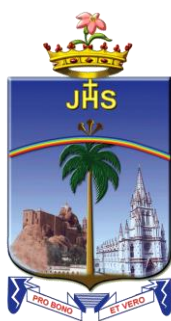


M.Com CA
LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE
WITH CHOICE BASED CREDIT SYSTEM (CBCS)



DEPARTMENT OF COMMERCE COMPUTER APPLICATIONS
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) POSTGRADUATE 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 TANSCH 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 PG courses, a student must earn a minimum of 110 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, one course in each semester.

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

One DSE Course in semester two is offered as interdisciplinary/common 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 II and III. The GE course offered in semester II is within the school level and the GE in semester III is Between Schools level

The Ability Enhancement Courses (AEC)

One Main discipline related Ability Enhancement Course for 3 credits is offered for a PG programme by the Department.

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.

One SEC is offered in semester II as a compulsory course on Soft Skills, offered by the Department of Human Excellence, common to all the students of PG programme.

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.

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.

Course Coding:

The following code system (10 alphanumeric characters) is adopted for Post Graduate courses:

21	PXX	N	XX	NN/NNX
Year of Revision	PG Department Code	Semester number.	Part Category	running number/with choice

N:- Numerals X :- Alphabet

Part Category

CC - Core Theory

CP- Core Practical

IS- Internship

SP- Self Paced Learning

CE- Comprehensive Examination

PW- Project Work & viva-voce

Electives Courses

ES – Department Specific Electives

EG- Generic Electives

EC - Additional core Courses for Extra Credits (If any)*

Ability Enhancement Courses

AE – Ability Enhancement Course

SE – Skill Enhancement Course – Soft skills

CW - SHEPHERD & Gender Studies (Outreach)

CIA AND SEMESTER EXAMINATION

Continuous Internal Assessment (CIA):

Distribution of CIA Marks	
Passing Minimum: 50 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 and Descriptive elements; with the existing 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 one 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.

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 parts
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	K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS							
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			30
Courses having K4 and K5 levels One K5 level question is compulsory				2	1		
(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		
SECTION		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	K1	K2	K3	K4	K5	K6	Total Marks	
SECTIONS								
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				20
Courses having K4 and K5 levels One K5 level question is compulsory				1	1			
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 (3 credits)	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:

$GPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$	$WAM \text{ (Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$
<p>Where,</p> <p>C_i is the Credit earned for the Course i</p> <p>G_i is the Grade Point obtained by the student for the Course i</p> <p>M_i is the marks obtained for the course i and</p> <p>n is the number of Courses Passed in that semester.</p>	

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

CLASSIFICATION OF FINAL RESULTS:

- i) The classification of final results shall be based on the CGPA, as indicated in Table-2.
- ii) For the purpose of Classification of Final Results, the candidates who earn the CGPA 9.00 and above shall be declared to have qualified for the Degree as 'Outstanding'. Similarly the candidates who earn the CGPA between 8.00 and 8.99, 7.00 and 7.99, 6.00 and 6.99 and 5.00 and 5.99 shall be declared to have qualified for their Degree in the respective programmes as 'Excellent', 'Very Good', 'Good', and 'Above Average' respectively.
- iii) A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.
- iv) 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
Below 50	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
5.00 to 5.99	B	Above Average
Below 5.00	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 Post Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) is _____ and the class secured is _____ by completing the minimum of 110 credits.

The candidate has also acquired _____ (if any) extra 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 is 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%	$\geq 40\%$ and < 70%	$\geq 70\%$
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
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.

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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) - PG

1. Graduates will be able to get theoretical and practical exposure in the commerce sector which includes Accounts, Commerce, Marketing, Management and information Technology
2. Graduates will develop communication skills and build confidence to face the challenges of the corporate world.
3. Graduates will enhance the capability of decision making at personal and professional levels.
4. Graduates will develop various managerial and accounting skills for better professional opportunities.
5. Graduates will acquire entrepreneurial skills and able to start entrepreneurship

PROGRAMME SPECIFIC OUTCOMES (PSOs) -PG

1. Graduates will obtain the knowledge and ability in computer applications by gaining and training in Data base systems, RDBMS, web designing, OOP with C++ and JAVA , Object-Oriented Programming, Financial Accounting Package-Tally ERP-9 and have inter-twining competence in the field of Commerce and Computer Application
2. Graduates are trained with managerial skills, human resource management, and management information system to get employment and leadership in global level.
3. Graduates are trained with the application oriented research through research for business decisions.
4. Graduates become proficient in using information technology and accounting tools in decision making process, get acquainted with the knowledge to pursue higher education through research
5. Graduates will acquire the ability of entrepreneurship skills in business and techniques of managing the business with special focus on cost Accounting, labour laws, operation research and Business taxation

M.COM. COMPUTER APPLICATION						
PROGRAMME STRUCTURE						
	Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
	I –IV	Corecourse :Theory	12	62	54	106
	I –IV	Corecourse : Practical	5	16	15	
	I	AEC	1	4	3	
	II	SEC Soft skill	1	4	3	
	I-IV	Discipline Specific Elective	4	20	16	
	II-III	Generic Elective	2	8	6	
	II	Self-paced learning	1	--	2	
	IV	Project Work	1	6	5	
	IV	Comprehensive Exam	1	--	2	
	II,III ,IV	Extra Credit courses (MOOC)	(3)	--	(6)	(6)
	IV	Outreach Programme	-	-	-	4
		Total		120	110	110(6)

M.COM. COMPUTER APPLICATION							
PROGRAMME PATTERN							
Course Details					Scheme of Exams		
Sem	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
I	21PCC1CC01	Operations Research	7	6	100	100	100
	21PCC1CC02	Financial Management	7	6	100	100	100
	21PCC1CC03	Data base systems	4	3	100	100	100
	21PCC1CP01	Software Lab 1: RDBMS	3	2	100	100	100
	21PCC1ES01A	DSE-1: Entrepreneurship Development	5	4	100	100	100
	21PCC1ES01B	DSE-1: Corporate Social Responsibility					
	21PCC1AE01	AEC: Digital Marketing	4	3	50	50	50
	Total		30	24			
II	21PCC2CC04	Managerial Skills	5	4	100	100	100
	21PCC2CC05	Cost Accounting Techniques	5	5	100	100	100
	21PCC2CC06	Python Programming	4	3	100	100	100
	21PCC2CP02	Software Lab 2: Python programming	3	3	100	100	100
	21PCC2SP01A	Self Paced Learning: Disaster Management	-	2	50	50	50
	21PCC2SP01B	Self Paced Learning: Fundamentals of insurance					
	21PCC2SP01C	Self Paced Learning: Cloud Computing					
	21PCC2ES02A	DSE-2: Labour Legislations	5	4	100	100	100
	21PCC2ES02B	DSE -2: Customers' Rights and Education					
	21PSS2SE01	SEC: Soft Skills	4	3	100	-	100
	21PCC2EG01	GE-1(WS): Stress Management	4	3	100	100	100
		Extra Credit courses (MOOC)-1	-	(2)			
	Total		30	27(2)			
III	21PCC3CC07	Methodology for Social Science Research	5	5	100	100	100
	21PCC3CP03	Software Lab 3: Computer Application in Business Statistics	3	3	100	100	100
	21PCC3CC08	Organisational Behaviour	5	4	100	100	100
	21PCC3CC09	Big Data Analysis	5	4	100	100	100
	21PCC3CP04	Software Lab 4: Data Analytics using R	3	3	100	100	100
	21PCC3ES03A	DSE-3: Logistics and supply chain management	5	4	100	100	100
	21PCC3ES03B	DSE-3: Change Management					
	21PCC3EG02	GE-2 (BS): Dynamics of Human Behaviour In Business	4	3	100	100	100
		Extra Credit courses (MOOC)-2		(2)			
	Total		30	26(2)			
IV	21PCC4CC10	Business Taxation	7	6	100	100	100
	21PCC4ES04A	DSE-4: International Business	5	4	100	100	100
	21PCC4ES04B	DSE-4: Knowledge Management					
	21PCC4CC11	Financial Accounting Package – Tally Prime	3	3	100	100	100
	21PCC4CP05	Software Lab 5: Financial Accounting Package – Tally Prime	4	4	100	100	100
	21PCC4CC12	Software Engineering	5	5	100	100	100
	21PCC4PW01	Project work & Viva Voce	6	5	100	100	100
	21PCC4CE01	Comprehensive Examination	-	2	50	50	50
		Extra Credit courses (MOOC)-3	-	(2)			
	Total		30	29(2)			
I-IV	21PCW4OR01	Outreach programme (SHEPHERD)		4			
Total (Four Semesters)			120	110(6)			

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

GENERIC ELECTIVE -1: 2nd Semester Within school (WS)- Offered to students belong to other Departments in the School							
Course Details					Scheme of Exams		
School	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
SBS	21PBI2EG01	Herbal Technology	4	3	100	100	100
	21PBT2EG01	Medical Biotechnology	4	3	100	100	100
	21PBO2EG01	Medicinal Botany	4	3	100	100	100
SCS	21PCA2EG01	Applied Statistics using R	4	3	100	100	100
	21PMA2EG01	Mathematical Foundation	4	3	100	100	100
	21PCS2EG01	Mobile Adhoc Networks (MANET)	4	3	100	100	100
SLAC	21PEN2EG01A	Indian Literature in Translation	4	3	100	100	100
	21PEN2EG01B	English Literature For Competitive Examinations					
SMS	21PCO2EG01	Supply Chain Management	4	3	100	100	100
	21PEC2EG01	Labour Economics	4	3	100	100	100
	21PHR2EG01	Organizational Behaviour	4	3	100	100	100
	21PCC2EG01	Stress Management	4	3	100	100	100
SPS	21PCH2EG01	Industrial Products	4	3	100	100	100
	21PPH2EG01A	Solar Energy and Utilization	4	3	100	100	100
	21PPH2EG01B	Renewable Energy Resources	4	3	100	100	100

GENERIC ELECTIVE -2: 3rd Semester Between schools (BS)- Offered to students in the Departments belong to other Schools (Except the school offering the course)							
Course Details					Scheme of Exams		
School	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
SBS	21PBI3EG02	First Aid Management	4	3	100	100	100
	21PBT3EG02	Food Technology	4	3	100	100	100
	21PBO3EG02	Horticulture and Landscaping	4	3	100	100	100
SCS	21PCA3EG02	Web Design	4	3	100	100	100
	21PMA3EG02	Operations Research	4	3	100	100	100
	21PCS3EG02	Advances in Computer Science	4	3	100	100	100
	21PDS3EG02	Deep Learning	4	3	100	100	100
SLAC	21PEN3EG02	English for Effective Communication	4	3	100	100	100
SMS	21PCO3EG02	Basics of Taxation	4	3	100	100	100
	21PEC3EG02	Managerial Economics	4	3	100	100	100
	21PHR3EG02	Counselling and Guidance	4	3	100	100	100
	21PCC3EG02	Dynamics of Human Behaviour in Business	4	3	100	100	100
SPS	21PCH3EG02	Health Science	4	3	100	100	100
	21PPH3EG02A	Physics for Competitive Exam	4	3	100	100	100
	21PPH3EG02B	Nano Science	4	3	100	100	100

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCC1CC01	CORE – 01 : OPERATIONS RESEARCH	7	6

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the concepts of operations research	K1
CO–2	acquire knowledge on Queuing methods and Game theory	K2
CO–3	Analyse the solution for the Decision problems	K3, K4
CO–4	evaluate the problems of Assignment and Transportation	K5
CO–5	frame the networks based on CPM and PERT	K6

Unit – I (21 Hours)

Operation research: Origin and nature - OR as a tool for decision - making; OR and management; features - phases - models - methods of deriving solution –Applications: Linear programming formulation of LPP; graphic solutions; simplex method - merits and demerits; application in business

Unit – II (21 Hours)

Assignment and Transportation: Formulation. Hungarian method for optimal solution, Solving unbalanced problem, Traveling salesman problem and assignment problem
Transportation: Formulation, solution, unbalanced Transportation problem. Finding basic feasible solutions – Northwest corner rule, least cost method and Vogel’s approximation method. Optimality test: the stepping stone method and MODI method

Unit – III (21 Hours)

Decision theory: Basic concepts: quantitative approach to managerial decision - making; Decision - making under certainty - decision making under uncertainty – maximax - minimax – maximin – Laplace - Hurwicz. Decision - making under risk – EMV – EOL – EVPI - Decision making under competition - Decision tree analysis

Unit – IV (21 Hours)

Network analysis: CPM and PERT: construction of network diagrams; network calculation; concept of float; probability consideration in PERT; calculation of float under PERT; distinction Between CPM and PERT; limitations of PERT.

Unit – V (21 Hours)

Queuing theory and Game theory: Basic concepts; application of waiting line models; Monte Carlo simulation - Game Theory: Competitive games, rectangular game, saddle point, minimax (maximin) method of optimal strategies, value of the game. Solution of games with saddle points, dominance principle.

Book for Study

Kapoor V.K and Sumant Kapoor: (2008) “*OR Techniques for Management*”- 1st edition, published by Sultan Chand & Sons- New Delhi.

Book for Reference

1. S.D Sharma S.D., (2016) - “*Operations Research*”- 1st edition, published by Kedar Nath Ram Nath and Co.Meerut - 120092.
2. Hira. D.S. & Prem Kumar Gupta, (2012), *Introduction to Operations Research*, published by S.Chand publishers, Chennai.
3. Taha- Hamdy A. 2009: *Operations Research - An Introduction* Prentice Hall - Delhi.

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

Semester	Course code		Title of the Course						Hours	Credits	
I	21PCC1CC01		CORE – 01: OPERATIONS RESEARCH						7	6	
Course Outcomes (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	2	3	3	3	3	2	2.7
CO-2	3	3	3	3	2	3	3	2	2	3	2.7
CO-3	3	3	3	2	3	2	3	2	3	2	2.6
CO-4	3	3	3	3	2	2	3	2	2	3	2.6
CO-5	3	3	3	2	3	2	3	2	2	3	2.6
Mean overall Score											2.6 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCC1CC02	CORE – 02 : FINANCIAL MANAGEMENT	7	6

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	enlighten the basic concepts of financial management and application of time value money techniques in various types of investment	K1, K3
CO–2	understand and apply the appraisal methods of capital budgeting and analyze the cost of capital of in investment	K2, K4
CO–3	understand and evaluate the financing and dividend decisions	K2, K5
CO–4	analyze the working capital requirements and cash management of business enterprises	K4
CO–5	evaluate and crate a solution for various investment proposal relate to the respective industries	K5, K6

Unit – I (21 Hours)

Financial Management - Goals and Objectives - Functions of a finance manager – Financial decision-making; Concept and relevance of Time Value of Money - Compounding technique - Discounting technique (Simple applications of the time value of money).

Unit – II (21 Hours)

Nature of Investment decision - Features and significance of Capital budgeting - Types of Capital budgeting decisions - Capital budgeting process - Methods/Techniques of Evaluation - Payback period method - Accounting Rate of Return (ARR) method - Discounted Cash Flows (DCF) - Net Present Value (NPV) method - Internal Rate of Return (IRR) method - Profitability Index - Capital rationing (including problems).

Unit – III (21 Hours)

Risk: meaning and nature - Risk adjusted discount rate - Certainty Equivalent (including Problems) - Statistical Techniques to handle risk - Probability Assignments - Standard Deviation and Coefficient of Variation - Probability Distribution approaches - Decision Tree Analysis (theory only) Cost of Capital: Concepts - Importance - Specific cost of capital for various sources of finance - Cost of Debt - Cost of Preference Capital - Cost of Equity Capital - Cost of External Equity - Cost of Retained Earnings - Weighted Average Cost of Capital - Book Value and Market Value Weights and Marginal Cost of Capital (including problems)

Unit – IV (21 Hours)

Leverage: Concepts - Operating Leverage - Financial leverage - Degree of Financial and Operating Leverages - Combined Leverage- EBIT- EPS Analysis with different financing patterns - Capital structure - Determinants of Capital Structure - Capital Structure Theories - Net Income Approach. Net Operating Income approach - Traditional Approach -

M.M.Approach- Dividend decisions: Concept and significance - Types - Dividend policy and value of the firm - Determinants of dividend decision - Walter's Model - Gordon's Model.

