Types of Resume - Chronological, Functional and Mixed Resume**,** Steps in preparation of Resume, Sample objectives, Model Resumes.
Interview Skills: Preparation for interview, Common interview questions, Attitude, Body Language, Mock interviews and Practicum, Figuring out common interview questions and answers

Module III: **Group Discussion:** Definition of GD. The salient features of GD,Factors that influence GD, Outcome of GD, Tips for success in GD, Parameters of GD, Essential Points for GD preparation, GD Topics, Model GD and Practicum.

Module IV: **Personal Effectiveness:** Self Discovery: Personality, Traits of Personality; Personality Tests; Intelligence and Skill Assessment Form. **Goal Setting**: Goal setting Process, Questioneers & Presentations

Module V: **Numerical Ability:** Average, Percentage; Profit and Loss**,** Area, Volume and Surface Area. (Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance**,** Problems on Trains**,** Illustrations, Boats and Streams; Illustrations-Optional)

Module VI: **Test of Reasoning - Verbal Reasoning:** Series Completion, Analogy. **Non-Verbal Reasoning**

Books for Study
Melchias G, Balaiah John, John Love Joy (Eds), 2018. *Straight from the Traits: Securing Soft Skills,* SJC, Trichy.

Books for References
1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning.* S.Chand, New Delhi.
2. Covey, Stephen. 2004. *7 Habits of Highly effective people,* Free Press. Egan, Gerard. (1994).
3. *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/Cole.
4. Khera ,Shiv 2003. *You Can Win.* Macmillan Books , Revised Edition.
5. Melchias G, Balaiah John, John Love Joy (Eds), 2018. Winners in the Making: A primer on soft skills. SJC, Trichy.

Other books
1. Murphy, Raymond. 1998. *Essential English Grammar*. 2nd ed., Cambridge University Press.
2. Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5th ed., Adams, Media.
3. Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
4. Yate, Martin. 2005. H*iring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU54EG01A	GE - 1: GLOBAL SUPPLY CHAIN MANAGEMENT	4	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	remember the concepts of Supply Chain Management from a global, multi-dimensional perspective.	K1
CO–2	analyze a company's strategic focus, its customer demand profiles, and its core competencies in order to design a supply chain that supports its business model.	K2
CO–3	identify and chart a global company's key business functions, business processes, and stakeholders.	K3
CO–4	understand the key activities that differentiate business practices from other countries – and how they affect management of the supply chain.	K3
CO–5	examine how world-class companies encourage collaboration among international business partners.	K4

Unit – I   **(12 Hours)**

Introduction to Supply Chain: Understanding Supply Chain - Objectives- importance Decision phases – Process view of a supply chain – Supply chain performance - Competitive and supply chain strategies- Achieving strategic fit-. Global supply chain: buy-sell, turnkey, transfer price and tax.

Unit – II   **(12 Hours)**

Drivers of Supply Chain Performance : Framework for structuring drivers- Facilities Inventory- Transportation- Information- Sourcing- Pricing - – and overview of Network Design in the Supply Chain Network design in Uncertain Environment. Global supply chain cost drivers.

Unit – III   **(12 Hours)**

Aggregate Planning and Managing Supply- Demand and Inventory: Aggregate Planning in Supply Chain strategies - role of IT- Implementation Responding to predictable variability in supply chain – Managing Supply – Managing Demand – Overview of managing cycle inventory, safety inventory in supply chain.

Unit – IV   **(12 Hours)**

Sourcing and Planning Transportation Networks in Supply Chain: Sourcing decision in supply chain: Role of sourcing – in-house or outsource – – Party Logistics providers – Supplier scoring and assessment – Transportation in Supply Chain: – Logistics - Design options- - risk – Trade–offs in transportation design.

Unit – V (12 Hours)

Information Technology in a Supply Chain: Information technology in a supply chain- role framework - Customer relationship management- Internal supply chain management- Supplier relationship management – Over view of recent trends in Supply Chain: e-SRM - e-LRM- eSCM.

Book for Study

Sunil Chopra and Peter Meindl, *Supply Chain Management: Strategy, Planning, and Operations* (5th Edition) by Prentice Hall, New Delhi, 2012.

Book for Reference

1. Chase, Shankar & Jacob, *Operations & Supply Chain Management*, 14th Edition, McGraw Hill, 2010.
2. Alan Ruston, Phil Crouches, Peter Baker, *'The Handbook of Logistics and Distribution Management* kogan page.
3. Shah, J. *Supply chain management: Text and Cases* (2e). Pearson Education India, 2016.
4. Hugos, M H *Essentials of Supply chain Management* (3rd ed) New Delhi: Wiley, 2007.
5. Coyle J.J., Langley Jr. C.J., Novack R.A. and Gibson B.J. *Managing supply chains-A logistics approach* (9th ed). Cengage Learning, 2013.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
V	21UBU54EG01A		GE - 1: GLOBAL SUPPLY CHAIN MANAGEMENT			4	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	3	2	2	3	2	2	2	2	2.2
CO–2	3	2	2	2	3	2	3	3	1	2	2.3
CO–3	3	2	2	2	2	3	3	2	2	3	2.4
CO–4	2	3	2	3	2	3	1	1	2	2	2.1
CO–5	2	2	2	3	2	2	2	1	1	3	2
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU54EG01B	GE - 1: START-UPs AND SMALL BUSINESS MANAGEMENT	4	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	acquire core knowledge on small business and start up strategies.	K1
CO–2	build SSI set up and identifying opportunities, issues and challenges for small entrepreneur.	K2
CO–3	analyzing SSI sector and list out the recent updating in SSI.	K3
CO–4	classifying various institution supporting to SSI.	K4
CO–5	understanding of possible changes in small Business and start up strategies.	K4

Unit – I (12 Hours)

Identification of Business opportunity for Small Enterprise – SWOT Analysis – Forming the business – Sources of Finance – Start up strategies – Market research – Managing the small business – The business plan. Government Assistance - Role of Small Business in the context of Liberalization – Recent schemes and procedure for startup in India.

Unit – II (12 Hours)

Small Business – Definition – Features – Role of Small Business in Economic Development – Reasons for Establishment – Quality of Small Businessmen – Advantages and Disadvantages – Reasons for Failures – Characteristics of Successful Small Businessmen – Different Stages – Steps in Setting up a Small Business – Crisis Management in Business – Relationships between Small and Large Units – Small Sector in India – A note on Family Business.

Unit – III (12 Hours)

Concepts and Definitions of Small Scale Industries (SSIs) – Role of SSIs – Recent Government Policy and Development – Growth and Performance – SSI Sector and Committee Report – Reservation of items for SSI – Problems – Sickness of SSI: Causes, Symptoms and Cures – Recent Updating - Prospects of SSI in free Economy.

Unit – IV (12 Hours)

Central, State and Other Institutional Support for SSI – Technological Upgradation and Institutional facility for SSI – Incentives and Subsidies for SSI.

Unit – V   **(12 Hours)**

Production Management – Financial Management – Marketing Management – Strategic Management – Personal Management – and Office Management in Small Business Enterprises. Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – E-commerce and Small Enterprises – Central and State Government schemes - Recent application - Policy and Training for small business.

Field Visit

Exposure and Observation Visit SSI: Poultry, Sericulture, Courier, Cell Phone Sales and Service, Dairy, Mushroom Cultivation, Ornamental Pottery, Dying Unit, Powerloom and Handloom, Blood Bank, Rice Mill and Food and Fruit Processing Unit – Role of Women SHGs in Micro Enterprises.

Books for Study
1. Jayshree Suresh, *Entrepreneurial Development*, Margham Publication, 2019.
2. Raj Shankar, *Essentials of Entrepreneurship*, Vijay Nicole Private Limited, 2019.

Books for Reference
1. Barrow C. *The Essence of Small Business*, Prentice Hall of India, New Delhi, 2010.
2. Bedapatai Mohanty, *Economics of Small Scale Industries*, Ashish, New Delhi, 2012.
3. Charantimath P.M., *Entrepreneurship Development and Small Business Enterprises*, Pearson Education, New Delhi, 2014.
4. Cormon J and Lussier R.N., *Small Business Management: A Planning Approach*, IRWIN, London, 2010.
5. Datt, Ruddar and Sundharam K.P.M., *Indian Economy*, S.Chand, New Delhi, 2006.
6. Khanka S.S. (2001): *Entrepreneurial Development*, S.Chand & Co., New Delhi, 2001.
7. Little N.D., Dipack Mazumdar and John M.Page. Jr., *Small Manufacturing Enterprises*, Oxford University Press, London, 2007.
8. United Nations: *Manual for the Preparation of Industrial Feasibility,* Oxford and IBH, NewDelhi. 2006.
9. Vasanth Desai, *Small Scale Industries and Entrepreneurship*, Himalaya Publishing House, Mumbai, 2002.

Web Resources
1. https://msme.gov.in
2. https://www.msmeonline.tn.gov.in
3. https://www.nsic.co.in
4. https://www.sidbi.in/en
5. https://www.tn.gov.in/department
6. http//www.smallindustryindia.gov.in/handtools

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
V	**21UBU54EG01B**		GE - 1: START-UPs AND SMALL BUSINESS MANAGEMENT			4	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	2	2	2	2	2	3	2	2.3
CO–2	2	3	3	2	3	3	2	2	2	2	2.4
CO–3	3	3	3	2	3	2	2	3	2	2	2.9
CO–4	3	2	2	2	2	3	2	2	2	2	2.2
CO–5	2	3	1	2	3	2	2	2	2	2	2.1
Mean overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU63CC13	CORE - 13: FINANCIAL MANAGEMENT	7	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define the basic concepts and objectives Financial Management.	K1
CO–2	demonstrate, Explain and Interpret Finance decision.	K2
CO–3	applying acquired knowledge and Make use of the techniques.	K3
CO–4	analyse and Examine the Methods of Financial Management.	K4
CO–5	invent the Analytical skills which would facilitate them to take finance decision.	K3, K4

Unit – I (21 Hours)

Introduction to Finance - Meaning & Objectives of financial management - Profit Maximization - Wealth Maximization - Scope of Financial Management - Importance of Financial Management - Methods Of financial Management - Organization of Finance Function - Role of Finance manager - Time value of Money. (**Theory Only**)

Unit – II (21 Hours)

Meaning of Financial Planning - Principles governing financial planning - Estimating Capital requirements - Fixed Capital - Working Capital - Concept of working Capital - Need of Working capital - Types of Working Capital - Management of working capital - Estimation of working capital.

Unit – III (21 Hours)

Concept of cost of capital - Importance of cost of Capital - Classification of cost of capital - Approaches to cost of capital - Determination of cost of capital - Computation of cost of capital – Cost of Debt - Cost of Preference Shares - Cost of Equity - Cost of Retained earnings - Weighted Average cost of capital - Meaning of Leverage - Types of leverages - operating, financial and combined leverage.

Unit – IV (21 Hours)

Meaning of Capital Structure - Capital structure and financial structure - Pattern of capital structure - Optimum capital structure - Capital structure theories - NI Approach - NOI Approach - MM Approach - Traditional Approach - Factors determining capital structure. (**Theory Only**)

Unit – V (21 Hours)

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Concept of capital budgeting - Importance of capital budgeting - Factors affecting capital investment decision Capital Budgeting Appraisal Method – pay - back period, Average rate of return, NPV method - Profitability Index - IRR method.

Theory 60% Problem 40%

Book for Study

S.N. Maheswari, *Elements of Financial Management* Sultan chand & sons, NewDelhi, 2014.

Books for Reference

1. *Fundamentals of Financial Management*, Prasana Chandra Tata McGraw Hill New Delhi, 7th edition, July 2020.
2. *Financial Management (Text, Problems and Cases)* M.Y. Khan and P.K. Jain, Tata McGraw Hill, New Delhi, 2018.
3. *Financial Management*, I M Pandey-11th Edition 2015.
4. *Financial Management*, Dr. A Murtthy, Margam Publications 2013.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
VI	21UBU63CC13		CORE - 13: FINANCIAL MANAGEMENT				7	4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	3	3	3	3	4	4	3.2
CO–2	3	3	3	4	4	3	3	3	3	4	3.3
CO–3	3	3	3	3	4	3	3	4	4	4	3.4
CO–4	3	3	3	3	4	3	3	3	4	3	3.2
CO–5	3	3	3	4	4	3	3	3	4	3	3.3
Mean overall Score											3.028 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU63CC14	**CORE -14:** **INTERNATIONAL BUSINESS**	7	4

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	relate the basic concepts of international business management and apply it to real business world.	K1
CO–2	extend an idea about the international Business Environment and its influence on business.	K2
CO–3	outline the activities of international economic institutions in the globalized era.	K2
CO–4	apply the global business practices and get acquainted with functional domain practices.	K3
CO–5	discover the International Business Policy & Practices undertaken by popular businesses.	K4

Unit – I   **(21 Hours)**
International Business - Definition - Advantages - Features - Scope - Factors causing globalization of business - Changing Scenario of International Business - Stages of internationalization - Approaches to International Business - Theories of International Business - Difference between domestic and international Business.

Unit – II   **(21 Hours)**
International business environment - Country attractiveness - Factors affecting international business environment - Political, legal, economic, social cultural and technological environment and their impact on International Business.

Unit – III   **(21 Hours)**
World trade in goods and services - Major trends and developments - World trade and protectionism - Tariff and non-tariff barriers - Foreign investments - Pattern, structure and effects, Movements in foreign exchange and interest rates and then impact on trade and investment flows.

Unit – IV   **(21 Hours)**
International Product Policy and Planning - International Marketing Promotion - Advertising, Distribution and Sales Promotion - International Pricing. Export Management

Unit – V   **(21 Hours)**
Promotion of global business - The role of GATT - WTO - IMF - UNCTAD - NAFTA - EU - SAARC - Multilateral trade negotiation and agreements - Challenges for global business - Global trade and investment - Need for global competitiveness.

Books for Study

1. Francis Cherunilam, *International Business - Test and cases*, 6th Edition, PHI Learning Pvt. Ltd, 2020.
2. Dr. S. Sankaran, *International Business & Environment*, Margham Publications, 2014.

Books for Reference

1. K. Aswathappa, *International Business*, 6th Edition, Tata Mc Graw Hill, New Delhi, 2015.
2. Charles W.I. Hill and Arun Kumar Jain, *International Business*, 6th edition, Tata McGraw Hill, New Delhi, 2010.
3. John D. Daniels and Lee H. Radebaugh, *International Business*, Pearson Education Asia, 12th Edition, New Delhi, 2010.
4. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, *International Business*, 7th Edition, Cengage Learning, New Delhi, 2010.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
VI	21UBU63CC14		CORE - 14: INTERNATIONAL BUSINESS				7		4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	3	1	3	2	3	3	1	2.4
CO–2	3	3	2	2	2	2	3	3	2	2	2.4
CO–3	3	2	3	3	2	2	2	3	3	1	2.4
CO–4	3	3	3	3	1	3	3	3	3	2	2.7
CO–5	2	3	2	3	2	3	2	2	2	2	2.3
Mean overall Score											2.44 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU63ES03A	DSE-3: INDUSTRIAL RELATIONS AND LABOUR LAWS	5	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	define the concepts related to industrial relations.	K1
CO–2	outline the importance and functioning of employee unions and its role in maintain good industrial relations.	K2
CO–3	examine the labour laws and labour practices to solve complex labour problems existent in companies.	K3
CO–4	build and develop various labour relationship skills.	K3
CO–5	discover approaches for the welfare of employees.	K4

Unit – I **(15 Hours)**

History and growth of IR - Definition of IR Concept - objectives - Importance of good labour management relations - Theories of IR - ILO and Industrial relations - Overview of labour laws.

Unit – II **(15 Hours)**

History and growth of Trade Union - Purpose and functions - Objectives - Trade Unions and economic developments - Types of Union - The Trade Unions Act, 1926.

Unit – III **(15 Hours)**

Industrial disputes: Meaning and causes - Importance of good labour management relations - Disputes settlement machineries, Awards and settlements, Strike and lockout, Lay-off and retrenchment - Role of ILO in industrial relations - Industrial Dispute Act 1947.

Unit – IV **(15 Hours)**

Grievance in Industrial Relations: Principles, Procedure - Discipline in Industrial Relations - Disciplinary Procedure - Red hot stove rule - Process and importance of Collective Bargaining - Negotiation and its procedure - The Industrial Employment Standing Orders Act 1946.

Unit – V **(15 Hours)**

Causes of Accidents - Prevention - Safety Provisions - Industrial Health and Hygiene - Importance - Problems - Occupational Hazards - Diseases -Psychological problems - Counseling - Statutory Provisions - The Factories Act, 1948, The Mines Act, 1952 and The Dock Workers (Safety, Health and welfare) Act, 1986.

Books for Study

1. P. C. Tripathi: *Personnel Management and Industrial Relations*, Sultan Chand & Sons-New Delhi, 2013.
2. C.B. Memoria & V.S.P Rao, *Personnel Management*, Himalaya Publishing House Ltd, -New Delhi, 2019.

Books for Reference

1. N. Kumar, R. Mittal, *Personnel Management And Industrial Relations*, Anmol Publications Pvt. Ltd., 2001.
2. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj, *Industrial Relations and Labour Laws*, McGraw Hill Education, 2017.
3. Yoder, Dale and others: *Personnel Management and Industrial Relations*, Prentice Hall, New Delhi, 1999.
4. Bhatia, S. K.: *Constructive Industrial Relations and Labour Laws. Deep and Deep*, New Delhi, 2003.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
VI	21UBU63ES03A		DSE - 3: INDUSTRIAL RELATIONS AND LABOUR LAWS				5	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	2	2	2	2	2	2	3	2.3
CO–2	2	3	2	2	3	2	3	3	2	1	2.3
CO–3	2	2	3	3	2	2	2	2	3	1	2.2
CO–4	2	3	3	3	1	2	3	3	3	3	2.6
CO–5	3	3	2	3	1	3	3	2	2	2	2.4
Mean overall Score											2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UBU63ES03B	DSE - 3: LEADERSHIP AND GROUP DYNAMICS	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define the different attributes of leadership.	K1
CO–2	explain the type of personality of an individual.	K2
CO–3	develop the skills for emotional intelligence.	K3
CO–4	take part in the group formation and development.	K4
CO–5	discover the training for an effective group membership.	K4

Unit – I (15 Hours)
Leadership Attributes - Styles – Theories of Effective Leadership - charismatic leader, transformational leader.

Unit – II (15 Hours)
Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.

Unit – III (15 Hours)
Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence - Cultural – formation – changing culture, Organizational and Situational Factors.

Unit – IV (15 Hours)
Group Dynamics - Understanding Groups, Phases of Group Development – Group Cohesion and Alienation - Conformity and Obedience. Group and its formation - Formal and Informal Groups.

Unit – V (15 Hours)
Training for Effective Group Membership - T-Group Training or Sensitivity Training - Process of Decision Making in Groups - Problems and Approaches for 'Consensus' formation - Effective Meetings.

Book for Study
Organizational Behavior - Stephen P. Robbins, Timothy A. Judge. — 16th ed. - Pearson Education, 2015.

Book for Reference

1. Jan Carmichael, et.al. *Leadership and Management Development*, Oxford Publications, 2016.
2. Uday Kumar Haldar, *Leadership And Team Building*, Oxford Publications, 2016
3. Chandra Mohan, *Leadership and Team Management*, Himalaya Publishing House, 2016.
4. Fred Luthans, *Organizational Behavior: An Evidence - Based Approach*, 12th Ed. McGraw Hill Education, 2017.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
VI	21UBU63ES03B		DSE - 3: LEADERSHIP AND GROUP DYNAMICS			5	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	2	1	3	3	2	2	3	2.2
CO–2	2	3	2	1	2	3	3	2	2	3	2.3
CO–3	1	2	3	2	3	2	3	2	3	2	2.3
CO–4	1	2	2	3	1	2	3	2	2	3	2.1
CO–5	1	2	2	2	3	1	3	2	2	3	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU63ES04A	DSE - 4: SERVICES MARKETING	5	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	provide students with basic knowledge on Management of services and to make them understand the operational processes for managing the service encounter to achieve internal and external customer satisfaction.	K1
CO–2	expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing.	K2
CO–3	develop an awareness of applying how information technology can enhance service firms competitiveness.	K3
CO–4	equip students with in-depth understanding of contemporary issues in services Management and apply expert knowledge on marketing of various services.	K3
CO–5	comprehend the tools for analyzing and optimizing the service experience in order to implement the process to deliver optimal service quality.	K4

Unit – I   **(18 Hours)**

Meaning and definition of service – Service economy - services marketing – Nature and scope – Unique characteristics - evolution and growth of service sector – classification of services – difference between goods and service – significance – impact of social environment on the growth of services marketing in India – Challenges and issues.

Unit – II   **(18 Hours)**

Service design – expanded Marketing Mix - The Service process –factors to be considered in designing service process - Relationship between services and goods – Consumer Service – Buyer Behavior – Decision making process – types of service layout – service benchmarking - market segmentation, targeting andpositioning.

Unit – III   **(18 Hours)**

Service Life Cycle – New service development – Service Blue Printing – GAP's modelof service quality – Measuring service quality – SERVQUAL – Service Quality functiondevelopment – service product concept – pricing in service – methods - service promotion.

Unit – IV   **(18 Hours)**

Location of service and channel of distribution – classification of location – factors governing location – role of service intermediaries – Franchising – Agent Brokers – Quality of service - Service marketing triangle – Integrated Servicemarketing communication.

Unit – V   (18 Hours)

Marketing of Service – Financial services, Banking, Insurance, Health services, Hospitality – Tourism, Logistics, Education, Entertainment sectors, Professional or consultancy – Telecommunication services.

Books for Study

1. *Service Marketing and Management* by B.Balaji – S.Chand & Co.,
2. *Services Marketing* Christopher H.Lovelock and Jochen Wirtz, PearsonEducation, 2004.
3. *Services Marketing* by Vasanthi Venugopal and Raghu V.N. – Himalaya Publishing House.

Books for Reference

1. *Principles of Services marketing*, Palmer,Adrian MCGraw Hill
2. *Services Marketing* – Dr.L.Natarajan: Margham Publications
3. *Services Marketing*, Valarie Zeithaml et al, 5th Edition, Tata McGrawHill, Pvt. Ltd., 2012.
4. *Managing Services Marketing* by E. G. Bateson – Text & Reading, Dryden Press,
5. *Services Marketing* – Balaji: Himalya Publications.
6. *Services Marketing* – S.M.Jha: Himalaya Publications.
7. *Services Marketing* – Thomson, Hoffman: South Western Publications.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
VI	21UBU63ES04A		DSE - 4: SERVICES MARKETING				5		3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	3	2	2	3	2	3	3	2.5
CO–2	3	2	3	2	3	3	2	3	2	3	2.6
CO–3	2	2	3	3	2	2	3	2	2	3	2.4
CO–4	2	3	2	3	3	2	2	3	3	2	2.5
CO–5	3	2	3	2	3	2	2	2	3	2	2.4
Mean overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	**21UBU63ES04B**	**DSE - 4: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**	**5**	**3**

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	identify the knowledge on logistic and supply chain management in the current business scenario.	**K1**
CO–2	identify various dimensions of financial supply chain management.	**K1**
CO–3	understand about logistics & supply chain management concepts.	**K2**
CO–4	learn the perspective of e-finance and its legal aspect.	**K3**
CO–5	evaluate the global logistics concepts and gain idea about logistics and supply chainmanagement planning.	**K4**

Unit – I   **(15 Hours)**

Fundamentals of Logistics - Definition and Activities - Aims and importance - Progress in Logistics and Current Trends - Organization and Achieving Integration - Value Added Logistics Services - Role of Logistics in Competitive Strategy and Customer Service.

Unit – II   **(15 Hours)**

Logistics Strategy - Implementing the Strategy - Locating Facilities - Planning Resources - Controlling Material Flow Distribution channel structure, channel members and channel strategy - Role of logistics and support in distribution channels.

Unit – III   **(15 Hours)**

Procurement - Inventory Management - Warehousing and Material Handling Transport - Global Logistics - Logistics outsourcing – catalysts, benefits, value proposition. Third and fourth party logistics. - Selection of service provider.

Unit – IV   **(15 Hours)**

Basic Concepts of supply Chain Management - Planning and Sourcing - Making and Delivering – Returns - It and Supply Chain Management - Port Management.

Unit – V   **(15 Hours)**

Financial Supply Chain - Elements of Financial Supply Chain Management - The Evolution of e-Financial Supply Chain - E-Financial supply chain - E-Financial supply chain banks Perspective - Legal Aspects of E-Financial Supply Chain.

Book for Study

1. Bowersox, D.J., Closs, D.J., Cooper, M.B., & Bowersox, J.C. (2013). *Supply Chain Logistics Management*. (4th ed.), McGraw Hill/Irwin.
2. D K Agrawal, *'Distribution and Logistics Management: A Strategic Marketing Approach'*, Macmillan publishers India.

Books for Reference

1. Alan Ruston, Phil Crouches, Peter Baker, *'The Handbook of Logistics and Distribution Management* kogan page.
2. Shah, J. *Supply chain management: Text and Cases* (2e). Pearson Education India, 2016.
3. Hugos, M H, *Essentials of Supply chain Management* (3rd ed) New Delhi: Wiley, 2007.
4. Coyle J.J., Langley Jr. C.J. Novack R.A. and Gibson B.J. *Managing supply chains-A logistics approach* (9th ed). Cengage Learning, 2013.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours	Credits
VI	**21UBU63ES04B**		**DSE - 4: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**					5	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	1	3	3	1	1	3	3	3	2	2.3
CO–2	2	2	1	2	2	1	3	2	2	3	2
CO–3	2	2	3	1	2	3	3	3	2	2	2.3
CO–4	2	1	2	1	2	2	1	1	2	2	1.6
CO–5	2	2	2	3	2	2	2	1	1	2	1.9
Mean overall Score											**2.02 (Medium)**

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU64SE04A	SEC - 4 (WS): BUSINESS CASE ANALYSIS	2	1

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	develop the analytical ability by understanding the real business situations in a practical environment.	K1
CO–2	acquaint with the decision making skills required for a manager and develop team-spirit through healthy discussions and brain-storming among students.	K2
CO–3	familiarize with the updated scenario of day to-day challenging business situations through analysis of true corporate incidents.	K3
CO–4	understanding of practical Management and Business situations by applying all the theoretical concepts in all their future career assignments and experiences.	K4
CO–5	enhance knowledge Updation, creativity , innovation and Analytical skills which will gain an insight in to all the important aspects of management which matter in business world.	K4

Unit – I   **(6 Hours)**

Case studies in Management Process – Functions - Planning and Decision making Organization structure - Organization Climate and culture - Motivation – Team building - Leadership Control – Social responsibility of Business

Unit – II   **(6 Hours)**

Case Analysis in Financial Statement Analysis – Operational Efficiency – Working Capital Management – Inventory Control and Management – Security Analysis – Risk and Return Analysis – Mutual Funds.

Unit – III   **(6 Hours)**

Business Cases in Human Resource Study – Discussion and Analysis in Recruitment – Selection – Man power Planning – Training and Development – Promotion – Performance Management – Stress Management – Labour Welfare Measures – Organizational Effectiveness.

Unit – IV   **(6 Hours)**

Case Analysis in Services Marketing – Advertising Management – Sales Promotion – Personal Selling – Analysis on Branding – Case Discussion on Consumer Behavior – Consumer Relation Management – Franchising.

Unit – V   **(6 Hours)**

Case Studies - Discussion and Analysis in Knowledge Management – Management Information System – Electronic Commerce – Artificial Intelligence – Supply Chain Management – TQM.

Books for Study

1. *Cases in Management*, 5th Edition – Excel Publishers Private Ltd. (All India Management Association; New Delhi - 2019.
   (UNIT - I, III and IV)
2. NEETA BASPORKIKAR, *Cases Methods – Cases in Management –* 7th Edition – Himalaya Publishing House, New Delhi, 2020.
   (UNIT – II and V).

Books for Reference

1. G.P. Capt., H.Kaushal, *Case Study and Solutions- Marketing* 6th Edition – Macmillan India Limited, New Delhim, 2018.
2. *Management Case Studies: A Student's Handbook* Paperback – by Dr. Ramesh R Kulkarni , Dr. Shrinivas R Patil , Rajashekhar and R Navalagi, 11 June 2018.
3. G.P. Capt., H.Kaushal , *Case Study and Solutions- Human Resources* 6th Edition – Macmillan India Limited, New Delhi 2018.

Web Resources

1. https://www.icmrindia.org/free%20resources/casestudies/freesample.htm
2. https://guides.library.ubc.ca/businesscases/free
3. https://bloncampus.thehindubusinessline.com/case-studies/case-files/
4. https://www.researchgate.net/publication/259472449_50_Short_Case_Studies_in_Management
5. http://ibscdc.org/india-related-case-studies.asp

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
VI	21UBU64SE04A		SEC - 4 (WS): BUSINESS CASE ANALYSIS				2		1

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	3	2	2	3	2	2	3	2	2.3
CO–2	2	3	2	3	2	3	3	2	2	3	2.5
CO–3	3	2	2	3	2	2	2	3	3	2	2.4
CO–4	2	2	3	2	3	2	2	2	3	2	2.3
CO–5	3	3	2	2	2	3	2	2	2	3	2.4
Mean overall Score											**2.38 (High)**

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU64SE04B	SEC - 4 (WS): EXPORT MANAGEMENT	2	1

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	outline the theories of International trade , plan to do export and identify the benefits from exports by understanding foreign trade policy.	K1
CO–2	describe the Procedures , documentations and select the mode of Export.	K2
CO–3	analyse International marketing ,identify the product, Choose the location and trade.	K2, K3
CO–4	analyse the procedure and decide the mode of Logistics.	K4
CO–5	describe the Export Assistance of India and apply the procedure.	K3, K4

Unit – I (6 Hours)

Import - Export Management introduction. Concept - Foreign trade, Trade policy, Simplification of document, Reduction in document for custom purpose. Export - Import policy of India - Counter trade - Global Business Enviornment - Impact of Globalization

Unit – II (6 Hours)

Procedure for starting foreign trade-IEC and RCMC, Identify and sourcing of International buyers, Pricing (INCOterms) - Documentation- Proforma Invoice, sales contract, Purchase order, Custom Clearance, Documentation and freight forwarding documentation. Exporting through export houses.