Unit – V

(21 Hours)

Concepts of Working Capital - Determinants of Working Capital - Risk Return Trade off - Estimating Working Capital needs .Objectives and importance of Cash Management, Receivables Management and Inventory Management.

Book for Study

Chandra Prasanna (2019) *Financial management, Theory and Practice* Mcgraw Hill Education Publishing, Chennai

Books for Reference

1. Van Horn, James C: *Financial Management*, Prentice Hall of India (P) Ltd ;
2. Khan M.Y. & Jain PK: *Financial management*, Tata Mcgraw Hill Publishing;
3. Pandey I.M.: *Financial Management* ,Vikas Publishing House (P) Ltd;
4. Kulkarni P.V.: *Financial Management*, Himalaya Publishing House;

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

Semester	Course code		Title of the Course						Hours	Credits	
I	21PCC1CC02		CORE- 02 : FINANCIAL MANAGEMENT						7	6	
Course Outcomes (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	Credits
I	21PCC1CC03	CORE – 03 : DATA BASE SYSTEMS	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the basic concepts and Definitions of Database Management System	K1
CO–2	understand the Database Languages	K2
CO–3	formulate and execute SQL	K3
CO–4	apply the normalization procedure	K3
CO–5	identify, Analyze and evaluate the issues connected with transaction processing and concurrency control	K4, K5, K6

Unit – I (12 Hours)

Basic Concepts and Definitions – Data Dictionary - DBA - database languages - Database System Architecture - Schemas, Sub Schemas and Instances - Mapping - Data Models - Types of Database Systems - Relational model: Keys - Relational Algebra.

Unit – II (12 Hours)

Introduction to Data Definition Language, Data Manipulation Language, Transaction control Language, Data control Language- Views - Embedded SQL- Query by Example.

Unit – III (12 Hours)

Introduction to database design – functional dependency and decomposition - 1NF- functional dependency - 2NF - transitive dependency- 3NF- BCNF

Unit – IV (12 Hours)

Transaction state - concurrent execution - serializability - recoverability - Concurrency control: Lock based protocols - time - stamped based protocols - validation based protocols.

Unit – V (12 Hours)

Introduction to Parallel databases – Architecture - Key Elements of parallel database processing - query parallelism – distributed database systems - distributed databases - distributed query processing - concurrency control in distributed databases - recovery control in distributed databases.

Book for Study

Singh S K, (2009), “*Database Systems Concepts, Design and Applications*”, 1st edition, Pearson Education, India

Book for Reference

1. Abraham Silberschatz, Henry F. Korth, S. Sudharshan (2011) *Database System Concepts*, 6th Edition, McGraw Hill, Delhi.
2. C.J.Date, A.Kannan, S.Swamynathan (2006), *An Introduction to Database Systems*, 8th Edition, Published by Pearson Education.
3. G.K.Gupta (2011), “*Database Management Systems*”, Tata McGraw Hill, Delhi.

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

Semester	Course code		Title of the Course						Hours	Credits	
I	21PCC1CC03		CORE – 03 : DATA BASE SYSTEMS						4	3	
Course Outcomes (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	1	2	3	3	2	1	2	2.2
CO–2	3	3	3	2	1	3	3	3	2	2	2.5
CO–3	2	3	3	2	2	2	3	3	2	2	2.4
CO–4	3	3	3	1	2	3	3	3	1	2	2.4
CO–5	2	3	3	1	2	2	3	3	2	1	2.3
Mean overall Score											2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCC1CP01	SOFTWARE LAB – I : RDBMS	3	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the Various Database Languages	K1
CO–2	understand the Syntax and Semantics of SQL	K2
CO–3	applying Normalization techniques to the database	K3
CO–4	analyze the Queries and Evaluate the solution to Retrieve records	K4, K5
CO–5	creating PL/SQL procedure and Applying Function for database processing	K6

Exercises:

SQL

- Table creation and manipulation using following statements
 - DDL (DATA DEFINITION LANGUAGE)
 - DML (DATA MANIPULATION LANGUAGE)
 - DCL (DATA CONTROL LANGUAGE)
 - TCS (TRANSACTION CONTROL STATEMENTS)
- Simple Queries (selection, Filtering, Sorting)
- Built in Functions
 - Numeric Function
 - Date and Time Function
 - String Function
 - Aggregate Function
- Operators
 - Arithmetic Operators
 - Relational Operators
 - Logical Operators
 - Miscellaneous Operators
 - Set Operators

5. Nested Queries

PL/SQL

- Program using cursors to join two tables and to split a table into two.
- Creation and retrieval of information without using cursors.
- Program using Procedures and functions.
- Program using Triggers

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

Semester	Course code	Title of the Course					Hours	Credits			
I	21PCC1CP01	SOFTWARE LAB – I : RDBMS					3	2			
Course Outcomes (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	1	2	3	3	2	1	2	2.1
CO-2	3	2	3	2	1	3	3	3	2	2	2.4
CO-3	2	3	3	2	2	2	3	3	2	2	2.4
CO-4	3	3	3	1	2	3	3	3	1	2	2.4
CO-5	2	3	3	1	2	2	3	3	2	1	2.3
Mean overall Score											2.32 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCC1ES01A	DSE-1: ENTREPRENEURSHIP DEVELOPMENT	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify key concepts of entrepreneurship	K1
CO-2	understand the various opportunities in area of entrepreneurship development	K2
CO-3	approach various institutions for consultation	K3
CO-4	obtain various entrepreneurial skills	K4
CO-5	get motivated to take up entrepreneurship	K5, K6

Unit – I (15 Hours)

Entrepreneurship – Key elements – Traits – Characteristics – Types – Entrepreneur vs Manager – Intrapreneurship – creativity and Innovation : Principles – Environment scanning : Strength, Weakness, Opportunities and Threats (SWOT), Political, Economic, Sociological, Technological, Legal and Environment (PESTLE), Porter's approach to industry analysis – Process – Types.

Unit – II (15 Hours)

Business Opportunities - Market Assessment - Developing effective business plans – Entrepreneurial motivation – Nature of Planning – Formal and systematic business planning – niche markets - Types - Entrepreneurial Opportunities – Financing Entrepreneurial Business. Growth and Challenges: Effecting Change – Modernization – Expansion – Diversification.

Unit – III (15 Hours)

Small Business -Types – Role of Small Business in India – Rural business – problems – Ministry of Micro, Small & Medium Enterprises (MSME) – Udyam. Government assistance and Schemes : Pradhan Mantri Kaushal Vikas Yojana 3.0 (PMKVY), PMEGP, PMMY, Dairy EDS - National Bank for Agriculture and Rural development (NABARD), National Small Industries Corporation (NSIC), Rural and Women Entrepreneurship Development (RWED), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), District Industries Centers (DICs).

Unit – IV (15 Hours)

Entrepreneurial Skill Development Programme (ESDP) Startup India Scheme – Intellectual Property Rights (IPR) – Copy Right – Trademark – Geographical Indication (GI) – Patent – design

Unit – V**(15 Hours)**

Ministry of MSDE - Support Organisations: DGT, DJSS, NSDC, NSDF, RDSDE, NSTI, NIESBUD, IIE, NIMI, CSTARI, SSC – Guidelines – Policies – Udyam.

Field Visit: District Industries Center (DIC), Tamil Nadu Industrial Development Corporation (TIIC), Small Industries Service Sector (SISI), Trading & Non-Trading organizations / factories / companies under MSME

Book for Study

1. The Institute of Company Secretaries of India (ICSI), Study Material “*Business Environment & Entrepreneurship Development*” 2014.

Book for Reference

1. Desai Vasant: “*Management of Small Scale Industries*” - Himalaya Publishing House
2. Taneja Satish and Gupta: “*Entrepreneurship Development-New Venture Creation*” – Galgotia Publishing Company, New Delhi
3. Jain P.C: *Handbook For New Entrepreneurs Entrepreneurship Development Institute of India*
4. Sangle B. R.: *Business Environment & Entrepreneurship*, Success Publications, Pune
5. Gupta C.B. & Srinivas: “*Entrepreneurial Development*”- Sultan D, Chand & Sons, New Delhi

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21PCC1ES01A		DSE-1: ENTREPRENEURSHIP DEVELOPMENT					5		4	
Course Outcomes (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	2	3	3	2	2	3	2.4
CO-2	2	3	2	2	2	3	3	2	2	3	2.4
CO-3	2	2	3	2	3	2	3	2	3	3	2.5
CO-4	2	2	2	3	2	2	3	2	2	3	2.3
CO-5	2	2	2	2	3	2	3	2	2	3	2.3
Mean overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCC1ES01B	DSE-1 : CORPORATE SOCIAL RESPONSIBILITY	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the significance and importance of corporate social responsibility and its principles and practice in Indian context	K1
CO-2	acquire knowledge on implementation of CSR policy under the Companies Act 2013	K2
CO-3	learn as to how to monitor CSR activities	K3,K4
CO-4	gain knowledge on governance of CSR activities	K5
CO-5	practice CSR standards and audit	K6

Unit – I (15 Hours)

Corporate Social Responsibility(CSR): Meaning and Definition of CSR - Evolution of CSR - CSR in Indian Legislation from global perspective - Principles of CSR - Theories of CSR - CSR and Sustainable Development goals. CSR and Corporate Governance - Drivers of CSR - Concept of Charity - Corporate Citizenship - Corporate Philanthropy

Unit – II (15 Hours)

Implementation of CSR Policy under Sec. 135 of the Companies Act 2013: CSR Policy - Constitution of CSR committee and its composition - CSR Design - CSR Budget - Implementation of CSR - CSR Process - CSR Activities - Provision of CSR in Companies Act, 2013 - CSR Committee; CSR Policy - CSR Expenditure; CSR Activities – Boards Responsibilities towards CSR Regulatory requirement of CSR Compliance in India - guidelines and notifications issued by the Ministry from time to time - Penalty for noncompliance of section 135

Unit – III (15 Hours)

Governance of CSR Activities: Meeting of the CSR Committee - Preparation of CSR Report - Placing CSR Report in Board meeting - Board's responsibility towards CSR - CSR project management approach - Evaluation of CSR projects - CSR stakeholder communication, dialogue and engagement - CSR and risk Management - CSR as Organizational Brand Building.

Unit – IV (15 Hours)

Monitoring of CSR Activities: CSR process monitoring; Situation monitoring - beneficiary monitoring; organizational monitoring - financial monitoring; compliance monitoring; result monitoring- Internal Monitoring and Evaluation of CSR Activities - External Monitoring and

Evaluation of CSR Activities; - CSR Committee and Board level review of CSR performance
- CSR Reporting

Unit – V

(15 Hours)

CSR Audit and Standards: CSR Audit; various issues relating to CSR Audit - Preparing and filing of annual CSR report - Sustainability of CSR Audit -Developing a CSR Audit programme - CSR audit checklist; benefits of CSR audit - Review of successful corporate initiatives and challenges of CSR - CSR Ratings, CSR awards. Social Accountability 8000(SA8000) - Indian Standard Organization (ISO-26000-2010) – GST component in CSR

Book for Study

Christopher (2014), *Sustainable Value: How the world's leading companies doing well by doing good*, Stanford University Press, USA

Book for Reference

1. Ilangoan D and Durgadoss R, (2016), *Corporate Governance – An Insight*, The United Publishers, Mangalore, Karnataka
2. Nancy Lee and Philip Kotler (2011), *Corporate social Responsibility: doing the most good for your company and your cause*, John Wley& Sons, Delhi
3. Sanjay K.Agarwal (2010), *Corporate Social Responsibility in India*, Sage Publications, Delhi
4. Wayne Visser (2017), *CSR 2.0 Transforming Corporate Sustainability and Responsibility*, Kaleidoscope Futures, London

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

Semester	Course code	Title of the Course									Hours	Credits
I	21PCC1ES01B	DSE-1: CORPORATE SOCIAL RESPONSIBILITY									5	4
Course Outcomes (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	2	3	3	3	3	2	2.7	
CO-2	3	3	3	3	2	3	3	2	2	3	2.7	
CO-3	3	3	3	2	3	2	3	2	3	2	2.6	
CO-4	3	3	3	3	2	2	3	2	2	3	2.6	
CO-5	3	3	3	2	3	2	3	2	2	3	2.6	
Mean overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCC1AE01	AEC: DIGITAL MARKETING	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the importance of digital marketing in a rapidly changing business landscape	K1
CO–2	discuss the key elements of a digital marketing strategy	K2
CO–3	illustrate how the effectiveness of a digital marketing campaign can be measured	K3
CO–4	demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs	K4
CO–5	deal with target groups digitally	K5, K6

Unit – I (12 Hours)

Digital Marketing: Introduction, Meaning, Definitions, Basics of Marketing, Comparison of Traditional and Digital Marketing, Benefits of Digital marketing, e-commerce Models, Latest Digital marketing trends, Digital marketing platforms, Digital Marketing strategy for websites, Career opportunities in digital marketing

Unit – II (12 Hours)

Social Media Marketing: Introduction, Face book marketing, Face book advertising, YouTube marketing, Twitter marketing, Google+ marketing, LinkedIn marketing, Pinterest marketing.

Unit – III (12 Hours)

Email Marketing: Meaning, Benefits, Basic terminology in email marketing, Email Marketing Software, building email marketing strategy, building subscriber lists, Designing Newsletters, Types of Campaigns, Reports and analysis.

Unit – IV (12 Hours)

Mobile operating systems: Platforms (IOS, Android, Windows, etc), HTML5, Adobe Flash, Multitasking, sync and software/app integration, SMS, MMS, App Marketing, App Monetization.

Unit – V (12 Hours)

Target Group Management: The Internet Audience and Consumer Behaviour, Getting to Know Your Customer, Delighting Your Customer, Engaging with Your Customer, Search Engine Optimization.

Book for Study

1. Ian Dodson, *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*, John Wiley & Sons, Inc., New Jersey, 2016

Unit I, II and III

2. Puneet Singh Bhatia, *Fundamentals of Digital Marketing*, Pearson, 2017.

Unit IV and V**Book for Reference**

1. Philip Kotler, *Marketing 4.0: Moving from Traditional to Digital*, John Wiley & Sons, Inc., New Jersey, 2017
2. Debra Zahay, *Digital Marketing Management: A Handbook for the Current (or Future) CEO*, Business Expert Press, New York, 2015

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21PCC1AE01		AEC: DIGITAL MARKETING					4		3	
Course Outcomes (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	3	3	2	2.4
CO-2	3	3	2	3	2	3	2	2	2	2	2.4
CO-3	2	3	3	2	3	2	3	2	3	2	2.5
CO-4	3	2	3	3	3	2	2	2	2	3	2.5
CO-5	3	3	3	2	2	2	3	2	2	2	2.5
Mean overall Score											2.46 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2CC04	CORE- 04 : MANAGERIAL SKILLS	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the concepts of managerial personnel	K1
CO–2	analyse the managerial problems in an organisation	K2,
CO–3	develop the various skills required for the managerial personnel	K3
CO–4	negotiate the socio and psychological problems in an organisation	K4, K5
CO–5	live a balanced life between work and life	K6

Unit – I (15 Hours)

Strategic thinking – Concepts – Need - Process - Meaning – competencies – importance - Lateral Thinking – Concepts-Need – Applications – Benefits – Techniques used in Lateral Thinking – Conventional Vs Lateral Leaders.

Unit – II (15 Hours)

Conflict Resolution – Concepts – sources of conflict – role of perception in conflict – steps of Conflict Resolution – Conflict handling matrix – Functional and Dysfunctional outcome of conflict – Negotiation skills – process – styles – outcome – principles – negotiation model – being a negotiator – qualities of a negotiator. Level V leader - Becoming a level V leader – attributes of level V leader – the level V hierarchy.

Unit – III (15 Hours)

Change - Concepts - Facing changes – meaning – characteristics –why changes – impact of resistance –Reasons for resistance – types of people in facing changes – introducing change. Facing challenges – meaning – importance – path to facing challenges – benefits of facing challenges

Unit – IV (15 Hours)

Risk taking - meaning - factors determining Risk Taking – Risk management - users of Risk Management - Steps in Risk Management– Effective decision making – meaning – approaches – methods – steps – Decision making at the work place – Corporate Mentoring – from mentors perspective – from mentees perspective – mentoring Vs Coaching – mentoring techniques – types of mentoring – mentoring traits – mentoring programme.

Unit – V (15 Hours)

Motivation and staying motivated – meaning – finding reason for being motivated – staying motivated at work place – staying motivated in negative work environment – staying motivated during crisis – Work life Balancing – meaning – work satisfaction – gender differences – responsibility of the employers and employees – ways of balancing work and life – handling professional and personal demands – organizing your desk.

Books for Study

1. Stephen Covey, *'The Seven Habits of Highly Effective people'* 2009.

Unit I and II

2. Dr.K.Alex, *'Managerial skills'*, Person Publication, New Delhi.2013

Unit III, IV and V

Books for Reference

1. Daniel Goleman, *'Emotional Quotient'* –.2009
2. Norman Vincent Peale, *'Power of the Plus factor'*

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

Semester	Course code	Title of the Course									Hours	Credits
II	21PCC2CC04	CORE- 04 : MANAGERIAL SKILLS									5	4
Course Outcomes (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	2	3	3	2	2	3	2.4	
CO-2	2	3	2	2	2	3	3	2	2	3	2.4	
CO-3	2	2	3	2	3	2	3	2	3	3	2.5	
CO-4	2	2	2	3	2	2	3	2	2	3	2.3	
CO-5	2	2	2	2	3	2	3	2	2	3	2.3	
Mean overall Score											2.38 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2CC05	CORE – 05 : COST ACCOUNTING TECHNIQUES	5	5

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	gain and understand familiarity with the various cost concepts, and elements of cost and prepare cost sheets	K1, K2
CO–2	apply different methods and techniques of material control in various types of industries	K3
CO–3	compute different methods of payment of wages and incentives and evaluate the performance of employees in the different organization	K3
CO–4	allocate the overheads to various departments , apply the contract costing and job costing and process costing in respective industries	K4, K5
CO–5	get acquaintance with the application of Marginal costing for Business decisionmaking	K6

Unit – I (18 Hours)

Cost Accounting – Functions – Differences between financial, cost accounting and Management accounting – Methods of costing - Elements of costing – cost concept – Preparation of cost sheet – Material Costing – Stock Levels – level - Economic order quantity (EOQ) - ABC Analysis – purchase procedure - storing of materials - Issue and pricing of materials - Inventory control - Stores Ledger: FIFO, LIFO, Specific price, Base stock, Highest In- First-out, Average price methods and Notional price methods.

Unit – II (18 Hours)

Labour Costing: Classifications of labour - Time keeping - Preparation of pay roll - Wage payment and incentive systems - idle time - over time - accounting of labour cost - merit rating - Time and motion study.

Unit – III (18 Hours)

Overhead Costing: Classifications of overheads - Primary distribution of overhead – overhead - over absorption and under absorption - Job costing - Contract costing.

Unit – IV (18 Hours)

Standard Costing and Variance analysis: Standard Costing – Advantage and Limitations of standard costing – Standard Hour – Standard cost card – Variance analysis – Relevance of standard cost for variance analysis – Significance of variance analysis – Computation of Material Variances – Labour Variances – Overhead Variances – Sales Variances

Unit – V**(18 Hours)**

Marginal Costing Equation – Break – even Point – Profit Volume Ratio – Advantages and Limitations of Marginal Costing - Cost volume profit analysis – Computation of PV Ratio and Break Even Point - Make or Buy Decision - Margin of Safety – Effect of Change of sale price on overall BEP – Effect of change in product mix on BEP and PV Ratio

Book for Study

S.P. Jain & K.L. Narang: *Cost accounting* - Kalyani Publication- NewDelhi, 2015

Books for Reference

1. K. Alex, *Cost Accounting*, Pearson Publication, New Delhi, 2015
2. A Moorthy and S.Gurusamy- *Cost accounting*- Vijay Nicole Imprints , 2018 Private Limited Publication,- Chennai- 2016

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21PCC2CC05		CORE – 05 : COST ACCOUNTING TECHNIQUES						5		5	
Course Outcomes (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	Credits
II	21PCC2CC06	CORE – 06 : PYTHON PROGRAMMING	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know and Interpret the Fundamentals of Python syntax and semantics	K1, K2
CO–2	understand the Functions and Operators	K2
CO–3	understand and summarize different File handling operations	K2
CO–4	analyze different Decision Making statements and Functions	K4
CO–5	design and Implement a Program to solve a Real World Problem	K5, K6

Unit – I (9 Hours)

Features of Python - How to Run Python – Identifiers - Reserved Keywords - Variables - Comments in Python - Indentation in Python – Multi - Line Statements - Multiple Statement Group (Suite)

Unit – II (9 Hours)

Input, Output and Import Functions – Operators – Data Types and Operations: Numbers – Strings – List – Tuple – Set – Dictionary – Data type conversion.

Unit – III (9 Hours)

Decision Making – Loops – Nested Loops – Types of Loops. Functions: Function Definition – Function Calling - Function Arguments -Recursive Functions - Function with more than one return value.

Unit – IV (9 Hours)

Built-in Modules - Creating Modules – import Statement - Locating Modules - Namespaces and Scope - The dir() function - The reload() function - Packages in Python - Date and Time Modules.

Unit – V (9 Hours)

File Handling: Opening a File - Closing a File - Writing to a File - Reading from a File - File Methods - Renaming a File - Deleting a File - Directories in Python.

Book for Study

Jeeva Jose and P. Sojan Lal (2016), “*Introduction to Computing and Problem Solving with PYTHON*”, Khanna Book Publishing Co. (P) Ltd., New Delhi

Book for Reference

1. Wesley J. Chun (2006). *Core Python Programming*, II edition, Prentice Hall, US.
2. Magnus Lie Hetland (2008). *Beginning Python*, II edition, ApressPublication, Berkely.
3. Kenneth A. Lambert (2011), *The Fundamentals of Python: First Programs*, Cengage Learning, India.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21PCC2CC06		CORE – 06 : PYTHON PROGRAMMING						4		3	
Course Outcomes (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	1	2	3	3	2	1	2	2.2	
CO-2	2	3	3	2	1	3	3	3	2	2	2.4	
CO-3	2	3	3	2	2	2	3	3	2	2	2.4	
CO-4	3	3	3	1	2	3	3	3	2	3	2.6	
CO-5	2	3	3	1	2	2	3	3	2	1	2.3	
Mean overall Score											2.38 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2CP02	SOFTWARE LAB – 2: PYTHON PROGRAMMING	3	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the Numbers, Math functions, Strings, List, Tuples and Dictionaries in Python	K1
CO–2	understand and Apply different File handling operations	K2, K3
CO–3	implement Decision Making Statements and Functions	K3
CO–4	inculcate and Apply various skills in Problem Solving	K4, K5, K6
CO–5	write, Test and Debug Python Programs	K5, K6

Exercises

1. Python applications using variables, data types
2. Python application using strings and functions.
3. Python applications using Control Structures
4. Python applications using Loops
5. Python applications using Dictionaries, Lists and Tuples.
6. Python applications using matrices.
7. Python applications using Scripts.
8. Python applications using operators and I/O operations.
9. Python applications using modules.
10. Python applications using packages.

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

Semester	Course code		Title of the Course						Hours	Credits	
II	21PCC2CP02		SOFTWARE LAB – 2: PYTHON PROGRAMMING						3	3	
Course Outcomes (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	1	2	3	3	2	2	2	2.2
CO–2	3	2	3	2	3	3	3	3	2	2	2.6
CO–3	2	3	3	2	2	2	3	3	2	2	2.4
CO–4	3	3	3	1	2	3	3	3	1	2	2.4
CO–5	2	3	3	1	2	1	3	3	2	1	2.2
Mean overall Score											2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2SP01A	SELF-PACED LEARNING: DISASTER MANAGEMENT	-	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	gain a practical orientation to speed recovery	K1
CO-2	understand the importance to reduce damages and deaths	K2
CO-3	understand the concepts in reduce personal suffering	K3
CO-4	study the legal and ethical issues in disaster management	K4, K5
CO-5	understand disaster resources and their utility in disaster	K6

Unit – I

Concept of disaster - Different approaches - Concept of Risk - Levels of disasters - Disaster phenomena and events (Global, national and regional) - Natural and man - made hazards; response time, frequency and forewarning levels of different hazard - Characteristics and damage potential of natural hazards; hazard assessment - Dimensions of vulnerability factors; vulnerability assessment - Vulnerability and disaster risk - Vulnerabilities to flood and earthquake hazards

Unit – II

Concepts of risk management and crisis management - Disaster management cycle - Response and Recovery - Development, Prevention, Mitigation and Preparedness - Planning for relief

Unit – III

Capacity building: Concept - Structural and nonstructural measure - Capacity assessment - strengthening capacity for reducing risk – Counter - disaster resources and their utility in disaster management - Legislative support at the state and national levels

Unit – IV

Coping strategies; alternative adjustment processes - Changing concepts of disaster management - Industrial safety plan; safety norms and survival kits - Mass media and disaster management

Unit – V

Strategies for disaster management planning - Steps for formulating a disaster risk reduction plan - Disaster management Act and Policy in India - Organisational structure for disaster management in India - Preparation of state and district disaster management plans

Book for Study

Chakrabarty, U. K, (2007), *Industrial Disaster Management and Emergency Response*, 1st edition, published by Asian Books Pvt. Ltd., New Delhi.

Book for Reference

1. Abarquez I. & Murshed Z, (2004), *Community Based Disaster Risk Management*, 1st edition, published by Field Practitioner's Handbook, ADPC, Bangkok.
2. Goswami, S. C, (1997), *Remote Sensing Application in North East India*, 1st edition, published by Purbanchal Prakesh, Guwahat

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

Semester	Course code		Title of the Course						Hours	Credits	
II	21PCC2SP01A		SELF-PACED LEARNING: DISASTER MANAGEMENT						-	2	
Course Outcomes (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	1	2	3	2	3	3	2	2.3
CO-2	2	3	2	3	3	3	3	3	1	2	2.5
CO-3	2	1	2	3	3	3	2	2	2	1	2.1
CO-4	3	1	2	1	3	3	2	3	3	1	2.2
CO-5	2	3	3	2	3	2	1	3	3	3	2.5
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2SP01B	SELF-PACED LEARNING: FUNDAMENTALS OF INSURANCE	-	02

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand and Gain knowledge on the concept of insurance and the risk involved	K1, K2
CO-2	assess the various principles of insurance market	K3
CO-3	analyze the terms plans offered by life insurance	K4
CO-4	evaluate the constituents of insurance market in the society	K5
CO-5	synthesis the constituents of insurance to the society	K6

Unit – I

Introduction - The basics and nature of insurance - evolution - importance of insurance - Risk Management: different types of risks – actual and consequential losses - management of risks - loss minimization techniques.

Unit – II

Fixing of premiums: reinsurance and its importance for insurers - role of insurance in economic development and social security - contribution of insurance to the society – Business interruption insurance – Types of coverage – Groups of insurance professionals

Unit – III

Insurance Market: The various constituents of the insurance market-operations of insurance companies - operations of intermediaries - specialist insurance companies - insurance specialists - the role of regulators - Insurance Customers: Customer needs – Importance – Customer satisfaction – customer behavior –The future of insurance.

Unit – IV

Insurance Contract: Terms of an insurance contract - principles which form the foundation of insurance - significance of the principle of insurable interest - the principle of indemnity - the principle of subrogation - the principle of contribution disclosure of all relevant information - principle of utmost good faith.

Unit – V

Life Insurance products: products offered by life insurers - term plans – pure endowment plans - combinations of plans - traditional products – linked policies - features of annuities and group policies. General Insurance Products: Risks faced by the owner of assets - exposure to perils - Features of products covering fire and allied perils.

Book for Study

M.N. Srinivasan, *Principles of Insurance Law*, Tenth Edition, Wadhwa & Co., India, 2017.

Books for Reference

1. P.K. Gupta, *Insurance and Risk Management*, First Edition, Himalaya Years of Publishing, India, 2016.
2. R.N. Chaudhary, *General Principles of Law of Insurance*, Third Edition, Central Law Publications, India, 2018.
3. M.N. Mishra, Dr.S.B.Mishra, *Insurance Principles and Practice*, First Edition, S.Chand & Company, India, 2016.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21PCC2SP01B		SELF-PACED LEARNING: FUNDAMENTALS OF INSURANCE						-		02	
Course Outcomes (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	2	1	3	3	2	1	2	2.2	
CO-2	2	2	3	1	3	2	3	2	2	2	2.2	
CO-3	2	2	3	2	3	2	3	2	3	2	2.4	
CO-4	1	2	3	2	1	2	3	2	2	2	2.0	
CO-5	3	3	2	2	1	2	3	3	1	2	2.2	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2SP01C	SELF-PACED LEARNING: CLOUD COMPUTING	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the Cloud Computing Fundamentals	K1
CO–2	understand the meaning of Cloud Computing and its Architecture	K2
CO–3	understand the Cloud Types and its Service Models	K2
CO–4	analyze the Security issues	K3, K4
CO–5	identify problems, analyze, and evaluate various cloud computing solutions	K4, K5, K6

Unit – I

Cloud Computing Fundamentals: Motivation for Cloud Computing - Defining Cloud Computing: NIST Definition - Cloud Computing is Service - Cloud Computing is a Platform – principles of Cloud Computing: Five Essential Characteristics - Four Cloud Deployment Models - Three Service Offering Models - Cloud Ecosystem – Requirements – Application - Benefits and Drawbacks.

Unit – II

Cloud Architecture and Management: Introduction - Cloud Architecture - Anatomy of Cloud - Network Connectivity in Cloud - Applications on the cloud - Managing the Cloud Migrating Application to the Cloud.

Unit – III

Cloud Deployment Models: Private Cloud - Public Cloud - Community Cloud - Hybrid Cloud.

Unit – IV

Cloud Service Models: Introduction - Infrastructure as a Service - Platform as a Service Software as a Service - Other Cloud Service Models.

Unit – V

Data Security in Cloud: An introduction to the idea of the Data Security - Current State of the Data Security - Homo Sapiens and Digital Information - Data Security Risk – Identity - Content Level Security.

Book for Study

1. Chandrasekaran (2015). *Essentials of Cloud Computing*, Taylor & Francis Group, U.S.
Unit -1 Chapter 2 (2.1-2.7), Unit -2 Chapter 3(3.1-3.7)
Unit- 3 Chapter 4(4.1-4.5), Unit -4 Chapter 5(5.1-5.5)
2. Rajkumar Buyya, James Broberg and Andrzej Goscinski (2011). *Cloud Computing Principles and Paradigms*, John Wiley & Sons, New Jersey.
Unit -5 Chapter 23(23.1-23.7)

Book for Reference

1. Miller Michael (2008). *Cloud Computing: Web-Based Applications That Change the Way You Work and Collaborate Online*, Que Publishing.
2. Beard Haley (2008). *Cloud Computing Best Practices for Managing and Measuring Processes for On-demand Computing, Applications and Data Centers in the Cloud with SLAs*, Emereopvt. Ltd.
3. Anthony T.Velte, Toby J. Velte Robert Elsenpeter (2010), *Cloud computing a practical approach*, TATA McGraw Hill, New Delhi.