Unit – III (6 Hours)

Difference between Domestic and International marketing - Basic principles of International marketing - STP, brand image, International product life cycle, International market research process - Identify the product – Demand – supply.

Unit – IV (6 Hours)

Interfaces between Marketing and logistics – Warehousing, Material Handling, Inventory control, Packing, Labelling and Marketing in logistics operations - Various modes of transportation for logistical operations - Clearance agent and freight forwarding.

Unit – V (6 Hours)

Exchange rate Mechanism - role of banks in foreign trade, outward& inward remittance, different types of foreign currency rates. EXIM Bank role and functions, FEMA – ECGC – RCMC – DGFT – FIEO – APEDA – NABAD Bank.

Book for Study

Building an Import/Export Business **-** Kenneth D. Weiss

Books for Reference

1. *International Marketing -* CATEORA,MC GRAW HILL INDIA - 18th edition
2. *Export Import management -* Justin Paul& Rajiv Aserkar Oxford Education - 2nd edition

Web Resources

1. https://www.indiantradeportal.in/
2. https://www.dgft.gov.in/
3. https://commerce.gov.in
4. https://apeda.gov.in/apedawebsite/
5. http://plantquarantineindia.nic.in/

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
VI	21UBU64SE04B			SEC - 4 (WS): EXPORT MANAGEMENT				2		1
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	2	3	2	2	2	3	2	2.3
CO–2	2	2	2	2	2	2	2	3	2	2	2,1
CO–3	2	2	3	3	2	2	3	2	2	3	2.4
CO–4	2	2	3	3	4	3	2	3	4	2	2.8
CO–5	2	2	3	4	4	2	3	3	4	2	2.9
Mean overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU64EG02A	GE - 2: PERSONALITY DEVELOPMENT	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define the various dimensions of personality and enhance personal attitudes, self-esteem, body language and other aspects of personal growth.	K1
CO–2	demonstrate leadership and team-building skills to handle interpersonal relationships effectively.	K2
CO–3	develop personality skill sets to attain both personal and organizational success.	K3
CO–4	build knowledge about employability quotient and open venues for future opportunities.	K3
CO–5	simplify conflict management and propel towards wholistic development.	K4

Unit – I (12 Hours)

Significance of personality development. The concept of success and failure: What is success? - Hurdles in achievingsuccess - Overcoming hurdles - Factors responsible for success – What is failure - Causes of Failure. SWOT analysis.

Unit – II (12 Hours)

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages – Negative attitude - Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation – Significance Internal and external motives - Importance of self – motivation - Factors leading to demotivation.

Unit – III (12 Hours)

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive, and assertive behaviours – Lateral thinking.

Unit – IV (12 Hours)

Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building - Team-work – Time management - Work ethics – Good manners and etiquette.

Unit – V   **(12 Hours)**

Resume building - The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview - Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

Book for Study:

1. Hurlock E.B., *Personality Development,* 33rd Reprint, Tata McGraw Hill, New Delhi, 2008.
2. Stephen P. Robbins and Timothy A. Judge, *Organizational Behaviour*, 17th Edition, Pearson Education Limited, 2017.
3. Andrews, Sudhir. *How to Succeed at Interviews*, 2nd Edition, Tata McGraw Hill, New Delhi, 2008.

Book for References

1. Heller Robert, *Effective leadership, Essential Manager Series*, Dk Publishing, 2002.
2. HindleTim, *Reducing Stress, Essential Manager Series*, Dk Publishing, 2003.
3. Lucas Stephen, *Art of Public Speaking,* Tata – McGraw-Hill, New Delhi, 2001.
4. MileD.J, *Power of positive thinking*, Rohan Book Company, New Delhi, 2004.
5. Pravesh Kumar, *All about Self- Motivation*, Goodwill Publishing House, New Delhi, 2005.
6. SmithB, *Body Language*, Rohan Book Company, New Delhi, 2004.

Web Resources

https://www.scribd.com/document/505087047/Personality-Development-Notes

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours	Credits
VI	21UBU64EG02A			GE - 2: PERSONALITY DEVELOPMENT				4	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	1	3	2	3	3	2	3	2	2.4
CO–2	3	2	2	3	3	3	2	3	3	3	2.7
CO–3	2	3	2	3	2	3	3	2	3	2	2.5
CO–4	3	1	3	2	3	2	1	3	2	2	2.2
CO–5	2	3	3	3	3	3	3	2	3	3	2.8
Mean overall Score											2.52 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU64EG02B	GE - 2: NGO MANAGEMENT	4	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	show clear understanding of the operations of Non-Governmental Organizations (NGOs).	K1
CO–2	classify the various dimensions of NGO management and it's impacts on society.	K2
CO–3	develop awareness about the support extended by Governmental institutions and other institutions to NGOs.	K3
CO–4	construct knowledge relating to the legislations, agencies and programs that govern over NGOs.	K3
CO–5	interpret the funding strategies and social marketing processes for NGOs.	K4

Unit – I (12 Hours)

Meaning of NGOs, Concept of Rights, NGOs in India, User - friendly NGO. Formation of an NGO in India: Society – Registration of a Society – Rights of Members – Liability – Governing Body – Audit, Trust - Charitable Trusts – Rights of a Trustee – Powers.

Unit – II (12 Hours)

Societies Registration Act 1860, Charitable Endowments Act 1890, Cooperative Societies Act 1912, Indian Trust Act 1882, FCRA, Income tax Act 1961: Nature and Scope of Section 10, Income Tax Exemption: Under Sections 11 and 12, Rebate under Sections 80G and 35AC of Income Tax Act, Agencies, Donor Agencies, Other International Agencies, Schemes of the Government of India for NGO Support, Code of Practice.

Unit – III (12 Hours)

Nature of NGO activities: Aged Care – Agriculture & Fisheries – Child Care – Differently - abled – Emergency Support – Environment & Wildlife – Family Planning – Health – Substance Abuse – Women Empowerment.

Unit – IV (12 Hours)

NGOs and Government: Grants-in-aid, Schemes sponsored by the Ministry of Social Justice and Empowerment, Schemes sponsored by the Ministry of Human Resource and Development, Schemes sponsored by the Ministry of Health and Family Welfare, Ministry of Home Affairs.

Unit – V (12 Hours)

Taxation of Non-Profit Organisations, Income Tax Rates, Filing of NGO tax returns, Tax Assessment, Income of an NGO, Indian NGOs and Charity.

Book for Study

Abraham Anita, *Formation and Management of NGOs (Non-Governmental Organisations)* Universal Law; Fourth edition, 2015.

Book for References

1. The Jossey-Bass *Handbook of Non-profit Leadership and Management* [electronic resource] 4th ed. by David O. Renz, Jossey-Bass & Pfeiffer Imprints, Wiley, 2016.
2. *The Complete Guide to Fundraising Management* [electronic resource] 4th ed. by Stanley Weinstein; Pamela Barden Wiley, 2017.
3. *Non-profit Management* [electronic resource]: A Social Justice Approach by Elaine P. Congress, Allan Luks, Francis Petit (editors) Springer Publishing Company, 2017.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
VI	21UBU64EG02B		GE - 2: NGO MANAGEMENT				4	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	3	3	3	2	2	3	3	2.6
CO–2	3	2	2	3	3	2	2	3	3	3	2.6
CO–3	3	1	2	1	3	2	1	3	1	3	2
CO–4	3	2	2	2	3	2	2	1	2	3	2.2
CO–5	3	3	3	2	3	3	3	3	2	3	2.8
Mean overall Score											2.44 (High)

BACHELOR OF
BUSINESS ADMINISTRATION
(B.B.A.)

SYLLABUS - 2017

SCHOOLS OF EXCELLENCE
with
CHOICE BASED CREDIT SYSTEM (CBCS)

SCHOOL OF MANAGEMENT STUDIES
St. JOSEPH'S COLLEGE (Autonomous)
Special Heritage Status Awarded by UGC
Accredited at 'A' Grade (3rd cycle) by NAAC
College with Potential for Excellence Conferred by UGC
DBT-STAR & DST-FIST Sponsored College
TIRUCHIRAPPALLI - 620 002, INDIA

SCHOOLS OF EXCELLENCE
WITH CHOICE BASED CREDIT SYSTEM
(CBCS)

UNDERGRADUATE COURSES

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to work towards the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from the academic year 2014 – 15, to standup to the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system allows the enhanced academic mobility and enriched employability of the students. At the same time this system preserves the identity, autonomy and uniqueness of every department and reinforces their efforts to be student centric in curriculum designing and skill imparting. These five schools will work concertedly to achieve and accomplish the following objectives:

- Optimal utilization of resources both human and material for the academic flexibility leading to excellence.
- Students experience or enjoy their choice of courses and credits for their horizontal mobility.
- The existing curricular structure as specified by TANSCHE and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.
- Human excellence in specialized areas
- Thrust in internship and / or projects as a lead towards research and
- The multi-discipline nature of the newly evolved structure (School System) caters to the needs of stake-holders, especially the employers.

What is Credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The following Table shows the correlation between credits and hours. However, there could be some flexibility because of practicals, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 150 credits as mentioned in the table below. The total number of minimum courses offered by a department are given in the course pattern.

SUMMARY OF HOURS AND CREDITS
UG COURSES

Part	Semester	Specification	No. of Courses	Hours	Credits	Total Credits
I	I-IV	Languages (Tamil/Hindi/French/Sanskrit)	4	16	12	**12**
II	I-IV	**General English**	4	20	12	**12**
III	I-VI	**Core** Theory Practicals		11-16 3-6		
	V-VI	Project Work	1	90	60	
	IV-VI	**Core Electives**	3	12	12	
	V	Self-paced Learning (Partial Online Course)	1	-	2	
	VI	Comprehensive Examination	1	-	2	
	I-VI	**Allied**	4/6	24	20	
	III & V	**Extra Credit Courses**	**2**	**-**	**(4)**	
	VI	**Internship**	1	-	2	**98**
1V	V	**Skilled Based Electives:** Between Schools (BS)	1	2	2	
	VI	Within School (WS)	1	2	2	
	V	**Inter Departmental Courses (IDC)** Soft Skills / NCC	1	2	2	
	I	**Non-Major Courses (NMC)** Communicative English	1	-	5	
	II	Computer Literacy	1	2	2	
	III	Environmental Studies (Partial Online Course)	1	2	2	
	I-IV	**Value Education**	4	8	8	**23**
V	I-V	**SHEPHERD & Gender Studies**	-	-		
	I-V	**AICUF, Fine Arts, Nature Club, NCC, NSS**	-	-	-	
	V	**Career Guidance & Training**	-	-	-	**5**
		TOTAL		**180**	**150**	**150 (+4 extra credits)**

Course Pattern

The Undergraduate degree course consists of five vital components. They are as follows:

Part -I : Languages (Tamil / Hindi / French / Sanskrit)
Part-II : General English
Part-III : Core Course (Theory, Practical, Core Electives, Allied, Project, Internship and Comprehensive Examinations)
Part-IV : SBE, NMC, Value Education, Soft Skills/National Cadet Corps and Environmental Studies (EVS)
Part-V : Community Service (SHEPHERD) and Gender Studies, AICUF, Fine Arts, Nature Club, NCC, NSS, etc.

Non-Major Courses (NMC)

There are three NMC's – Communicative English, Computer Literacy and Environmental Studies offered in the I, II & III Semesters respectively.

Extra Credit Courses

In order to facilitate the students gaining extra credits, the extra credit courses are given. There are two extra credit courses – Massive Open Online Courses (MOOC) and Skill-based Course – offered in the III and V Semesters respectively. According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, etc. Skill based course is offered by the department apart from their regular class hours.

Value Education Courses

There are four courses offered in the first four semesters for the First & Second UG students.

Non-Major Elective / Skill Based Elective

These courses are offered in two perspectives as electives "Within School" (WS) and "Between School" (BS).

Subject Code Fixation

The following code system (11 characters) is adopted for Under Graduate courses:

Year of Revision	UG Code of the Dept	Semester	Specification of the Part	Subject Category	Running no. in that part
↓	↓	↓	↓	↓	↓
17	U##	x	x	xx	xx
17	UBU	1	3	02	01

For Example :
   I BBA, first semester Management Principles
   The code of the paper is 17UBU130201.
   Thus, the subject code is fixed for other subjects.

4

Subject Category

00 - Languages (Tamil / Hindi / French / Sanskrit)
01 - General English
02 - Core (Theory, Practical, Comprehensive Exams, Internship and Project)
03 - Core Electives
04 - Allied
05 - Extra Credit Courses
06 - Skill Based Electives (BS) & (WS)
07 - Soft Skill
08 - NMC (Communicative English, Computer Literacy/SAP)
09 - EVS (Environmental Studies)
10 - Value Education
11 - Community Service (SHEPHERD) and Gender Studies
12 - AICUF / Nature Club / Fine Arts / NCC / NSS etc.

EXAMINATION: Continuous Internal Assessment (CIA)

UG - Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
CIA	**100**

MID-SEM & END–SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective + Descriptive elements; with the existing question pattern PART-A, PART-B, and PART-C.
2. CIA Component III for UG & PG will be of 15 marks and compulsorily objective multiple choice question type.
3. The CIA Component III must be conducted by the department / faculty concerned at a suitable computer centres.
4. The 10 marks of Part-A of Mid-Sem and End-Sem Tests will comprise only: **Objective Multiple Choice Questions**; **True / False**; and **Fill-in the Blanks**.
5. The number of hours for the 5 marks allotted for Library Referencing work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses of the semester.
6. English Composition once a fortnight will form one of the components for UG General English.

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SEMESTER EXAMINATION
Testing with Objective and Descriptive questions

Part-A: Objective MCQs only (30 Marks)
Answers are to be marked on OMR score-sheet. The OMR score-sheets will be supplied along with the Main Answer Book. 40 minutes after the start of the examination the OMR score-sheets will be collected

Part-B & C: Descriptive (70 Marks)
Part-B: 5 x 5 = 25 marks (Inbuilt Choice);
Part-C: 3 x 15 = 45 marks; 3 out of 5 questions (Open Choice).

The Accounts Paper of Commerce will have
Part-A: Objective = 25
Part-B: Descriptive 3 x 25 = 75 marks.

Duration of Examination must be rational; proportional to teaching hours 90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

Grading System
1. Grading

The total marks will be calculated by adding both CIA and the end-semester examinations for each of the courses. The total marks thus obtained will then be graded as per details provided in the following Table-1.

From the second semester onwards, the total performance within a semester and the continuous performance starting from the first semester are indicated by Semester **Grade Point Average (GPA)** and **Cumulative Grade Point Average (CGPA)** respectively. These two are calculated by the following formulae:

$$\text{GPA} = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i}, \quad \text{WAM (Weighted Average Marks)} = \frac{\sum_{i=1}^{n} C_i M_i}{\sum_{i=1}^{n} C_i}$$

where, 'C_i' is the Credit earned for the Course-*i,*
'G_i' is the Grade Point obtained by the student for the Course '*i*',
'M' is the marks obtained for the course '*i*', and
'*n*' is the number of Courses **Passed** in that semester.
CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

2. Classification of Final Results
i) For each of the three parts, there shall be separate classification on the basis of the CGPA, as indicated in the following Table-2.

ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/Excellent/Very Good/Good/Above average/Average, the marks and the corresponding CGPA earned by the candidate in Part-III alone will be the criterion, provided he/she has secured the prescribed passing minimum in the LCs and the ELCs.

iii) Grade in Part-IV and Part-V shall be shown separately and it shall not be taken into account for classification.

iv) Absence from an examination shall not be taken as an attempt.

Table-1: Grading of the Courses

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below 70	7	B+
50 and above but below 60	6	B
40 and above but below 50	5	C
Below 40	0	RA

Table-2: Final Result

CGPA	Classification of Final Results	Corresponding Grade
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	RA	Re-appearance

Credit based weighted Mark System is adopted for individual semesters and cumulative semesters in the column 'Marks Secured' (for 100).
A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.

Declaration of Result:
Mr./Ms. _____ has successfully completed the Under Grduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) in Part-III is _____ and the class secured is _____ by completing the minimum of 150 credits. The candidate has acquired _____ (if any) more credits from SHEPHERD / AICUF/ Fine Arts / Sports & Games / NCC / NSS / Nature Club etc. The candidate has also acquired _____ (if any) extra credits offered by the parent department courses.

Bachelor of Business Administration
(B. B. A.)
Course Pattern - 2017 Set

Sem	Part		Code	Course	Hr	Cr
I	I	Language	17UGT110001	Language I (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE120101	English I	5	3
	III	Core	17UBU130201	Management Principles	6	4
			17UBU130202	Financial Accounting	7	4
		Allied	17UBU130401	Allied I: Managerial Economics	6	5
	IV	NMC	17UCE140801	Communicative English	-	5
		V. Edn	17UFC141001	Essentials of Humanity	2	2
				Total for Semester I	**30**	**26**
II	I	Language	17UGT210002	Language II (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE220102	English II	5	3
	III	Core	17UBU230203	Human Resource Management	5	4
			17UBU230204	Cost Accounting	6	4
		Allied	17UBU230402	Allied II: Organizational Behavior	6	5
	IV	NMC	17UCE240802	Computer Literacy	2	2
		V. Edn	17UFC241002	Fundamentals of Human Rights	2	2
				Total for Semester II	**30**	**23**
III	I	Language	17UGT310003	Language III (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE320103	English III	5	3
	III	Core	17UBU330205	Accounting Packages for Managers	4	2
		Core-Practical	17UBU330206	Practical: Financial Advanced Accounting Packages	2	2
		Core	17UBU330207	Marketing Management	5	4
		Extra Credit Course	17UBU330501	Massive Open Online Course	-	(2)
		Allied	17UBU330403	Allied-III: Operations Research for Manager	6	5
	IV	NMC (POC)	17UFC340901	Environmental Studies	2	2
		V. Edn	17UFC341003A	Formation of Youth–I	2	2
			17UFC341003B	Religious Doctrine–I		
				Total for Semester III	**30**	**23**
IV	I	Language	17UGT410004	Language IV (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE420104	English IV	5	3
	III	Core	17UBU430208	Mathematics and Statistics for Managers	5	3
			17UBU430209	Business Law	4	3
		Core Elective I (WD)	17UBU430301A 17UBU430301B	Corporate Accounting for Managers (or) Taxation for Managers	4	4
		Allied	17UBU430404	Allied IV: Entrepreneurial Development	6	5
	IV	V. Edn	17UFC441004A	Formation of Youth–II	2	2
			17UFC441004B	Religious Doctrine–II		
				Total for Semester IV	**30**	**23**

Sem	Part		Code	Course	Hr	Cr
V		Core	17UBU530210	Production and Material Management	5	4
		Core	17UBU530211	Research Methods in Business	6	4
		Core	17UBU530212	Management Accounting	6	4
		Core	17UBU530213	Industrial Relations	5	3
		Extra Credit Course	17UBU530502	Extra Credit Course	-	(2)
	III	Core Elective-II (WS)	17UBU530302A 17UBU530302B 17UCC530302 17UCO530302B	Project Management Logistics and Supply Chain Management E-Commerce Business Correspondence	4	4
		Self-Paced Learning (POC)	17UBU530214A 17UBU530214B 17UBU530214C	Advertising and Sales Promotion Business Communication Business Ethics and Corporate Social Responsibility	-	2
	IV	SBE (BS)	17UBU540601A 17UBU540601B	Training and Development Event Management Practices	2	2
		IDC	17USS540701A	Soft Skills	2	2
			17USS540701B	NCC		
				Total for Semester	**30**	**25**
VI		Core	17UBU630215	Investment Management	6	4
		Core	17UBU630216	Financial Management	7	4
		Core	17UBU630217	International Business	7	4
	III	Core Elective-III (WS)	17UBU630303A 17UBU630303B 17UCC630303 17UCO630303A 17UCO630303B	Service Marketing Strategic Management Total Quality Management Retails Management Principles of Event Management	4	4
		Comprehensive Exam	17UBU630218	Comprehensive Examination	-	2
		Internship	17UBU630219	Internship	-	2
		Project	17UBU630220	Project	4	3
	IV	SBE (WS)	17UBU640602A 17UBU640602B 17UCC640601 17UCO640602A 17UCO640602B	Practical Stock Trading Management and Business Cases Practical Banking Basic Accounting Practices Practical Advertising	2	2
				Total for semester IV	**30**	**25**
I–V	V		17UCW651101	Community Service Work (SHEPHERD) & Gender Studies		5
				Total for All Semesters	**180**	**150 +(4)**

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Programme Outcomes (POs):

1. Undergraduate students are to be passionately engaged in initial learning with an aim to think differently as agents of new knowledge, understanding and applying new ideas in order to acquire employability/ self-employment.
2. Undergraduate students are trained to take up higher learning programmes.
3. Undergraduate students are made to be competent and socially responsible citizen of India.
4. Undergraduate students are to be exposed to technical, analytical and creative skills.
5. Undergraduate students are to be imparted with a broad conceptual background in the Biological sciences / Computing sciences / Languages and culture / Management studies / Physical sciences.

Programme Specific Outcomes (PSOs):

1. Critical thinking and Decision making skills
2. Problem solving skills
3. Communication and presentation skills
4. Leadership and team work skills
5. Entrepreneurial skills
6. Internship and project work exposure
7. Managerial and accounting package skills
8. Ethical and social responsibility

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பருவம்: 1　　　　　　　　　　　மணி நேரம்: 4
17UGT110001　　　　　　　　　　புள்ளிகள்: 3

பொதுத்தமிழ்-I

பாடத்தின் விளைவு

* சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியப்பரப்பை அறிதல்
* புதுக்கவிதை, சிறுகதை, உரைநடை ஆகியவற்றின் இலக்கியத்திறன் கண்டறிதல்.
* சந்திப்பிழையின்றி எழுதும் திறன் பெறுதல்.
* வாழ்க்கை வரலாற்றுக் கட்டுரைகளை வாசிக்கும் திறன் பெறுதல்.
* அன்றாடப் பயன்பாட்டிலுள்ள ஆங்கிலச்சொற்களுக்குப் பொருத்தமான சொற்களை உருவாக்கச்செய்தல்
* அரசுப்போட்டித் தேர்வுகளுக்கேற்ப தமிழ்மொழியில் பயிற்சி அளித்தல்.

அலகு-1 மகாகவி பாரதியார் கவிதைகள்
பாரதிதாசன் கவிதைகள்
நாமக்கல் கவிஞர் கவிதைகள்
உரைநடை - முதல் மூன்று கட்டுரைகள்　　(12 மணி நேரம்)

அலகு-2 பாவலரேறு பெருஞ்சித்திரனார் பாடல்கள்
கண்ணதாசன் கவிதைகள்
இலக்கிய வரலாறு (பக். 239- 300)
இலக்கணம் -வலிமிகும் இடங்கள்　　(14 மணி நேரம்)

அலகு-3 சமூகக்கவிதைகள்
இலக்கிய வரலாறு (பக்.300 -362)
சிறுகதை - முதல் ஆறு சிறுகதைகள்　　(14 மணி நேரம்)

அலகு-4 அரசியல் கவிதைகள்
இலக்கணம் - வலி மிகா இடங்கள்　　(10 மணி நேரம்)

அலகு-5 மொழிபெயர்ப்புக்கவிதைகள்
சிறுகதை- 7 முதல் 12 முடிய உள்ள சிறுகதைகள்
உரைநடை- 4முதல் 6 முடிய உள்ள கட்டுரைகள்
　　(10 மணிநேரம்)

பாடநூல்

1. பொதுத்தமிழ்- செய்யுள் திரட்டு- தமிழாய்வுத்துறை வெளியீடு-2017-2020
2. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
3. உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.
4. சிறுகதைத்தொகுப்பு : (நாட்டுடைமையாக்கப்பட்ட படைப்பாளர்களின் சிறுகதைகள்), தமிழாய்வுத்துறை வெளியீடு.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UGT110001						Title of the Paper பொதுத்தமிழ்-1								Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	4	3	5	5	4	4	4	3	3	4	5	4.2		
CO2	5	5	5	3	4	5	4	5	4	3	3	4	5	4.2		
CO3	4	4	5	4	3	4	3	5	4	3	3	4	5	3.9		
CO4	5	5	4	4	4	5	5	5	4	3	5	5	5	4.5		
CO5	5	5	5	4	4	4	4	5	4	3	4	5	5	4.0		
CO6	5	5	5	3	4	4	4	5	4	5	4	3	5	3.8		
												Mean Overall Score		4.1		

Result: The Score for this Course is 4.1 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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HINDI-I

Course Outcomes

At the end of the course, a student should be able to demonstrate…

* Knowledge and understanding of Hindi Conversations
* Improvement of the writing skills.
* Knowledge of Grammar forms
* Effective communicative skills in Hindi.
* The introduction of socially relevant subjects in Modern Hindi Literature
* Appreciation the features of Modern Hindi Prose.

Unit-I   **8 hours**

Dr Abdul Kalam, Ling Badaliye, Vachan Badaliye, Baathcheeth-Aspathal Mein

Unit-II   **12 hours**

Hamara Rajchinha, Noun Ling, Kaarak Chinha, Chaar Baayee, Baathcheeth, Dookan Mein

Unit-III   **12 hours**

Moun hee mantra hai, Vachan, Kaarak, Vishwamitra Ka yagna, Baathcheeth, Hotel mein

Unit-IV   **14 hours**

Veer Shivaji, Pronoun, Danush Yagna, Baathcheeth-Maidaan mein

Unit-V   **14 hours**

Rajatilak Kee Thaiyaree, Adjectives, Baathcheeth-Pareeksha ke baare mein

Books Recommended

1. Dakshina Bharathi Hindi Prachar Sabha, Thiagaraya Nagar, Chennai – 600 017, Subhodh Hindi Patamala-2, Bharath Milap, Bharath-1, 2016.
2. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 63, Tagore Nagar, Allahabad 2, 2016.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UGH110001													Hours 4	Credits 3
							Title of the Paper Hindi-I								
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6				
CO1	4	4	4	3	4	2	2	2	3	4	4				3.2
CO2	3	3	2	3	2	4	4	4	3	3	2				3.0
CO3	3	2	2	3	4	2	2	2	3	4	4				2.8
CO4	3	2	2	3	2	4	4	4	4	2	2				2.9
CO5	3	3	3	3	3	3	4	4	3	3	3				3.2
CO6	4	4	4	4	3	4	3	2	4	3	3				3.4
											Mean Overall Score				3.1

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

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FRANÇAIS-I

Course Outcomes
* Introduire la langue et la culture française aux étudiants
* Comparer la culture de l'Inde et de la France
* Familiariser l'étudiant avec le vocabulaire,
* la grammaire et les conversations se présenter
* Donner des informations en Français
* Conjuguer des verbes, Avoir Etre Aller Faire

Unit-I : A l'aéroport Kamaraj domestic de Chennai (10 heures)
Saluer, demander et dire le nom, présenter quelqu'un, se présenter, souhaiter la bienvenue a quelqu'un, demander et dire l'identité de quelqu'un.
Grammaire : Etre, s'appeler, pronoms sujets, interrogation

Unit-II : A l'Université (10 heures)
Demander comment on se porte, présenter quel qu'un, prendre congé, exprimer, l'appréciation.
Grammaire : Articles définis et indéfinis, genre des noms, adjectifs, présent de l'indicatif : verbes réguliers en er, être avoir, apprendre, prépositions a, en, au, aux.

Unit-III : Au café (10 heures)
Dire ce qu'on aime, donner des informations, exprimer l'admiration, demander des informations sur quelqu'un.
Grammaire : Adjectifs interrogatifs, présent de l'indicatif : avoir, verbes en er , savoir, qu'est ce que c'est?, adjectifs possessifs, négation ,adjectifs irréguliers

Unit-IV : A la plage (15 heures)
Proposer une sortie, accepter, refuser la proposition
Grammaire : phrases au singulier et au pluriel, pronom indéfini- on, il y a, adjectifs démonstratifs, négation, interrogation, présent de l'indicatif : faire, voir, aller, sortir, connaitre

Unit-V : Un concert et chez Nalli (15 heures)
Inviter, accepter, exprimer son incapacité d'accepter, complimenter, parlé au téléphone, demander le prix, protester contre le prix.

Grammaire : Présent de l'indicatif : verbes en er, venir, pouvoir, vouloir, articles contracte, avec, a chez, le futur, interrogation est ce que, adverbes

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interrogatifs, adjectifs possessifs, accord de l'adjectif, adjectifs exclamatifs, très/trop, présent de l'indicatif : acheter-regarder, l'impératif.