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

Semester	Course code		Title of the Course					Hours		Credits	
II	21PCC2SP01C		SELF-PACED LEARNING: CLOUD COMPUTING					-		2	
Course Outcomes (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	1	2	3	3	2	1	2	2.1
CO-2	3	3	2	2	1	3	3	3	2	2	2.4
CO-3	2	3	3	2	2	2	3	3	2	2	2.4
CO-4	3	3	3	1	2	3	3	3	2	2	2.5
CO-5	2	3	3	2	2	2	3	3	2	1	2.4
Mean overall Score											2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2ES02A	DSE-2 : LABOUR LEGISLATIONS	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the concepts of labour laws	K1
CO-2	know the acts supporting the workers	K2, K3
CO-3	understand the importance of bonus act	K4
CO-4	evaluate the compensation provided to workers	K5
CO-5	create the methods to form the trade unions as per the act	K6

Unit – I (15 Hours)

Labour – definition - Factories Act, 1948: Provision's relating to health, safety, welfare, working hours, leave etc., of workers approval - Licensing and registration of factories, manager and occupier - Their obligations under the Act, powers of the authorities under the Act, Conflicts and settlement - Penalty provisions.

Unit – II (15 Hours)

Workmen's Compensation Act, 1923: Employer's liability for compensation - amount of compensation method of calculating wages – Review - distribution of compensation - conflict settlement - Remedies of employer against stranger - Returns as to compensation - Commission for workmen's compensation

Unit – III (15 Hours)

Payment of Bonus Act: Computation of available surplus - calculation of direct tax payable - surplus calculation of direct tax payable by the employer, eligibility for bonus and payment of bonus - deduction from bonus payable - adjustment of customary of interim bonus payable, adjustment of customary or interim bonus linked with production or productivity - set on and set off allocable surplus, presumption about accuracy of balance sheet and profit and loss account.

Unit – IV (15 Hours)

Payment of Gratuity Act, 1972 and Child Labour Act 1986: Payment of Gratuity – exemption – nomination - determination and recovery of the amount of gratuity - The child Labour Act – regulation of condition of work for children.

Unit – V**(15 Hours)**

Payment of Wages Act, 1936: Objects, Provisions relating to responsibility for payment of wages - fixation of wage periods, time of payment, deduction and fines - maintenance of records and registers, inspectors appointment of authorities and adjudication of claims

Book for Study

Kapoor N.D, (2018), revised edition, *Mercantile Law*, Sultan Chand Publications, New Delhi.

Book for Reference

1. Malik P.L., 18th Edition, (2018), *Handbook of Labour and Industrial Law* by Editorial Staff of SCC
2. Padhi P.K. (2012), second edition, *Labour and Industrial Laws*, published by Prentice Hall India, Maharashtra

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

Semester	Course code		Title of the Course					Hours		Credits	
II	21PCC2ES02A		DSE-2 : LABOUR LEGISLATIONS					5		4	
Course Outcomes (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	2	3	3	3	3	2	2.7
CO-2	3	3	3	3	2	3	3	2	2	3	2.7
CO-3	3	3	3	2	3	2	3	2	3	2	2.6
CO-4	3	3	3	3	2	2	3	2	2	3	2.6
CO-5	3	3	3	2	3	2	3	2	2	3	2.6
Mean overall Score											2.6 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2ES02B	DSE-2 : CUSTOMERS' RIGHTS AND EDUCATION	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understanding of the terms Consumers, Consumerism, Consumer movement	K1
CO-2	acquire knowledge on provisions of the Consumer Protection Act	K2
CO-3	familiarize students on various aspects of consumer related Legislations and organizations	K3, K4
CO-4	aware about the rights and responsibilities of consumers	K5
CO-5	proactively engage in consumer movement	K6

Unit – I (15 Hours)

Consumer Movement in India- Definition of Consumer - Types of Consumer – Problems of Consumer – Consumerism - Emerging concepts in consumerism: Green Consumerism, Cyber Consumerism - effects of consumerism.

Unit – II (15 Hours)

Right of Consumers - Responsibilities of Consumers – unfair trade practices - Caveat Emptor and Caveat Venditor - Enforcement of Consumer rights through Public Interest Litigation

Unit – III (15 Hours)

Consumer Protection Act - Main Provisions – Redressal forums – District Level – State Level and National Level – Powers and Functions – Filing of Complaints Procedure Regulatory Authorities and OMBUDSMAN

Unit – IV (15 Hours)

Consumer related Legislations and Organizations: Prevention of Food Adulteration Act, 1954 - Standards of Weights and Measures Act, 1976 - The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954 - Consumer pressure groups voluntary consumer organizations - Consumer Protection Councils - Remedy and Redressal of Grievances

Unit – V (15 Hours)

Consumer awareness and Education in India: Lack of awareness - Lack of access to information - Methods of creating awareness and promotion of Consumer rights and duties – E Commerce and Consumer Rights - Role of media in consumer education

Book for Study

Singh Avtar, (2010), *Law of consumer protection (Principles and Practice)* Eastern Book Company, Luck now.

Book for Reference

1. Aggarwal V.K, *Consumer Protection Law and practice*, Bharat Law House Pvt Ltd. New Delhi
2. Majaumdar P K (2009), *Law of Consumer Protection in India*, Orient Publishing Company, New Delhi
3. Balakrishna Eradi(2009), *Consumer protection–Jurisprudence*, Lexis Nexis Butter worth publishing

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

Semester	Course code		Title of the Course					Hours/ week	Credits		
II	21PCC2ES02B		DSE-2 : CUSTOMERS RIGHTS AND EDUCATION					5	4		
Course Outcomes (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	3	3	3	2	2	2.5
CO-2	3	3	2	3	2	3	3	2	2	3	2.6
CO-3	3	3	3	2	3	2	3	2	3	2	2.6
CO-4	2	3	2	3	2	2	3	2	2	3	2.4
CO-5	2	3	3	2	3	2	3	2	2	2	2.4
Mean overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PSS2SE01	SEC: SOFT SKILLS	4	3

Programme outcome (Pos)

- To identify the skill gap of the college students and provide a focused training on soft skills and empower the students with employability skills that make them industry fit
- To encourage small group learning that promotes individual attention and rigorous evaluations as hallmarks of the course
- To adapt a teaching and learning methodology that is purely dependent on activity based learning, participation, assignments, interactions, assessments and evaluations that take away boredom of participants
- To create an interface between industries and educational institutions that matches the expectations of employers and abilities of the employees
- To respond and reach out to other institutions the impact of Soft Skills on faculty and students that effectively serves as a corollary to technical education

Programme Specific outcomes (PSOs)

After the successful completion of the course, students will learn:

- the dynamics of effective and professional communication skills and put them into daily use
- to write a Professional resume using creative methods of online platforms
- the dynamics of interview skills and GD preparations and presentations in public platforms and present the best of themselves as job seekers
- to understand, analyze and express their personality styles and personal effectiveness in various environments
- to learn and update themselves with the required knowledge in Numerical ability and Test of Reasoning for competitive examinations

Course outcomes (COS)

Upon completion of this course, students will:

- be exposed and trained in various nuances of Soft Skills in a Professional manner responding to the requirements of national and international market
- be able to synthesize the knowledge and practical skills learnt to be personal effective in any managerial positions
- be equipped to construct plans and strategies to work for better human society
- be able to illustrate the problems at work and home and design solutions and maintain a balance of work and home

- be able to connect on a continuum and maintain growth and sustainability and creativity in employment that increases in productivity, profit for individuals and the society.

Module I: Effective Communication & Professional communication

Effective communication: Definition of communication, Process of Communication, Barriers of Communication, Non-verbal Communication. JOHARI Window as a tool of effective communication.

Professional Communication: The Art of Listening, The passage, Kinesthetic, Production of Speech, Speech writing, Organization of Speech, Modes of delivery, Conversation Techniques, Good manners and Etiquettes, Different kinds of Etiquettes, Politeness markers.

Module II: Resume Writing & Interview Skills

Resume Writing: Meaning and Purpose. Resume Formats. Types of s Resume. Functional and Mixed Resume, Steps in preparation of Resume, Model resumes for an IT professional Chronological, Types of interviews, Creative resumes using online platforms

Interview Skills: Common interview questions, Dos and Don'ts for an interview, Attitude, Emotions, Measurement, Body Language, Facial expressions, Different types of interviews, Telephonic interviews, Behavioral interviews and Mock interviews (Centralized).

Module III: Group Discussion & Team Building

Group Discussion: Group Discussion Basics, GD as the first criterion for selecting software testers, Essentials of GD, Factors that matter in GD, GD parameters for evaluation, Points for GD Topics, GD Topics for Practice, and Tips for GD participation. Video shooting of GD presentation & Evaluation (Centralized)

Team Building: Characteristics of a team, Guidelines for effective team membership, Pedagogy of team building, Team building skills. Team Vs Group – synergy, Types of synergy, Synergy relates to leadership, Stages of Team Formation, Broken Square-Exercise, Leadership, Leadership styles, Conflict styles, Conflict management strategies & Exercises

Module IV: Personal Effectiveness

Personal Effectiveness: Self Discovery: Personality, Characteristics of personality, kinds of self, Personality inventory table, measuring personality, intelligence and Exercises

Self Esteem: Types -High & Low self esteem, Ways of proving self esteem, Hypersensitive to criticism, activities. Goal setting: Goal setting process, Decision making process & Exercises.

Stress Management: Identifying stress, Symptoms of stress, responding to Stress, Sources of stress, coping with stress and managing stress.

Module V: Numerical Ability

Average, Percentage, Profit and Loss, Problems of ages, Simple Interest, Compound Interest, , Area, Volume and Surface Area, Illustration, Time and Work, Pipes and Cisterns, Time and Distance, Problems on Trains, Illustrations, Boats and Streams, Calendars and Clocks.

Module VI: Test of Reasoning

Verbal Reasoning: Number series, letter series, coding and decoding, logical sequence of words, Assertion and Reasoning, Data Sufficiency, Analogy, Kinds of relationships.

Non-Verbal Reasoning: Completion of Series, Classification, analogical, Pattern comparison, Deduction of figures out of series, Mirror Reflection Pattern, Hidden figures, Rotation pattern, Pattern completion and comparison, Sense of direction, Blood relations.

Text cum Exercise book

Melchias G, Balaiah John, John Love Joy (Eds), 2018. *Winners in the Making: A primer on soft skills*. SJC, Trichy.

References

- * Aggarwal, R.S. *Quantitative Aptitude*, S.Chand & Sons
- * Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non Verbal Reasoning* S.Chand & CO, Revised Edition
- * Covey, Stephen. (2004). *7 Habits of Highly effective people*, Free Press
- * Egan, Gerard. (1994). *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/Cole
- * Khera, Shiv (2003). *You Can Win*. Macmillan Books Revised Edition.

Other Text Books

- * Murphy, Raymond. (1998). *Essential English Grammar* 2nd ed., Cambridge University Press
- * Prasad, L. M. (2000). *Organizational Behaviour*, S.Chand & Sons
- * Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5th ed., Adams Media.
- * Schuller, Robert. (2010) *Positive Attitudes* Jaico Books
- * Trishna's (2006). *How to do well in GDs & Interviews*, Trishna Knowledge Systems
- ** Yate, Martin. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting**

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCC2EG01	GE-2(WS) : STRESS MANAGEMENT	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	gain and Understanding of human stress	K1,K2
CO-2	focus on presenting a broad background of stress research	K3
CO-3	identify the crisis management	K4
CO-4	developing a sense of humour in work place	K5
CO-5	improve their personality in self development	K6

Unit – I (12 Hours)

Stress meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout – Setting to Stress- Stress: Meaning – Approaches to stress, Good Stress Vs Bad Stress, The individual and work

Unit – II (12 Hours)

Time Management – Techniques – Importance of planning the day – Time management schedule –Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say ‘No’.

Unit – III (12 Hours)

Stress Implications – People issues – Environmental issues – Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment. General sources of Stress - Stress and Health - Physiological and psychological illness

Unit – IV (12 Hours)

Developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour

Unit –V (12 Hours)

Personality – improving personality– Leading with Integrity – Enhancing Creativity – Effective decision making – Sensible Communication – The Listening Game – Managing

Self – Meditation for peace – Yoga for Life. Organization and Stress Management – Recognize the signs, Approaches to the problem, Providers Assistance.

Book for Study

Robert M Sapolsky, (2004), *Why Zebras Don't Get Ulcers*, 3rd edition Published by Stanford University, California.

Book for Reference

1. Waltschafer, (2009), *Stress Management*, 4th Edition, Published by Cengage Learning California.
2. Jeff Davidson, (2012), *Managing Stress*, 2nd edition, published by Prentice Hall of India, New Delhi.
3. Susan Cartwright & Cary L. Cooper, (2012), *Managing Workplace Stress*, 4th edition, published by SAGE, New Delhi.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21PCC2EG01		GE -2(Ws) : STRESS MANAGEMENT						4		3	
Course Outcomes (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	1	2	3	2	3	3	2	2.3	
CO-2	2	3	2	3	3	3	3	3	1	2	2.5	
CO-3	2	1	2	3	3	3	2	2	2	1	2.1	
CO-4	3	1	2	1	3	3	2	3	3	1	2.2	
CO-5	2	3	3	2	3	2	1	3	3	3	2.5	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCC3CC07	CORE-07 : METHODOLOGY FOR SOCIAL SCIENCE RESEARCH	5	5

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the concept of research	K1
CO-2	frame the title for the research	K2
CO-3	identify the national and international problems	K3, K4
CO-4	contribute to the social development	K3, K4
CO-5	analyse the social issues and find out solutions	K5, K6

Unit – I (15 Hours)

Research - meaning - Objectives of Research - Types of Research - Research Approaches - significance of Research – Research and Scientific Method - importance - research process - criteria of good research - problems encountered by researchers in India.

Unit – II (15 Hours)

Research Problem – selection of the problem – techniques involved in defining problem – Meaning of Research Design – need - features concepts - types.

Unit – III (15 Hours)

Sampling meaning - Census and sample survey - steps in sampling design – criteria of selecting a sampling procedure - characteristics of good sample design - different types of sample designs - Random sample from an infinite universe - complex random sampling designs – collection of data - primary sources and secondary sources. (OOC Based Learning)

Unit – IV (15 Hours)

Editing - Coding - Classification - tabulation – Graphic presentation - Testing of hypothesis - steps in hypothesis testing - content analysis - processing of data - analysis of data.

Unit – V (15 Hours)

Interpretation meaning - techniques of interpretation - precaution in interpretation - Research report - significance - precautions - mechanism - steps - layout - types - oral presentation.

Book for Study

Kothari- C.R. - (2010) - *Research Methodology Methods and Techniques* Wishwa Prakashan- New Delhi

Books for Reference

1. Wilkinson and Bhandarkar- (2008) - *Methodology and Techniques of Social Research* - Himalaya Publishing House- Mumbai.
2. Krishnaswami- O.R. (2003) - *Methodology of Research in Social Sciences* Himalaya Publishing House - Mumbai.

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

Semester	Course code		Title of the Course					Hours		Credits	
III	21PCC3CC07		CORE-07 : METHODOLOGY FOR SOCIAL SCIENCE RESEARCH					5		5	
Course Outcomes (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	2	3	3	3	2	3	3	2.2
CO-2	2	3	2	2	2	3	3	2	2	3	2.3
CO-3	2	2	3	2	3	2	3	2	3	2	2.3
CO-4	2	2	2	3	3	3	3	2	2	3	2.4
CO-5	2	3	2	3	3	3	3	2	2	3	2.4
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCC3CP03	SOFTWARE LAB:III COMPUTER APPLICATION IN BUSINESS STATISTICS	3	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	gain and Get fluency in research based applications	K1
CO-2	understand and Analyze the research problems statistically	K2
CO-3	design data collection, sampling methods and formulate tools for Analysis	K3,
CO-4	test the validity and reliability of data	K4,K5
CO-5	construct reports using parametric and non-parametric tests	K6

Exercises

1. Getting familiar with the interface
2. Importing data from excel
3. Data preparation and exploratory data analysis
4. Descriptive statistics for two or more variables
5. Creating and editing charts for two or more variables
6. Inferential statistics for the mean and the median
7. One-sample t-test
8. T-test
9. Power Analysis for t-test
10. One-way ANOVA and Kruskal-Wallis Test
11. Power Analysis for ANOVA and simple linear regression
12. Multiple linear regression and correlation
13. Model building and selection
14. One-sample Chi-square

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

Semester	Course code		Title of the Course					Hours		Credits	
III	21PCC3CP03		SOFTWARE LAB:III COMPUTER APPLICATION IN BUSINESS STATISTICS					3		3	
Course Outcomes (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	1	3	3	1	2	3	2	3	2	2.2
CO-2	3	1	2	3	2	3	3	3	3	3	2.5
CO-3	2	3	2	3	2	2	3	3	2	1	2.3
CO-4	3	3	3	3	3	3	2	3	2	1	2.5
CO-5	2	3	3	2	3	2	3	1	3	2	2.3
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCC3CC08	CORE-08: ORGANIZATIONAL BEHAVIOUR	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concept of organizational behavior and understand the role of managers	K1, K2
CO–2	apply group dynamics and leadership qualities in an organization	K3
CO–3	analyze the best management practices across the world	K4
CO–4	evaluate the emerging trends in corporate structure, strategy and culture	K5
CO–5	create perception and motivation for employees in an organization	K6

Unit – I (15 Hours)

Organization meaning - Concept of organizational behavior - Importance of organizational behavior - Key elements of organizational behavior, Role of managers in OB - Impersonal roles - Informational roles, Decisional roles, Foundations or approaches to organizational behavior, Challenges and opportunities for OB.

Unit – II (15 Hours)

Organization Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralization - Interdepartmental Coordination - Emerging Trends in Corporate Structure, Strategy and Culture - Impact of Technology on Organizational design - Mechanistic vs Adoptive Structures - Formal and Informal Organization.

Unit – III (15 Hours)

Perception - Personality and Individual Differences - Job Performance - Values, Attitudes and Beliefs - Stress Management – Motivation – Early theories, Contemporary theories - Motivation at work – Designing and Motivating for jobs.

Unit – IV (15 Hours)

Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organizational Structure - Organizational Climate and Culture - Organizational Change and Development.

Unit – V (15 Hours)

Comparative Management Styles and approaches Japanese Management Practices Organizational Creativity and Innovation - Management of Innovation - Entrepreneurial

Management - Benchmarking - Best Management Practices across the world - Select cases of Domestic & International Corporations - Management of Diversity

Book for Study

L.M. Prasad, (2019), *Organizational Behaviour*, Fifth Edition, Sultan Chand & Sons, India.

Book for Reference

1. K. Aswathappa, *Organizational Behaviour*, Twelfth Edition, Himalaya Publishing House, India, 2016
2. J.S. Chandran, *Organizational Behaviour*, Second Edition, Vikas Publishing House, India, 2018
3. Stephen P. Robbins, Timothy A. Judge, *Organizational Behaviour*, Eighteenth Edition, Pearson Publications, India, 2019.

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

Semester	Course code		Title of the Course						Hours	Credits	
III	21PCC3CC08		CORE-08 : ORGANIZATIONAL BEHAVIOUR						5	4	
Course Outcomes (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	1	3	3	2	1	3	2.4
CO-2	2	3	2	2	1	3	3	2	2	3	2.3
CO-3	1	2	3	2	2	2	2	2	2	2	2.0
CO-4	2	2	2	2	1	2	3	3	2	2	2.1
CO-5	1	2	2	3	2	2	2	3	2	3	2.2
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCC3CC09	CORE – 09 : BIG DATA ANALYSIS	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understanding the Key factors of Big Data , Data analysis and Data Analytics	K1, K2
CO–2	exploring the Analytical methods and R environment	K3, K4
CO–3	experimenting the Association, Apriori and Regression methods	K4
CO–4	comparing various Analytical Algorithms and proposing a model	K5
CO–5	developing the Model using Decision tree	K6

Unit – I (15 Hours)

Big Data Overview - Data Structures - Analyst Perspective on Data Repositories - State of the Practice in Analytics - BI Versus Data Science - Current Analytical Architecture - Drivers of Big Data - Emerging Big Data Ecosystem and a New Approach to Analytics - Key Roles for the New Big Data Ecosystem - Examples of Big Data Analytics - Data Analytics Life Cycle: Data Analytics Life Cycle Overview – Discovery - Data preparation - Model planning - Model building - Communicate Results – Operationalize - Case Study: Global Innovation Network and Analysis (GINA).

Unit – II (15 Hours)

Introduction to R - Exploratory data analysis - Statistical methods for evaluation - Advanced analytical theory and methods: Clustering – Overview – K – means - Additional algorithm

Unit – III (15 Hours)

Overview - Apriori algorithm - evaluation of candidate rules - Applications of association rules - An Example: Transactions in a Grocery Store - The Groceries Dataset - Frequent Item set Generation - Rule Generation and Visualization - Validation and Testing – Diagnostics - Linear Regression: Use Cases - Model Description – Diagnostics - Logistic Regression - Use Cases - Model Description – Diagnostics - Reasons to Choose and Cautions - Additional Regression Models.

Unit – IV (15 Hours)

Decision Trees - Overview of a Decision Tree - The General Algorithm - Decision Tree Algorithms - Evaluating a Decision Tree - Decision Trees in R - Naïve Bayes - Bayes' Theorem - Naïve Bayes Classifier – Smoothing – Diagnostics - Naïve Bayes in R - Diagnostics of Classifiers - Additional Classification Methods

Unit – V (15 Hours)

Box - Jenkins Methodology - ARIMA Model - Autocorrelation Function (ACF) - Moving Average Models - ARMA and ARIMA Models - Building and Evaluating an ARIMA Model - Reasons to Choose and Cautions - Additional Methods - Text Analysis Steps - A Text Analysis Example - Collecting Raw Text - Representing Text -Term Frequency - Inverse Document Frequency (TFIDF) - Categorizing Documents by Topics - Determining Sentiments - Gaining Insights.

Book for Study

David Dietrich, Barry Heller, Beibei Yang (2015), *Data Science and Big Data Analytics-discovering, Analyzing ,Visualizing and presenting Data* , 1st Edition John willey & sons, Inc., India.

Book for Reference

1. Frank Ohlhorst (2013). *Big Data Analytics-Turning Big Data in to Big Money*, 1st Edition John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Jared Dean (2014). *Big data, Data Mining and Machine Learning*, 2nd Edition, John Wiley & Sons, Inc., Hoboken, New Jersey.
3. Jared P.Lander (2014), *R for Everyone*, Addison-Wesley, San Francisco.

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

Semester	Course code		Title of the Course					Hours		Credits	
III	21PCC3CC09		CORE – 09 : BIG DATA ANALYSIS					5		4	
Course Outcomes (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	1	1	3	3	2	3	1	2.3
CO–2	3	3	3	1	1	3	3	2	3	1	2.3
CO–3	3	3	3	1	1	3	3	2	3	1	2.3
CO–4	3	2	3	1	1	3	3	2	3	1	2.2
CO–5	3	3	2	1	1	3	3	2	3	1	2.2
Mean overall Score											2.26 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCC3CP04	SOFTWARE LAB IV: DATA ANALYTICS USING R	3	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	experimenting the various Data Analytics Methods	K1, K2
CO–2	visualizing the Dataset Attributes	K3, K4
CO–3	implementing various analytical algorithms	K5
CO–4	establishing the connectivity between data set and working environment	K6
CO–5	developing a Model for real time problem	K6

Exercises

I. Simple Exercise

1. Installing R and various packages in R.
2. Create a sequence vector and manipulate.
3. Creation of Data Frame and perform various operation.
4. Creation of list and perform various Operations
5. Create a simple vector and plot them as bar plot.
6. Load IRIS data set and perform the following
 - i) names()
 - ii) summary()
 - iii) str()
 - iv) head()
 - v) tail()
 - vi) Dim()

II. DATA SET LOADING AND MANIPULATION

7. Identify the various standard data set used in R and list them with their name, total attributes, total records and usage.
8. Load mtcars data set and perform descriptive statistics using summary(), str(), quartile(), aggregate()
9. Load cars data set and perform descriptive statistics using summary(), str(), quartile(), aggregate()
10. Identify the various finance related datasets available in Kaggle data repository and List them with data set name.

- i) Apply Descriptive Statistical Measure
 - ii) summary(), str(), quartile(), aggregate()
11. Identify the various Health care datasets available in Kaggle data repository and List them.
- i) Apply Descriptive Statistical Measure
 - ii) summary(), str(), quartile(), aggregate()
12. Identify the various Health care datasets available in UCI data repository and List them.
- i) Apply Descriptive Statistical Measure
 - ii) summary(), str(), quartile(), aggregate()
13. Reading different types of data sets (.xlsx, .csv) from Web / disk and writing in file in specific disk location.
- i) Reading Excel data sheet in R.
 - ii) Reading CSV dataset in R.
14. Load IRIS data set and perform the following
- i) Draw box and scatter plot.
 - ii) Find the outliers using plot.
 - iii) Plot the histogram, bar chart and pie chart on sample data.
15. Load the Relevant dataset from kaggle data repository and perform Clustering
16. Perform the Association rule using the Kaggle data set.
17. Apply the Classification algorithm on suitable dataset.
18. Load a data set and Perform the Regression
19. Load a suitable data set from Kaggle / UCI and analyze decision tree.
20. Load a suitable Data set from Kaggle / UCI and perform Bayes algorithm.

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

Semester	Course code		Title of the Course						Hours	Credits	
III	21PCC3CP04		SOFTWARE LAB IV: DATA ANALYTICS USING R						3	3	
Course Outcomes (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	1	3	3	2	3	1	2.4
CO-2	3	3	3	1	1	3	2	2	3	1	2.2
CO-3	3	3	2	1	1	3	3	2	3	1	2.2
CO-4	3	2	3	1	1	3	3	2	3	1	2.2
CO-5	3	3	2	1	1	3	3	2	3	1	2.2
Mean overall Score											2.24 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCC3ES03A	DSE-3: LOGISTICS AND SUPPLY CHAIN MANAGEMENT	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	gain understanding on logistics and logistics management	K1
CO-2	understand the importance of logistics outsourcing	K2, K3
CO-3	apply the logistics methods in supply chain management	K4
CO-4	analyze the importance of supply chain management	K5
CO-5	create knowledge on outsourcing supply chain management	K6

Unit – I (15 Hours)

Logistics and Logistics management: Definition - History and Evolution - Objectives – Elements - significance - Logistics interface with marketing - Retails logistics-functions – Emerging concept in logistics. Role of Logistics management - Integrated Logistics

Unit – II (15 Hours)

Logistics outsourcing - Logistics customer service & integrated logistics: logistics outsourcing - need – Reasons - Third party logistics provider - Fourth party Logistics providers (4 Pl) – Stages - Role of logistics providers - Customer service - importance elements - the order cycle system - distribution channels - Functions performed - Types designing - Logistical packaging.

Unit – III (15 Hours)

Logistics and Supply chain management: Concepts - inventory planning – transportation – packaging - inbound and outbound logistics - transport logistics - third party logistics [3PL] - fourth party logistics [4PL] - supply chain network - information sharing - supply chain coordination - supply chain relationship - distribution strategies

Unit – IV (15 Hours)

Supply chain management - Definition – Objectives – Evolution – Importance - Issues involved in developing SCM Framework - components - impact of globalization - impact of electronic data interchange on supply chain - Supply chain Integration – Stages - Barriers to internal integration - Achieving Excellence in SCM

Unit – V**(15 Hours)**

Outsourcing in Supply Chain Management (SCM) Need for our sourcing - Outsourcing risks – benefits - outsourcing process - New opportunities in SCM outsourcing - Myths of SCM outsourcing – Dimensions of Supply Chain Excellence - Forces influencing SCE Emotions, Physical and Financial Supply Chains - Check list for Excellence

Book for Study

Martin Christopher, (2016), *Logistics & Supply Chain Management*, kindle, 1st edition
Published by FT Publishing International

Book for Reference

1. Vinod V. Sople (2009) *Logistic Management* (2nd Edn.) Pearson Limited. Andhrapradesh
2. Donald J. Bowersox & David J. Closs: (2004), *Logistical Management*, Tata McGraw Hill Publishing Co. Ltd, New Delhi.
3. Satish C. Ailawadi & Rakesh Singh, (2005), *Logistics Management*, Prentice-Hall of India Pvt Ltd., New Delhi,
4. Donald Waters (2004), *Logistics*, 1st edition Published by Palgrave Macmillan, New York,

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

Semester	Course code		Title of the Course					Hours	Credits		
III	21PCC3ES03A		DSE-3 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT					5	4		
Course Outcomes (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	2	3	3	3	2	2	2.6
CO-2	3	2	3	2	2	3	3	2	2	3	2.5
CO-3	3	3	2	2	3	2	3	2	3	2	2.6
CO-4	2	3	2	3	2	2	3	2	2	3	2.4
CO-5	3	3	3	2	3	2	3	2	2	2	2.5
Mean overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCC3ES03B	DSE-3 : CHANGE MANAGEMENT	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the significance and importance of corporate social responsibility and its principles and practice in Indian context	K1
CO-2	acquire practical and applicable change management skills	K2
CO-3	gain self-confidence to use change management tools and models to design appropriate change plans for their workplace	K3, K4
CO-4	Apply various techniques and plan for implementing of change	K5
CO-5	to proactively engage with change processes in the workplace	K6

Unit – I (15 Hours)

Introduction to change: change evolution of an organization - inhibit change - Classification of Change - Mode of Change - Organizational Change: Introduction, forces of change - Images of managing change - Diagnosis for change - Organizational Transformation - Transformation Strategies- Nature of Organizational Change - Perspectives of Organizational Change - Communicating Change - Methods and Techniques for Communicating Change

Unit – II (15 Hours)

Process of change management and resistance to change: Phases of the Change Management Process - Change Management Process Control - Resistance to Change: Concept of Resistance to Change - Forms of Resistance - Reactions to Change - Resistance to Organizational Change Initiatives - Overcoming the Resistance to Change - Techniques to Overcome Resistance

Unit – III (15 Hours)

Strategies for implementing change: Implementation of Change - the Delta Technique - Developing an Implementation Plan - Gaining Support and Involvement of Key People - Developing Enabling Organizational Structures - Types of Change Management Strategies - Factors Affecting the Choice of a Change Strategy - Formulating and Facilitating Change - Facilitating Change - Implementing Change

Unit – IV (15 Hours)

Evaluating organizational change, change agent and culture: Concept of Monitoring and Evaluation of change - Measurement and Methods of Evaluation - Feedback Process - Continuous Incremental Change - Change Agents - Types of Change Agents - Role and

Competencies of a Change Agent - Change Agent Styles - Concept of Organizational Culture - Dimensions of Culture - Type of Culture - Assessing Organizational Culture - Role of Culture in Managing Change

Unit – V (15 Hours)

Organizational Development interventions: Organizational Development: Characteristics, assumptions of OD - Model of OD Action Research - OD Interventions - Selecting an OD intervention - classification of OD interventions - OD interpersonal interventions - OD team development interventions - OD intergroup development interventions

Book for Study

Ian Palmer, (2010), *Managing Organizational Change: A Multiple Perspectives Approach*, McGraw Hill, New Delhi

Books for Reference

1. Jerald M. Jellison, (2011), *Managing the Dynamics of Change*, McGraw Hill, New Delhi
2. Kirpatrick, D. L., (2015), *"Managing Change Effectively"*, Butterworth, New Delhi
3. Nilakant and Ramanarayan, (2012), *"Change Management"*, Response Books, New Delhi,

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

Semester	Course code		Title of the Course						Hours	Credits	
III	21PCC3ES03B		DSE-3 : CHANGE MANAGEMENT						5	4	
Course Outcomes (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	2	3	3	3	2	2	2.6
CO-2	3	3	2	3	2	3	3	2	2	3	2.6
CO-3	3	3	3	2	3	2	3	2	3	2	2.6
CO-4	3	3	2	3	2	2	3	2	2	3	2.5
CO-5	2	3	3	2	3	2	3	2	2	3	2.5
Mean overall Score											2.56 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCC3EG02	GE 2 : (BS) DYNAMICS OF HUMAN BEHAVIOUR IN BUSINESS	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand themselves	K1
CO-2	analyse their strength and weakness	K2
CO-3	evaluate others' mind	K3, K4
CO-4	plan their career	K5
CO-5	Learn to move with others	K6

Unit – I (12 Hours)

Understanding self - self concepts - individual behaviour as social animal - individual behaviour with others – Social behavior - society concepts - business behavior

Unit – II (12 Hours)

Perception – attitude - attitude formation - personality, determinants of personality, fear, anxiety, stress, depression, conflict

Unit – III (12 Hours)

Individual values vs social values, beliefs, customs, Norms, morality, discipline – ethical behaviour

Unit – IV (12 Hours)

Inter, intra personal development, rationality, role of communication in inter personal development, media influenced behaviour, behavior moulding

Unit – V (12 Hours)

Work - Nature of work, work environment and culture, current scenario (domestic and international), corporate behaviour and culture, cross culture management, understanding and meeting challenges of competitive business with human behaviour

Book for Study

Joseph CS , (2014), *Dynamics of Human Behaviour and abnormal Psychology*, 1st edition, published by Anmol Publication Pvt Ltd, New Delhi.