Manuel:

1. K.Madanagobalane, **Synchronie-1**, Samhitâ Publication, 2011.

Livre de référence:

1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronnique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UGF110001					Title of the Paper French-I										Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6						
CO1	4	4	2	3	4	4	4	2	2	3	3					3.2	
CO2	3	3	3	3	4	4	4	3	3	3	2					3.2	
CO3	3	2	3	2	4	3	2	4	4	3	3					3.0	
CO4	3	3	4	3	4	2	2	3	3	2	2					2.8	
CO5	3	3	4	3	4	3	3	3	4	5	2					3.4	
CO6	3	4	3	3	3	3	3	3	2	4	3					3.1	
										Mean Overall Score						3.1	

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

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Semester: I   **Hours/Week: 4**
17UGS110001   **Credits : 3**

SANSKRIT-I

Course Outcomes

At the end of the course, a student should be able to demonstrate…

* Knowledge and understanding of basic Sanskrit grammar
* Knowledge and understanding of essential Sanskrit vocabulary
* Introduction of the writing skills
* Introduction of Sanskrit Aksharas.
* Introduction of Present tense forms
* Implementation of good thoughts from Subashitani

Unit-I   **8 hours**

Akharavivaranam – Svaras & Vyanjanaani – Samyukta Aksharani.

Unit-II   **12 hours**

Shabdadayah – Aakaaraanta, ikaar aantah. ukaaraantah.
Shabdadayah – Aakaaraanta, iikaar aantah. uukaaraantah.

Unit-III   **12 hours**

Anuvaada Prayogah.

Unit- IV   **14 hours**

Lat Lakarh – Parasmai – Pada Prayogah = Vakyarupah.

Unit-V   **14 hours**

Subhaashitaani

Books Recommended

1. Kulapathy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2014
2. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat-678003, Kerala, SOuth India, Shabdha Manjari, 2014
3. Balasubramaniam R., Samskrita Akshara Siksha, Vangals Publication, 14th Main Road, JP Nagar, Bangalore -78, 2015.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UGS110001	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Title of the Paper Sanskrit-I	Hours 4	Credits 3
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6			Mean Score of COs
CO1		5	3	5	4	4	3	3	3	3	3	4			3.1
CO2		4	3	4	4	4	4	4	4	4	3	4			3.3
CO3		4	3	3	4	4	3	4	4	3	3	4			3.1
CO4		4	3	3	4	3	3	4	4	3	3	4			3.0
CO5		4	4	4	3	4	4	3	3	3	4	4			3.1
CO6		5	4	4	4	4	3	3	3	3	3	4			3.1
												Mean Overall Score			3.1

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

GENERAL ENGLISH-I

Course Outcomes
* Introduce themselves to the others
* Narrate simple experiences in a coherent manner
* Understand the underlying meaning in the text
* Describe accurately what he/she observes and experiences
* Converse with friends about their likes and dislikes
* Write leave letters using the appropriate format and language

Unit-I:
01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition
06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I doing?
09. What was I doing?
10. Unscramble the Past Actions
11. What did I do yesterday?

Unit-II:
12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Form of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

Unit-III:
22. Plural Forms of Action Words

23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles
28. Un/Countable Practice
29. Listen and Match the Visual
30. Letter Spell - Check
31. Drafting Letter

Non-Detailed:
"The Merchant of Venice" from *Six Tales From Shakespeare*

Unit-IV:
32. Friendship Word Grid
33. Friends' Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests
37. Introducing Friends
38. What are We Doing?
39. What is (s)he / are they Doing?
40. Yes / No Question
41. What was s/he doing?
42. Names and Actions
43. True Friendship
44. Know your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

Non-Detailed:
"The Taming of the Shrew" from *Six Tales From Shakespeare*

Unit-V:
48. Kinship Words
49. The Odd One Out
50. My Family Tree

Non-Detailed: **"The Tempest"** from *Six Tales From Shakespeare*

Textbook

1. Joy, J.L. & Peter, F.M. *Let's Communicate 1*, New Delhi, Trinity Press, 2014. Print.

Non-Detailed Text

1. Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (First three tales)

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UGE120101					Title of the Paper General English-I								Hours 4	Credits 3
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**								**Mean Score of COs**	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	4	4	5	4	4	4	3	3	4	4	3.80	
CO2	4	3	4	4	4	5	5	4	4	4	4	4	4	4.10	
CO3	4	3	4	4	4	3	3	4	4	3	3	4	4	3.60	
CO4	4	3	2	4	4	4	4	3	3	5	5	4	4	3.80	
CO5	4	3	4	4	4	4	4	4	3	4	4	5	5	3.90	
CO6	5	4	4	3	3	4	4	3	4	5	5	5	4	3.90	
													Mean Overall Score	**3.85**	

Result: The Score for this Course is 3.85 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester I   **L   P   C**

17UBU130201   **6   -   4**

MANAGEMENT PRINCIPLES

Course Outcomes

1. Understand the fundamentals concept of management.
2. Learn the concepts and competence of planning
3. Acquire the knowledge of Organization and & staffing.
4. Understand the importance of effectiveness of directing & coordination
5. Analyze the importance, process & types of controlling.
6. To learn about the managerial idea , in the field of Management

Unit-I: CONCEPT OF MANAGEMENT   **(10 hours)**

Meaning, Definition, Nature, Importance – Administration Vs Management-Levels of Management-Functions-Contribution of Taylor, Fayol, Elton Mayo, McGregor, Peter F.Drucker.

Unit-II: PLANNING   **(10 hours)**

Concepts of Planning: Meaning- Definition- Nature- Importance-Process-Classification-Methods-Effective Planning-Limitations. Decision making: Process and strategies.

Unit-III: ORGANISING AND STAFFING   **(12 hours)**

Nature - purpose-importance –structure-principles – formal & informal organization-Theories-types- drawbacks. Delegation of responsibility and authority, Centralization and Decentralizations- Staffing -Recruitment and selection Process.

Unit-IV: DIRECTING & CO-ORDINATION   **(14 hours)**

Meaning-Definition-features –importance-principles–techniques of direction. Supervision : Meaning, functions of supervisors. Coordination: Meaning, elements, features, importance, system approaches, steps for effective co ordination. Conflicts: Meaning, causes and management of conflicts.

Unit-V: CONTROLLING   **(14 hours)**

Meaning - Definition - features –importance - control process – Types –The control Cycle –Controlling responsibility - Control techniques: Tradition and modern method – Effective Control System.

TEXT BOOK:

1. L. M, Prasad, Principles and Practices of Management, Sultan Chand & Sons, New Delhi, 2014.

REFERENCES:

1. Dinkar & Pegara; Business Management; Prentice Hall of India; New Delhi, 2014.
2. S.C.Saxena; Business Organization; Sultan Chand & Co Ltd, 2014.
3. L.M.Prasad; Organisational Behavior; Sultan Chand & Co Ltd, 2014.
4. T.Ramasamy, Principles of Management, Sultan Chand Co Ltd, New Delhi, First Edition:2012.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UBU130201					Title of the Paper Part-III: Management Principles								Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	4	3	4	4	3	4	4	3	4	4	5	3.92	
CO2	4	3	4	5	3	4	3	4	3	2	4	4	3	3.54	
CO3	3	4	5	4	5	4	3	4	5	5	4	4	2	4.00	
CO4	2	3	1	4	5	3	4	3	5	4	2	2	3	3.08	
CO5	2	1	3	1	2	1	3	2	1	2	3	3	4	2.15	
CO6	1	4	3	4	2	4	3	4	3	2	4	3	3	3.15	
												Mean Overall Score		3.30	

Result: The Score for this Course is 3.30 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

FINANCIALACCOUNTING

Course Outcomes

1. To learn fundamental aspects of accounting
2. To acquire accounting knowledge from Journal to Final accounts
3. Students also learn the preparation of financial statement
4. To acquire the latest updates on financial knowledge and practice
5. To develop the financial management skills and to become a finance manager in future
6. To enable the students to acquire accounting skills

Unit-I: INTRODUCTION TO FINANCIALACCOUNTING (14 Hours)

Meaning and definition of accounting, objectives and need for accounting in business enterprises – Book keeping – Systems of accounting – Branches of accounting – Accounting principles and classification of accounts. Record of transactions – Journal – Ledger accounts – Trial balance.

Unit-II: SUBSIDIARY BOOKS (14 Hours)

Recording of cash transaction – simple case book – Double column cash book – Triple column cash book – petty cash, Non cash transactions – Purchases of goods – Return of goods purchased – sales of goods and returns from customers.

Unit-III: CAPITALAND REVENUE ITEMS & FINALACCOUNTS
(14 Hours)

Capital and revenue expenditure – Deferred revenue expenditure – capital and revenue receipts. Final accounts – Manufacturing accounts – Trading accounts – Profit& loss accounts – Balance sheet .

Unit-IV: ACCOUNTS OF NONPROFIT ORGANIZATION & DEPRECIATION (14 Hours)

Meaning of non – profit organizations – Receipts and payments account – Income and expenditure account – Preparation of Balance sheet. Depreciation – Methods of Depreciation - SLM – WDV.

Unit-V: SINGLE ENTRY SYSTEM & BRANCH ACCOUNTING
(14 Hours)

Meaning – Definition-Difference between Double Entry and Single Entry-Ascertainment of Profit-Net worth method-Distance between Balance sheet

and Statement of Affairs.(Excluding Conversion Method). Branch Accounting (Simple Problem)

TEXT BOOK:

1. R.L Gupta & V.K Gupta, Financial Accounting, Sulthan Chand & sons, New Delhi, 2014

REFERENCES:

1. R.L Gupta & M. Radhasamy, Advance Accountancy (Vol 1), Sulthan Chand & sons, New Delhi, 2014

2. S.P Jain & K.L Narang, Advanced Accountancy, (Vol 1) Kalyani Publishing & Co., 2011.

3. S.N Maheshwari & S.K. Maheshwari, Financial Accounting, Vikas Publishing Houses Pvt. Ltd., New Delhi, 2012.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UBU130202						Title of the Paper Part-III: Financial Accounting								Hours 7	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	3	4	5	4	3	2	3	1	4	3	4	3		3.39
CO2	4	5	2	3	1	4	3	5	2	5	4	3	4		3.46
CO3	3	5	3	2	4	1	3	4	5	1	5	3	2		3.15
CO4	2	3	2	4	2	5	4	2	3	1	3	2	3		2.76
CO5	2	4	3	4	3	2	4	5	2	4	5	3	4		3.46
CO6	5	3	4	2	4	5	3	4	2	4	3	4	5		3.69
												Mean Overall Score			3.31

Result: The Score for this Course is 3.31 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}} \qquad \text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester I   L   P   C
17UBU130401   6   -   5

Allied-I:
MANAGERIAL ECONOMICS

Course Outcomes
1. Knowing the role & responsibilities of Managerial Economists.
2. Import the knowledge of forecasting.
3. Knowledge of types of cost.
4. Application of cost control & cost reduction.
5. Understand the different market condition
6. Understand different market structure.
7. Knowledge of the concept and method of National Income.
8. Acquire the knowledge of Business Cycle.

Unit-I: CONCEPTS OF MANAGERIAL ECONOMICS   (10 Hours)

Introduction: Nature and scope of Managerial Economics – Economic theory and Managerial Economics – Managerial Economics: Roles and responsibilities.

Unit-II: THEORIES OF CONSUMPTION   (10 Hours)

Demand Analysis and Forecasting: Demand Determinants – Demand Distinctions – Demand forecasting – General considerations – Methods of Demand Forecasting.

Unit-III: COST ANALYSIS   (10 Hours)

Cost concepts – Classifications and determinants – Cost – Output relationship – Economies and Diseconomies of scale – Cost control and cost reduction.

Unit-IV: MARKET STRUCTURE   (15 Hours)

Price and Output Decisions under different market structure: Perfect competition – Monopoly and monopsony – Price discrimination – Monopolistic Competition – Oligopoly – Practical method of pricing.

Unit-V: MACRO ECONOMIC ANALYSIS   (10 Hours)

Macro Economic and Business Decisions: Business cycle and its phases – Input – Output Analysis – National income – Concept, Methods and difficulties in the calculations of National Income.

TEXT BOOK
1. Dr S Sankaran , Managerial Economics, Margham Publication, Chennai, 2015.

REFERENCE
1. Varshney R.L & Maheshwari K.L; Managerial Economics; New Delhi; Sultan Chand & Sons; 2012.
2. Seth M.L; Micro Economics; Lakshmi Agarwal Educational Publishers; Agra 2010.
3. P.L Mehta; ManagerialEconomics Analysis Problems and cases; Delhiishal Publications; Delhi , 2010.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UBU130401					Title of the Paper Part-III: Managerial Economics								Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	1	2	4	3	4	1	4	2	4	1	2.84	
CO2	5	4	5	3	2	5	3	5	3	3	5	2	3	3.69	
CO3	4	5	3	2	5	2	1	2	5	3	2	4	1	3.00	
CO4	3	5	2	4	2	5	2	4	3	2	4	5	4	3.46	
CO5	5	2	5	2	4	4	5	3	2	5	4	5	4	3.85	
CO6	5	4	5	4	2	4	4	5	5	5	4	4	5	4.15	
CO7	3	5	2	4	2	5	2	4	3	2	4	5	4	3.46	
CO8	5	2	5	2	4	4	5	3	2	5	4	5	4	3.85	
													Mean Overall Score	3.50	

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

ESSENTIALS OF HUMANITY

Course Outcomes

1. To ensure creating awareness among the youth on human values.
2. To ensure educating the youth, the basic principles of value education.
3. To ensure the process of analyzing, appreciating and personalizing values as our own.
4. To ensure that students develop various dimensions of human personality.
5. To ensure the youth empowering the gender sensitization, gender differences and gender roles.
6. To ensure preparing the students for the smooth transfer from the stage of teenage to earlier adulthood.

Unit-I

Principles of Value Education - Introduction - Value Education- Characteristics of Values – Kinds of Values

Unit-II

Development of Human Personality - Personality traits - Theories of Personality - Discovering self- Defense mechanism - Power of positive thinking

Unit-III

Dimensions of Human Development - Physical development – Intellectual development - Emotional development - Social Development – Moral development - Spiritual development

Unit-IV

Responsible Parenthood - Human sexuality - Sex and love - Becoming a spouse - Responsible Parenthood

Unit-V

Gender Equality and Empowerment - Historical perspective - Education & economic development -Crimes against Women-Women's rights

Text Book:

Essentials of Humanity, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UFC141001	Title of the Paper ESSENTIALS OF HUMANITY																	Hours 2	Credits 2
Course Outcomes (COs)		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)											Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1		3	1	5	4	3	5	4	5	5	5	5	4	3				4.0
CO2		2	1	5	5	3	5	4	4	5	5	5	4	3				4.0
CO3		2	1	5	5	4	5	4	4	5	4	5	5	3				4.1
CO4		2	2	5	4	2	5	4	4	5	5	5	5	5				4.0
CO5		5	2	5	5	2	5	4	5	5	4	4	4	4				4.2
CO6		2	1	5	5	4	4	4	5	5	4	4	4	3				3.8
															Mean Overall Score			4.0

Result: The Score for this Course is 4.0 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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பொதுத்தமிழ்-II

பாடத்தின் விளைவு

- சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியப்பரப்பை அறிதல்
- பக்தி இலக்கியங்களின் வழி இறையியல் கோட்பாடுகளை அறிதல்
- உரைநடைக் கட்டுரை எழுதும் திறன் பெறுதல்- இலக்கணமரபுகளை அறிதல்
- பல்வேறு சமயங்களின் வாழ்வியல் கருத்துக்களை அறிந்து பின்பற்றுதல்
- காப்பியங்களில் உள்ள சமுதாயக் கருத்துக்களை அறிந்துகொள்ளுதல்.
- இதிகாசங்கள் உணர்த்தும் நீதிகளை அறியச்செய்தல்.
  அரசுப்போட்டித் தேர்வுகளுக்கேற்ப பொதுக்கட்டுரைகளும் மொழிப்பயிற்சியும் மாணவர்களுக்கு அளித்தல்.

அலகு: 1   (12 மணி நேரம்)

சிலப்பதிகாரம்	-	அந்திமாலைச் சிறப்பு செய்காதை
இலக்கிய வரலாறு	-	சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.
இலக்கணம்	-	எழுத்திலக்கணம்

அலகு: 2   (12 மணி நேரம்)

மணிமேகலை	-	உலக அறவி புக்க காதை
பெரியபுராணம்	-	தடுத்தாட்கொண்ட புராணம்

அலகு: 3   (12 மணி நேரம்)

கம்பராமாயணம்	-	கும்பகர்ணன் வதைப்படலம்
உரைநடை	-	7 முதல் 9 முடிய உள்ள கட்டுரைகள்

அலகு: 4   (12 மணி நேரம்)

சீறாப்புராணம்	-	மானுக்குப் பிணை நின்ற படலம்
இலக்கணம்	-	சொல்லிலக்கணம்
இலக்கிய வரலாறு	-	தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய.

அலகு: 5   (12 மணி நேரம்)

இரட்சணிய யாத்திரிகம்	-	மரணப்படலம்
உரைநடை	-	10 முதல் 12 வரையிலான கட்டுரைகள்

பாடநூல்:

1. செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, 2017-10
2. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
3. உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UGT210002					Title of the Paper பொதுந்தமிழ்-II								Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	4	4	4	5	5	5	4	4	4	4	4	4.2	
CO2	4	5	5	4	5	5	5	5	5	4	4	4	3	4.4	
CO3	5	5	4	4	5	5	5	5	4	3	3	4	3	4.3	
CO4	5	5	4	3	4	5	5	5	4	3	3	4	3	4.1	
CO5	5	5	4	3	4	5	5	5	4	3	3	4	3	4.1	
CO6	5	5	5	5	4	5	5	5	3	3	3	4	3	4.1	
Mean Overall Score														4.2	

Result: The Score for this Course is 4.2 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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HINDI-II

Course Outcomes

At the end of the course, a student should be able to demonstrate…

- their effective communicative skills in Hindi
- the introduction of socially relevant subjects in Modern Hindi Literature
- to appreciate the features of Modern Hindi one act plays and short stories
- the ability to fill in application forms Hindi
- use Hindi vocabulary and grammar patterns in a culturally proper ways.
- the ability to write about famous Hindi authors .

Unit-I   **8 hours**

Paeeksha, Lekak Parichaya, Khani kee Basha – Shyli, Verb, Dhathu, Artha likiye ulte Shabda likiye.

Unit- II   **12 hours**

Lekak Parichaya Ekanki kee, Basha Shyli, Ander Nagaree, Sankalan Traya, Pareek shaka Khani ke paatra, Kal, Vachya.

Unit-III   **12 hours**

Chief Kee daavath, Ekanki ke Paatra, Ekankikaar, Ne ka Prayog, Adverb

Unit- IV   **14 hours**

Do Kalakar, Bahoo kee Vidha, Kahaanikaar, Prepositions, conjunctions

Unit-V   **14 hours**

Kahani ke paatra, Ekanke ke paatra, lekak parichaya, Interjunctions, Avikari Shabda

Books Recommended

1. Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Chennai - 600 017, Subodh Hindi Patamala-2, Ekanki, Hindi, 2016.
2. Ram Dev Hindi Bhavan, Vyakaran Pradeep, 63, Tagore Nagar, Alahabad, 2, 2013.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UGH210002	Title of the Paper Hindi-II															Hours 4	Credits 3
Course Outcomes (COs)		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)											Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6						
CO1		4	4	4	3	4	3	2	3	4	4	4						3.5
CO2		3	3	2	3	2	4	4	3	3	2	2						2.8
CO3		3	2	2	3	4	2	4	4	2	3	4						3.0
CO4		3	2	2	3	3	4	3	3	4	3	3						3.0
CO5		3	3	3	3	3	3	3	4	3	4	3						3.1
CO6		4	4	4	4	3	4	3	3	3	3	2						3.3
												Mean Overall Score						3.1

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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FRANÇAIS-II

Course Outcomes

* Faire connaissance des journaux, des courriels, des lettres
* Comprendre les conversations téléphoniques.
* Décrire quelque chose
* Demander son chemin
* Parler des activités du week-end
* Accepter, refuser, exprimer la certitude.

Unit-I: Nouvelles de L'inde   **(10 heures)**

Montrer son inquiétude, s'excuser, exprimer son appréciation, décrire quelqu'un, décrire quelque chose

Grammaire: Présent : verbes en er,-ir, le futur, interrogation totale, féminin d'autres adjectifs.

Unit-II: A la gare Central station   **(10 heures)**

Réserver des billets, demander des renseignements, donner des renseignements

Grammaire: pronoms compléments d'objet direct, présent l'impératif :payer ,partir/sortir, l'impératif, expression du temps, construction avec infinitif

Unit-III : Un lit dans la Cuisine   **(10 heures)**

Donner des ordres, localiser, bire qu'une proposition est stupide ou bizarre

Grammaire : Verbes en er-ranger, mettre impératif, il faut, devoir +infinitif, prépositions de lieu

Unit-IV: Pierre apprend a conduire et mangez –vous correctement ?

     (15 heures)

Rassurer, exprimer l'indirection exprimer l'autorisation, avertir, demander des informations sur les habitudes de quelqu'un, offrir a manger ou a boire, accepter, refuser, exprimer la certitude.

Grammaire: impératif-être, avoir, savoir, pronoms compléments d'objet indirect, le passe compose avec avoir expression de la quantité-articles partitifs, adverbes, pronoms directs et indirects, pronom en, présent des verbes –manger, boire ,offrir ,prendre, la condition avec si.

Unit-V: Ils ont eu tort tous les deux !et Comment as-tu passe le weekend
(10 heures)

Demander son chemin, indiquer le cheminin a quelqu'un, reprocher / conseiller, parler des activités du week-end, demander a quelqu'un de se taire

Grammaire: le passe compose, adverbes mots interrogatifs, le passe compose avec être, faire du….pouvoir, vouloir.

Manuel:

1. K. Madanagobalane, **Synchronie -1**, Samhitâ publication, 2011.

Livre de référence:

1. Annie Berthet / B_atrix Sampsonis / Catherine Hugot / V_ronnique M kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006
2. Yves Loiseau / R_gine M-rieux, Connexions 1, Didier ,2011

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UGF210002					Title of the Paper French-II						Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	2	3	4	3	3	2	2	3	3	3.0	
CO2	3	3	3	3	4	3	3	2	2	2	3	2.8	
CO3	3	2	3	2	4	3	3	2	2	3	3	2.7	
CO4	3	3	4	3	4	3	3	3	3	3	3	3.2	
CO5	3	3	4	3	4	2	4	4	4	4	5	3.6	
CO6	3	4	3	3	3	3	4	4	3	4	4	3.5	
										Mean Overall Score		3.1	

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester: II
17UGS210002

Hours/Week: 4
Credits : 3

SANSKRIT-II

Course Outcomes

At the end of the course, a student should be able to demonstrate…

* knowledge and understanding of basic Sanskrit grammar
* knowledge and understanding of essential Sanskrit vocabulary
* knowledge and understanding of the appropriateness of basic Sanskrit structures and expressions in a given context
* the ability to understand short passages in written Sanskrit on everyday topics
* the ability to produce short passages in written Sanskrit on everyday topics
* introduction of basic grammar (Avyaya Imperfect tense and Sandirules. Samasah.)

Unit-I   **8 hours**

Visheshanaah
Saravanaama shabdas.

Unit-II   **12 hours**

Sandhi Niyamaah Abhyaasah.(Guna, Visarga, Dirgha, Vrddhi)

Unit-III   **12 hours**

Lang lakaarah. Kriyapadaani

Unit-IV   **14 hours**

Gopala Vimshathi. (1-10) slokas.

Unit-V   **14 hours**

Avyayas, Tatpurusha, Karma dhaaraya samaasah.

Books Recommended

1. Paundrapuram Ashram, Srirangam -620 006. Gopalavimshathi, 2014
2. R.S. Vadhyar & Sons, book – Sellers and Publishers, Kalpathi, Palghat-678 003, Kerala, Southe India, Shabdha Manjari, 2014
3. Kulapthy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai - 400007, 2014

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UGS210002												Title of the Paper Sanskrit-II	Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6				
CO1	5	3	5	4	4	3	3	3	4	4	3	3.2			
CO2	4	3	4	4	4	3	3	3	3	4	3	3.0			
CO3	4	3	4	4	4	3	3	3	4	4	3	3.0			
CO4	4	3	3	4	3	3	3	4	4	4	3	3.0			
CO5	4	4	4	3	4	3	4	4	4	3	4	3.2			
CO6	5	4	4	4	4	3	3	3	4	4	3	3.2			
										Mean Overall Score		3.1			

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester: II
17UGE220102
Hours/Week: 5
Credits: 3

GENERAL ENGLISH-II

Course Outcomes
* Ask open-ended questions in real-life situations
* Use polite expressions in appropriate ways
* Use correct punctuation marks and capital letters
* Use appropriate vocabulary
* Put ideas into a cohesive paragraph
* Develop positive self-esteem and thereby communicate effectively

Unit-I
01. Education Word Grid
02. Reading Problems and Solutions
03. Syllabification
04. Forms for Expressing Quality
05. Expressing Comparison
06. Monosyllabic Comparison
07. Di/polysyllabic Comparison
08. The best monosyllablic Comparison
09. The best di/polysyllabic Comparison
10. Practising Quality Words
Non-Detailed:
"Julius Caesar" from *Six Tales From Shakespeare*

Unit –II:
11. Wh Words
12. Yes/No Recollection
13. Unscramble Wh Questions
14. Wh Practice
15. Education and the Poor
16. Controlled Role play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter

22. Proverb-Visual Description
23. Supply Wh Words
24. Rearrange Questions
25. Information Gap Questions

Unit-III:
26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humourous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

Unit-IV:
34. Career Word Grid
35. Job-Related Wordlist
36. Who's Who?
37. People at Work
38. Humour at Workplace
39. Profession in Context
40. Functions and Expressions
41. Transition Fill-in
42. Transition Sord Selection
43. Professional Qualities
44. Job Procedures
45. Preparing a Resume
46. Interview Questions
47. Job Cover Letter Format
49. E-mailing an Application
50. Mock Interview
Non-Detailed:
"King Lear" from *Six Tales From Shakespeare*

Unit-V:
51. Society Word Grid
52. Classify Society Wordlist

53. Rearrange the Story
54. Storytelling
55. Story Cluster
56. Words Denoting Time
57. Expressing Time
58. What Can You Buy?
59. Noise Pollution
60. Positive News Headlines
61. Negative News Headlines
62. Matching Conditions
63. What Whould You Do?
64. If I were the Prime Minister
65. My Dream Country

Non-Detailed: "Macbeth" from *Six Tales From Shakespeare*

Textbook

1. Joy, J.L. & Peter, F.M. *Let's Communicate 2*, New Delhi: Trinity Press, 2014. Print.

Non-Detailed Text

1. Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (Last three tales)

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UGE120102					Title of the Paper General English-II								Hours 5	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	4	4	4	5	4	4	3	3	3	4	4	3.9	
CO2	4	3	4	4	4	5	5	4	4	4	4	4	3	4.0	
CO3	4	3	4	4	4	3	3	4	4	3	3	4		3.6	
CO4	4	3	3	4	4	4	4	3	3	5	5	4		3.8	
CO5	4	3	4	4	4	4	4	3	3	4	4	5	5	3.9	
CO6	5	4	4	3	3	4	4	3	4	4	5	4		3.9	
												Mean Overall Score		3.8	

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}} \qquad \text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester II   **L   P   C**
17UBU230203   **5   -   4**

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HUMAN RESOURCE MANAGEMENT

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Course Outcomes

1. To impart knowledge in Human resource planning and Development
2. Ensure Human resources at International level
3. To develop decision making skills
4. Human resources concepts and practice in organization
5. Ensure Human resources for future   managers
6. To learn the basic idea about Human resources management

Unit-1: INTRODUCTION   **(10 Hrs)**

Basic Concepts of HRM- Meaning, Objectives, Functions of HRM in an organisation, – Role of Human Resource Manager – HR Practices – HRIS, Milstone of HRM – HRM Vs Personal Management.

Unit-II: HR RESOURCES PLANNING   **(12 Hrs)**

Importance of Human Resource Planning – Forecasting Human Resource requirements – Recruitments: Internal and External sources - Selection Process – Screening – Tests –Interview – Medical Examinations – Employee engagement - Employee retention

Unit-III: TRAINING AND EXECUTIVE DEVELOPMENT   **(12 Hrs)**

Pre training process – Training and Analysis, purpose, Benefits - Types of training methods - Post training process - Executive development programmes – Common practices – Benefits – Self Development – Knowledge Management.

Unit-IV: PERFORMANCE EVALUATION AND CONTROL PROCESS
                                                           (12 Hrs)

Techniques of Performance Evaluation – Process– Industry practices, promotion, Demotion, Transfer and Separation – Implications of job change. The control process – Importance – Methods – Requirements of Effective Control System.

Unit-V: CURRENT TRENDS OF HRM   **(12 Hrs)**

Compensation plans – Rewards – Motivation – Theories of motivation – career Planning and Management – Development Mentor – Protégé

Relationships – Current Trends of HRM – Cross Cultural Issue and Management.