Books for Reference

1. Pooja Sharma, (2015), *Dynamics of Behaviour*, 2nd edition, published by books rivers, New Delhi.
2. Umashankar K and Chgrita Hg, (2019), *Behavioural Dynamics at the workplace*, published by Anmol Publication Pvt Ltd, Newdelhi.

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

Semester	Course code		Title of the Course						Hours	Credits	
III	21PCC3EG02		GE 2 (BS) : DYNAMICS OF HUMAN BEHAVIOUR IN BUSINESS						4	3	
Course Outcomes (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	Credits
IV	21PCC4CC10	CORE – 10: BUSINESS TAXATION	7	6

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	get a better understanding of the Indirect Taxation and Recent developments in Indirect taxes	K1, K2
CO–2	identify the reasons for the levy GST and Identify the Structure of GST	K2
CO–3	apply the concept of taxable supply, input tax credit and registration procedures and filing of returns as per GST Rules	K3
CO–4	through knowledge on the practical application of Tax Assessment under GST	K4, K5
CO–5	synthesis the taxable event of the levy of Customs duty in India and its Structure	K6

Unit – I (21 Hours)

Indirect Tax: Introduction - Features - Objectives of Taxation - Types of taxes - Direct and Indirect taxes - Indirect Tax structure - Merits and Demerits of Indirect Taxes - Recent Developments in Indirect Taxes - Goods and Services Tax Act 2016 - Introduction – Features – Benefits of GST Act.

Unit – II (21 Hours)

Goods and Service Tax: Introduction – Features – Advantages – Disadvantages – important Definitions - Taxable persons – Time of supply - of goods and services – Administrative set up – Classes of officers under Central and State goods and services Tax Act - Appointment of Officers – Powers of officers – Levy and collection of GST – Powers to grant exemption from tax.

Unit – III (21 Hours)

Registration: Procedure for registration under Schedule III – Special provisions relating to casual taxable person and non-resident taxable person – Amendment of registration – Cancellation of registration – Revocation of cancellation of registration.

Unit – IV (21 Hours)

Assessment of GST: Self - assessment – Provisional assessment – Scrutiny of returns – Assessment of non-filers of returns – Assessment of unregistered persons – Assessment in certain special cases – Tax Invoice – Credit and Debit Notes – Payment of Tax– Tax Deducted at Source – Electronic Commerce – Definitions - Collection of Tax at source – E-filing.

Unit – V**(21 Hours)**

Customs Act 1962: Important Definitions – Basics – Importance of Customs Duty – Constitutional authority for levy of Customs Duty – Types of Customs Duty – Prohibition of Importation and Exportation of goods – Valuation of goods for Customs Duty – Transaction Value – Assessable Value – Computation of Assessable Value and Customs Duty.

Book for Study

Balachandran, (2019), *Indirect Taxation*, Sultan Chand & Sons and Kalyani Publishers India

Books for Reference

1. S.R. Mohapatra and, Pratap Chandra Sahoo(2020) *Business Taxation*, Himalaya Publishing House, India
2. Mehrotra & Goyal (2015), *Indirect Taxes*, Sahitya Bhavan Publications, Agra
3. Parameswaran and Viswanatha, *Indirect Taxes - GST and Customs Law*, (2018), Kavin Publications, Coimbatore
4. Radhakrishnan, (2013), *Indirect Taxation*, Kalyani Publishers
5. *Background Material for Goods and Service Tax*. July, 2016. National Academy Of Customs Excise and Narcotics.

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21PCC4CC10		CORE – 10 : BUSINESS TAXATION						7		6	
Course Outcomes (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	Credits
IV	21PCC4ES04A	DSE- 4: INTERNATIONAL BUSINESS	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concepts of Domestic and International business	K1
CO–2	understand the modes of international business	K2
CO–3	apply the knowledge on cultural, social and ethical responsibilities of MNCs	K3, K4
CO–4	analyze the agreements based on the various laws for their businesses	K5
CO–5	create knowledge on foreign exchange management	K6

Unit – I (15 Hours)

Environment and challenges: Meaning, Significance, Process of evolution of international business and its development, Effect of Globalization on international - Difference between international business and domestic business, Factors, Reasons for growth in International business. Types of international organizations – Collaborative arrangements – licensing, franchising, management contracts, turnkey operations, joint ventures, equality alliance, strategic alliance, multinational enterprise: impact of each type on domestic firms.

Unit – II (15 Hours)

Modes of international business - Factors influencing the choice of a particular mode of International business - Various forms of contractual entry modes and challenges – Economic Environments - Importance of economic environments - Elements and its impact: Inflation, Unemployment, Income distribution, Gross Domestic Product, Gross National Income, Balance of Payments and Balance of Trade.

Unit – III (15 Hours)

Laws, regulation and institutional framework: Global trading environment, Trade In commodities, Commodity agreements, Trade blocs, Bilateral and Multilateral Trade laws, General Agreement on Tariffs and Trade (GATT) and World Trade Organisation(WTO), United Nations Conference on Trade and Development. (UNCTAD) , Regional Trading Agreements and North American Free Trade Agreement (NAFTA), Association of Southeast Asian Nations (ASEAN), Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), Agreement on Trade-Related Investment Measures (TRIMs) National Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of foreign direct investment (FDI) in India, Problems and prospects for Indian business.

Unit – IV**(15 Hours)**

Foreign exchange exposure - Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import - Meaning, Merits and demerits, characteristics, types, strategic advantages to an economy - Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents

Unit – V**(15 Hours)**

Cultural environments faced by businesses, ethical and social responsibilities of MNCs Nature of assumptions, Major causes of cultural difference and change, Behavioral factors influencing countries' business practices, , Impact of cultural differences on Communication, Negotiation & Decision Making, Management of Cultural Diversity and General cultural guidelines for companies that operate internationally. Concepts, Principles, Ethical issues: Sustainability, Global warming and Kyoto Protocol, Labour Issues

Book for Study

Francis Cherunilam, (2019), *International Trade & Export Management*, 21st edition, published by Himalaya Publishing House,

Books for Reference

1. Francis Cherunilam, (2017), *International marketing*, 15th Revised edition, Himalaya Publishing House, Chennai
2. Ricky Griffin, Michael Pustay, (2014), *International Business: A managerial Perspective*, Eighth edition published by Pearson, New York.
3. John Wild and Kenneth L.Wild (2002), *International Business* published by Pearson, New York.

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

Semester	Course code		Title of the Course						Hours	Credits	
IV	21PCC4ES04A		DSE – 4 : INTERNATIONAL BUSINESS						5	4	
Course Outcomes (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	3	3	2	2	2.6
CO-2	3	2	2	3	2	2	3	2	2	2	2.3
CO-3	3	2	2	2	3	2	3	3	3	3	2.6
CO-4	3	2	3	2	2	2	3	2	2	2	2.3
CO-5	3	3	3	2	3	3	2	2	2	3	2.6
Mean overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCC4ES04B	DSE – 4 : KNOWLEDGE MANAGEMENT	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the terms of knowledge and concepts of knowledge	K1
CO–2	acquire exposure on the knowledge management tools	K2
CO–3	realize the importance of capturing knowledge elements and its structures	K3, K4
CO–4	apply as a competitive advantage to business and society	K5
CO–5	apply KM Strategy, GAP Analysis, Road Map and KM Metrics	K6

Unit – I (15 Hours)

Introduction – History - Importance - Strategy - Prioritizing knowledge strategies
Knowledge Economy – Technology and Knowledge Management – Knowledge Management Cycle - Industrial Economy to Knowledge Economy

Unit – II (15 Hours)

Knowledge Attributes – Fundamentals of knowledge formation – Tacit and Explicit knowledge – Knowledge sourcing, abstraction, conversion and diffusion

Unit – III (15 Hours)

Social Nature of Knowledge, Social Network Analysis, Obstacles to knowledge sharing, Organizational learning & Social Capital – Knowledge Application – Individual level, Group level & Organization Level

Unit – IV (15 Hours)

KM Strategy, Knowledge audit, GAP Analysis, Road Map, KM Metrics, Balance Score Card. KM Tools – Knowledge Capture & Creation tools, Knowledge sharing & Dissemination Tools, Knowledge Acquisition & Application tools.

Unit – V (15 Hours)

Km Team – Roles & Responsibilities, Political issues in KM, Ethics in KM, Strategies issues in Knowledge Management, Future of Knowledge Management.

Book for Study

Awad Elias M, “*Knowledge Management*”, Prentice Hall India Learning Private Limited, 2nd edition 2011

Books for Reference

1. Sudhir Warier, *Knowledge Management*, Vikas Publishing House Private Limited 2003

2. Kai Mertins, Peter Heisig , Jens Vorbeck, “*Knowledge Management: Concepts and Best Practices*”, 2nd edition , Springer Nature Publications, 2008

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21PCC4ES04B		DSE – 4 : KNOWLEDGE MANAGEMENT						5		4	
Course Outcomes (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	3	3	3	2	2	2.5	
CO-2	3	3	2	3	2	3	3	2	2	3	2.6	
CO-3	3	3	3	2	3	2	3	2	3	2	2.6	
CO-4	2	3	2	3	2	2	3	2	2	3	2.4	
CO-5	2	3	3	2	3	2	3	2	2	2	2.4	
Mean overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCC4CC11	CORE – 11: FINANCIAL ACCOUNTING PACKAGE – TALLYPRIME	3	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	gain and Understand the basic principles and concepts of accounting	K1, K2
CO–2	provide knowledge of Tally Prime application and Accounting Package	K3
CO–3	apply and practice the various Accounting and Inventory vouchers	K3
CO–4	learn the knowledge on TDS-TCS and VAT Calculations	K4
CO–5	create an GST and maintenance of various reports	K5, K6

Unit – I (9 Hours)

Computerized Accounting - Tally – Introduction - Importance – Features - Company Data: Creating And Maintaining a Company - Loading a company-Maintain a Group Summary - Configuration - Company Features Accounting Features - Inventory Features - Statutory Features - TSS Features - Audit Features – Add - On Features - Accounting Information: Groups – Ledgers – Financial Problems - Trail Balance – Day book.

Unit – II (9 Hours)

Voucher Entries (Accounting Vouchers): Contra Vouchers - Payment Vouchers - Receipt Vouchers - Journal Vouchers - Purchase Vouchers - Sales Vouchers - Debit Note Voucher - Credit Note Voucher - Post Dated Cheque Entry - Inventory Vouchers - Optional & Non - Accounting Vouchers - Order Processing Vouchers - Advance Vouchers.

Unit – III (9 Hours)

Inventory Information: Inventory Configuration & Features - Stocks Groups - Stock Category - Stock Items - Unit of Measures – Godowns – Inventory Vouchers - Advanced Accounting & Inventory Features:- Cost Category - Cost Center – Budget – Creation – Alteration - Cheque printing - Scenario Management - Job Costing – VAT, CST, Point Of Sale (POS) - Item Cost Tracking - Reorder Level And Reorder Quantity - Multi Address – Reports.

Unit – IV (9 Hours)

Technological advantages in ERP 9 – Export – Import data - ODBC connectivity – connecting tally data into MS word document and excel worksheet – Backup - Restore. TDS -TCS.GST (Goods and Service Tax):- Creating GST classifications – Updating – Setting – Providing – Recording GST details - Other Scenarios - Payroll Preparations – Features.

Unit – V**(9 Hours)**

Tally Prime 1.0 - Introduction - Features – Process for setting up TallyPrime - Configuration Setup – Application Path Install - Startup – Basics – Billwise accounts – TallyPrime with Banking and Reports.

Book for Study

Asok K. Nadhani (2018), *Tally ERP 9 Training Guide*, 4th Revised & Updated Edition
Paperback

Book for Reference

GST Using Tally ERP 9, 2019, Tally Education Pvt. Ltd, Published by Sahaj Enterprises

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

Semester	Course code		Title of the Course					Hours		Credits	
IV	21PCC4CC11		CORE – 11 : FINANCIAL ACCOUNTING PACKAGE – TALLYPRIME					3		3	
Course Outcomes (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	3	3	2	2	2.6
CO–2	3	2	2	3	2	2	3	2	2	2	2.3
CO–3	3	2	2	2	3	2	3	3	3	3	2.6
CO–4	3	2	3	2	2	2	3	2	2	2	2.3
CO–5	3	3	3	2	3	3	2	2	2	3	2.6
Mean overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCC4CP05	SOFTWARE LAB – 5: FINANCIAL ACCOUNTING PACKAGE – TALLYPRIME	4	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	extract profit and loss account and balance sheet through ledger account balances and adjustment entries	K1
CO–2	pass entries for transactions in accounting vouchers with or without stock items	K2
CO–3	pass entries for transactions requiring special features such as TDS, VAT, CST,GST Cost centers and Payrolls	K3, K5
CO–4	carry out order processing and maintain accounting records along with inventory records and generate reports	K4
CO–5	work as an accountant or a storekeeper in the computerized environment of business organizations	K5, K6

Exercise

1. F11: Company Features (Accounting, Inventory, Statutory & Taxation)
2. F12: Configuration setup
3. Tally Prime Screen - Company creation, Alter, delete, Shut
4. Ledger Creation – Single, Multiple (Create, Display, Alter)
5. Group Creation - Single, Multiple (Create, Display, Alter)
6. Final A/Cs with adjustments (Trading, Profit and Loss A/c, Balance Sheet)
7. Income & Expenditure (Non-Trading)
8. Accounting Vouchers
9. Cost / Profit Centre Management : Cost centre, Cost Category
10. Payroll preparation : Salary, Employee benefits, reports
11. Budget & Scenario Management – Maintain Budget and control – Journal Vouchers
12. Inventory Management : Stock Group, Stock Categories, Stock Items and Godown
13. Order processing : Purchase order, Sales order
14. Inventory vouchers
15. Invoicing, Purchase Management, Sales Management
16. Bills Payable and receivable
17. Accounting books and reports
18. Generation of inventory books, Import of Data, reports and Ratio analysis
19. TDS, TCS, FBT, VAT, CST, Service Tax and Excise
20. GST (Goods, Services and Tax) – Exercises

21. Income Tax filling & returns – Exercises & overview

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

Semester	Course code	Title of the Course					Hours	Credits			
IV	21PCC4CP05	SOFTWARE LAB – 5 : FINANCIAL ACCOUNTING PACKAGE – TALLYPRIME					4	4			
Course Outcomes (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	2	3	3	2	2.5
CO-2	3	2	3	2	3	2	2	3	3	2	2.5
CO-3	1	3	2	1	3	2	1	2	2	3	2.0
CO-4	3	1	3	3	1	3	2	3	3	1	2.3
CO-5	1	3	2	1	3	2	3	2	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCC4CC12	CORE – 12 : SOFTWARE ENGINEERING	5	5

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Acquire knowledge in various software development models	K1
CO–2	understand and analyze software requirements specifications for different projects	K2, K4
CO–3	explain the design concepts, analyze and apply the concepts to design architectural, component level & User interface models, list the golden rules	K3, K4
CO–4	apply Different Testing and Debugging Techniques to Evaluate the Software	K3, K5
CO–5	develop the Software	K6

Unit – I (15 Hours)

Software Engineering: introduction - The Evolving Role of Software – Software - The changing nature of software - Software Myths. A generic View of Process: A Layered technology - process models: The Waterfall Model - Evolutionary Process Models.