TEXT BOOK:

1. Dr. C.D. Balaji; Human Resource Management; Margham Publications; 2016

REFERENCES:

1. Chitra Atmavam Naik; Human Resource Management; ANE books Pvt Ltd., Chennai
2. P. Jothi and D.N. Venkadesh; Human Resource Management; Oxford University Press;   Chennai
3. K. Aswathappa; Human Resources Management; Tata McGraw Hill Co.
4. Biswajeet Pattanayak; Human Resource Management; PHI learning India Pvt Ltd.
5. SK. Sharma; Human Resource Management; Global India Publications Pvt Ltd; New Delhi.
   Email: info@globalindiapublictions.com,Chennai@atlanticbooks.com
6. MIRZA.S Saiyadain; Human Resource Management; Tata McGraw Hill Co.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UBU230203					Title of the Paper Part-III: Human Resource Management									Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	4	5	5	4	2	2	3	1	4	3	4	3	3.46		
CO2	4	5	2	3	1	4	3	5	2	5	4	3	4	3.46		
CO3	3	5	3	2	4	1	3	4	4	1	5	3	2	3.08		
CO4	2	3	2	4	3	5	4	2	3	1	3	2	3	2.84		
CO5	2	2	3	4	3	2	4	5	2	4	5	3	4	3.31		
CO6	5	3	4	2	4	5	3	1	2	4	3	4	5	3.46		
													Mean Overall Score	3.26		

Result: The Score for this Course is 3.26 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

COST ACCOUNTING

Course Outcomes

1. Import the knowledge of cost accounting
2. To help the student to apply cost accounting practice.
3. Understand the cost accounting concepts and practice in the industries
4. Acquire the different types of cost accounting knowledge
5. Application of material, labour and other expenses cost in the production sector
6. To acquire the current knowledge about the cost accounting.

Unit-I: COST CONCEPTS AND COST SHEET   **(12 Hrs)**

Meaning – objectives and scope of cost accounting – cost concepts – cost accounting Vs financial and management accounting – Classification of cost – types of costing – Elements of cost – preparation of cost sheet.

Unit-II: MATERIAL   **(12 Hrs)**

Meaning – objectives of material control – stores records – bin card, stores ledger, stock level – maximum, minimum, re-order, danger, average level – EOQ – ABC Analysis – perpetual inventory system, Valuation of material – FIFO – LIFO – simple average – weighted average method.

Unit-III: LABOUR   **(12 Hrs)**

Labour cost – types – Labour turn over – methods of measuring labour turn over –- Idle time – methods of wage payment – time rate system – price rate system – straight, differential piece rate. Premium and bonus plans – Halsey, Halsey – weir, Rowan, Barth's variable sharing plan – Emerson's efficiency plan.

Unit-IV: OVERHEADS   **(12 Hrs)**

Definition – classification – Allocation and Apportionment of Overhead – primary and secondary apportionment of overheads – step ladder methods – reciprocal methods –Machine hour rate (simple problem)

Unit-V: TYPES OF COSTING   **(12 HRS)**

Process costing – computation of process costing(Simple Problem)- job costing– Reconciliation of Financial and Cost Statement.

TEXT BOOK:

1. R.S.N. Pillai and Bagawathi; cost accounting; sultan chand and company Ltd; New Delhi.2015

REFERENCE BOOK:

1. S. P. Iyengar; cost accounting; sultan chand and sons; New Delhi.2014
2. N.K Prasath; Principles and practice of cost Accounting; Syndicate private limited; New Delhi, 2013
3. Jain and Narang; Cost accounting principles and practice; kalyani publishers; New Delhi, 2014
4. T.S.Redy & Y. Hari Prasad Reddy; Cost Accounting: Margham Publications; Chennai. 2014

(Theory 20% & Problem 80%)

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UBU230204							Title of the Paper Part-III: Cost Accounting						Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	4	5	4	3	4	3	2	3	4	4	5	4	3.69	
CO2	4	4	3	4	5	4	4	3	3	4	4	3	4	3.78	
CO3	3	3	4	4	3	5	4	4	3	4	3	4	4	3.69	
CO4	3	4	4	3	4	4	3	4	4	3	3	3	4	3.54	
CO5	4	4	3	3	4	5	4	4	3	4	4	4	3	3.78	
CO6	4	5	5	4	4	4	4	3	3	4	4	3	3	3.85	
												Mean Overall Score		3.72	

Result: The Score for this Course is 3.72 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester II   **Hours/Week 6**
17UBU230402   **Credits 5**

Allied II:
ORGANIZATIONAL BEHAVIOUR

Course Outcomes

1. To get the current knowledge about Organization
2. To identify and learn the fundamental concepts of Organization behavior
3. To make the students learn the application of the organization concepts
4. To learn leadership skills
5. To acquire the cross cultural management concepts
6. To acquire the knowledge about organizational change and Development
7. To learn the organisational behaviour and the culture of the organization in the present scenario.
8. To acquire the knowledge about in the recent development of organizational behaviour.

Unit-1: ORGANISATIONAL BEHAVIOUR   (10 Hours)

Meaning, Definition and Scope of Organizational Behaviour- Features of Organizational Behaviour, Importance of organizational behaviour- Recent trends of organizational behaviour.

Unit-II: INDIVIDUAL BEHAVIOR   (10 Hours)

Individual behavior and Group of behavior. Personality: Meaning – Determinants-Personality attributes influencing Perception; Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.– personal behaviour – Group and inter group behaviour.'

Unit-III: ORGANIZATION CONCEPT   (10 Hours)

Organizational rules, power, authority and status, The Organization relation to its environment. -Meaning and types of conflict – Negotiation process. Stress: Stress and behavior – Sources of stress – General Stress Syndrome- Individual and Organizational strategies in managing stress.

Unit-IV: MOTIVATION & LEADERSHIP   (10 Hours)

Motivation and morale, leadership–nature, types and approaches, Development of leadership including laboratory training and group dynamics. Leadership : Meaning and types – Importance – Trait theories – Behavioral theories . Managerial Grid.

Unit-V: ORGANIZATIONAL CHANGE AND DEVELOPMENT
(10 Hours)

Meaning, need and significance – External and internal forces – Resistance to change- Steps in managing change. Organization Health, Organizational Development: Objectives of OD program – Basic OD assumption – OD interventions. Development and Effectiveness. Management of culture, Cross Cultural Management.

TEXT BOOK:

1. Arun Kumar & N.Mieenakshi; Organization Behaviour & A modern approach; Vikas   publishing House Pvt Ltd, 2015.

REFERENCES:

1. Jerald Green Berg and Robert ; Behaviour in organizations, Indian Edition; HH Learning Pvt Ltd; 2012
2. UMA Sekaran; Organizational Behaviouir; Tata MrGraw Hill; New Delhi-2012.
3. S. Fayyaz Ahamed and Nelson & Quick ; Organizational Behaviour; Vikas India Edition-   2012
4. Nelson & Quick Organizational Behaviour; Atlantic publisher, 2010.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UBU230402					Title of the Paper Allied II: Organizational Behaviour								Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	4	3	3	4	3	4	4	5	3	3	4	3.61	
CO2	4	3	4	5	3	4	3	4	3	4	3	4	3	3.62	
CO3	3	4	5	4	4	4	3	4	5	4	5	4	1	3.85	
CO4	4	3	4	3	4	1	4	3	5	2	4	1	3	3.15	
CO5	2	1	3	1	2	1	3	2	1	4	2	3	4	2.23	
CO6	1	4	4	5	2	4	3	4	3	4	3	2	3	3.23	
CO7	3	4	3	4	3	2	1	3	5	2	3	4	4	3.15	
CO8	4	3	4	3	2	3	3	2	3	5	2	3	3	3.07	
													Mean Overall Score	3.23	

Result: The Score for this Course is 3.23 (High Relationship)

Note:

Values Scaling:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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COMPUTER LITERACY

Course Outcomes

1. Understand the basics of Computer Systems
2. Familiar with the applications of MS-Office / HTML & CSS
3. Know the statistical data analysis using R
4. Aware the latest trends and technologies such as Mobile Computing, Big Data and Analytics, Cloud Computing.
5. Understand the concepts of social networking sites.
6. Knowledge in Cyber Crime and Cyber Ethics.

Unit-I: Computer System

Computer - An Introduction - Hardware Components - Input and Output Technologies - Computer Hierarchy- Software Fundamentals - Systems Software and Os- Application Software- Software Licensing - Open Systems- Open Source Software- Programming Languages- Information Systems- General It Trends.

Unit-II: (For Non-CS)

Microsoft Word: Introduction - Word Environment - Opening and Creating a New Document - Saving Documents - Proofing Features - Printing a Document - Formatting Text - Working with Shapes and Lists - Line and Paragraph Spacing- Working with Tables - Columns and Ordering- Working with Pictures- Working with Headers and Footers - Using Indents and Tabs - Using Mail Merge.

Microsoft Excel: Introduction - Document Creation - Renaming a worksheet - Office user interface - Open a New Workbook - Columns, Rows, and Cells - Selecting a cell - - Basic data entry, fill handle - - Insert columns - Arithmetic Calculations & Formulas - Excel Formulas- Calculate with Functions - Function Library - Graphs and Charts - Printing the Document.

Microsoft Powerpoint: Starting PowerPoint - Working with Slides - Applying Theme - Animation- Transitions – Views.

Unit-II: (For CS)

HTML: Introduction - HTML generations – HTML Tags – Headings – Paragraphs – Comments – Line Breaks – Formatting Tags – Hyperlinks – Images – Lists – Tables – Frames – Forms.

CSS: Introduction – Use of External Style Sheet – Defining Styles – Use Relative Sizing – Use Numbered Value for Color.

Unit-III: Statistical Data Analysis

Introduction - R Programming Language - Basic R Commands - Univariate and Bivariate Statistical Measures - Graphic Representation of Statistical Data - Lab Exercise.

Unit-IV: SMAC

Introduction - Understanding the Enterprise of Tomorrow - Social Networking - Mobile Computing - Big Data and Analytics - Cloud Computing

Unit-V: Cyber Crime

Definition - List of Cyber Crimes - Cyber Ethics- Unethical Behaviour - Securing information privacy and confidentiality - Internet Ethics - Indian Information Technology Act - Advantages of Cyber Laws - National e-Governance Plan (NeGP) - eCommerce - Electronic Fund Transfer (EFT)

Book for Study

1. Department of Foundation Course, "Computer Literacy", St. Joseph's College, 2017.

Books for Reference

1. Alexis Leon, "Introduction to computers", Vikas Publishing House Pvt. Ltd., New Delhi, 2008.
2. Alexis Leon and Mathew Leon, "Introduction to computers with Ms Office 2000", Tata McGraw Hill Publishing Co. Ltd., New Delhi, 2005.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UCE240802A					Title of the Paper COMPUTER LITERACY								Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	4	4	5	5	4	3	4	3	4	4	4	4.15	
CO2	5	5	4	4	4	4	4	4	4	3	4	4	4	4.08	
CO3	4	3	3	4	4	4	4	4	4	3	4	4	4	3.77	
CO4	5	5	4	4	4	5	4	4	4	3	4	4	4	4.15	
CO5	4	4	3	4	4	4	4	4	4	3	4	4	4	4.15	
CO6	5	5	5	4	4	5	4	4	4	4	4	4	4	4.31	
												Mean Overall Score		4.10	

Result: The Score for this Course is 4.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester II   **Hours/Week: 2**
17UFC241002   **Credits: 2**

FUNDAMENTALS OF HUMAN RIGHTS

Course Outcomes

1. To ensure acquiring the knowledge about the historical background of human rights.
2. To ensure sensitizing the young the values of human rights.
3. To ensure the importance of human rights in the Indian context.
4. To ensure learning the fundamental duties in the constitution of India.
5. To ensure educating the youth in respecting and protecting the rights of every other human being.
6. To ensure teaching the youth on the vulnerabilities of women and children.

Unit-I

Introduction, Classification of Human Rights, Scope of Human Rights, Characteristics of Human Rights, and Challenges for Human Rights in the 21st Century.

Unit-II

Human Rights in Pre-World War Era, Human Rights in Post-World War Era, Evolution of International Human Rights Law - the General Assembly Proclamation, Institution Building, Implementation and the Post Cold War Period. The ICC.

Unit-III

Introduction, Classification of Fundamental Rights, Salient Features of Fundamental Rights, and Fundamental Duties

Unit-IV

Women's Human Rights, Issues related to women's rights, and Rights of Women's and Children

Unit-V

Human Rights Violations, Human Rights Violations in India - the Human Rights Watch Report, January 2012, Human Rights Organizations.

Text Book:

1. **Techniques of social Analysis: Fundamentals of Human Rights,** Department of Foundation course, St.Joseph's College, Tiruchirappalli, 2015.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Title of the Paper: **FUNDAMENTALS OF HUMAN RIGHTS**

Semester II Course Outcomes (COs)	Course Code 17UFC241002 Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Hours 2	Credits 2 Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	1	5	5	2	4	4	5	5	4	4	5	5		4.2
CO2	4	1	5	4	2	4	4	5	4	5	5	5	5		4.0
CO3	5	1	5	5	2	5	5	5	4	4	5	5	5		4.2
CO4	4	1	5	5	2	2	4	3	5	5	4	4	5		3.8
CO5	5	1	5	4	1	5	5	5	5	5	4	4	4		4.1
CO6	3	1	5	4	1	4	3	5	5	3	4	4	5		3.6
														Mean Overall Score	3.9

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

பருவம்: 3 மணி நேரம்: 4
17UGT310003 புள்ளிகள்: 3

பொதுத்தமிழ்-III

பாடத்தின் விளைவு

- செம்மொழியாம் தமிழ் மொழியின் சிறப்பை அறிதல்.
- பண்டை இலக்கியங்கள் உணர்த்தும் அறக்கருத்துகளை அறிதல்
- புதினம் வாயிலாகத் தற்காலச் சமுதாயச் சிக்கல்களையும், அதற்கான தீர்வுகளையும் ஆராயும் திறன் பெறுதல்
- மானுட வாழ்வில் அகம், புறம் பற்றிய பாகுபாட்டை தமிழ்ச்செய்யுள் வாயிலாக அறிதல்.
- தமிழர்களின் ஈகையும் வீரமும் எடுத்துரைக்கும் புறச்செய்திகளை அறிதல்
- நீதிநூல்கள் மனித வாழ்வை செம்மைப்படுத்தும் பாங்கினை உணர்த்துதல்.

அலகு: 1 (12 மணி நேரம்)

நெடுநல்வாடை (முழுமையும்)

அலகு: 2 (12 மணி நேரம்)

குறுந்தொகை - பாடல்கள் - (32, 323, 305, 290, 168)
யாப்பிலக்கணம் (வெண்பா, ஆசிரியப்பா)

அலகு: 3 (12 மணி நேரம்)

கலித்தொகை - பாடல்கள் - (குறிஞ்சிக்கலி-15, பாலைக்கலி-9, மருதக்கலி-15, நெய்தற்கலி-22, முல்லைக்கலி-07)
இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும சிறப்பும்' முதல் 'சங்க தொகை நூல்கள்' முடிய) புதினம்.

அலகு: 4 (12 மணி நேரம்)

பதிற்றுப்பத்து - பாடல்கள் (12, 24,)
புறநானூறு - பாடல்கள் (46, 86, 122, 214, 246)
அணியிலக்கணம்

அலகு: 5 (12 மணி நேரம்)

திருக்குறள் - ஈகை, ஆள்வினை உடைமை, நிறை அழிதல் ஆகிய அதிகாரங்கள்
நாலடியார் - இளமை நிலையாமை(11), பிறன்மனை நயவாமை(82), பெருமை(185), அறிவின்மை(254), காமநுதலியல்.(391).
இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

பாடநூல்கள்:

1. செய்யுள் திரட்டு, தமிழாய்வுத் துறை வெளியீடு (2017-2020).
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2014.
3. புதினம் (ஒவ்வொரு கல்வியாண்டும் ஒவ்வொரு புதினம்). காணாமல் போன கவிதை (2017-18).

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UGT310003						Title of the Paper பொதுத்தமிழ்-III								Hours 5	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	5	4	5	5	4	5	5	5	4	4	5		4.6	
CO2	5	5	4	3	4	5	4	5	5	5	4	4	5		4.4	
CO3	5	5	5	3	4	5	5	5	5	5	4	3	5		4.5	
CO4	5	5	5	5	4	5	5	5	5	5	4	5	5		4.8	
CO5	5	4	4	4	4	5	5	5	5	5	3	3	5		4.3	
CO6	5	5	5	3	4	5	5	5	5	5	3	3	5		4.5	
													Mean Overall Score		4.5	

Result: The Score for this Course is 4.5 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semestre: III   **Hours/Week: 4**
17UGH310003   **Credits: 3**
HINDI-III
Course Outcomes

At the end of the course, a student should be able to demonstrate…

* the ability to enable the students to complete the pre-reading task to comprehend the local and global issues in the lessons.
* the ability to enable the students to complete the post-reading task centering on Grammar and Skill Development.
* the relevance of Bhakthi Movement in Hindi Literature.
* the ability to imagine and write poems.
* the ability to quote poetry in Speeches.
* the ability to write friendly and formal letters.

Unit-I   **8 hours**

Tera Sneh Na Kho oon, Kavi Parichaya, Patra Likne ke Kaaran, Patra Kee Avashyakatha, Sandhi keeiye, Vigrah Keejiye

Unit-II   **12 hours**

Ek boondh, Tera Sneh Na Kho oon kavitha kee manovygnaik stiti, Chutti Patra, Sandhi

Unit-III   **12 hours**

Ekloondh Kavitha Ka Uddeshya, Kabir Ke Dohe, Nagar Palika ko Patra, Samas

Unit-IV   **14 hours**

Vimal Indu Kee Vishal Kiranen, Rahim Ke Dohe, Naukari Keliye Avedan Patra, Upasarga

Unit-V   **14 hours**

Thulasi ke Dohe, Kitab Maangne Keliye Patra, Pratyaya, Kaviparichaya

Books Recommended

1. Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Subodh Hindi, Paatamala-3, Chennai-600 017, Hindi, 2016.
2. DBHP Sabha, T.Nagar, Chennai-600 017, Abihav Patralekhan, 2016
3. Ram Dev, Vyakaran Pradeep, Hindi Bhavan, 63 Tagore Nagar, Alahabad 2, 2016.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UGH310003	Title of the Paper Hindi-III														Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6					
CO1	4	4	4	3	4	3	3	3	4	4	4	3.6				
CO2	3	3	2	3	2	3	3	3	5	3	5	3.0				
CO3	3	3	3	3	4	3	3	4	3	3	3	3.2				
CO4	3	2	2	3	3	3	3	3	3	3	4	2.9				
CO5	3	3	3	3	3	3	4	3	3	3	4	3.2				
CO6	4	4	4	4	3	3	3	3	3	3	3	3.3				
										Mean Overall Score		3.2				

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

FRANÇAIS-III

Course Outcomes
* Comparer la culture de l'Inde et de la France
* Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
* Connaître des journaux, des courriels, des lettres
* Parler des projets de vacances
* Exprimer l'étonnement
* Parler de ses projets d'avenir, exprimer l'opposition.

Unit-I: Un entretien et Au restaurant   **(10 heures)**

Demander des informations personnelles à quelqu'un, donner des informations, répondre à une proposition. Réserver une table, demander la carte, commander, apprécier les plats, demander l'addition.

Grammaire: Imparfait, Imparfait et passé composé, expression du temps, expression de la conséquence.Le futur, présent des verbes peser, rejoindre, le passé récent, le présent progressif, le futur proche, Restriction-ne…que, moi aussi…

Unit-II : Enfin les vacances ! et Un autre institut   **(10 heures)**

Raconter son emploi du temps quotidien, parler des projets de vacances, exprimer l'étonnement. Rassurer/consoler, s'indigner

Grammaire: Verbes pronominaux, pronom y, quelqu'un/ne…personne, quelque chose/ne…rien, ne…jamais, Déjà/ne…pas encore, chacun, adjectifs indéfinis.Pronoms relatifs, impératif, indicateurs de temps : de…a, a partir de….jusqu'a, depuis, pendant.

Unit-III : Un Indien célèbre visite la France et Qui dépense plus?
                                           (10 heures)

Demander des informations sur quelqu'un, demander une opinion, donner son opinion. Dire à quelqu'un d'être prudent, faire des reproches à quelqu'un, se justifier.

Grammaire: Pronoms relatifs composés, pronoms compléments d'objet directs et indirectes, opposition savoir/Connaitre, connecteurs chronologiques, nombre ordinaux.Le comparatif, c'est+ nom+ qui, il reste, encore, il y a, souvent.

Unit-IV: Penser à son avenir -   **(15 heures)**
Parler de ses projets d'avenir, exprimer l'opposition.

Grammaire : Style direct/indirect, proposition introduite par que, mots d'enchaînement – donc, pourtant.

Unit-V: L'astrologie   **(15 heures)**
Exprimer des conditions, dire quelque chose n'a pas d'importance, proposer quelque chose.
Grammaire: Le conditionnel – la condition.

Manuel:
1. K.Madanagobalane, **Synchronie-II**, Samhitâ Publication, 2011.

Livre de référence :
1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronnique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

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SANSKRIT-III

Course Outcomes

At the end of the course, a student should be able to demonstrate…

* Knowledge and understanding of essential Sanskrit vocabulary in a given topic
* Knowledge and understanding of the appropriateness of basic Sanskrit structures in Slokas
* Knowledge of the basic Sanskrit poetry.
* An idea on Epics and Puranas.
* The usage of – Upasargas.
* The familiarization the history of Sankrit literature Vedas – Puranas and Natakas.

Unit-I   **8 hours**

Romodantam. Balakandam. 1-15

Unit-II   **12 hours**

Romodantam. Balakandam. 15-30

Unit-III   **12 hours**

Vedas – Vedangas. vivaranam.

Unit-IV   **14 hours**

Puranas. Upanishads.

Unit-V   **14 hours**

Upasargas. Bhavishyat Kaalah

Books recommended:

1. Parameshwara, Ramodantam, LIFCO, Chaennai, 2015.
2. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat-678003, Kerala, South India, History of Sanskrit Literature, 2015.
3. Kulapathy, K.M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2015.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UGF310003											Title of the Paper French-III		Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6				
CO1	4	4	2	3	4	4	2	3	3	2	2				3.0
CO2	3	3	3	3	4	4	2	3	4	2	3				3.1
CO3	3	2	3	2	4	3	4	3	3	3	3				3.0
CO4	3	3	4	3	4	2	3	3	3	4	4				3.3
CO5	3	3	4	3	4	2	3	3	4	4	4				3.4
CO6	3	4	3	3	3	3	3	3	4	4	4				3.4
											Mean Overall Score				3.2

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UGS310003	Programme Outcomes (POs)					Title of the Paper Sanskrit-III	Programme Specific Outcomes (PSOs)						Hours 4	Credits 3
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		Mean Score of COs
CO1		5	3	5	4	4		3	3	3	3	3	4		3.1
CO2		4	3	4	4	4		4	3	3	3	4	4		3.1
CO3		4	3	3	4	4		4	4	4	3	3	4		3.1
CO4		4	3	3	4	3		4	4	4	3	4	4		3.1
CO5		4	4	4	3	4		3	3	4	3	4	4		3.1
CO6		5	4	4	4	4		3	3	3	3	4	3		3.1
													Mean Overall Score		3.1

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = (Total of Values) / (Total No. of POs & PSOs)

Mean Overall Score for COs = (Total of Mean Scores) / (Total No. of COs)

GENERAL ENGLISH-III

Course Outcomes

* Comprehend the local and global issues through the lessons
* Do the tasks centering on skill development and enhance their Grammar Using and Writing Skills
* Use interactive skills
* Train and develop the Listening and Reading Skills of the learners through teacher-led reading practice
* Enhance their Listening, Reading, Speaking, and Writing Skills
* Develop their Creative and Critical Thinking and Speaking Skills

Unit-I: *Suggestions to Develop Your Reading Habit

1.0   Introduction
1.1   Objectives
1.2   Listening and Reading Skills through Teacher-led Reading Practice
1.3   Glossary
1.3.1   Words
1.3.2   Phrases
1.4   Reading Comprehension
1.5   Critical Analysis
1.6   Creative Task
1.7   General Writing Skill: Letter Writing: Informal
1.8   Grammar: Simple Present Tense
1.9   **Non-Detailed Text:** Dickens, Charles. *Hard Times.*

Unit-II: *The Secret of Success: An Anecdote

2.0   Introduction
2.1   Objectives
2.2   Listening and Reading Skills through Teacher-led Reading Practice
2.3   Glossary
2.3.1   Words
2.3.2   Phrases
2.4   Reading Comprehension
2.5   Critical Analysis
2.6   Creative Task
2.7   General Writing Skills: Letter Writing: Formal

Textbook

1. Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. New Delhi: Trinity, 2016. Print.

Non-Detailed Text:

1. Dickens, Charles. *Hard Times.* Wordsworth: Printing Press, 1854. Print.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UGE320103	Programme Outcomes (POs)					Title of the Paper General English-III								Hours 5	Credits 3
							Programme Specific Outcomes (PSOs)									Mean Score of COs
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1		5	5	5	5	4	5	5	5	5	5	5	5	4		4.84
CO2		5	5	5	5	5	5	5	5	5	5	5	5	4		4.92
CO3		5	5	5	5	5	5	5	5	5	5	5	5	4		4.92
CO4		5	5	5	5	4	5	5	5	5	5	5	5	4		4.84
CO5		5	5	5	5	4	5	5	5	5	5	5	5	4		4.84
CO6		5	5	5	5	4	5	5	5	5	5	5	5	4		4.84
													Mean Overall Score		4.86

Result: The Score for this Course is 4.86 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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ACCOUNTING PACKAGES FOR MANAGERS

Course Outcomes

1. Imparting basic knowledge of computerized accounting
2. Enabling how to prepare voucher.
3. How to maintain the cost.
4. Maintaining inventories.
5. Application of MS excels
6. To acquire the current knowledge about accounting packages

Unit-I: FUNDAMENTALS OF COMPUTERIZED ACCOUNTING (10 hrs)

Fundamentals of computerized accounting – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally- Configuration of Tally screens and menus – Creation of company– Accounts info - groups - various kinds of groups: Primary and secondary groups - creation, alteration & deletion of Primary and secondary groups - creation, alteration and deletion of ledgers

Unit-II: INTRODUCTION TO VOUCHERS (12 hrs)

Introduction to vouchers – Entry, payment, receipt, sales, purchase, contra and Journal vouchers- Editing and deleting vouchers - Extraction of Daybook - Trial balance - Profit and loss account - Balance sheet - Configuration: General, accounting masters & voucher entries.

Unit-III: INTRODUCTION TO COST CENTRE (12 hrs)

Introduction to Cost Centre & Cost Category - creation, alteration and deletion of cost category - Creation, alteration and deletion of cost centers - Voucher entries using cost centres - Cost centre class - Budgets - creation, alteration and deletion of budgets - TDS - TCS - VAT - statutory features - Payroll - bill wise details - interest calculation – Bank reconciliation Statement - multi currency

Unit-IV: INTRODUCTION TO INVENTORIES (10 hrs)

Introduction to inventories - Inventory features -Inventory info - creation, alteration and deletion of stock group, stock category, stock item – Godown - Accounting vouchers using stock items - inventory vouchers - Types of inventory vouchers - Purchase order processing - sales order processing - Pure inventory voucher entries.

Unit-V: INTRODUCTION TO MS EXCEL   **(10 hrs)**

Introduction to MS Excel and its features – Programmes and applications - spread sheets – Building worksheets – Entering data, editing and formatting worksheets – Creating and formatting different types of charts – Application of financial and statistical function – Organising data using Automatic rule saving, opening and closing of work books.

TEXT BOOK

1. AK Nadhani, Simple Tally 9, BPB Publications, Chennai. 2014

REFERENCES

1. Vishnu P. Singh (2012), "Tally. ERP 9", Computech Publications Ltd., New Delhi.

2. Nadhani A.K and Nadhani K.K. (2005), 'Implementing Tally', BPB Publications, New Delhi.

3. Srinivasa Valaban (2012), Computer applications in Business, Sultan & Sons, New Delhi.

4. Rizwan Ahmed (2016) Margham Publication, Chennai

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UBU330205					Title of the Paper Part III: Accounting Packages for Managers								Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	1	2	4	3	4	1	4	2	4	1	2.85	
CO2	5	4	5	3	2	5	3	5	3	3	5	2	3	3.70	
CO3	4	5	3	2	5	2	1	2	5	3	2	4	1	3.00	
CO4	3	5	2	4	2	5	2	4	3	2	4	5	4	3.46	
CO5	5	2	5	2	4	4	5	5	2	5	4	5	4	3.85	
CO6	5	4	5	4	2	4	4	5	3	5	4	4	5	4.15	
												Mean Overall Score		3.50	

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester III   **L   P   C**

17UBU330206   **-   2   2**

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Practical:
FINANCIAL ADVANCED ACCOUNTING PACKAGES

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Course Outcomes
1. Practicing the creation of voucher ledger.
2. Preparation of Final Account
3. Application of Tax procedure
4. Preparing of salary slips or Pay Roll
5. To acquire the Excel Calculation
6. To get overall practical knowledge in accounting packages

Practicals
1. Creation, alteration and deletion of companies and user defined Accounting groups.
2. Creation, alteration and deletion of ledgers and Final accounts and Balance sheet   preparations.
3. Voucher entries in single entry mode and double entry mode.
4. Voucher entries using Cost Centers and Cost Categories.
5. Creation and alteration of budgets and multi Currencies.
6. Voucher entries using bill wise details and interest calculation
7. Creation of Payroll, Bank Reconciliation Statement
8. Voucher entries Applying VAT, TDS and TCS.
9. Creation, alteration and deletion of inventory masters & Accounting voucher entries using stock items.
10. Order processing and voucher entries using accounting and inventory vouchers.
11. Creating a work sheet Mark sheet, Pay slip, PF Contribution list etc.
12. Creating charts and Creating a list for the enclosures

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UBU330206							Title of the Paper Practical: Financial Advanced Accounting Packages								Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)									Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	3	4	3	4	5	3	5	2	4	5	3	5	4	3.93	
CO2	5	4	5	4	5	5	3	5	4	5	2	5	3	5	4.29	
CO3	4	5	3	5	2	3	5	4	3	5	3	5	4	5	4.00	
CO4	4	3	4	5	4	5	4	4	2	4	3	4	5	5	4.00	
CO5	4	3	5	5	1	4	5	4	3	2	4	5	4	5	3.86	
CO6	4	5	4	3	2	4	5	3	5	3	4	5	4	5	4.00	
											Mean Overall Score				4.01	

Result: The Score for this Course is 4.0 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

MARKETING MANAGEMENT

Course Outcomes

1. Students gain knowledge about the basic concepts of marketing
2. They gain better understanding of modern approaches in marketing
3. Students develop analytical skills to tackle the challenges and latest development in Marketing Management
4. Awareness of buyer's behavior becomes better among students
5. Concepts of sales promotion and E-marketing gains familiarity and better understanding
6. To identify the concepts of marketing research

Unit-I: INTRODUCTION & MARKETING CONCEPT

Marketing - meaning, Definition – Nature and scope of marketing – Marketing Organization - Role and Functions of marketing executives – classification of markets – Evolution of marketing concept - Modern marketing concept and features – Functions of marketing – Marketing mix.

Unit-II: MARKETING ENVIRONMENT

Marketing Environment – Micro and Macro environment – Controllable and uncontrollable environment of marketing. PEST(EL) and SWOT analysis for marketers.

Unit-III: PRODUCT MIX

The product - meaning – Importance of Product management – Innovation – Development of new Products. Causes for the new Products success or failure; Product mix – Elements of Product Policy –Product diversification-Product line. Concept of Product life cycle. Branding and Packaging, Labeling, Trademark and Warranties.

Unit-IV: BUYERS BEHAVIOUR & MARKET SEGMENTION

Consumer markets and buying behavior – Factors influencing buying behavior – Buying motives. Market Segmentation – Benefits of segmentation – Methods of segmenting markets– STP concept – Segmentation, Targeting and Positioning (concept only) – Pricing methods - types.

Unit-V: SALES PROMOTION & E- MARKETING CONCEPT

Advertising and sales promotion-various advertising media – Scope, functions and significance – tools of sales promotion-Channels of distribution. Online marketing – New trend in marketing - Emerging trends and challenges to marketers - Marketing research.

TEXT BOOK

1. R.S.N.Pilai & Bagavathi; Modern Marketing; Sulthan chand& Co, New Delhi, 2015.
2. Philip Kotler; Marketing Management(Millenium Edition); Prentic Hall of India; NewDelhi; 2010

REFERENCES

1. Marketing Management - Ramaswamy & Namakumari, 3rd Edition (2010), Macmillan India Ltd. New Delhi
2. Rajan Nair N, SanjithR.Nair; Marketing, Sulthan chand & Sons; New Delhi, 2014.
3. R. L. Varshney, S.L Guptha; Marketing Management; Indian perspective; Sulthan chand, 2009
4. M. Govindarajan; Marketing Management (Concepts, Cases, Challenges and Trends); PHI Learning(Pvt) Ltd; New Delhi; 2010.
5. Boyd Walker; Marketing Management; McGraw Hill; New Delhi,

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III Course Outcomes (COs)	Course Code 17UBU330207 Programme Outcomes (POs)					Title of the Paper Part III: Marketing Management Programme Specific Outcomes (PSOs)								Hours 5 Credits 4 Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	4	5	5	4	2	2	3	1	4	3	4	3	3.46
CO2	4	5	2	3	1	4	3	5	2	5	4	3	4	3.46
CO3	3	5	3	2	4	1	3	4	4	1	5	3	2	3.08
CO4	2	3	2	4	3	5	4	2	3	1	3	2	3	2.84
CO5	2	2	3	4	3	2	4	5	2	4	5	3	4	3.31
CO6	5	3	4	2	4	5	3	1	2	4	3	4	5	3.46
Mean Overall Score														3.26

Result: The Score for this Course is 3.26 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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Allied III:
OPERATIONS RESEARCH FOR MANAGER

Course Outcomes

1. Select an optimum solution with profit maximization
2. Formulate a real-world problem as a mathematical programming approach
3. Proficiency with tools like optimization, simulation, inventory and applications of those tools in industry and in contexts involving uncertainty and scarce or expensive resources
4. Application of how to reduce the cost under Transportation.
5. Assigning jobs scientifically and preparation of EOQ and application of the method in Inventory management
6. Proficiently allocating scarce resources to optimize and maximize profit
7. Determine critical path analysis to solve real life project scheduling time and timely delivery and use CPM and Pert for timely project scheduling projects execution and completion
8. To understand and reinforce the analytical skills already learned and further increase the managerial responsibility for operations tasks.

Unit-I: LINEAR PROGRAMING PROBLEM   **(12 hours)**

Operation research – scientific method – model building – resource allocation – linear programming – graphic method – simplex method.

Unit -II: TRANSPORTATION & ASSIGNMENT PROBLEM   **(12 hours)**

Introduction – formulation of transportation problems – initial basic feasible solution – various methods – NWRC, Row minima, Column minima, least cost Vogel Approximation method. Assignment problem – meaning – solution to the assignment problem.

Unit-III: INVENTORY MANAGEMENT   **(15 hours)**

Introduction – classification – EOQ – various models – Models I, II, III (simple problems).

Unit -IV: SIMULATION   **(10 hours)**

Introduction – meaning – Monte Carlo simulation methods – NEF work scheduling – by PERT, CPM.

Textbook

1. V. K. Kapoor; Operation research – problems and solutions; Sultan Chand & Sons; New Delhi, 2014.

References

1. Hamdy A.Taha; Operation research; New Delhi, Sultan Chand & sons, New Delhi, 2010.

2. Gupta, Ganti Swroop and Mon Mohan: "Operation research" – New Delhi, 2010.

(Theory 20% & Problem 80%)

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UBU330403	Title of the Paper Allied-III: Operations Research for Manager		Hours 6	Credits 4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	5	3	4	5	5	5	3	3	4	3	5	3	3.92
CO2	3	4	3	4	5	5	5	3	3	4	3	5	4	3.92
CO3	3	5	3	4	5	5	5	3	3	4	3	3	4	3.84
CO4	3	5	3	5	5	5	5	3	4	4	3	5	4	4.23
CO5	4	5	4	4	5	5	5	3	4	4	3	5	3	4.00
CO6	4	5	4	3	4	5	5	3	4	5	2	5	3	4.00
CO7	2	4	4	3	5	5	5	2	4	4	3	5	2	3.69
CO8	5	5	5	5	5	5	5	3	4	5	2	5	2	4.30
													Mean Overall Score	3.98

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester III   **Hours/Week: 2**
17UFC340901   **Credits: 2**

ENVIRONMENTAL STUDIES

Course Outcomes

1. To ensure understanding the significance of environment in which we live.
2. To ensure imparting knowledge on the recent issues associated with environment.
3. To ensure educating the youth the causes and consequences of various types of pollutions.
4. To ensure sensitizing the youth the increasing threats to nature and the misery mankind faces.
5. To ensure the limitations of the available natural resources and the need to sustain them.
6. To ensure imparting the knowledge on the concept of biodiversity and its advantages.

Unit-I: Environmental Studies

Environment - Scope and Importance - Environmental Movements in India - Eco-feminism - Public Awareness.

Unit-II: Natural Resources

Food Resources - L and Resources - Forest Resources - Mineral Resources - Water Resources - Energy Resources

Unit-III: Ecosystems, Biodiversity and Conservation

General structure - Functions of ecosystem - Energy flow and ecological pyramids - Biodiversity and conservation - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

Unit-IV: Environmental Pollution

Air pollution - Water pollution - Oil pollution - Soil pollution - Marine pollution - Noise pollution - Thermal pollution – Radiation pollution

Unit-V: Environment, Human Population & Social Issues

Human population growth - Urgent steps required for sustainable development - Conserving water - Current Environmental Issues

Text Book:

1. **Environmental studies,** Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2015.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UFC340901					Title of the Paper ENVIRONMENTAL STUDIES								Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	3	5	4	4	4	3	3	4	3	4.0	
CO2	5	4	5	5	4	4	5	5	5	4	4	4	4	4.5	
CO3	5	4	5	5	3	5	4	4	5	3	3	4	2	4.0	
CO4	5	4	4	4	4	4	4	5	4	5	4	4	3	4.2	
CO5	5	5	4	5	4	3	5	5	4	4	5	3	4	4.3	
CO6	5	5	4	4	3	4	4	4	3	4	3	2	4	3.7	
												Mean Overall Score		4.1	

Result: The Score for this Course is 4.1 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester III　　　　　　　　　　　　　　**Hours/Week: 2**
17UFC341003A　　　　　　　　　　　　　**Credits: 2**
FORMATION OF YOUTH-I

Course Outcomes

1. To expose the students to the presence of unjust structures in society
2. To ensure that students to acquire social ethics and social responsibility.
3. To ensure the students learn to face the global challenges with determination.
4. To ensure living with integrity in personal life and the responsibilities in public life.
5. To ensure preparing the students to seek amicable solutions to common problems.
6. To ensure training the students to inculcate business ethics.

Unit-I:
Introduction to Social Ethics
Social ethics, Social ethics and Social responsibility, Social ethics play an important role of the areas, Religion influences social changes and vice versa, Social ethics and corporate dynamics, Forms of social ethics

Unit-II:
The Economic and Political Systems of Today
Planned Economy and Communism, Feudalism, Market Economy and Capitalism, Socialism, Mixed Economy, The Emerging Market Economy, Political System, Totalitarian System, Oligarchic System

Unit-III:
Characteristics of a New World
Global Challenges, The Future is with the Educated Youth, Cost of the Sacrifice, Crusaders against corruption, Responsibility of the Educated Youth, Positive Global Scenario, The right to education, Eradicating gender inequality, Sustainable human development, Social Integration, Elimination of crime, Integration with global markets

Unit-IV:
Integrity in Public Life and National Integration
What is integrity, Public Life, Integrity and Public Life, Integrity in a Democratic State, India as a Democratic State, Behaviour of an Elected Representative of India, Noticeable degradation acts of Elected Representatives, Suggestions to stem this rot, Types of integrity, Transparency can be a guarantee for integrity

Unit-V:
Business Ethics and Cyber Crime
Business Ethics, Business ethics permeates the whole organisation, Measuring business ethics, The Vital factors highlighting the importance of business ethics, Cyber Crime, Strategies in Committing Cyber Crimes, Factors aiding Cyber Crime, Computer Hacking, Cyber-Bullying, Telecommunications Piracy, Countermeasures to Cyber Crime, Ethical Hacking

Text Book:

1. **Formation of Youth,** Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UFC441004A					Title of the Paper FORMATION OF YOUTH-II								Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	5	4	5	5	3	4	5	5	4	5	4	4.4	
CO2	4	4	4	4	4	5	4	3	4	4	4	5	5	4.2	
CO3	5	3	5	4	5	4	4	3	4	4	4	5	5	4.2	
CO4	3	4	5	4	4	5	4	4	4	4	4	3	4	4.0	
CO5	2	4	4	4	5	5	4	4	5	5	5	4	5	4.3	
CO6	4	3	4	4	5	3	4	5	5	4	5	5	4	4.2	
													Mean Overall Score	4.2	

Result: The Score for this Course is 4.2 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester- III   Hours/Week: 2
17UFC341003B   Credits: 2

RELIGIOUS DOCTRINE-I

Course Outcomes

1. To ensure the understanding of the salvation history and experience the God.
2. To ensure enrichment of the young minds with catholic teachings.
3. To ensure the understanding the spiritual truth that human hearts depend on God.
4. To ensure the knowledge of the person of Jesus and follow his footsteps.
5. To ensure the understanding the hand of God in establishing justice and love.
6. To ensure the edification of the youth in faith and love to transcend all human barriers.

Unit: I -Salvation History

Recognizing God - Human Beings: Their worth &Gifts - The Fall - Hope of Salvation - Prophets' Promises

Unit: II-The Gospel of Jesus Christ

Introduction - According to: St. Mathew - St. Mark - St.Luke-St. John-Symbols

Unit: III-The Holy Spirit

Introduction - Holy Spirit in the Old Testament- Holy Spirit in the New Testament- Holy Spirit in Tradition-Biblical Images of the Spirit—Gifts & Fruits of the Holy Spirit

Unit: IV- Social Justice in the Prophets

Introduction-Prophet and Prophecy-Role of Prophets

Unit: V-The Catholic Church

Mystical Body of Christ-Visible Church on Earth-The Marks or Identifying Characteristics of the Church - Hierarchical Constitution of the Church - The Magisterium or Teaching of the Church - The Church and Salvation

Text Book:

1. **Life in the Lord,** Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2011.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UFC41004B					Title of the Paper RELIGIOUS DOCTRINE-II									Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	1	4	3	3	4	4	4	5	4	5	5	5			3.9
CO2	4	1	4	3	3	4	4	4	5	4	5	5	5			3.9
CO3	4	3	4	4	3	4	4	5	4	4	5	5	5			4.2
CO4	4	1	4	3	3	4	4	4	5	4	4	5	5			3.9
CO5	4	1	4	3	3	5	4	4	5	4	4	4	5			3.8
CO6	4	1	4	3	3	5	5	5	5	4	4	4	4			4.0
													Mean Overall Score			3.9

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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பொதுத்தமிழ்-IV

பாடத்தின் விளைவு

- நாடகத்தின் போக்குகள், உத்திகள், பாத்திரப்படைப்பு, உரையாடல் முறை, கற்பனைத்திறம் போன்றவற்றை அறிந்துகொள்ளுதல்.
- புதிய நாடகங்களைப் படைக்கும் திறனைப் பெறுதல்.
- நாடகங்களை நடிக்கும் திறன் பெறுதல்
- கிரேக்க, ஆங்கில நாடகங்களை அடியொற்றி தமிழ்நாடகம் தோன்றிய வரலாறு அறியச் செய்தல்.
- சங்ககாலம் தொட்டு இக்காலம் வரை காதல் பற்றிய உணர்வுகளை எடுத்துரைத்தல்.
- தமிழ் வரலாற்றின் மன்னர்களின் ஆட்சியின் சிறப்புகளையும் வீழ்ச்சிகளையும் எடுத்துக்காட்டுதல்.

அலகு-1   (12 மணி நேரம்)

மனோன்மணீயம், பாயிரம், அங்கம் - 1, களம் 1 - 5 வரை.

அலகு-2   (12 மணி நேரம்)

மனோன்மணீயம், அங்கம் - 2, களம் 1 - 3 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - தமிழும் பிற துறைகளும் பக்கம் (365-387).

அலகு-3   (12 மணி நேரம்)

மனோன்மணீயம், அங்கம் - 3, களம் 1 - 4 வரை.

உரைநடை நாடகம் (கௌதம புத்தர்)

அலகு-4   (12 மணி நேரம்)

மனோன்மணீயம், அங்கம் - 4, களம் 1 - 5 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - சமயத்தவரின் தமிழ்ப்பணி (பக்கம் 391-402)

அலகு-5   (12 மணி நேரம்)

மனோன்மணீயம், அங்கம் - 5, களம் 1 - 3 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - வெளிநாடுகள் தந்த தமிழ் இலக்கியம் (பக்கம் 410-435)

பாடநூல்கள் :

1. சுந்தரனார், மனோன்மணீயம், தமிழாய்வுத்துறை (பதிப்பு), தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2. (அங்கம் : 3 களம் : 4 நீங்கலாக)
2. பாலசுப்பிரமணியம். கு.வெ, கௌதம புத்தர், அய்யா நிலையம், தஞ்சாவூர்
3. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2014.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UGT410004	Title of the Paper பொதுத்தமிழ்-IV													Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	3	4	5	5	5	5	5	4	5	5	5	5	4.5		
CO2	5	4	3	5	4	5	5	4	4	3	4	5	5	4.3		
CO3	4	3	3	5	4	3	3	4	3	3	4	5	5	3.7		
CO4	5	5	4	5	5	5	5	5	5	4	5	5	5	4.8		
CO5	3	4	4	5	5	4	4	4	5	4	4	4	4	4.1		
CO6	4	3	4	5	5	4	3	3	4	3	2	4	3	3.4		
												Mean Overall Score		4.1		

Result: The Score for this Course is 4.1 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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Semestre: IV Hours/Week: 4
17UGH410004 Credits: 3

HINDI-IV

Course Outcomes

At the end of the course, a student should be able to demonstrate…

* the ability to empower the students with globally employable soft skills
* the ability to translate Hindi passages to English
* the ideas on human values
* the ability to instruct the moral values given by the Bhakthi Saints
* the knowledge of Indian festivals .
* the knowledge of culture and tradition

Unit-I **8 hours**

Vidyarthi, Banking Shabda, Anuvad, Anuvad Lesson – 1, Adhikal, Premchand

Unit-II **12 hours**

Pusthakalaya, Nemikaryalaya Tippaniyan, Anuvadak, Anuvad lesson-2, Bakthikal-Gyan Marg, Mahadevivarma

Unit-III **12 hours**

Thyohar, Anuvad Ke Gun, Anuvad lesson – 3, Bakthi, Tippaniyaan, Prem Marg, Pant

Unit-IV **14 hours**

Yugpuresh Gandhi, Anuvadak Ke Gun, Anuvad Lesson – 4 Bakthikal, Bakthikal – Ram Bakthi Kal - Krishna Bakthi, Dinkar

Unit-V **14 hours**

Braman, Anuvad ek kala, Swarnayug Bakthikal, Anuvad Lesson - 5, Reetikal, Chayavad

Books Recommended

1. Kendriya Sachivalaya, Hindi Parishad New Delhi, Karyalaya Sahayika, 2016.
2. Dakshin Bharat Hindi Prachar Sabha Chennai-17, Niband Radhana, Hindi, 2016.
3. DBHP Sabha, Chennai-17, Anuvad Abyas-3, Hindi, 2016
4. Rajnath Sharma, Hindi Sahitya ka Itihas, Vinkod Pustak Mandir, Agra-2, 2016.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UGH410004	Title of the Paper Hindi-IV											Hours 4	Credits 3
Course Outcomes (COs)		**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**							**Mean Score of COs**
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1		4	4	4	3	4	3	3	4	5	4	4		3.5
CO2		3	3	2	3	3	3	5	3	4	3	3		3.1
CO3		3	3	3	3	4	3	3	3	4	3	3		3.1
CO4		3	2	2	3	2	3	3	3	3	3	3		2.7
CO5		3	3	3	3	3	3	5	3	3	4	4		3.3
CO6		4	4	4	4	3	5	3	5	4	4	3		3.9
												Mean Overall Score		3.3

Result: The Score for this Course is 3.3 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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FRANÇAIS-IV

Course Outcomes

* Comparer la culture de l'Inde et de la France
* Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
* Connaître les auteurs français (20 auteurs) et leurs œuvres
* Dire qu'on aime quelqu'un/ quelque chose
* Demander des informations
* Exprimer une opinion personnelle et Justifier son opinion.

Unit-I : Prières du Nouvel An   (10 heures)

Exprimer l'inquiétude, le regret, le souhait, l'obligation, la sympathie.

Grammaire : Le subjonctif, verbe craindre

Unit-II : Retrouvailles   (10 heures)

Marquer la surprise

Grammaire : Le subjonctif, pronoms possessifs.

Unit-III : C'est lui le meilleur ! (10 heures)

Dire qu'on aime quelqu'un/ quelque chose, donner son opinion, insister.

Grammaire : Le superlatif, les pronoms démonstratif.

Unit-IV Sauvons notre Terre !   (15 heures)

Enchaînement de cause et d'effet, demander à quelqu'un de tenir compté de quelque chose.

Grammaire : Le plus-que-parfait, il y a.

Unit-V : Le jour des élections s'approche et les auteurs français (20 auteurs) et leurs œuvres   (15 heures)

Demander des informations, dire qu'une action n'est pas utile, exprimer une opinion personnelle, Justifier son opinion.

Grammaire : Le participe présent – le gérondif, la voix passive.

Manuel:

1. K.Madanagobalane, **Synchronie-II**, Samhitâ Publication, 2011.

Livre de référence:

1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronnique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UGF410004							Title of the Paper French-IV						Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6				
CO1	4	4	2	3	4	4	2	3	2	2	3				3.0
CO2	3	3	3	3	4	4	2	4	3	2	3				3.1
CO3	3	2	3	2	4	3	4	3	3	3	4				3.1
CO4	3	3	4	3	4	1	2	2	4	3	3				2.9
CO5	3	3	4	3	4	3	2	2	4	4	5				3.4
CO6	3	4	3	3	3	4	4	2	4	3	4				3.4
											Mean Overall Score				3.2

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester: IV   **Hours/Week: 4**
17UGS410004   **Credits : 3**

SANSKRIT-IV

Course Outcomes

At the end of the course, a student should be able to demonstrate…

* knowledge and understanding of the history of Sanskrit Drama.
* knowledge and understanding of the Nataka vivaranam.
* the introduction of Functional - Sanskrit conversation Letter writing.
* the ability to apply relevant theoretical perspectives to topics within the field of study
* the competence in academic writing and oral presentation skills.
* the ability to work both independently and in groups on presentations and/or development of Projects.

Unit-I   **8 hours**

Paataah – Asta, Nava Dasha, Sankhya prayogah.

Unit-II   **12 hours**

Lot lakaarah. Prqayaogah. Kartari Vaakyaani

Unit-III   **12 hours**

Naatakasya Itihaasah.

Unit-IV   **14 hours**

Karnabhaaram. Naatakam.

Unit-V   **14 hours**

Kathaapaatra Vailaksharnyam.

Books recommended:

1. R.S.Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat 678003, Kerala, South India, History of Sanskrit Literature, 2014.
2. Samskritha Bharathi, Aksharam 8th Cross, 2nd Phase, Giri Nagar, Bangalore. Vadatu Sanskritam – Samskara Binduhu, 2014.
3. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat 678003, Kerala, Soth India. Karnabharam, 2014.
4. Kulapathy, K.M., Saral Sanskrit Balabodh, Bharathiya vidya Bhavan, Munshimarg, Mumbai 400007, 2014.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UGS410004	Programme Outcomes (POs)					Title of the Paper Sanskrit-IV	Programme Specific Outcomes (PSOs)						Hours 4	Credits 3
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		Mean Score of COs
CO1		5	3	5	4	4	3	3	3	3	3	4		3.1
CO2		4	3	4	4	4	3	3	4	3	4	3		3.1
CO3		4	3	3	4	4	3	4	4	4	4	4		3.2
CO4		4	3	3	4	3	3	3	4	4	4	4		3.1
CO5		4	4	4	3	4	3	4	3	4	4	4		3.0
CO6		5	4	4	4	4	3	3	3	3	3	4		3.2
											Mean Overall Score			3.1

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

GENERAL ENGLISH-IV

Course Outcomes

* Comprehend the local and global issues through the lessons
* Do the tasks centering on skill development and enhance their Grammar Using and Writing Skills
* Use interactive skills
* Train and develop the Listening and Reading Skills of the learners through teacher-led reading practice
* Improve their General Writing Skills such as Note-Taking, Note-Making, Précis Writing, Paragraph Writing, and Writing Short Essays on Current Issues/General Topics
* Understanding the social background and human character of the period

Unit-VII:

*Women through the Eyes of Media

7.0 Introduction
7.1 Objectives
7.2 Listening and Reading Skills through Teacher-led Reading Practice
7.3 Glossary
7.3.1 Words
7.3.2 Phrases
7.4 Reading Comprehension
7.5 Critical Analysis
7.6 Creative Task
7.7 General Writing Skill: Writing Minutes of a Meeting
7.8 Grammar: Present Perfect Tense
7.9 **Non -Detailed Poem:** Thomas Hood (1799–1845): "Silence"

Unit-VIII:

*Effects of Tobacco Smoking

8.0 Introduction
8.1 Objectives
8.2 Listening and Reading Skills through Teacher-led Reading Practice
8.3 Glossary
8.3.1 Words
8.3.2 Phrases

Textbook

1. Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. New Delhi: Trinity, 2016. Print.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UGE420104																	Title of the Paper General English-IV	Hours 5	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)														Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8							
CO1	5	4	5	5	4	4	4	5	5	5	4	5	5							4.61
CO2	5	4	5	5	3	4	5	5	5	5	5	5	5							4.69
CO3	4	4	5	4	4	3	4	4	5	5	4	4	5							4.23
CO4	4	4	5	4	4	3	4	5	5	5	4	4	5							4.30
CO5	5	4	5	4	4	4	4	4	5	5	4	4	5							4.38
CO6	5	5	5	5	4	4	4	5	5	5	4	4	5							4.61
													Mean Overall Score							4.47

Result: The Score for this Course is 4.47 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	Total of Values / Total No. of POs & PSOs
Mean Overall Score for COs =	Total of Mean Scores / Total No. of COs

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Semester IV   **L P C**
17UBU430208   **5 - 4**

MATHEMATICES AND STATISTICS FOR MANAGERS

Course Outcomems
1. Understand the basic concepts in Mathematics and statistics
2. To know the basic calculation about matrices
3. To impart the knowledge to the student about statistical tools and its application
4. To learn the Time series and index numbers
5. To get an idea about the application of statistics
6. To learn and apply the Time series and index numbers

Unit-I: MATHEMATICS OF FINANCE   **(12 Hours)**
Simple interest- compound interest- Annuities – percentage – discount(simple problems) .

Unit-II: MATRICES AND DETERMINANTS   **(12 Hours)**
Matrices – meaning – types; addition, subtraction, Multiplication: Determinate of order one, two, three properties. Transpose & inverse of a matrix; - Cramer's Rule;

Unit-III: MEASURES OF CENTRAL TENDENCIES   **(10 Hours)**
Nature and scope of statistic- uses of statistics in business - Measures of Central Tendency – Mean, Median, and Mode: Measures of Dispersion – Range, QD, MD, SD, Co- efficient of variations.

Unit-IV: CORRELATION AND REGRESSION   **(10 Hours)**
Correlation – Karl Pearson's Co- efficient of Correlation – spearman's rank correlation; Regression – Meaning – Regression Lines – Equation of X on Y & Y on X.

Unit-V: TIME SERIES AND INDEX NUMBERS   **(10 Hours)**
Time series analysis – Components of time series – measurement of secular trend –graphic method – method of semi averages – method of moving averages- method of least squares- Index numbers Meaning – Classification- Uses- methods of constructions of index numbers – Definition – Weighted, Unweighted, Laspeyres, Paasche and Fishers Ideal index.

TEXT BOOK:
1. P.R. Vital, Business Mathematics and Statistics, Margam publication 2016

REFERENCES:
1. Gupta S.P; Statistical Method; Sulthan Chand & Sons; New Delhi, 2012.
2. M. Wilson Himalaya publication house 2016

Semester IV	Course Code 17UBU430208	Title of the Paper Part-III: Mathematics and Statistics for Managers																	Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	4	4	4	5	3	3	4	4	4	4	5	4	3.92
CO2	4	4	4	3	5	3	3	4	4	3	3	4	5	3.77
CO3	4	3	3	4	4	3	3	4	4	4	4	5	4	3.77
CO4	3	3	3	4	4	4	4	3	3	3	3	4	4	3.46
CO5	3	3	4	4	5	4	4	4	3	3	3	3	3	3.54
CO6	3	3	4	5	4	3	3	4	4	4	4	3	3	3.62
											Mean Overall Score			3.68

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester IV   **L P C**
17UBU430209   **4 - 3**

BUSINESS LAW

Course Outcomes

1. To enable the students to understand the essential elements of Indian Contract Act 1872
2. To impart the knowledge of contract of sales
3. Know the different negotiable instrument Act 1881 & Partnership Act 1932
4. Acquire the knowledge of law of Insurance
5. Understand be concept of company Amendment Act 2013.
6. To learn the basic business law concepts and apply in the practice in the business

Unit-I: INDIAN CONTRACT 1872

Contracts, meaning – Classification - Essential elements - Offer and Acceptance - Performance of Contract - Discharge of Contract - Remedies for breach for Contract- Law of Agency.

Unit-II: SALE OF GOODS ACT 1930

Contract of Sale - Essentials: Duties of buyers and sellers- Conditions and Warranties; Transfers of property – performance of the contract of sale - Rights of an unpaid seller.

Unit-III: NEGOTIABLE INSTRUMENT ACT 1881 & PARTNERSHIP ACT 1932

Negotiable instruments, Parties to a Negotiable instrument,- Meaning and test of partnership Registration of firms. - Relations of partners, Rights and duties - Dissolution of partnership.

Unit-IV: LAW OF INSURANCE

Contract of Insurance - Fundamental of Principles - Life insurance, Fire insurance and Marine insurance.

Unit-V: COMPANIES ACT

Meaning, Definition of a Company, Kinds of company, Memorandum and articles of association; Prospectus, Company Meetings, Resolutions and Minutes.