Unit – II (15 Hours)

System Engineering: Computer - Based Systems - The System Engineering Hierarchy. Requirement Engineering: Requirements Engineering Tasks - Initiating the Requirement Engineering Process - Eliciting Requirements - Building the Analysis Model - Requirement Analysis - Data Modeling Concepts - Flow Oriented Modeling - Class based Modeling - Creating Behavior Model.

Unit – III (15 Hours)

Design Engineering: Design process and Design Quality - Design Concepts - The Design Model - Creating the Architectural Design: Software Architecture - Data Design - Architectural Design - Mapping Data Flow into Software Architecture. Modeling component level design: Designing class based components - Performing User Interface Design: The Golden Rules – User Interface Analysis and Design - Interface Analysis - Interface Design Steps - Design Evaluation.

Unit – IV (15 Hours)

Testing Strategies: A Strategic Approach of Software Testing - Test strategies for Conventional Software and Object Oriented Software - Validation Testing - System Testing - The art of Debugging - Testing Tactics: Software Testing Fundamentals - White Box Testing

-Basis Path Testing - Control Structure Testing - Block Box Testing - Object Oriented Testing Methods.

Unit – V

(15 Hours)

Project Management: The Management Spectrum - The People - The Product - The Process - The Project. Estimation: The Project Planning Process – Resources - Software Project Estimation - Decomposition Techniques - Empirical Estimation Models. Project Scheduling Project scheduling – Scheduling - Quality Management: Quality Concepts - Software Quality Assurance - Formal Technical Reviews

Book for Study

Roger S. Pressman (2015). “*Software Engineering*”, McGraw Hill, Education, 8th Edition, New York

Books for Reference

1. Richard E. Fairley (2014), *Software Engineering Concepts*, Tata McGraw-Hill Publishing Company Limited, New Delhi.
2. Ali Behfroz and Frederick J. Hudson (2003), “*Software Engineering Fundamentals*”, Oxford University Press, New York.
3. Carlo Ghezzi, Mehdi Jazayeri, Dino Mandrile (2002), “*Fundamentals of Software Engineering*”, Prentice Hall of India, New Delhi.

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

Semester	Course code		Title of the Course						Hours	Credits	
IV	21PCC4CC12		CORE – 12 : SOFTWARE ENGINEERING						5	5	
Course Outcomes (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	1	2	3	3	2	1	2	2.1
CO-2	3	2	3	2	1	3	2	3	2	2	2.3
CO-3	2	2	3	2	2	2	3	2	2	2	2.2
CO-4	3	3	3	1	2	3	3	3	1	2	2.4
CO-5	2	3	3	1	2	2	3	3	2	1	2.2
Mean overall Score											2.24 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCC4PW01	PROJECT WORK & VIVA VOCE	6	5

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	analyse the concepts of social issues and problems and personality, perception and learning in Organizations	K1, K2
CO-2	determine the individual and group behaviour in the workplace	K3
CO-3	design motivational techniques for job design, employee involvement, incentives, rewards & recognitions	K3
CO-4	manage effective groups and teams in organizations	K4, K5
CO-5	analyze various job-related attitudes and get employment opportunities	K6

1. Vision, mission and objectives of business organization
2. Organizational structure in business organizations
3. Business functions in a business firm
4. Organization type the business under study fits in
5. SWOT analysis for a business organization
6. Key Result Areas of a business organization
7. Business growth over years with appreciation of enablers and barriers

Course Delivery

1. The organization should be sufficiently large with all departments such as human resources (HR), production, marketing and finance.
2. Students are required to be in touch with their mentor while choosing the organization and till the completion of the study. They need to appraise the faculty-mentor about the progress of the OST on a weekly basis.
3. Students will be provided with an introduction letter by Associate Dean to enable them to approach companies for undertaking the Project.
4. Students have to do a self-study on the types of business organizations clearly identifying the advantages and disadvantages of every type. Further they need to map and relate their organization of study to its type.
5. Students need to keep a soft copy of draft of the report. Some of the broad chapters of report can be as follow.
 - a) Introduction to Organization
 - b) Organization Structure
 - c) Functional Departments
 - d) SWOT Analysis

- e) Functional Highlights across Key Result Areas (financial performance, marketing performance etc., over the years)
- f) Findings, Recommendations and Conclusions

Project work should cover the following topics.

- a) Organization's history
- b) Profile of the product
- c) Mission, objectives and strategies of the organization
- d) Organization chart - Design & Structure
- e) Policies and procedures followed
- f) Functions of various departments and their managers
- g) SWOT analysis of the organization
- h) Key Result Areas (KRAs) of the organization
- i) Significant factors for success
- j) System of accounting followed
- k) Product promotional measures
- l) Career planning and promotion policy of employees
- m) Training measures
- n) System followed for purchase of materials
- o) HRD measures (including welfare measures)
- p) Manpower planning
- q) Performance appraisal system
- r) Financial highlights during the last three years
- s) Future plans for growth of the organization
- t) Views of managers at various levels and non-managerial staff by detailed interaction.
- u) Advantages and drawbacks of the organization structure
- v) Recommendations to overcome the drawbacks.
- w) Modifications, if any, to the organization structure.

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCC4CE01	COMPREHENSIVE EXAMINATION	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand different types of logical and physical components of a data base, Tally ,Components of Storage System Environment	K1
CO–2	assess the concepts of personality, perception and learning in Organizations	K2, K3
CO–3	analyze various job-related attitudes	K4
CO–4	design motivational techniques Understand different types of logical and physical components of a storage infrastructure for job, Laws protecting employees, incentives, rewards & recognitions for motivation	K5
CO–5	manage effective supply chain in the organizations for outsourcing	K6

Unit – I

Decision theory - Basic concepts: quantitative approach to managerial decision – making - Linear programming - Financial decision – making - Features and significance of Capital budgeting - Concepts of Working Capital - Importance of communication - Effective Communication Trends

Unit – II

Motivation - Work life balancing – Methods and elements of costing - process and marginal costing – TimeManagement - Improving Personality - problems encountered by researchers in India – research report - Environment and challenges international business - Cultural environments facing business, ethical and social responsibilities of MNCs

Unit – III

Provision's relating to health, safety, welfare, working hours, leave etc., of workers - Employer's liability for compensation – payment of bonus - set on and set off allocable surplus - regulation of condition of work for children.

Unit – IV

Data base systems - distributed databases - Features of Python - File Handling - Data Structures - Exploratory data analysis - Decision Trees - Technological advantages in ERP 9 - Configuration Setup - Components of Storage System Environment

Unit – V

Role of Logistics management - Importance - Issues involved in developing SCM Framework
- components - New opportunities in SCM outsourcing - Individual values vs social values -
Inter, intra personal development - Objectives of Taxation - Types of taxes

Books for Study

1. Kapoor V.K and Sumant Kapoor: (2008) “*OR Techniques for Management*”- 1st edition, published by Sultan Chand & Sons - New Delhi
(Unit I and unit II)
2. Chandra Prasanna (2019) *Financial management, Theory and Practice* McGraw Hill Education Publishing, Chennai
(Unit III)
3. S K Singh, “*Database Systems Concepts, Design and Applications*”, 1st Edition, Pearson Education, 2009
(Unit IV)
4. Martin Christopher, (2016), *Logistics & Supply Chain Management*, kindle , 1st edition Published by FT Publishing International
(Unit V)

Books for Study

1. Kapoor N.D., (2006) *Industrial Law*, 1st edition Published by Sultan Chand Publications, New Delhi
2. Dr. K. Alex, ‘*Managerial skills*’, Person Publication, New Delhi.2013 **(Unit II)**
3. S.P. Jain & K.L. Narang: *Cost accounting* - Kalyani Publication- New Delhi ,2015
4. Kapoor N.D., (2006) *Industrial Law*, 1st edition Published by Sultan Chand Publications, New Delhi.**(Unit III)**
5. Asok K. Nadhani (2018), *Tally ERP 9 Training Guide*,4th Revised & Updated Edition Paperback **(Unit IV)**
6. Sharma RC & Krishan Mohan, (2017), *Business Correspondence & Report Writing*, Tata McGraw Hill Publishing Co. Ltd. New Delhi. **(Unit I)**
7. Balachandran, (2019), *Indirect Taxation*, Sultan Chand & Sons and Kalyani Publishers **(Unit V)**
8. Martin Christopher, (2016), *Logistics & Supply Chain Management*, kindle , 1st edition Published by FT Publishing International **(Unit V)**

M. Com. (CA)
COMMERCE COMPUTER APPLICATION
SYLLABUS - 2018

SCHOOL 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)

POSTGRADUATE 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 TANSCH 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 practical, field visits, tutorials and nature of project work.

For PG courses, a student must earn a minimum of 110 credits as mentioned in the table below. The total number of minimum courses offered by a department are given in the course pattern.

POSTGRADUATE COURSE PATTERN (June 2018 onwards)

Part	Semester	Specification	No. of Courses	Hours	Credits	Total Credits
1	I-IV	Core Courses Theory Practical	12-14 3-6	84	68	81
	II	Self-Paced Learning	1	-	2	
	III	Interdisciplinary Core	1	6	5	
	IV	Comprehensive Examination Project Work	1 1	- 6	2 4	
2	I-III	Core Electives	3	12	12	12
3	II	IDC (Soft Skills)	1	4	4	12
	III	IDC (WS) IDC (BS)	1 1	4 4	4 4	
4	I	Extra Credit Courses-1 (MOOC)	1	-	(2)	(4)
	III	Extra Credit Courses-2 (MOOC)	1	-	(2)	
5	IV	Outreach Programme (SHEPHERD)	1	-	5	5
		TOTAL		120		110 (+4 extra credits)

Note: IDC: Inter-Departmental Courses, BS: Between School, WS: Within School

However, there could be some flexibility because of practical, field visits, tutorials and nature of project work. For PG courses, a student must earn a minimum of 110 credits. The total number of courses offered by a department is given above.

Course Pattern

The Post-Graduate degree course consists of five vital components. They are core course, core electives, IDCs, Extra credit courses, and the Outreach Programme.

Core Courses

A core course is the course offered by the parent department related to the major subjects, components like theories, practicals, Inter disciplinary core, self paced learning, comprehensive examination, Project work, field visits, library record and etc.

Inter-disciplinary Core

Inter-disciplinary Core should be shared by the various Departments of every School. This course should be opted by all the students belonging to the particular school. Each department of the respective school should allocate themselves the schedule and the units of the course.

Core Elective

The core elective course is also offered by the parent department. The objective is to provide choice and flexibility within the department. There are three core electives. They are offered in different semesters according to the choice of the school.

Extra Credit Courses

In order to facilitate the students gaining extra credits, the extra credit courses are given. According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL etc.

Inter-Departmental Courses (IDC)

IDC is an interdepartmental course offered by a department / School for the students belonging to other departments / school. The objective is to provide mobility and flexibility outside the parent department / School. This is introduced to make every course multi-disciplinary in nature. It is to be chosen from a list of courses offered by various departments.

There are three IDCs. Among three, one is the Soft-Skill course offered by the JASS in the II Semester for the students of all the Departments. The other one is offered "With-in the school" (WS) and the third one is offered "Between the school" (BS). The IDCs are of application oriented and inter disciplinary in nature.

Subject Code Fixation

The following code system (9 characters) is adopted for Post Graduate courses:

Year of Revision	PG Code of the Dept	Semester	Specification of Part	Running number in the part
↓	↓	↓	↓	↓
18	P##	x	x	xx
18	PCC	1	1	01

For Example :

IMCom CA- Comm Comp Appn, first semester 'Research Methodology'

The code of the paper is **18PCC1101**.

Thus, the subject code is fixed for other subjects.

Specification of the Part

- I - Core Courses: (Theory, Practical, Self paced Learning, Inter-disciplinary Core, Core, Comprehensive Examination, Project work)
- II - Core Electives
- III - Inter Departmental Courses (WS, Soft Skill & BS)
- IV - Extra credit courses
- V - Outreach Programme (Shepherd)

EXAMINATION

Continuous Internal Assessment (CIA):

PG - Distribution of CIA Marks	
Passing Minimum: 50 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
CIA	100

Mid-Semster & End-Semester Tests

Centralised – Conducted by the office of Controller of Examinations

1. Mid-Semester Test & End-Semester 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-Semester and End-Semester Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS; TRUE / FALSE; and FILL-IN 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 (Courses) of the Semester.
6. English Composition once a fortnight will form one of the components for UG General English

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 marks

Part-B: 25 x 3 = 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

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

- The classification of final results shall be based on the CGPA, as indicated in the following Table-2.
- For the purpose of Classification of Final Results, the candidates who earn the CGPA 9.00 and above shall be declared to have qualified for the Degree as 'Outstanding'. Similarly, the candidates who earn the CGPA between 8.00 and 8.99, 7.00 and 7.99, 6.00 and 6.99, and 5.00 and 5.99 shall be declared to have qualified for their Degree in the respective programmes as 'Excellent', 'Very Good', 'Good', and 'Above Average' respectively.
- 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
Below 50	NA	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
Below 5.00	RA	Re-appearance

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

A Pass in Outreach Programme (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 Post Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) is _____ and the class secured _____ by completing the minimum of 110 credits.

The candidate has also acquired _____ (if any) extra credits offered by the parent department courses.