TEXT BOOK

1. N.D. Kapoor - Elements of Mercantile Law - Sultan and Sons, New Delhi, 2011.(New Edition)

BOOKS FOR REFERENCE

1. M.C. Shukla - Manual of Mercantile Law - S. Chand & Co., New Delhi, 2016.

2. P.P.S. Gogna - A TEXT BOOK of Mercantile Law - S. Chand & Co., New Delhi,2016.

3. D.P. Jain - Mercantile Law - Konark Publishers Pvt. Ltd., New Delhi, 2009.

4. Sen & Mitra - Commercial Law, The mould press, Kolkatta, 2004.

5. J. Jayasankar-Business Law; Margham Publications-2016

Note: Latest edition of text books may be used.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code 17UBU430209						Title of the Paper Part-III: Business Law								Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	3	4	5	3	4	3	4	3	4	3	4	4	3.61		
CO2	4	4	3	4	4	5	4	3	1	3	4	3	4	3.54		
CO3	3	4	3	4	4	4	3	3	4	2	1	3	4	3.23		
CO4	3	2	3	4	2	3	4	2	4	3	4	3	4	3.15		
CO5	2	3	4	2	3	4	1	4	3	4	3	4	3	3.08		
CO6	3	4	3	5	4	3	3	4	3	3	3	3	3	3.38		
												Mean Overall Score		3.33		

Result: The Score for this Course is 3.33 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester IV   **L   P   C**
17UBU430301A   **4   -   4**

Core Elective-I (WD):
CORPORATE ACCOUNTING FOR MANAGERS

Course Outcomes

1. Acquire the knowledge pertaining to share of a company
2. To make the students know how to prepare Financial Statement of JSC
3. Import the knowledge of valuing share and Goodwill of a company.
4. Understand the procedure for holding company Accounts.
5. Acquire the knowledge of new format of banking company A\C
6. To practice the corporate Accounting concepts

Unit-I: ISSUE OF SHARES   **(12 Hrs)**

Shares - issue of shares - forfeiture and reissue of shares- Issue of Bonus Shares and Right Shares

Unit-II: PREPARATION OF FINANCIAL STATEMENTS OF A JOINT STOCK COMPANY   **(12 Hrs)**

Preparation of Profit & Loss Account and Balance Sheet. Treatment of Taxation and Provision for Taxation in Final Accounts of Companies. Treatment of Dividend and Bonus to Shareholders. (Simple Problems only)

Unit-III: VALUATION OF SHARES AND GOODWILL   **(12 Hrs)**

Meaning and Features; Types of Goodwill; Factors affecting Goodwill; Goodwill Valuation Methods - Valuation based on Average Profits and Super Profits.

Valuation of Shares: Concept of Valuation of Shares; Need for Valuation; Factors affecting

Valuation of Shares; Valuation of Equity Shares based on Net Assets and Profitability; Net Asset Valuation of Participating Preference Shares; Fair Value of a Share.

Unit-IV: ACCOUNTS OF HOLDING COMPANIES   **(12 Hrs)**

Meaning of Holding and Subsidiary Companies; Need for Consolidated Financial Statements; Preparation of Consolidated Balance Sheet of a Holding Company with one Subsidiary. (Simple Problems only)

Unit-V ACCOUNTS OF BANKING   **(12 Hrs)**

Accounts of Banking Companies- Final accounts and Balance Sheet. (New Format)

TEXT BOOK

1. R.L. Gupta & M. Radhaswamy, (latest Ed), Corporate Accounting, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCES

1. Shukla MC, Grewal TS & Gupta SC, (2006), Advanced Accounts, Volume II, S.Chand & Company Ltd., New Delhi.
2. Joseph. T, (2009), Corporate Accounting, the Tata McGraw – Hill Education Private, Limited, New Delhi.
3. S.P. Jain & K.L. Narang, (2004), Advanced accountancy Volume II, Kalyani Publishers, New Delhi.
4. T. S. Reddy and A. Murthy, (latest Ed.), Corporate Accounting, Margham Publications, Chennai.

(Theory 20% & Problems 80%)

Note:

Any revision of relevant Indian Accounting Standard would become applicable Immediately.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UBU430301A													Title of the Paper Corporate Accounting for Managers	Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	5	3	5	4	3	2	5	5	4	5	3	4			4.00
CO2	3	4	3	3	2	3	5	2	4	5	3	2	4			3.30
CO3	4	5	4	4	4	5	4	3	3	3	2	1	1			3.30
CO4	3	2	4	4	3	3	3	4	3	5	4	3	3			3.38
CO5	3	4	3	4	3	3	4	4	5	4	3	4	3			3.67
CO6	3	4	3	5	4	4	3	3	4	3	4	3	2			3.46
														Mean Overall Score		3.51

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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Core Elective I (WD):
TAXATION FOR MANAGERS

Course Outcomes

1. Acquire the knowledge of basic concept of taxation
2. To enable the student to prepare income from Salary FORM 16
3. Enable the students to prepare income from business and income from hour property
4. To enable the student acquire practicability in calculation of capital gain & Income from other sources.
5. Understand the latest introduction of GST Amendment Act 2017
6. To learn the importance of Tax for the managers.

Unit-I: BASIC CONCEPTS   **(12 Hrs)**

Basic concepts: Income, person, Assessee, Assessment year, previous year, gross total income, total income, maximum marginal rate of tax. Residential status of all person, and its effect on tax incidence .Exempted income under section 10 (in relation to individuals).

Unit-II: INCOME FROM SALARY   **(12 Hrs)**

Salaries, - Basis of charge - Allowances, Provident Fund- gratuity, Pension, Leave enhancement- Deduction of Gross Salary u/s 16, (excluding perks)

Unit-III: INCOME FROM HOUSE PROPERTY AND INCOME FROM BUSINESS   **(12 Hrs)**

Income from house property - basis of charge – determination of annual value - Deduction u/s 24 (Basic Simple Problems only)

Profits and gains of business or profession,- basis of charge – methods of accounting - deductions (Excluding Profession).

Unit-IV: CAPITAL GAIN AND INCOME FROM OTHER SOURCES   **(12 Hrs)**

Capital gain: basis of charge – short and long term capital gains – computation – indexed cost of acquisition and improvement – exemptions (Simple problems only). Income from other sources – Theory concept only.

Unit-V: GOODS AND SERVICES TAX   **(12 Hrs)**

Goods & Service tax – concepts and general principles, Dual nature, Charge of GST and taxable goods & services, Valuation, Payment of GST and filing of returns.

TEXT BOOK

1. Vinodk Singhania and Dr. Monica Singhania; Students guide to income tax, Taxmann Publications.(New Assessment Year). (Unit 1 to Unit 4)

2. V. S. Datey. Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., New Delhi, Unit 5

BOOKS FOR REFERENCES:

1. T.S.Reddy&Y.Hari Prasad Reddy; "Income Tax Law and Practices"; Margham Publication; Chennai.

2. Dr. Sanjeev Kumar. Systematic Approach to Indirect Taxes

3. Dr. Vinod K. Singhania, Element of Service Tax, Taxmann Publications Pvt. Ltd., Delhi.

4. Dinakar Pagare, "Income tax – Law & Practice " Sultan Chand & Sons, New Delhi,

Online Readings/Supporting Material

* Finance Act for relevant Assessment Year
* CBDT Circulars & Latest court judgments

(Theory 40% & Problems 60%)

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UBU430301B					Title of the Paper Taxation for Managers								Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	5	3	4	3	4	3	4	3	4	4	3.69	
CO2	4	5	3	4	4	5	4	3	1	3	4	3	4	3.61	
CO3	3	4	5	4	4	4	3	3	4	2	2	3	4	3.46	
CO4	3	2	3	4	2	3	4	2	4	3	4	3	4	3.15	
CO5	2	3	4	2	3	4	2	4	3	4	3	4	3	3.15	
CO6	3	4	3	5	4	3	3	4	3	4	3	3	3	3.46	
												Mean Overall Score		3.42	

Result: The Score for this Course is 3.42 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Allied-IV

ENTREPRENEURIAL DEVELOPMENT

Course Outcomes

1. To induce entrepreneurial thoughts to the students
2. To ensure the qualities of entrepreneurs in the mind set of the students
3. To motivate the students to become entrepreneur
4. To start up the business plan and project
5. Acquire the knowledge of current business opportunities
6. To know the present concepts, idea and government policy in the field of entrepreneurship
7. To know SME's registration process
8. To develop entrepreneurial skills

Unit-I: CONCEPTUAL FRAME WORK   **(10 Hours)**

Entrepreneur – Evolution – Definition – Entrepreneur and enterprise – Entrepreneur and managers – Intrapreneur – Qualities of entrepreneurs – Types and function of entrepreneurs – Role of entrepreneurs in economic development – Entrepreneurship – Nature – Characteristics – Barriers – Behavioral pattern affecting entrepreneurship.- Women Entrepreneur - Role.

Unit-II: INSTITUTIONS ASSISTING ENTREPRENEURS   **(10 Hours)**

DIC – SIDO – NSIC – SIDCO – SISI – SIPCOT – ITCOT – NIESBUD – NAYE – commercial Banks – Self Help Groups – Micro Credit – Institutional Finance system.

Unit-III: PROJECT IDENTIFICATION & APPRAISAL   **(10 Hours)**

Meaning of Project – Objectives – Classification – Identification – Internal and external constrains – Techno Economic Survey – Project Life Cycle – Formulation and significations – Elements of Formulation – Project selection – Design – Basic concepts of Network Analysis – CPM – PERT.

Unit-IV: BUSINESS PLAN – MICRO, SMALL AND MEDIUM ENTERPRISES   **(8 Hours)**

Introduction – Business idea – Opportunity – Preparation of project report – Location – Registration – Term Loan –Subsidy – Government Clearances – Establish product diversification network – Trail runs – Commencement of Commercial production – Other details.

Unit-V: CASE STUDY   **(8 Hours)**

Successful entrepreneurial ventures –Drawbacks of entrepreneurial ventures and turn around ventures – Sickness in Micro ,Small and Medium Enterprises - Case study. Government policy about entrepreneurial development – SMEs – New Implementation about EDP.

TEXT BOOK:

1. Vasant Desai; Dynamics of entrepreneurial development; Wiley Eastern Ltd; New Delhi, 2014.

BOOKS FOR REFERENCE:

1. E.Gardon&K.Natrajan; Entrepreneurship Development-Himalaya publishing House; Chennai-2012.
2. Jayshree Suresh; Entrepreneurial Development; Margham Publication; 2016.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UBU430404	Title of the Paper Allied-IV: Entrepreneurial Development		Hours 6	Credits 4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	4	3	4	1	2	4	3	4	1	4	2	4	1	2.84
CO2	5	4	5	3	2	5	3	5	3	3	5	2	3	3.69
CO3	4	5	3	2	5	2	1	2	5	3	2	4	1	3.00
CO4	3	5	2	4	2	5	2	4	3	2	4	5	4	3.46
CO5	5	2	5	2	4	4	5	3	2	5	4	5	4	3.85
CO6	5	4	5	4	2	4	4	5	3	5	4	4	5	4.15
CO7	3	5	3	4	3	1	1	3	5	2	3	5	4	3.22
CO8	5	4	5	4	2	4	4	5	3	5	4	4	5	4.15
Mean Overall Score														3.54

Result: The Score for this Course is 3.54 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

FORMATION OF YOUTH-II

Course Outcomes

1. To ensure preparing the students to live in harmony with nature.
2. To ensure the youth the significance of public health and the related issues.
3. To ensure sensitizing the youth about addictions and their consequences.
4. To ensure educating the youth on disaster management and First-Aid.
5. To ensure enlightening on the developmental issues and challenges of youth today.
6. To ensure the value of counselling for attaining positive mental health.

Unit-I: Harmony with Nature

What is environment, Why should we think of harmony, Longing for human well-being, Principles to conserve environmental resources, Causes of disharmony, The fruits of harmony with nature, Forest resources, Water resources, Mineral resources, Food resources, Fruits of dishormony, Economic values and growth, Environmental Ethics, Guidelines to live in harmony with nature, Towards life-centered system for better quality of life

Unit-II: Public Health

Health related issues, Health Care in India vs Developed Countries, Health and Heredity, Public Health - The Indian Scenario, Objectives of public health in India, Public Health System in India, Failure on the public health front, Role of the central government, Hospitals Services in India, Health and Abortion, Health and Drug Addiction, Drug abuse

Unit-III: Disaster Management and First-Aid

Disaster Management, Types of disaster, Plans of disaster management, Technology to manage natural disasters and catastrophes, Disaster Management, Rehabilitation and Reconstruction, Human-induced disaster, First Aid, The importance of First-aid, Disaster Declaration and Response

Unit-IV: Issues Dealing with Science

What is Science, Science and Religion, Social Relevance of Science and Technology, Science and technology for social justice, Difference caused by Science and Technology, Need for indigenous technology, Science,

Technology and Innovation Policy of India, Harnessing the forces of science and technology for the future

Unit-V: Counselling for the Adolescents

High Risk Behaviours, Developmental Changes in Adolescents, Key Issues of the Adolescents, Need for Counselling, Nature of Counselling, Counselling Goals, Does helping help? The Good and the Bad news.

Text Book:

1. **Formation of Youth,** Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UFC441004A					Title of the Paper FORMATION OF YOUTH-II								Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSO3)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	5	4	5	5	3	4	5	5	4	5	4	4.4	
CO2	4	4	4	4	4	5	4	3	4	4	4	5	5	4.2	
CO3	5	3	5	4	5	4	4	3	4	4	4	5	5	4.2	
CO4	3	4	5	4	4	5	4	4	4	4	4	3	4	4.0	
CO5	2	4	4	4	5	5	4	4	5	5	5	4	5	4.3	
CO6	4	3	4	4	5	3	5	5	5	4	5	5	4	4.2	
													Mean Overall Score	4.2	

Result: The Score for this Course is 4.2 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester IV   **Hours/Week: 2**
17UFC441004B   **Credits: 2**

RELIGIOUS DOCTRINE-II

Course Outcomes

1. To ensure appreciation of the harmony of religion.
2. To ensure training the youth in the power of prayer.
3. To ensure the understanding of Mary's role in salvation history and Marian Dogmas.
4. To ensure enlightening the graces and invisible effects of the sacraments.
5. To ensure the youth with the promise that God forgives failings on repentance.
6. To ensure understanding the concept of salvation and the promise of eternal life.

Unit: I Harmony of Religions

Introduction - Religions of India - Buddhism - Jainism - Sikhism - Judaism - Confucianism - Christianity - Zoroastrianism - Islam

Unit: II The Christian Prayer

Prayer Defined - Reasons to pray - The Way to Pray - Types of Prayer - Obstacles for Prayer - Prayer in Old -The Lord's Prayer

Unit: III Mary, the Blessed Virgin, Mother of God

Introduction - Marian Dogmas - Mary in need of Redemption - Mary in the New Testament - Apparitions of Mary - Devotion to Mary

Unit: IV Sacraments of Initiation

Introduction - An Overview - Baptism - Confirmation - Holy Eucharist
Unit: V Sacraments of Healing & at the Service of the Community
Reconciliation - Anointing of the Sick - Holy Orders – Matrimony

Text Book:

1. **Life in the Lord,** Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2011.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UFC441004B						Title of the Paper RELIGIOUS DOCTRINE-II								Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	1	4	3	3	4	4	4	5	4	5	5	5			3.9
CO2	4	1	4	3	3	4	4	4	5	4	5	5	5			3.9
CO3	4	3	4	4	3	4	4	5	4	4	5	5	5			4.2
CO4	4	1	4	3	3	4	4	4	5	4	5	5	5			3.9
CO5	4	1	4	3	3	4	4	4	5	4	4	4	5			3.8
CO6	4	1	4	3	3	5	5	5	5	4	5	4	4			4.0
												Mean Overall Score				3.9

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

L P C
5 - 4

PRODUCTION AND MATERIAL MANAGEMENT

Course Outcomes

1. To know the concepts of production Management
2. To understand the importance of Material management
3. To identify the various types of production concepts
4. To learn how to maintain qualities of production
5. To impart knowledge on inventory control
6. To familiarizes the students in the concepts of production and Material analysis

Unit-I: SCOPE AND SIGNIFICANCE OF PRODUCTION MANAGEMENT
(12 HOURS)

Production, operation function – objectives of production management, scope of production management, Type of production and production interface with other functional area of business, Plant locations - plant layout – Different type of layouts and their suitability.

Unit-II: PRODUCTION PLANNING, SCHEDULING AND MONITORING SYSTEM
(12 HOURS)

Concept and need of production planning – factors – Elements f production planning, capacity planning – Aggregate planning – Method study – Work measurement – Time study – Motion study _ Scheduling.

Unit-III: MATERIAL MANAGEMENT
(12 HOURS)

Concepts, objectives and importance of material management – Material handling – principles of materials handling- Material requirement planning.

Unit-IV: INVENTORY CONTROL
(12 HOURS)

Nature of inventory – Types of inventories – cost of holding inventory - Techniques of inventory control – EOQ – VED analysis – ABC analysis

Unit-V: QUALITY CONTROL
(12 HOURS)

Purpose inspection and quality control, Statistical quality control – Techniques of SQC – Acceptance sampling – Control charts- Total Quality Management.

TEXT BOOKS:

1. Matand T. Telsang; Production operations Management; S. Chand and Company LTD, First Edition; New Delhi;2015 (for Unit-1 & 2)

2. C.B. Gupta; Operations management and control; Sulton Chand and Sons; New Delhi; Fourth Edition: 2012 (for Units 3-5)

BOOKS FOR REFERENCE:

1. E.S. Buffa; Modern production Operations Management – 7th Edition; Wiley Eastern   Ltd.2005.New Delhi.
2. Raymond R. Mayor; Production Management; Wiley Eastern LTD. New Delhi;2010
3. Keith Lockyeer; Production Management; Wiley Eatern LTD; New Delhi. 2012.
4. Buffs and Miller; Production Inventory System; Rand and McNally and co LTD; 2009.

(Theory 100%)

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530210	Programme Outcomes (POs)					Title of the Paper Production and Material Management Programme Specific Outcomes (PSOs)								Hours 6	Credits 4
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Mean Score of COs
CO1		4	3	3	3	4	4	4	4	4	3	3	3	4	3.54
CO2		4	4	4	5	5	4	4	5	5	4	4	4	3	4.23
CO3		3	3	4	4	4	4	4	4	4	4	4	4	4	3.85
CO4		3	3	4	4	4	3	3	4	4	4	4	4	4	3.69
CO5		4	4	4	4	3	3	4	4	4	4	3	3	4	3.69
CO6		3	4	4	5	3	3	4	4	4	3	5	3	4	3.77
													Mean Overall Score		3.79

Result: The Score for this Course is 3.79 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

RESEARCH METHODS IN BUSINESS

Course Outcomes

1. Students can get adequate theoretical and practical background of Business research
2. Students can get the perception of scientific inquiry of the any problem / issue
3. Students can do the management / marketing research
4. Students can get analytical mind
5. Knowledge on how to do conduct a case analysis
6. To write a systematic report and to prepare a oral presentation

Unit-1: INTRODUCTION TO RESEARCH   **(12 Hours)**

Concept of research: meaning, objectives, purpose, criteria for good research, Type- pure, applied, historical, analytical, descriptive and experimental research, Pilot Study – scientific study, case study method, problem encountered by researcher – Research Ethics.

Unit-II: RESEARCH DESIGN & DATA COLLECTION   **(12 Hours)**

Research design: meaning, problem, and types- interdependence of designs –data collections: primary sources – Pretest – secondary sources – Need for Review of Literature, Research review.

Unit-III: SAMPLING TECHNIQUES   **(10 Hours)**

Sampling techniques: meaning, need, basis, essentials, advantage, disadvantage, types probability (simple random, stratified, systematic, cluster) non-probability: Quota, convenience, purposive, judgment – universe, population, size of sample, sampling and non sampling errors

Unit-IV: HYPOTHESIS AND DATA ANALYSIS   **(10 Hours)**

Meaning, source, formation, concepts, importance and type of hypotheses – procedure for hypothesis testing, Data Analysis- Statistical analysis.

Unit-V: DATA INERPRETATION AND REPORT WRITING   **(12 Hours)**

Interpretation: meaning - importance – Technique of interpretation-and mistake committed in interpretation of data – Report writing: Meaning-Significance-Outline of a research report - content of research report Diagram-Pictorial Presentation – Bibliography writing – plagiarism- publication rights.

TEXT BOOKS

1. Tirupathi, P. C.:A textbook of research methodology insocial sciences, 2014

2. Korthari, C.R.; Research methodology. Wiswa prakasan, 2012.

BOOKS REFERENCE:

1. Ahuja Ram; research methods; Rawat publications; Jaipur, 2012.

2. Do Oley, David; social research methods; prentice hall, Delhi, 2011.

3. Rajkumar; methodology and social science; Book enclave, Jaipur, 2014.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code						Title of the Paper								Hours	Credits
V	17UBU530211						RESEARCH METHODS IN BUSINESS								6	4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	4	3	3	3	3	4	4	4	4	3	3	3	4	3.46
CO2	4	4	4	5	5	4	4	5	5	4	4	3	3	4.15
CO3	3	3	4	4	3	4	4	4	4	4	4	4	4	3.76
CO4	3	3	4	4	4	3	3	2	4	3	4	4	4	3.46
CO5	4	4	4	4	3	3	4	4	3	4	3	3	4	3.61
CO6	3	4	4	5	3	3	4	4	3	3	5	3	4	3.69
												Mean Overall Score		3.68

Result: The Score for this Course is 3.68 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$ Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

MANAGEMENT ACCOUNTING

Course Outcomes

1. Understand different financial statement of a company
2. Apply basic ratio of a company.
3. Preparing the procedure of fund flow and cash flow
4. How to prepare different budgets.
5. Understand the concept end analysis of marginal costing.
6. To understand the concepts and develop the decision making process

Unit-I: MANAGEMENT ACCOUNTING AND FINANCIAL STATEMET

                                             (15 hrs)

Introduction and scope - Objectives - Relationship between Financial, Cost and Management accounting - Analysis of financial statements; common size and comparative financial statements, Trend percentages.

Unit-II : RATIO ANNALYSIS   **(15 hrs)**

Analysis and interpretation of financial management through accounting ratios – meaning of ratio – Classification of ratio – Profitability ratio – Turnover ratios – Solvency ratios – uses and limitations of ratios.

Unit-III: FUND FLOW & CASH FLOW ANALYSIS   **(15 hrs)**

Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction. (Simple Problems)

Unit-IV: BUDGETARY CONTROL   **(15 hrs)**

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets - Zero base budgeting.

Unit-V: MARGINAL COSTING   **(15 hrs)**

Marginal costing-Basic concepts-Marginal and Absorption costing-CVP Analysis-BE Analysis and charts - Limitation and application-Differential cost analysis - Relevant cost analysis-Applications for management decision making.

TEXT BOOK

1. R.S.N. Pillai & Bhagavathi, Management Accounting - Sultan Chand & Sons, New Delhi, 2015

BOOKS FOR REFERENCES

1. T.S.Reddy&Y.Hari Prasad Reddy; "Management Accounting"; Margham Publication; Chennai-2016
2. N. Vinayakam, & I.B. Sinha; "Management accounting"; Tools and Technique; Himalaya Publishing house; New Delhi, 2015.
3. Man Mohan & S.N Goyal; Principles of Management Accounting; Sahitya Bhavan, Agra, 2010.
4. Dr.S.N.Maheswari; "Principles of Management accounting"; Sultan Chand &Sons,New; Delhi-2006

(Theory 20% & Problems 80%)

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530212					Title of the Paper MANAGEMENT ACCOUNTING								Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	4	3	4	4	3	4	4	5	3	4	5	4.00	
CO2	4	3	4	5	3	4	3	4	3	4	3	4	3	3.61	
CO3	3	4	5	4	5	4	3	4	5	4	5	4	1	3.92	
CO4	2	3	1	4	5	1	4	3	5	1	4	1	3	2.85	
CO5	2	1	3	1	2	1	3	2	1	4	2	3	4	2.23	
CO6	1	4	3	5	2	4	3	4	3	4	2	3	3	3.23	
											Mean Overall Score			3.30	

Result: The Score for this Course is 3.3 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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Semester V		L	P	C
17UBU530213		5	-	3

INDUSTRIAL RELATIONS

Course Outcomes

1. Students can adequate theoretical and practical background on the history of Industrial relations.
2. Students can get knowledge about trade unionism and its importance in an industry
3. Students can get knowledge on managing conflicts and how to conduct a negotiation
4. Students are known about International Labour Organization and its functions and roles
5. Students can get exposure the influence of Globalization on IR
6. To acquire the confidence to be a HR Manage

Unit-I: CONCEPT OF INDUSTRIAL RELATIONS (10 Hours)

Concept of IR: Meaning, Definition, Historical perspectives of IR, Industrial revolution, Theories of IR, History of IR in India, Current scenario of IR, Role of ILO in industrial relations.

Unit-II: TRADE UNION (10 Hours)

Unionism Concepts Meaning, Defining, History and growth of trade Union, Purpose and functions, Theories of Trade Union, Problems of Trade union in India.

Unit-III: INDUSTRIAL CONFLICTS (10 Hours)

Industrial Conflicts: Meaning, Definition, Strike and lockout, Lay-off, and retrenchment, Industrial dispute machinery, Discipline: Causes of Indiscipline –Maintenance of discipline. Domestic enquiry, Principles of Hot stove rule, Grievance handling, and machinery

Unit-4: COLLECTIVE BARGAINING (8 Hours)

Concepts of Collective Bargaining : Meaning, Mature, Types, Process and Importance, Status of Collective Bargaining in India. Suggestion to improve Collective Bargaining. Negotiations – Problem solving attitude. Exit policy, Golden Handshake, Concept of Labour welfare, Importance of Globalization on CB

Unit-5: WORKERS PARTICIPATION IN MANAGEMENT (8 Hours)

Concept of WPM- Practices in India works committees, Joint management councils, Role of HRM in IR, The voluntary scheme of worker's participation

followed Quality circles, Employer's Association, Corporate social responsibility.

Text Books:

1. Mamoria, C.B., Industrial Labour and Industrial Relations in India, Kitab Mahal, 2014

References:

1. Essentials of Human Resource Management and Industrial Relations – Subba Rao;2012
2. Industrial Relation – A.M. Sharma;2013
3. Labour Management Relations in India – V.V Giri;2014
4. Personnel Management and Industrial Relations – Dale Yoder,2012

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530213					Title of the Paper INDUSTRIAL RELATIONS								Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	3	4	4	3	3	3	4	3	4	3	4	4	3.46	
CO2	4	4	3	4	4	5	4	3	1	3	4	3	4	3.54	
CO3	3	3	3	4	4	4	4	3	4	2	1	3	4	3.23	
CO4	3	2	3	4	2	3	4	2	4	3	4	3	4	3.15	
CO5	3	3	3	2	3	4	1	4	3	4	3	4	3	3.07	
CO6	3	4	3	5	4	3	3	4	3	3	3	3	3	3.38	
													Mean Overall Score	3.30	

Result: The Score for this Course is 3.3 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

Semester V   **L   P   C**

17UBU530302A   **4   -   4**

Core Elective-II (WS):
PROJECT MANAGEMENT

Course Outcomes

1. To understand the project management concepts
2. To impart knowledge on Project identification & Appraisal
3. To help the students to identify feasible projects
4. To know the methods of financing such projects and controlling its cost
5. To learn and understand about project evaluation
6. To know about how to prepare project in Business

Unit-I: INTRODUCTION

Nature and contents of project management: project characteristics-Attributes of a good project manager- Taxonomy of projects- Projects environment – History of project management – Project as a conversion process – project life cycle – project roles – A System approaches to project management.

Unit-II: PROJECT IDENTIFICATION & APPRAISAL

Introduction – Government & the regular – project identification – Project preparation – Tax incentives and Project investment decisions – Tax planning for project investment decisions – Zero based project formulation – Technical, Commercial, Economic, Financial and Managemnt appraisal – Social cost benefit analysis and project risk analysis.

Unit-III: PROJECT FINANCING

Project cost estimation – Project financing – Financial evaluation of projects – Financial Projections – Project planning and scheduling – Estimation, Resource analysis, Justification and Evaluation – Teams and organization – Projects cost control.

Unit-IV: PROJECT REVIEW

Role of management and leadership in project environment – Problem – solving and decision making – Project review Rehabilitation of sick Units – Project organization – Project Contracts

Unit-V: PROJECT EVALUATION

Meaning – Project review and administrative aspects – Computer aided project management – Options in projects – Risk analysis – Topics of interest on project management.

TEXT BOOK

1. Chandraprasanna, Projects-Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill, New Delhi 2012.

REFERENCES

1. Maylor Harvey, Project management, Pearson Education, New Delhi, 2010
2. Rao P.C.K, Project Management & Control, Sultan Chand & Sons. New Delhi, 2011.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530302A						Title of the Paper PROJECT MANAGEMENT								Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	3	4	4	3	3	3	4	4	4	3	2	4			3.30
CO2	4	4	3	4	4	5	4	3	1	3	4	3	4			3.53
CO3	3	3	3	3	3	4	4	3	3	2	1	3	4			3.00
CO4	3	2	3	4	2	3	4	2	4	3	2	3	4			3.00
CO5	3	3	4	2	3	4	1	4	3	4	3	3	3			3.07
CO6	3	4	3	5	4	3	2	4	3	2	3	3	3			3.23
												Mean Overall Score				3.18

Result: The Score for this Course is 3.18 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	Total of Values / Total No. of POs & PSOs	Mean Overall Score for COs =	Total of Mean Scores / Total No. of COs

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Core Elective-II (WS):
LOGISTICS & SUPPLY CHAIN MANAGEMENT

Course Outcomes

1. To understand about Logistics & Supply chain management concepts
2. To learn the importance on logistic and supply chain management in the current business Scenario
3. To identify various dimensions of financial supply chain management
4. To learn the perspective of E-Finance and its Legal Aspects
5. To Understand the Global logistics concepts
6. Students have get some idea about Logistics and supply chain management Planning

Unit-I: INTRODUCTION TO LOGISTICS

Fundamentals of Logistics- Definition and Activities-Aims and importance-Progress in Logistics and Current Trends-Organization and Achieving Integration.

Unit-II: PLANNING THE SUPPLY CHAIN

Logistics Strategy-Implementing the Strategy-Locating Facilities-Planning Resources-Controlling Material Flow

Unit-III: MEASURING AND IMPROVING PERFORMANCE OF SUPPLY CHAIN

Procurement-Inventory Management-Warehousing and Material Handling Transport-Global Logistics

Unit-IV: SUPPLY CHAIN MANAGEMENT

Basic Concepts of supply Chain Management-Planning and Sourcing-Making and Delivering-Returns-It and Supply Chain Management- Port Management

Unit-V: FINANCIAL SUPPLY CHAIN MANAGEMENT

Financial Supply Chain- Elements of Financial Supply Chain Management-The Evolution of e-Financial Supply Chain-E-Financial supply chain- E-Financial supply chain banks Perspective-Legal Aspects of E-Financial Supply Chain.

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Text Books:

1. Raghuram G. & Rangaraj. N.,Logistics and supply Chain Management, Macmillan Publication, 2012

References:

1. Agarwal B.K., Logistics and supply chain Management, Macmillan Publication, 2009

2. Martin Christopher., Logistics and Supply Chain Management: Creating Value-Adding Networks, Ft Prentice Hall, 2010

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530302B							Title of the Paper LOGISTICS AND SUPPLY CHAIN MANAGEMENT								Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	3	5	4	5	4	3	2	5	5	4	5	3	4	4.69	
CO2	3	4	2	3	2	5	4	3	5	2	4	5	3	2	4	3.92	
CO3	4	5	4	4	4	4	5	4	4	3	3	3	1	1	1	3.84	
CO4	3	2	4	4	3	3	4	3	3	4	4	5	1	3	3	3.77	
CO5	4	3	2	5	2	1	3	2	4	1	5	2	1	3	4	3.23	
CO6	3	4	3	4	3	4	4	3	4	4	5	1	3	4	3	4.00	
														Mean Overall Score		3.90	

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester V   **L P C**

17UCC530302   **4 - 4**

<div align="center">

Core Elective-II:
E-COMMERCE
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Course Outcomes

After completing this course the student will be able to:

1. Know the evaluation of E-commerce
2. Identify different technologies and models for electronic commerce
3. Learn the various approaches to safe E-Commerce
4. Familiarize with E-cash and payment schemes and security
5. To study the different features and characteristics in E-Commerce.
6. To analyse the improved efficiency of cloud computing in this computer modern world.

Unit-I: E – Commerce   **(12 hrs)**

Definitions – Needs and Importance - E-commerce Vs Traditional Commerce – Advantages, Impact of Internet on Business – Evolution and Growth in India - Environment and opportunities – Classifications.

Unit-II: Technologies and Models for Electronic Commerce   **(12 hrs)**

Electronic market place technologies - Electronic data interchange – Http, TCP/IP – HTML - XML– electronic commerce with World Wide Web

Unit-III: Approaches to safe E-Commerce   **(12 hrs)**

Overview – safe transport protocols – secure transactions – secured electronic payment protocol – SET certificates for authentication – Security on web servers and enterprise networks – conclusion.

Unit-IV: E-Cash and Payment Schemes   **(12 hrs)**

Internet monetary payment and security requirements - payment and purchase order process – online electronic cash

Unit V: Security   **(12 hrs)**

Need for computer security – specific intruder approaches – security strategies and tools – Encryption – Enterprise networking and access to internet – Antivirus programs – security teams

TEXT BOOKS:

1. Web commerce technology handbooks – Daniel Minoli, Emma Minoli

BOOKS FOR REFERENCE:

1. E-Commerce – Kamlesh K Bajaj and Debjani Nag

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UCC530302					Additional Course: E-COMMERCE								Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	3	3	4	3	3	5	4	3	2	3	4	3.5	
CO2	4	3	2	4	4	3	2	4	3	5	3	4	3	3.3	
CO3	3	3	2	5	4	4	3	3	4	5	3	2	4	3.4	
CO4	5	3	3	4	3	2	4	2	4	3	2	3	4	3.2	
CO5	4	4	2	3	3	4	3	5	3	2	4	3	3	3.3	
CO6	3	2	3	4	4	5	4	3	4	3	1	4	3	3.3	
												Mean Overall Score		3.3	

Result: The Score for this Course is 3.3 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Core Elective (WS):
BUSINESS CORRESPONDENCE

Course Outcomes

After completing this course, students will be able to :
1. Imbibe meaning of Business Communication and the general principles of communication.
2. Identify different types of organisational communications.
3. Learn the mechanical structure of letters and drafting of others forms of communications viz. Orders, Memo, Agenda, and Minutes.
4. Familiarise with vocabulary used in business communication, often misspelt and correct usage.
5. Understand the mechanism of writing business reports.
6. Draft different kinds of business letters and communications.

Unit-I   **(12 Hours)**

Business Communication – Introduction – Objectives - Media of Communication -Principles of Communication - Non-Verbal Communication- Barriers to Communication.

Unit-II   **(12 Hours)**

Organizational Communication – Downward – Upward – Horizontal –Informal Communication – Email as a means of Communication.

Unit-III   **(12 Hours)**

Need - Functions and kinds of Business Letter - Essentials of an effective business letter. Layout – Physical appearance – Mechanical structure of a letter, style and punctuation. Process of writing, Order of writing, the final draft, check lists for reports. Writing of Memorandum, Inter - office Memo, Notices, Agenda, Minutes, and Job application letters.

Unit-IV   **(12 Hours)**

Vocabulary: Words often confused, Words often misspelt, Common errors in English. Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Unit-V   **(12 Hours)**

Report Writing – Meaning - Importance of reports - Characteristics of a good report -Preparation of report - Report by individual - Report by Committee.

TEXT BOOK
1. Rajendra Pal, J.S. Kolharlli, (2014), Essentials of Business Communication, Sultan Chand & Sons, New Delhi

BOOKS FOR REFERENCES
1. Sharma, Business Correspondence & Report Writing, (2008), Tata Mcgraw-hill Education (India) Ltd., New Delhi.
2. G.S.R.K. BabuRao, (2005), Business Communication and Report Writing, Himalaya Publishing House, New Delhi.
3. Asha Kaul, (2000), Effective Business Communication, Prentice Hall of India, New Delhi.
4. Access Series(2011) Communication for Business, Tata McGraw Hill, New Delhi
5. Monippally , (2014) Business Communication, Tata McGraw Hill, New Delhi

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Self paced learning (POC)
ADVERTISING & SALES PROMOTION

Course Outcomes

1. Related basic concepts in Advertising with practical situation becomes a habit of learning exercise among students
2. They become very familiar with all major concepts relating to advertising and Sales promotion
3. Marketing Communication Industry is mapped with consumer behavior and media for overall knowledge enhancement by student
4. Students to cultivate more creative and innovation
5. Overall awareness of Advertising and sales promotion technique among students
6. To learn Advertisement and sales promotion practical situations and to give more insights about this subjects

Unit-I: INTRODUCTION TO ADVERTISING

Introduction to Advertising –meaning, objectives its role and functions - Advertising in Marketing Mix – Advertising decisions – Types of Advertising - economic, social and ethical issues, DAGMAR approach - Integrated Marketing Communication – strategic integration of marketing functions and promotional functions - relationship between product mix and promotion mix.

Unit-II: ADVERTISING MEDIA

Advertising media – types –characteristics – Merits and limitation – media scene in India – types of media – press and broadcasting – outdoor and other media. Response Process in Advertising – Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model - Brand and Brand Equity – definition of branding - Characteristics of a good brand name, image, brand positioning, personality, attributes and consequences

Unit-III: CONSTRUCTION OF AN ADVERTISIEMENT

Construction of an Advertisement – visualization – copy - basic approaches to copy writing – types of copies – types of headlines – types of illustrations – types of layout – principles governing copywriting. Advertising Budget – Top down and Build up approach, methods of advertising – Advertising

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UCO530302B						Title of the Paper BUSINESS CORRESPONDENCE									Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	5	4	3	4	4	5	5	4	2	4	5	4	4.00		
CO2	4	5	4	3	4	4	5	5	4	3	4	5	4	4.15		
CO3	4	5	4	3	4	3	5	5	5	3	3	5	4	4.08		
CO4	5	5	4	3	4	3	5	5	4	3	4	5	4	4.15		
CO5	5	5	4	3	4	4	5	5	4	2	4	5	5	4.23		
CO6	4	5	5	4	4	4	4	4	5	4	3	3	5	4.15		
												Mean Overall Score		4.12		

Result: The Score for this Course is 4.1 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Creativity- meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting, Illustration.

Unit-IV: MEDIA PLANNING AND SCHEDULING

Media planning and scheduling strategy – media planning parameters - media mix, media characteristics, selection of media, evaluation of media, media scheduling strategy - Evaluation of advertising effectiveness – Need and purpose of evaluation, pre-testing and post – testing techniques. Advertising agencies – Importance, role and functions – Organizational structure – advertising department – agency commission and fee – types of ad agencies.

Unit-V: SALES PROMOTION

Sales Promotion – Definition, Nature, Objectives and significance of sales promotion – Promtional Mix – Consumer oriented – Trade Oriented – Promotional Tools - reason for its rapid growth, promotional strategy, types and techniques of sales promotion - Concepts and Case Study Analysis

Text Book

1. Advertising theory & Practice – Chunawalla, Kumar, Sethuia, Subramanian 2014 – Himalaya Publishing House, Mumbai - 04.

References:

1. Advertising & Sales Promotion by Belch & Belch, TMH
2. Advertising Management by M.V.Kulkarni, EPH

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530214A							Title of the Paper ADVERTISING & SALES PROMOTION								Hours	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)									Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	5	4	4	4	3	4	4	3	4	3	4	4			3.85
CO2	3	4	4	4	3	4	4	3	4	4	4	3	4			3.69
CO3	4	4	3	3	4	4	4	3	3	3	4	4	3			3.54
CO4	4	3	4	3	4	3	3	4	3	4	3	3	4			3.46
CO5	5	4	3	4	3	4	4	3	3	4	4	4	4			3.77
CO6	4	3	4	4	4	3	3	4	4	3	4	4	3			3.62
												Mean Overall Score				3.65

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	Total of Values	Mean Overall Score for COs =	Total of Mean Scores
	Total No. of POs & PSOs		Total No. of COs

Self-paced Learning (POC)
BUSINESS COMMUNICATION

Course Outcomes

1. All basic concepts of communication are imparted to students-theoretically and practical orientation
2. They realize the significance of Business Communication in managing the day to day affairs of the business
3. Living in an information Era-students enrich their knowledge & skills about various methods and process in communication
4. Practical Exercises on verbal, non-verbal, formal, informal and all other forms of communication enhances the students knowledge
5. Holistic development of the student
6. To know the communication methods and process

Unit-I: COMMUNICATION AND MASS COMMUNICATION

Communication and Mass Communication - meaning, definition and scope, choice of communication channels in communication strategy. Introduction to Communication Theory. Definition and importance of Business Communication. Channels of communication , Means or media of communication Verbal Non verbal - body language / space language, paralanguage, sign language; Perceptions / attitudes / beliefs / values / norms.

Unit-II: SALES LETTER WRITING

The layout of the letter Enquiries and reply quotations sales letter claims and adjustment collection letter, circular letters application letters.

Unit-III: LETTER RELATING TO AGENCY

Letter relating to Agency- Application for jobs- Recommendation bank for correspondence relating to exports and imports.

Unit-IV: LISTENING AND COMMUNICATION

Importance of listening and communication, principles of effective listening, Modern means of Electronic Communication – Internet – E-mail, E- Learning - Video Conferencing – Creating Web Page – Fax - SMS.

Unit-V: INERPERSONAL AND INTRAPERSONAL COMMUNICATION

Interpersonal/intrapersonal Business Communication, Business correspondence, Business letters / reports (annual committee etc.) Report writing – Structure of Reports –Kinds of Reports - Press Reports – Market Reports – Business Reports – précis / summarizing etc.

Text Book

1. Business Communication Today , Boveen and Thill (2010); New York.

References:

1. Business Communication ; Asha Kaul (2000); Prentice Hall of India; New Delhi.
2. Essentials of Business Communication – Rajendra Pal
3. Effective Business Communication; Murphy and Hildebrandt (1991); McGraw Hill; New Delhi.
4. Effective Business English and Correspondence – M.S. Ramesh & Pattenshetty S.Chand & Co.
5. Business Communication – Urmila Raj – Himalaya Publishing House.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530214B	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Title of the Paper BUSINESS COMMUNICATION	Hours	Credits 2	Mean Score of COs
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1		4	5	4	3	4	4	3	4	4	3	3	3	4				3.77
CO2		4	4	3	4	4	3	4	4	3	4	4	4	4				3.69
CO3		5	4	4	3	4	3	4	3	4	4	3	3	3				3.66
CO4		4	5	3	3	4	3	3	4	3	3	3	2	4				3.38
CO5		3	4	4	3	3	4	3	4	4	3	4	3	4				3.54
CO6		4	3	4	4	4	3	5	4	3	4	4	4	4				3.85
													Mean Overall Score					3.64

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester V   **L   P   C**

17UBU530214C   **-   -   2**

Self-paced Learning (POC)
BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Course Outcomes
1. To know about the various events
2. To understand the techniques and competencies required to plan for events
3. To manage the events like men, material, money and minutes
4. To ensure the relationship in the customers
5. To acquire the knowledge and competencies required to promote, implement and conduct special events
6. To learn practical knowledge about event management

Unit-I: CORPORATE ETHICS

Values – concepts – types and formation – principles of managerial ethics – relevance of ethics and values in business

Unit-II: CORPORATE SOCIAL RESPONSIBILITY (CSR)

Social responsibility of a business firm – stakeholders – response of Indian firms towards CSR

Unit-III: CONSUMER PROTECTION

Consumerism – unethical issue in sales, marketing and technology – competitive strategy

Unit-IV: BUSINESS AND ECO SYSTEM

Markets for eco system services – issues and opportunities for business in socially and environmentally sensitive world – social and environmental problems and shaping market – 3 P's of sustainability – people – profits

Unit-V: ROLE OF GOVERNMENT

Regulatory framework – SEBI – competition Act – Competition Commission of India

TEXT BOOK:
1. Baxi C.V & Prasad Ajit, Corporate social responsibility, Excel Books, 2014

REFERENCES:
1. Kaur Tripat, Values and ethics in management, Galgotia publications, 2010
2. Chakraborty S.K, Human values for managers, Excel Books, 2010
3. Badi R.V & Badi N.V., Business ethics, vrinda Publications, 2010

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530214C	Title of the Paper BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY															Hours	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8					
CO1	4	4	4	3	4	4	3	4	4	3	3	4	3	3.61				
CO2	4	4	3	4	4	3	4	4	3	4	4	3	4	3.62				
CO3	3	4	4	3	4	2	4	3	4	4	3	3	3	3.38				
CO4	4	5	3	3	4	3	3	4	3	3	3	2	4	3.38				
CO5	3	3	4	3	3	2	3	4	4	3	4	3	3	3.23				
CO6	4	3	4	4	4	2	3	4	3	4	3	4	4	3.53				
												Mean Overall Score		3.45				

Result: The Score for this Course is 3.45 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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Skill Based Electives I: (BS)
TRAINING AND DEVELOPMENT

Course Outcomes

1. To know about the various events
2. To understand the techniques and competencies required to plan for events
3. To manage the events like men, material, money and minutes
4. To ensure the relationship in the customers
5. To acquire the knowledge and competencies required to promote, implement and conduct Special Events
6. To learn practical knowledge about event management

Unit-I: Introduction to Training Concept (3 Hours)
Objective and concepts of Training-Scope of Training-Training and HRD-Benefits of training to Organization-Recent Trends in Training

Unit-II: Training Needs (3 Hours)
Steps in Training-identification of Job Competencies-Criteria for identifying training needs Assessment of Training Needs-Methods and Process of needs Assessment.

Unit-III: Training for Operatives (3 Hours)
Trainer Identification, Methods-On the Job-Off the Job-Instructions-Apprenticeship-Vestibule-Coaching-job rotation

Unit-IV: Training for Managers (3 Hours)
Need & Importance of Management Development-Methods-Coaching-Position. Rotation-Multiple Management-Mentoring-Lectures-Brainstorming-Simulation-Selective Reading-Role play-Sensitive

Unit-V: Evalution of Training Program & Action Plan (3 Hours)
Definition & need – evaluation, design and techniques-Kirkpatrick model of evaluation – CIRO model-Cost Benefit Analysis-Return on Investment of training- Action Plan

Text Book:
1. Janakiram.B.Training & Development, Biztantra, 2010

References:
1. Mcgrath E.H., Training for Life & Leadership in Industry, 4th edition, PHI, 2009.
2. Irwin.LGoldstein, Training in Organizations, Thomson, 2010.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU540601A	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Title of the Paper Training and Development		Mean Score of COs
															Hours 2	Credits 2	
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1		3	4	3	4	4	5	4	4	4	2	2	5	2			3.61
CO2		3	4	2	3	3	3	3	2	2	2	3	3	3			2.76
CO3		4	4	3	3	3	3	3	2	2	3	3	3	2			2.92
CO4		3	4	3	3	3	2	3	3	3	3	4	3	2			3.00
CO5		4	4	2	3	3	3	3	2	3	3	3	4	3			3.07
CO6		4	4	3	4	4	4	4	3	5	5	4	3	3			3.76
													Mean Overall Score				3.18

Result: The Score for this Course is 3.18 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	Total of Values
	Total No. of POs & PSOs

Mean Overall Score for COs =	Total of Mean Scores
	Total No. of COs

Skill Based Electives I: (BS)
EVENT MANAGEMENT PRACTICES

Course Outcomes

1. Understand how to create an event that achieves specific objectives for the client
2. Have an understanding of the various event elements and how to cost-effectively employ them
3. Apply the principles of professionalism and ethics to event management
4. Apply accounting and financial knowledge and business administration skills to the operation of events.
5. Create, plan , and implement effective programming for events.
6. Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility and economic commitment.

Unit-I: INTRODUCTION TO EVENT MANAGMENT **(3 Hrs)**

Defining and event- Types of events- size of events- Advantages offered by events - Importance and scope of events – Event as a marketing tool- Diverse Marketing needs addressed by events

Unit-II: KEY ELEMENTS OF EVENTS **(3 Hrs)**

Key elements of events - Event infrastructure core concept core people – core talent – core Structure.

Unit-III: FIVE C'S OF EVENT **(3 Hrs)**

Conceptualizing and designing events – 5 C's of events. Activities in event management. Planning – organizing –Staffing – leading – co-ordination – controlling - Event management information systems.

Unit-IV: THE EVENT SITE AND ASSESSMENT **(3 Hrs)**

Choosing the event site – Managing the events as a project – the organization manager and the team during the event – Environmental assessment – competitive assessment – business assessment. Problem analysis – opportunity and resource analysis -

Unit-V: ACTION PLAN (Practical Learning) **(3 Hrs)**

Organize an event in your college or department – State the objectives of the event, Develop a strategic plan for marketing and execution –

Make a competitive assessment of the environment before conducting the event

BOOKS FOR REFERENCES:

1. Sanjaya singh Gaur & Sanjay V Saggere, Event Marketing and Management, 2003, Noida, Vikas Publishing house Pvt. Ltd.

2. Anton Shone and Bryn Parry, Successful event management, 2008, New Delhi, Cengage Learning India Pvt. Ltd.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU540601B					Title of the Paper EVENT MANAGEMENT PRACTICES								Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	5	4	4	4	5	4	5	5	5	5	5	4.53	
CO2	2	4	5	5	5	4	5	3	4	5	3	4	5	4.15	
CO3	5	2	3	5	2	3	4	4	3	4	4	4	3	3.53	
CO4	4	4	4	5	5	5	3	3	4	5	3	3	4	4.00	
CO5	4	4	4	3	3	4	4	4	4	5	4	4	4	3.92	
CO6	5	4	3	5	4	3	3	4	4	3	4	4	3	3.76	
												Mean Overall Score		3.98	

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester V　　　　　　　　　　　　　　　　　　　**L　P　C**
17USS540701A　　　　　　　　　　　　　　　　　　**2　-　2**

Inter Departmental Courses (IDC):
SOFT SKILLS

Course Outcomes

1. To augment the level of confidence in articulation oif the students in their communication.
2. To ensure that the students learn to speak and interact with one another as social beings
3. To equip them and train to present the best of themselves as job seekers.
4. To equip with conversation techniques, presentation skills and grooming
5. To prepare them write their own resume and enhance their interview skills required by employers
6. To ensure that the students learn the parameters of group dynamics a key component of conversation

Module I

Basics of Communication: Definition of communication, Barriers of Communication, Grooming, Presentations & Practicum.

Module II

Resume Writing & Interview Skills: Resume Writing: What is resume? Types of Resume - Chronological, Functional and Mixed Resume**,** Steps in preparation of Resume. **Interview Skills:** Preparation

Module III

Group Discussion: Basics of Group Discussion, Parameters of GD, Essential Points for GD preparation, and GD Topics and Practicum.

Module IV

Personal Effectiveness: Self Discovery; and Goal Setting; Questioneers & Presentations for interview, Common interview questions, Attitude, Body Language, The mock interviews and Practicum

Module V

Numerical Ability: Calendar, Average, Percentage; Profit and Loss**,** Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance**,** Problems on Trains**,** Boats and Streams; Ratios and Proportions.

Module VI

Test of Reasoning - Verbal Reasoning: Series Completion, Analogy; Data Sufficiency, Assertion and Reasoning; and Logical Deduction. **Non-Verbal Reasoning:** Series; and Classification

Textbook

1. JASS, 2016. *Straight from the traits: Securing the soft skills*. St.Joseph's College, Trichy

References

1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi.
2. Aggarwal, R.S. 2001. Quantitative Aptitude. S.Chand. New Delhi
3. Covey, Stephen. 2004. *7 Habits of Highly effective people,* Free Press. Egan, Gerard. (1994). *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/ Cole.
4. Khera ,Shiv 2003. *You Can Win.* Macmillan Books , Revised Edition.
5. Murphy, Raymond. 1998. *Essential English Grammar*. 2nd ed., Cambridge University Press. Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra*,* 5th ed., Adams, Media.
6. Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
7. Yate, Martin. 2005. H*iring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

Evaluation Pattern

Modules	Topic	Examination Pattern	
		CIA	Online
I	Basics of Communication	15	5
II	Resume Writing & Interview Skills	15	5
III	Group Discussion	10	10
IV	Personal Effectiveness	10	10
V	Numerical Ability (Common Session)	-	10
VI	Test of Reasoning (Common Session)	-	10
	Total	**50**	**50**

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Inter Departmental Courses (IDC):
NATIONAL CADET CORPS

Course Outcomes

1. NCC 'C' and 'B" certificates are very much useful and increase credit marks in UPSC and SSB examinations..
2. They learnt discipline punctual and leadership quality.
3. They got physical fitness for Army and Police selection.
4. They learnt general knowledge find political issue.
5. They got trained for social service and volunteers for disaster.
6. They will be the best citizens of India.

Unit-I: About NCC - Personality Developmet - Self Awareness   (6 hours)
NCC Aims and objectives of NCC - Organization and training and NCC song Incentives for cadets in NCC - NCC ranks Religion, culture , traditions and customs of India.- National integration – importance and necessity - Freedom struggle and nationalist movement in India - Personality development - Introduction to personality development - Factors influencing / shaping personality – Physical , social, psychological and philosophical Self awareness – know yourself / insight . - Change your mindset.

Unit-II: Interpersonal Relationship and Communication - NDMA (6 hours)
Interpersonal relationship and communication - Communication skills Leadership traits - Types of leadership Attitude – assertiveness and negotiation - Time management - Effects of leadership with historical examples - Stress management skills - Interview skills - Conflict motives.- Importance of group – team work - Disaster Management - Civil defence organization and its duties – NDMA Types of emergencies / natural disasters- Assistance during natural / other calamities / floods / cyclone / earth quake / accident - Setting up of relief camp during disaster Management - Collection and distribution of aid material .

Unit-III: Social Awareness and Community Development - Hygiene and Sanitation   (6 hours)
Social awareness and community development - Basics of social service- weaker sections of our society and their needs - Health and Hygiene Structure and functioning of the human body - Hygiene and sanitation- Physical and mental health - Infectious and contagious diseases and its prevention -

Basic of home nursing and first aid in common medical emergencies - Wounds and fractures - Introduction to yoga and exercises

Unit-IV: AIR-WING   (6 hours)
Principles of flight – Elementary Mechanics – Atmosphere - Venturi effect and Bernauli's theorem - Glossary of terms; Aero engines – Aero-engine components; Aircraft components – Airframe structure; Metereology – Importance of Metereology in Aviation; Air Navigation – Why a pilot should study Navigation; Airmanship – Airmanship; Aeromodelling – History of Aeromodelling – Materials used in Aeromodelling – Types of Aeromodels.

Unit-V: NAVAL   (6 hours)
Naval orientation - history of Indian Navy – Navy head quarters commands fleets- ships shore establishment war ships and their role - induction to Anti submarine warfare.- Types of war ships - types anchor parts of anchor - GPS RACON RADAR - types of firewater making in the ships- NBCD organization and structure - Damage flooding.

Text Book

1. Cadet's hand book published by the Directorate General, National Cadet Corps, Ministry of Defence, R. K. Puram, New Delhi 110022, 2008.

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Semester VI | **L** **P** **C**
17UBU630215 | **6** **-** **4**

INVESTMENT MANAGEMENT

Course Outcomes

1. To enable the students to understand the nature, scope and structure of International Business
2. To make the student ensure the international Business Environment
3. To impart basic knowledge and skills on International Business Policy Practices to students
4. To learn and understand the foreign Direct investment concepts
5. To understand the activities of international economic institution
6. To know about international agreement

Unit- I: Introduction to Investment   **(10 Hours)**

Investment –Features of Investment – Principles of Investment – Various kinds of Investment – Stages involved – Investment Vs Speculation– Sources of Investment Information

Unit- II: Investment Risk Analysis   **(10 Hours)**

Investment Risk - Systematic Risk- Unsystematic Risk - Business Risk - Measurement of Risk - Corporate Securities - New Issue Market - Allotment of Shares - Bonus share Debentures, Bonds -Guide lines

Unit- III: Stock Exchange   **(10 Hours)**

Conventional Stock Exchanges - New Stock Exchange - Primary Market , Secondary Market - Listing of Securities - Security Market Indicators - Securities and Exchange Board of India (SEBI) - Objectives- Functions - SEBI Guidelines.

Unit- IV: Fundamental Analysis   **(10 Hours)**

Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis - Technical Analysis - Types of Charts – Indicators – Evaluation - Return Analysis - Security Valuation

Unit- V: Portfolio Analysis   **(10 Hours)**

Portfolio Analysis – Portfolio Construction & Management - Portfolio Evaluation & Portfolio Revision

TEXT BOOK

1. Dr. S. Krishnamoorthy & S. Maria John : Investment Management – Paramount Publications, Palam, 2015

REFERENCE

1. Dr. V.K.Bhalla, Investment Management – S.Chand & Company Ltd,New Delhi, 2015
2. Dr. Preeti Singh, Investment Management-Himalaya Publishing House, Mumbai, 2015

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UBU630215	Programme Outcomes (POs)					Title of the Paper INVESTMENT MANAGEMENT Programme Specific Outcomes (PSOs)								Hours 6	Credits 4
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		Mean Score of COs
CO1		3	4	4	4	4	5	4	4	3	4	4	5	4		4.00
CO2		3	4	4	3	4	4	3	3	4	4	4	3	4		3.62
CO3		4	4	3	3	4	4	4	4	3	3	3	4	4		3.62
CO4		4	4	3	3	4	4	4	4	3	5	4	4	4		3.85
CO5		4	3	3	4	4	5	4	4	4	4	3	5	4		3.92
CO6		4	4	3	3	3	5	4	4	4	3	4	4	4		3.77
													Mean Overall Score			3.79

Result: The Score for this Course is 3.79 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

FINANCIAL MANAGEMENT

Course Outcomes & Objectives:
1. To make the student to know the importance and objective of FM.
2. To enable the student to estimate the working capital.
3. Understanding the concept and determination of cost of capital.
4. To understands different approach of capital
5. To make the student to prepare financial plan in budgets.
6. To know the financial plans for practical decision making for manager.

Unit-I: MEANING AND SCOPE   **(12 hours)**

Importance of finance – Meaning of Financial Management – Objectives of Financial Management Profit maximization – wealth maximization – Scope of Financial Management – Methods of Financial Management, Importance of Financial Management – Organization of the Finance Function – Time value of Money.

Unit-II: WORKING CAPITAL MANAGEMENT   **(12 hours)**

Meaning – Types of Working Capital –Significance of working Capital – Determinants of Working Capital Management – Forecasting Working Capital - Estimation of working capital Management.

Unit-III: COST OF CAPITAL   **(12 hours)**

Concept of cost of capital – Importance of cost of Capital – Classification of Cost of Capital – Approach of cost of Capital – Determination of Cost of Capital – Computation of cost of Capital – Cost of Debt – Cost of Preference Share Capital – Cost of equity capital – Cost of Retained Earnings – Weighted Average cost of Capital.

Unit-IV: CAPITAL STRUCTURE   **(12 hours)**

Meaning of Capital Structure – Capital Structure & Financial Structure – Patterns of Capital Structure – Optimum Factors for Determining Capital Structure – Capital Structure Theories – NI Approach, NOI Approach, MM Approach – Traditional Approach.

Unit-V: CAPITAL BUDGETING   **(12 hours)**

Concept of Capital Budgeting – Importance of Capital Budgeting – Factors affecting Capital Investment Decision – Capital Budgeting Appraisal Method

– Pay back Period Method - Accounting Rate of Return Method – Discounted Cash Flow Method – NPV method — IRR

Text Book

1. S.N. Maheswari, Elements of Financial Management Sulthan Chand & Sons New Delhi. 2014

References

1. Prasanna Chandra: Financial Management Theory and Practice.Tata McGraw Hill New Delhi, 2012.

2. M.Y.Khan and P.K.Jain: Financial Management, Tata McCraw Hall, New Delhi, 2012

3. I. M. Pondy: Financial Management – Vani Educational Books, Chennai. 2011

4. Dr. A Murthy Financial Management, Margham Publications, Chennai. 2011

(Theory – 40 % & Problem – 60 %)

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UBU630216					Title of the Paper FINANCIAL MANAGEMENT								Hours 7	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	5	3	2	4	3	2	1	4	5	4	3	3.31	
CO2	4	3	5	3	4	2	4	1	5	1	4	2	3	3.15	
CO3	4	2	5	4	3	1	4	1	2	4	3	3	1	2.85	
CO4	3	5	1	4	2	5	3	3	1	5	4	3	1	3.08	
CO5	4	2	3	2	4	1	5	3	4	2	3	4	1	2.92	
CO6	4	3	5	2	3	4	5	1	4	2	3	4	1	3.15	
Mean Overall Score														3.06	

Result: The Score for this Course is 3.0 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

Semester VI　　　　　　　　　　　　　　　　**L　P　C**
17UBU630217　　　　　　　　　　　　　　　**7　-　4**

INTERNATIONAL BUSINESS

Course Outcomes

1. To enable the students to understand the nature, scope and structure of International Business
2. To make the student ensure the international Business Environment
3. To impart basic knowledge and skills on International Business Policy Practices to students
4. To learn and understand the foreign direct investment concepts
5. To understand the activities of international economic institution
6. To know about international agreement

Unit-1: INTRODUCTION TO INTERNATIONAL BUSINESS (10 Hours)

Introduction: International Business (Trade) – Difference between domestic trade and International Trade – Importance, nature and scope of International business - Theories – Absolute advantage, Comparative Cost Theory of International Trade, Mill's Theory of Reciprocal Demand, Theory of Opportunity Cost and Modern Theory Of Trade – Heckscher-Ohlin.

Unit-II: INTERNATIONAL BUSINESS ENVIRONMENT (10 Hours)

Environmental Context of International Business - Framework for analyzing international business environment: Global Marketing Environments - Cultural - Social - Legal and Political Environments - Trade, Monetary and Economic Environments and their impact on international business decisions.

Unit-III: GLOBAL TRADING & FINANCIAL ENVIRONMENT (10 Hours)

World trade in goods and services - Major trends and developments; World trade and protectionism - Tariff and non- tariff barriers - Foreign investments - pattern, structure and effects, movements in foreign exchange and interest rates and then impact on trade and investment flows.

Unit-IV: INTERNATIONAL ECONOMIC INSTITUTIONS AND AGREEMENTS (12 Hours)

WTO, IMF, World Bank UNCTAD, and other international agreements; International commodity trading and agreements, Regional Economic Groupings in Practice: Regionalism vs multilateralism, Structure and functioning of EC and NAFTA; Regional economic cooperation.

Unit-V: MULTINATIONAL CORPORATIONS AND THEIR INVOLVE-MENT IN INTERNATIONAL BUSINESS (12 Hours)

Issues in foreign investments - technology transfer - pricing and regulations; International collaborative arrangements and strategic alliances, Emerging Developments and other Issues – counter trade - IT and international business. FEMA and FDI Concepts , Meaning-Nature-Issues and Current Scenario and Government Policy about FDI

Text Books

1. Dr.S.Sankaran, International Business & Environment, Margham Publications, 2014

References

1. Francis Cherunilam, International Business Environment, McGraw Hill Publications,

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UBU630217														Title of the Paper INTERNATIONAL BUSINESS	Hours 7	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)											Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	3	5	4	4	4	3	3	3	4	4	3	3	3				3.53
CO2	3	4	5	4	5	4	4	4	3	4	4	4	2				3.84
CO3	4	5	4	5	5	4	4	5	4	5	4	5	3				4.38
CO4	3	4	4	5	4	4	5	4	3	4	3	4	2				3.76
CO5	3	4	3	4	5	3	3	2	3	3	2	2	2				3.00
CO6	3	3	3	3	3	4	5	2	2	3	2	2	2				2.92
												Mean Overall Score					3.57

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester VI   **L   P   C**
17UBU630303A   **4   -   4**

Core Elective-III (WS): SERVICE MARKETING

Course Outcomes

1. Better exposure to students about the evolution and growth of service marketing sector
2. They gain expert knowledge on marketing of the wide variety of service also available
3. Concepts of service design and expanded service marketing mix becomes familiar to students offer better employability skills to students
4. Emerging Business sector like Healthcare, Hospitality, Tourism, Education, Logistics and Entertainment Industries
5. Students are more inclined to tackle challenges and opportunities in banking and financial service sector
6. To enable students to gain knowledge on marketing on various services

Unit-I: THE CONCEPTS OF SERVICE   **(8 Hours)**

Meaning and definition of service – Service economy - services marketing – Nature and scope – Unique characteristics - evolution and growth of service sector – classification of services – difference between goods and service – significance – impact of social environment on the growth of services marketing in India – Challenges and issues.

Unit-II: SERVICE DESIGN   **(8 Hours)**

Service design – expanded Marketing Mix - The Service process – factors to be considered in designing service process - Relationship between services and goods – Consumer Service –Buyer Behavior – Decision making process – types of service layout – service benchmarking - market segmentation, targeting and positioning.

Unit-III: SERVICE LIFE CYCLE   **(8 Hours)**

Service Life Cycle – New service development   – Service Blue Printing – GAP's model of service quality – Measuring service quality – SERVQUAL – Service Quality function development – service product concept – pricing in service – methods - service promotion.

Unit-IV: SERVICE AND CHANNEL OF DISTRIBUTION   **(8 Hours)**

Location of service and channel of distribution – classification of location – factors governing location – role of service intermediaries – Franchising –

Agent Brokers – Quality of service - Service marketing triangle – Integrated Service marketing communication.

Unit-V: FINANCIAL SERVICE   (8 Hours)

Marketing of Service – Financial services, Banking, Insurance, Health services, Hospitality – Tourism, Logistics , Education, Entertainment sectors, Professional or consultancy – Telecommunication services.

TEXT BOOKS

1. Service Marketing and Management by B.Balaji – S.Chand & Co., 2014

REFERENCE

1. Services Marketing Christopher H.Lovelock and Jochen Wirtz, Pearson Education, 2014.
2. Services Marketing by Vasanthi Venugopal and Raghu V.N. – Himalaya Publishing House, 2013.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UBU630303A					Title of the Paper SERVICE MARKETING								Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	5	4	3	4	4	3	5	4	3	4	3	3.76	
CO2	3	4	4	3	4	4	3	3	4	4	4	3	4	3.66	
CO3	4	4	4	4	3	3	4	4	2	3	3	4	3	3.46	
CO4	4	5	3	4	4	4	3	4	3	4	4	4	4	3.84	
CO5	3	4	4	3	4	3	4	4	4	3	4	3	3	3.54	
CO6	4	3	4	4	3	4	4	3	4	4	3	4	4	3.69	
											Mean Overall Score			3.65	

Result: The Score for this Course is 3.65 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

L   P   C
4   -   4

Core Elective-III (WS):
STRATEGIC MANAGEMENT

Course Outcomes

1. The students will come to know the various strategies used by the firms at different instances.
2. The students will inherit the strategic decision making skills
3. The students will have the knowledge of various business models
4. The students will understand the role of strategic management in business
5. The students will analyze how strategic implementation takes place in organizations
6. The students will evaluate the strategies operated in different firms

Unit-I : Strategic Management – An introduction   (8 hrs)

Strategic management – conceptualization – features of strategy – differences between strategy and tactics – policy & strategy – a comparison – levels of strategy – corporate level, business level & functional level strategies.

Unit-II : Strategic Management – Process, role & limitations   (8 hrs)

Strategic decision making – approaches to strategic decision making - strategic decision making process – role of Strategic Management in business and non business organizations – limitations of Strategic Management.

Unit-III: Corporate Strategies   (8 hrs)

Stability strategy – Expansion or growth strategy – retrenchment strategy – combination strategy – corporate restructuring – forms of corporate restructuring.

Unit-IV: Choice of strategy & strategy Implementation   (8 hrs)

Process of strategic choice - corporate portfolio analysis – assessment of portfolio analysis – strategy implementation – McKinsey's 7s model – structural implementation – behavioural implementation – functional and operational implementation.

Unit-V: Strategy evaluation and control   (8 hrs)

Strategic evaluation – requirements – strategic control – types – differences between strategic and operational control – the control process – types of

operational control – evaluation techniques for strategic control and operational control.

Text book:

1. Dr. S. Sankaran, Strategic management, Margham Publications, 2013

REFERENCES :

1. Azar Kazmi, strategic management and business policy, Tata McGraw Hill Publication, 2011
2. L.M.Prasad, Business Policy and Strategic Management, Sultan chand and sons, 2010.
3. P.K.Ghosh, Strategic Planning and Management, Sultan chand& sons, 2010.
4. Wheelan & Rangarajan, Concepts in Strategic Management & Business Policy, Pearson Education, 2010.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI Course Outcomes (COs)	Course Code 17UBU630303B — Title of the Paper STRATEGIC MANAGEMENT													Hours 4 / Credits 4
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	5	5	4	4	4	5	5	5	4	4	5	3	4.30
CO2	4	5	5	5	5	5	4	4	4	5	4	5	3	4.61
CO3	3	5	5	4	5	3	3	4	3	5	3	5	3	4.00
CO4	4	5	5	5	5	4	5	5	5	4	5	5	4	4.69
CO5	3	5	4	4	4	5	5	2	3	4	2	4	4	3.76
CO6	3	5	4	5	4	5	5	3	3	5	3	4	3	3.69
Mean Overall Score														4.17

Result: The Score for this Course is 4.17 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester VI   **L   P   C**
17UCC630303   **4   -   4**

Core Elective-III (WS):
TOTAL QUALITY MANAGEMENT

Course Outcomes

After completing the course, the student will be able to

1. Understand the importance of product and service quality
2. Identify various quality management principles and process
3. Know about the tools of quality
4. Acquire knowledge about the techniques of total quality management
5. Learn the methodology of quality system
6. Identify the TQM implementation in manufacturing and service sectors.

Unit-I: INTRODUCTION (12 hr)

Introduction - Need for quality - Evolution of quality - Definition of quality - Dimensions of product and service quality - Basic concepts of TQM - TQM Framework - Contributions of Deming, Juran and Crosby- Barrier to TQM - Quality statements.

Unit-II: TQM PRINCIPLES (12 hr)

Leadership – strategic quality planning, quality councils – Employee involvement – Motivation, Empowerment, Team work, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle , 5S, Kaizen,- Supplier partnership – partnering, supplier selection, supplier rating.

Unit-III: TQM TOOLS AND TECHNIQUES I (12 hr)

The seven traditional tools of quality – New management tools, - Six sigma: concepts, methodology application to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA- STAGES, types

Unit-IV: TQM TOOLS AND TECHNIQUES II (12 hr)

Control charts – Process capability – concepts of Six Sigma – Quality Function Development- Taguchi quality loss function- TPM- concepts, improvement needs – performance measures

Unit-V: QUALITY SYSTEMS (12 hr)

Need for ISO 9000- ISO 9001-2008 Quality system – Elements, Documentation, Quality Auditing – QS9000-ISO 14000- CONCEPTS, requirements and benefits – TQM implementation in manufacturing and service sectors.

Textbook:

1. Sharma. D.D., (2005), TQM- Principles, Practices and Cases, Delhi, Sultan Chand Publications

References:

1. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
2. Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.
3. Janakiraman. B and Gopal .R.K., "Total Quality Management – Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.
4. Dale H. Besterfiled, et at., "Total quality Management", Pearson Education Asia, Third Edition, Indian Reprint 2006.
5. Krishnan. K, Karmegam. G and Somasundaram. R, TQM, Coimbatore, R.K.Publishers.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCC630303						Core Elective: TOTAL QUALITY MANAGEMENT						Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6			
CO1	4	4	3	4	4	4	3	3	4	4	3		3.63	
CO2	4	3	4	3	3	3	3	3	3	4	5		3.45	
CO3	4	5	4	4	4	4	3	3	4	3	4		3.73	
CO4	3	4	3	5	4	4	4	3	3	4	5		3.82	
CO5	3	3	4	5	3	4	4	4	4	5	3		3.82	
CO6	3	4	4	4	4	3	4	4	4	4	3		3.73	
Mean Overall Score													3.70	

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester VI　　　　　　　　　　　　　　　　　**L P C**
17UCO630303A　　　　　　　　　　　　　　　　**4 - 4**
Core Elective-III:
RETAIL MANAGEMENT

Course Outcomes:

After completing this course, the students will be able to:

1. Know various forms of retailing business techniques in India.
2. Gain knowledge on the store location, practical analysis of site and trading.
3. Acquire in depth knowledge of inventory management.
4. Appreciate critical elements of retail stores operations.
5. Equip with skills critical for Physical distribution and store keeping strategies.
6. Equip with Entrepreneurial and research oriented skills required to establish and run retail stores.

Unit-I　　　　　　　　　　　　　　　　　　**(12 hours)**

Retailing - Meaning - Definition - Characteristics - evolution of retailing in India - retailing principles - retail sales objectives - retailing in India - across the globe - reasons for retail growth - emerging trends in retailing - retail formats - store based; non-store based - traditional and non-traditional retailing - internet retailing - cyber retailing.

Unit-II　　　　　　　　　　　　　　　　　　**(12hours)**

Store location - importance - selection of loyalty - site analysis -trading analysis - demand and supply density - site availability - trends in store location - retail marketing segmentation - significance - market segmentation process - key retail segments.

Unit-III　　　　　　　　　　　　　　　　　**(12hours)**

Inventory - reasons for holding inventory - methods of inventory control - selective inventory management - EOQ model - ABC analysis-VED analysis- FSN analysis - HML analysis-inventory costs- material handling –latest development in inventory management.

Unit-IV　　　　　　　　　　　　　　　　　**(12 hours)**

 Retail store operations- elements of retail store operations management of retail store- the role of centralized retailer - an integrated retailing approach - operations master schedule - store maintenance- energy management - retailing success tips.

Unit-V　　　　　　　　　　　　　　　　　**(12 hours)**

Distribution management - distribution channel - functions of a distribution channel - channel levels - elements of physical distribution -wholesaling - classification and characteristics - warehousing - need -benefits - functions- features and classifications of warehousing.

TEXT BOOK

1. Dr. Harjit Singh, (2014), Retail Management - A Global Perspective, Text and Cases,　　S.Chand & Company Ltd., New Delhi

BOOKS FOR REFERENCE

1. Gibson G Vedamani, (2011), Retail Management:- Functional Principles and Practices,　　　　　Jaico Publishing House, New Delhi.
2. Gourav Ghosal, (2010), Retail Management, Maxford Books Publishing House, New Delhi.
3. Dr. L. Natarajan (2016), Retail Management, Margham Publications, Chennai.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCO630303A						Title of the Paper RETAIL MANAGEMENT								Hr 4	Cr 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	4	5	5	5	5	5	5	5	5	5	5	4.9		
CO2	5	5	4	5	4	5	5	5	5	5	4	5	5	4.8		
CO3	5	4	4	5	5	5	5	5	5	4	4	5	5	4.7		
CO4	5	5	4	5	5	5	5	5	5	5	4	5	5	4.8		
CO5	5	5	5	5	5	5	5	5	5	5	5	5	4	4.9		
CO6	5	5	5	5	5	5	5	4	5	5	5	5	5	4.9		
Mean Overall Score														4.8		

Result: The Score for this Course is 4.8 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$$

Semester VI		L	P	C
17UCO630303B		4	-	4

Core Elective (WS):
PRINCIPLES OF EVENT MANAGEMENT

Course Outcomes:
After completing this course, the students will be able to:
1. Understand the importance of event management as a managerial skill.
2. Identify event management procedure.
3. Learn the nuts and bolts of conducting an event.
4. Appreciate the significances of Public Relation in event management.
5. Plan and execute various corporate events.
6. Write a detailed report on corporate events

Unit-I (12 hours)

Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers. Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.

Unit-II (12 hours)

Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, Phonographic Performance License, Utilities - Five Bridge Ambulance Catering, Electricity, Water Taxes Applicable.

Unit-III (12 hours)

Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management– Roles & Responsibilities of Event Managers for Different Events.

Unit-IV (12 hours)

Introductions to Public Relations- Concept- Nature- Importance- Limitations- Media- Types of Media- Media Management, Public Relation Strategy & Planning. Brain Storming Sessions- Writings for Public Relations.

Unit-V (12 hours)

Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events And Reporting.

Skill Development

1. Preparation of Event Plan for Association meetings, Parent teacher meetings, and other events
2. Preparing Budget for conduct of National level intercollegiate sports events.
3. Preparation of Event Plan for College day Celebrations
4. Preparation of Plan, Budget and Conducting COM CARNIVAL.

Textbook

1. Mark Sonder (2006), Event Entertainment and production, Wiley; 1 edition

Books for References

1. Laura Capell (2013), Event Management for Dummies, ,
2. Susuan Friedmann (2013), Meeting and Event Planning for Dummies,
3. Corporate Event Production, David Clement (2015), Entertainment Technology Press Ltd, Cambridge.
4. Savita Mohan (2012), Event Management and Public Relation,), Enkay Publishing House.
5. Shannon Kikenny (2001), A Complete guide to Successful Event Planning,) Indra Publishing House.

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCO630303B					Title of the Paper PRINCIPLES OF EVENT MANAGEMENT								Hr 4	Cr 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	3	4	5	3	4	4	5	4	4	5	4	4.15	
CO2	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00	
CO3	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00	
CO4	5	4	3	4	4	3	4	4	5	4	4	5	4	4.07	
CO5	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00	
CO6	5	4	3	4	4	3	4	4	5	4	4	5	5	4.07	
													Mean Overall Score	4.05	

Result: The Score for this Course is 4.0 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester VI   **L   P   C**
17UBU640602A   **2   -   2**

Skill-Based Elective:
PRACTICAL STOCK TRADING

Course Outcomes

1. To impart the practical knowledge of stock trading
2. To learn and understand primary and Secondary Market
3. Students will have the knowledge of Trading Mechanism of stock Exchange
4. Students can learn the practical stock trading knowledge
5. Practical learning about in the field of Capital and Money Market
6. Students can learn Derivative market concept

Unit-I : THE PRIMARY & SECONDARY MARKET   **(4 Hours)**

Functions of New Issue Market – Methods of Floating of New Issues – Operators in the New Issue Market – Listing of Securities. Secondary Market- National Stock Market System – Over the Counter Markets – SHCIL – Depository System – Stock Exchange – Derivatives (Practical Work)

Unit-II TRADING MECHANISM OF STOCK EXCHANGE   **(4 Hours)**

Classification of Stock Markets – Listed Shares – Procedure for Buying and Selling Shares – Steps in Buying and Selling – Types of Delivery – Transfer of Securities – Stock Market Reporting – Stock Market Index – Insider Trading.

Unit-III : OPTIONS & FUTURE   **(4 Hours)**

Option – Meaning – Types – Option Trading – Margins Valuation of options – Valuation of put option –Index option - Option Markets Hedgers and speculators – Future contracts – Future Markets – Clearing house – Margins future positions – Spot prices- Forward prices Vs Future Prices- Future Vs Options.

Unit-IV : ACTION PLAN (Practical Work)   **(5 Hours)**

1. Practical Learning in the field of Capital and Money Market
2. Day To-Day Practices of Stock Market
3. Model Demo of Share Trading
4. Online Trading
5. Spot Trading and DMA

TEXT BOOK:

1. M. Y.Khan, "Indian Financial System", Tata Mc-Graw Hill. 2014
2. Clifford Gomez, "Financial Markets, Institutions and Financial Services", PHI Learning Private Limited, New Delhi-2009.
3. V.K Bhalla, Investment & Securities markets in India, Himalaya Publishing House, New Delhi. 2010

REFERENCES:

1. R.P. Rustagi, "Financial Analysis and Financial Management". 2010
2. L.C. Gupta, "Export Study of Tracking in Shares and Stock exchange".
3. Report on Currency and Finance – RBI.
4. P.N.Varshney, D.K.Mittal , "Indian Financial System", Sulthan Chand & Sons
5. H.R.Machiraju, "Indian Financial Sysem", Vikas Publishing House.
6. Online Trading: Http://virtualstocks.icicidirect.com / Gamesite/ customer/ login.aspx

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UBU640602A									Title of the Paper PRACTICAL STOCK TRADING						Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	4	3	5	4	3	4	5	3	5	4	5	4	3	4.00			
CO2	3	4	5	3	4	4	3	3	4	4	4	3	4	3.69			
CO3	5	5	4	4	3	3	4	4	2	3	4	5	3	3.76			
CO4	4	5	3	4	4	5	3	4	3	5	4	4	4	4.00			
CO5	3	4	4	3	4	3	4	4	4	3	4	5	5	3.84			
CO6	4	3	4	4	3	5	4	4	4	4	3	4	4	3.84			
												Mean Overall Score		3.85			

Result: The Score for this Course is 3.85 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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Skill-Based Elective:
MANAGEMENT AND BUSINESS CASES

Course Outcomes

1. To enable the basic concepts in management with practical situations.
2. To understand the business and management cases
3. The student will analyze management cases and try to analyze cases
4. To know about practical knowledge in case studies
5. To know and understand the General Management Issues
6. To learn the recent management practices

Unit- I INTRODUCTION TO CASE METHODS (5 Hours)

Introduction to case method – principles underlying case method – Case Method of instruction – Case writing – Case Method and Roles.

Unit-II: CASE TUDIES & MAJOR CONCEPTS (4 Hours)

Case studies on the major concepts of OB: Organizational culture – Organizational change – Leadership - Motivation

Unit-III: CASE STUDIES & MAJOR CONCEPTS OF HRM (4 Hours)

Case studies on the major concepts of HRM: Human resource development, Performance Management, Career Planning. Employee satisfaction – Case studies on the major concepts of Marketing management: Marketing strategy and Brand Management.

Unit-IV: CASE STUDIES ON GENERAL MANAGEMENT (6 Hours)

Case studies on General Management issues: Strategic management, Globalization, recent management practices, Ethics and social responsibility - Case studies from famous companies: General Management Issues - Current Management and Business issues and case analysis.

Text Book:

1. Neeta Basporkikar, Cases Methods- Cases in Management, 2nd Edition, Himalya Publishing House, Hew Delhi, 2010

References:

1. Cases in Management, 1st Edition, Excel Publishers private Lts, (All India Management Association) New Delhi, 2005
2. G..P. Capt., H.Kaushal, Cases study solutions, - Marketing 2nd edition - Macmillan India Limited, New Delhi. 2005
3. G.P.Caps. H.Kaushal, Case study solutions – Human resources 2nd edition – Macmillan India Limited, New Delhi, 2005.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UBU640602B	Programme Outcomes (POs)					Title of the Paper MANAGEMENT AND BUSINESS CASES	Programme Specific Outcomes (PSOs)								Hours 2	Credits 2
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		Mean Score of COs
CO1		4	4	5	4	3		3	4	3	5	4	3	4	4		3.84
CO2		4	4	4	4	4		3	3	3	4	3	4	3	4		3.30
CO3		4	4	4	4	3		3	4	4	2	3	3	5	3		3.15
CO4		4	5	4	4	4		4	3	4	3	4	4	4	4		3.76
CO5		3	4	4	3	4		3	4	4	4	3	4	3	3		3.53
CO6		4	3	4	4	3		4	4	3	4	4	4	4	4		3.76
														Mean Overall Score			3.55

Result: The Score for this Course is 3.55 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester VI	L	P	C
17UCC640601	2	-	2

Skill-Based Elective:
PRACTICAL BANKING

Course Outcomes:

1. To impart practical knowledge on e-banking
2. To know the recent development in e banking system.
3. After completing this course, the student will be able to learn the concepts of banking.
4. To know the different banking services to the society.
5. Gain knowledge about the commercial banks
6. Understand the basic ideas and latest development of banking activities.

Unit-I:

Bank – Meaning – definitions – Banker - customer

Unit-II:

Indian Banking System – Structure – RBI - Functions – Commercial Banks – Rural banks – Cooperative Banks-Ombudsman.

Unit-III:

Drawing – Endorsing and Crossing of Cheques

Unit-IV:

Pay in slip – Demand Draft applications and preparation of demand drafts – online / off line filling up of account opening forms of time and demand deposits.

Unit-V:

Drawing, Endorsing of Bill of Exchange and promissory notes.

Reference Books:

1. M.Radlasawmy & S. Vasudevan, Banking
2. Ashok Desai, Indian Banking
3. H.L. Bedi, Practical Banking advance

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Skill Based Electives: PRACTICAL BANKING

Course Code: 17UCC640602 — Hours: 2, Credits: 2

Semester VI Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Mean Score of COs
CO1	4	4	2	5	5	4	4	4	4	4	4	4	5	4.0
CO2	5	3	2	4	4	4	3	4	4	3	4	4	5	3.7
CO3	3	4	2	5	3	4	5	4	5	3	3	4	4	3.7
CO4	4	4	2	3	4	5	3	4	4	3	4	3	5	3.6
CO5	4	5	3	4	3	3	3	2	4	3	4	4	3	3.4
CO6	5	3	3	3	5	5	4	4	3	4	4	3	4	3.8
												Mean Overall Score		3.5

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = Total of Values / Total No. of POs & PSOs

Mean Overall Score for COs = Total of Mean Scores / Total No. of COs

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Skill Based Elective-2 (Within School): BASIC ACCOUNTING PRACTICES

Course Outcomes:

After completing this course, the student will be able to ...

1. Understand basic principles of Accounting
2. Identify accounts and apply golden rules for the financial transactions.
3. Pass journal entries and post them in ledger
4. Prepare subsidiary books
5. Prepare trial balances
6. Prepare Final accounts and balance sheet

Unit-I   **(5 Hours)**

Accounting Definition – Meaning – Objective – Types of Accounts – Golden Rules.

Skill tested : Identification of accounts in transactions and application of golden rules.

Unit-II   **(7 Hours)**

Journal – Recording in Journal – Ledger – Posting in Ledger (Simple Sums).

Skill tested: Passing Journal entries and post the same in ledger

Unit-III   **(7 Hours)**

Subsidiary books – Cash Book – Petty Cash Book – Purchase Book – Sales Book – Purchase return book – Sales Return Book.

Skill tested: Preparation of Subsidiary books.

Unit-IV   **(4 Hours)**

Trail balance – Meaning – Methods and types – Preparation of Trial Balance.

Skill tested: Preparation of Trial Balance for given balances of various accounts

Unit-V   **(7 Hours)**

Final Accounts – Trading Account profit and Loss Accounts – Balance Sheet (Simple Problems).

Skill tested: Preparation of Final accounts and Balance sheet without adjustments.

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Textbook

1. Reddy TS and Murthy (2011) , Financial Accounting, Margham Publications, Chennai..

Books for References

1. R.L. Gupta & M. Radhaswamy (2014), Financial Accounting, Sultan Chand & Sons, New Delhi.

2. Reddy TS and Hari Prasad Reddy Y (2008) , Financial and Management Accounting, Margham Publications, Chennai..

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Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCO640602A					Title of the Paper BASIC ACCOUNTING PRACTICES									Hr 2	Cr 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO2	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO3	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO4	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO5	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO6	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
Mean Overall Score														3.69	

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$

Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

Semester VI   **L   P   C**
17UCO640602B   **2   -   2**

Skill Based Elective-2 (WS): PRACTICAL ADVERTISING

Course Outcomes:

1. Have the basic knowledge in various concepts of advertising.
2. Acquaint with the modern methods and avenues of Advertising.
3. Aware of various media of Advertising and their significances.
4. Possess the skills required for creating an advertisement copy.
5. Gain exposure in various Emotional appeals of advertising and its Importance.
6. Know the significance of portraying advertisement slogans with captions.

Unit-I   **(6 hours)**

Advertising - Meaning - Definitions - Origin - Growth - Development - Objectives - Nature - Scope - Functions - Primary and secondary functions - AIDA model.

Unit-II   **(6 hours)**

Advertising - Role - Importance - Benefits - Demerits - Legal regulations - Limitations - Truth in advertising - Ethics in advertising - Role of Advertising standards Council of India.

Unit-III   **(6 hours)**

Media selection - Factors influencing media selection - different types of Media - Press - Television - Radio - FM Radio - Internet - Merits - Demerits.

Unit-IV   **(6 hours)**

Advertisement copy - Meaning - Essentials of a good advertising copy - Types of Advertisement copy - components of Advertisement copy- Advertisement layout.

Unit-V   **(6 hours)**

Advertising appeals - meaning - Definition - Functions - Classifications - Principals. Skills tested: Brand awareness, advertisement slogan awareness, undertanding oncepts, Creating Advertisement slogans, evaluating contents of advertisements in different media through AIDA model, knowledge of advertisement copy and Creating advertisement copy

Textbook

1. Mahendra Mohan, (2006) Advertising Management, Tata McGrew Hill Publishing Co. Ltd., New Delhi.

Books for Reference

1. Pillai and Bhagavathi (2000), Salesmanship, S. Chand & Co., New Delhi.
2. P. Saravanavel (2013), Advertiesment & Salesmanship, Margham Publication, Chennai.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCO640602B					Title of the Paper PRACTICAL ADVERTISING													Hr 2	Cr 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
										Mean Overall Score				5	

Result: The Score for this Course is 5.0 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\dfrac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$ Mean Overall Score for COs = $\dfrac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

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