**M. Com. (CA) - Commerce Computer Application
Course Pattern - 2018 Set**

Sem.	Code	Course	Hr	Cr
I	18PCC1101	Research Methodology	6	6
	18PCC1102	Financial Management	7	6
	18PCC1103	Marketing Management	6	5
	18PCC1104	Internet Concepts	4	3
	18PCC1105	Software Lab-I: Web Designing	3	2
	18PCC1201A	Core Elective-I: Entrepreneurship Development (OR)	4	4
	18PCC1201B	Core Elective-I: E-Commerce		
	18PCC1401	Extra Credit Course: MOOC	-	(2)
Total for Semester I			30	26
II	18PCC2106	Cost Accounting	6	6
	18PCC2107	Database Systems	4	3
	18PCC2108	Software Lab-II: RDBMS	3	2
	18PCC2109	Managerial Skills	5	4
	18PCC2110	Labour Legislations	4	2
	18PCC2111A	Self-paced Learning: Corporate Culture and Practices	-	2
	18PCC2111B	Self-paced Learning: Event Management		
	18PCC2111C	Self-paced Learning: Cross Culture Management		
	18PCC2111D	Self-paced Learning: Customer Relationship Management		
	18PCC2111E	Self-paced Learning: Modern Banking		
	18PCC2111F	Self-paced Learning: Disaster Management		
	18PCC2202A	Core Elective-II: Fundamentals of Insurance (OR)	4	4
	18PCC2202B	Core Elective-II: Knowledge Management Systems		
	18PSS2301	IDC-I: Soft Skills	4	4
Total for Semester II			30	27
III	18PCC3112	Operations Research	6	5
	18PCC3113	OOP with C++ and JAVA	3	2
	18PCC3114	Software Lab-III: Object-Oriented Programming	3	2
	18SMS3101	Inter-disciplinary Core: Human Resource Management	6	5
	18PCC3203A	Core Elective-III: Company Law (OR)	4	4
	18PCC3203B	Core Elective-III: NGO Management		
	18PCC3301	IDC (WS): Stress Management	4	4
	18PCC3302	IDC (BS): Social Psychology	4	4
	18PCC3402	Extra Credit Course: MOOC	-	(2)
Total for Semester III			30	26
IV	18PCC4115	Business Taxation	5	5
	18PCC4116	Financial Accounting Package-Tally ERP-9	4	4
	18PCC4117	Software Lab: Financial Accounting Package Tally ERP-9	3	2
	18PCC4118	Teaching & Research Aptitude	4	3
	18PCC4119	Software Lab: Computer Application in Business Statistics	3	2
	18PCC4120	Management Information System	5	4
	18PCC4121	Comprehensive Examination	-	2
	18PCC4122	Project Work	12	4
Total for Semester IV			36	26
I – IV	18PCC4501	Outreach Programme (SHEPHERD)	-	5
Grand Total			122	110

Programme Outcomes (POs):

1. Post graduate students are to be passionately engaged in self learning activities where they can apply new ideas in order to acquire employability/ self-employment.
2. Post graduate students are trained to take up entrepreneurship.
3. Post graduate students are trained to be competent and more serious about their life and the nation.
4. Post graduate students are trained self learning.
5. Post graduate students are imparted with a broad conceptual background in the Computing sciences / Management studies/ Accountancy

Programme Specific Outcomes (PSOs):

1. Analytical Thinking Skills
2. Social Skills
3. Communication and Presentation Skills
4. Knowledge and Employability Enhancement
5. Information Technology/Techniques
6. Special Accounting and Tally knowledge
7. Entrepreneurial Skills and Leadership Skills
8. Research experiences and exposure

Semester I
18PCC1101

Hours/Week: 6
Credits : 6

RESEARCH METHODOLOGY

Course Outcomes:

1. Understand the process of research
2. Understand the concepts of sampling and tools for data collection and analysis.
3. Learn how to enter the collected data
4. Learn complex random samplings designs
5. Understand the statistical tools suitable for the research problem
6. Recognize the conceptual framework of Testing, graphic presentation
7. Appreciate primary sources and secondary sources
8. Discuss the importance of Report Writing.

Unit - I: RESEARCH METHODOLOGY: AN INTRODUCTION (15 hr)

Meaning of Research - Objectives of Research - Types of Research - Research Approaches - significance of Research – Research and Scientific Method - importance - research process - criteria of good research - problems encountered by researchers in India.

Unit - II: DEFINING THE RESEARCH PROBLEM (15 hr)

Research Problem – selection of the problem – techniques involved in defining problem – Meaning of Research Design – need - features concepts - types.

Unit - III: SAMPLING DESIGN (15 hr)

Census and sample survey - steps in sampling design – criteria of selecting a sampling procedure - characteristics of good sample design - different types of sample designs - Random sample from an infinite universe - complex random sampling designs – collection of data - primary sources and secondary sources. (OOC Based Learning)

Unit - IV: PROCESSING AND ANALYSIS OF DATA (15 hr)

Editing - Coding - Classification - tabulation – Graphic presentation- Testing of hypothesis- steps in hypothesis testing- content analysis - processing of data - analysis of data. – Types of Test – ANOVA- F – test- t – test- chi-square.

Unit - V: INTERPRETATION AND REPORT WRITING (15 hr)

Meaning of interpretation - techniques of interpretation - precaution in interpretation - Research report - significance - precautions - mechanism - steps - layout - types - oral presentation.

Text Book

1. Kothari- C.R.- (2010)- Research Methodology Methods and Techniques- Wishwa Prakashan- New Delhi.

References

1. Wilkinson and Bhandarkar- (2008)- Methodology and Techniques of Social Research- Himalaya Publishing House- Mumbai.
2. Krishnaswami- O.R. (2003)- Methodology of Research in Social Sciences- Himalaya Publishing House- Mumbai.

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

Semester I	Code 18PCC1101	Title of the Paper RESEARCH METHODOLOGY												Hours 6	Credits 6
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	3	5	3	5	4	4	4	4	4	4	5	4.00	
CO2	4	3	2	4	4	5	3	4	4	5	4	4	5	3.92	
CO3	4	4	3	5	4	4	4	3	4	3	3	4	4	3.70	
CO4	4	4	2	4	4	5	4	4	4	4	4	5	5	3.92	
CO5	4	5	3	3	3	4	3	2	5	3	3	4	3	3.46	
CO6	5	4	3	3	4	5	4	4	3	4	3	3	4	3.69	
CO7	4	5	2	4	3	3	3	3	2	4	5	4	5	3.61	
CO8	4	4	3	4	4	5	4	3	5	4	4	3	4	3.92	
Overall Mean Score for COs														3.77	

Result: The Score for this Course is 3.77 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I
18PCC1102**

**Hours/Week: 7
Credits : 6**

FINANCIAL MANAGEMENT

Course Outcomes:

1. Know objectives- scope and how it has evolved over a period of time
2. Analyze a company's optimum capital structure and identify key factors involved in
3. Establish a company's worldwide capital structure.
4. Discuss the importance of capital investment planning and control
5. Learn how to enter the collected data and how to utilize the funds fruitfully.
6. Understand the conceptual framework of working capital requirement and estimation.
7. Explore the knowledge on Role of SEBI in Capital Issues and Time Value of money concepts.
8. Show how to take account of a firm's financing mix in evaluating investment decisions.

Unit-I (18 hr)

Objectives and functions of financial Management - Role of Financial Management in the organisation – Risk and Return relationship. Time value of money concepts – Financial Markets in India – Primary and secondary market and their characteristics. Sources of Long term finance - Role of SEBI in Capital Issues.– SEBI Guidelines and Regulation. Time Value of money concepts: Problems

Unit-II (17 hr)

Cost of Capital - computation for each source of finance and weighted average cost of capital - EBIT - EPS Analysis – operating Leverage - Financial Leverage-combined leverage.

Unit-III (17 hr)

Capital Budgeting – Conflict in criteria for evaluation – Capital Rationing - Risk analysis in Capital Budgeting – Sectoral risk analysis.

Unit-IV (17 hr)

Capital Structure Theory - Net Income Approach – Net Operating Income Approach – MM Approach - Dividend Policy - Types - Dividend Policy and share valuation – CAPM – Interest rate parity theory- Inflation parity theory- Arbitrage.

Unit-V (17 hr)

Concepts of working Capital –Nature – Objectives – Needs – Trade off between profitability and risk – Financing mix – Hedging and conservative approach working capital policies – Factors affecting working capital requirements – Working capital estimation.

Text Book

1. Pandey I.M 2012. Financial Management- New Delhi: Vikas Publishing House Pvt.Ltd.

Reference Books

1. Chandra- Prasanna- 2008. Financial Management: Theory and Practice. New Delhi: Tata McGraw Hill Publishing Co. Ltd.-
2. Financial management – Ramachandran -srinivasan
3. P.V.Kulkarni- B.G.Sathya Prasad- Financial Management- Himalaya Publishing House – nineth revised edition – 2009.

Theory : 30% Problem: 70%

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

Semester I	Code 18PCC1102	Title of the Paper FINANCIAL MANAGEMENT																Hours 7	Credits 6
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	2	5	3	5	4	3	4	5	4	4	5				4.00		
CO2	5	3	2	4	4	5	3	4	3	5	4	4	5				3.92		
CO3	5	4	2	5	4	4	4	3	4	3	3	4	4				3.70		
CO4	5	4	2	4	5	3	3	4	4	5	4	3	5				3.92		
CO5	4	5	3	3	3	4	3	2	5	3	3	4	3				3.46		
CO6	5	4	2	3	4	5	4	4	3	4	3	3	4				3.69		
CO7	4	5	2	4	3	3	3	3	2	3	5	5	5				3.61		
CO8	5	4	2	4	4	5	4	3	5	4	4	3	4				3.92		
Overall Mean Score for COs																		3.77	

Result: The Score for this Course is 3.77 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
18PCC1103

Hours/Week: 6
Credits : 5

MARKETING MANAGEMENT

Course Outcomes:

- 1) To understand the conception framework of mm
- 2) To examine the concept of product development and pricing
- 3) To analyses the various levels of distribution in marketing
- 4) To identify the role of adversity in the field of marketing
- 5) To be familiar with the importance of sale promotion in marketing
- 6) To interpret the various types of sales promotion programs
- 7) To reflect on the needs of marketing research and its importance in decision making
- 8) To enumerate the concepts of product life cycle, product mix and different strategies of fixing a price

Unit-I (15 hr)

Definition and Meaning of marketing - Marketing Management –concept-nature-importance- Functions- Principles-strategy- Scope and Problems - Difference between Sales Management and Marketing Management - Marketing Organization Structure- marketing planning

Unit-II (15 hr)

Product Development-New Product Planning and Development-Steps in New Product Development – Management of Product Life Cycle-Product Line-product differentiation- and Product Mix - Strategies-Pricing-Objectives of Pricing Decisions-Factors influencing Pricing Decisions – Process of Price determination –customer loyalty- Kinds of Pricing- branding-brand audit-packaging-labelling (OOC Based Learning)

Unit-III (15 hr)

Channels of Distribution-Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel - middlemen in distribution - Kinds-Functions- Elimination of Middlemen-benefits and problems.

Unit-IV (15 hr)

Promotion - Meaning and Definition of Advertising - Advertising and Publicity - Objectives of Advertising-Functions - Benefits of Advertising - Advertisement copy - Qualities of a good copy - Elements of an Advertising copy - Objections against Advertisement copy - Media of Advertisement -

Factors governing the selection of the Media-Advertising Agencies-Meaning and Definition-Benefits or Services of an Advertising Agency.

Unit-V (15 hr)

Sales promotion-meaning- definition- objectives- importance and causes - sales promotion activities - types of sales promotion programmes-salesmanship and personal selling-steps in selling- essentials and importance of salesmanship-qualities of a good salesman. SCM-CRM., Marketing research-importance in marketing decisions.

Text Book:

1. Kotler Philip-Marketing Management- Prentice Hall of India (Pvt.) Ltd.- New Delhi-2010.

Books for References:

1. Rajan Nair.N. Sanjith R. Nair. 'Marketing'- S. Chand & Co . New Delhi.2010
2. R.S.N.Pillai & Bagavathi- 'Modern Marketing'- S.Chand &Co. New Delhi.2010

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

Semester I	Code 18PCC1103	Title of the Paper MARKETING MANAGEMENT												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	4	4	2	4	4	4	2	2	2	4	4	4	3.23	
CO2	4	4	2	4	4	4	4	2	4	5	4	2	4	3.69	
CO3	4	4	4	4	3	4	4	3	3	4	4	3	3	3.46	
CO4	3	4	4	4	3	3	3	3	1	4	5	3	2	3.15	
CO5	2	3	3	3	2	3	3	3	2	3	3	3	3	2.76	
CO6	3	3	3	3	3	3	3	2	3	4	3	3	3	3.00	
CO7	3	2	3	3	3	3	2	3	2	3	3	3	3	2.76	
CO8	3	4	3	3	3	3	2	3	3	4	2	4	3	3.00	
Overall Mean Score for COs														3.13	

Result: The Score for this Course is 3.13 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I
18PCC1104**

**Hours/Week: 4
Credits : 3**

INTERNET CONCEPTS

Course Outcomes:

1. Build an understanding of the fundamental concepts of internet.
2. Define the basic taxonomy and terminology of the computer networks and protocols.
3. Develop a deeper understanding of the language of HTML.
4. Understand the basic structure of a website.
5. Ability to build a website.
6. Debugging the scripting languages.

Unit-I: (10 hr)

Networking Concepts: Intranet and Internet - LAN and WAN - star, Ring and Bus - history - applications - users - protocols - host machines and host names - internet architecture and packet switching - Client server model - band width and asynchronous communication. Connection: dial-up access - direct and dedicated connections - domains and addresses - domain name system - IP addresses - VPN.

Unit-II: (10 hr)

HTML: Introduction - Tags - Document Layout - comments - headings - paragraphs - breaks - special characters - links - images - texts- HTML 3 & 4, XHTML.

Unit-III: (10 hr)

HTML: lists - ordered lists - unordered lists - frames - frameset-nested frame - inline frame-form-introduction-documents elements- tables.

Unit-IV: (10 hr)

VB Script: Introduction - Language structure - Control structure-Procedures and functions Error handling- Operators.

Unit-V: (10 hr)

VB Script: Input & Output - Data Validation -Integration with Forms-Activity Control and Scripting-VB.net, CSS, PHP and Browsers - Virus - Worm - Firewalls.

Text Book:

1. Wendy G.Lehnert, "Internet 101 - a beginners guide to the internet and the world wide web" addition wesley, 2003.

Book for Reference

1. Chuck Musciano & Bill Kennedy, "HTML - The Definitive Guide", Shroff Publishers & Distributors Pvt. Ltd., Calcutta - 2009.
2. CIS terms school of computing - Jaipur, "INTERNET - An Introduction", Tata McGraw Hill publishing company limited, New Delhi - 2008.
3. Christopher J.Goddard, Mark White, "Mastering VBScript", Golgotha Publications, New Delhi, 2009.

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

Semester I	Code 18PCC1104	Title of the Paper INTERNET CONCEPTS												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	2	4	4	2	4	2	4	2	3	2	5	3.3	
CO2	4	3	3	3	4	5	2	3	4	2	4	1	3	3.1	
CO3	2	5	2	3	3	2	2	2	4	2	3	2	4	2.9	
CO4	3	3	3	4	4	3	3	2	2	1	2	3	4	2.8	
CO5	4	5	3	2	3	4	2	2	5	3	2	2	3	3.1	
CO6	5	4	2	3	4	5	4	4	2	2	3	3	3	3.4	
Overall Mean Score for COs															3.1

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
18PCC1105

Hours/Week: 3
Credits : 3

**Software Lab-I:
WEB DESIGNING**

Course Outcomes:

1. Create a simple web-based system
2. Develop, Test and debug a simple PHP scripts.
3. Design PHP scripts that are used to create and populate database
3. Apply distributed techniques cookies manipulation in web-based systems.
4. Design to upload the file and images

HTML

1. Designing a static web page using list tags
2. Designing a web page using table tags
3. Designing a web page using frame tags
4. Designing a dynamic web page using forms

VB Script

5. Designing a web page using Conditional Statements
6. Designing a web page using Procedures and Functions
7. Designing a web page using Arrays
8. Designing a web page using Exception Handling

Semester I
18PCC1201A

Hours/Week: 4
Credits : 4

**Core Elective-I
ENTREPRENEURSHIP DEVELOPMENT**

Course Outcomes:

1. Understand the different dimensions of entrepreneurship.
2. Inculcate the spirit of entrepreneurship in students and make them job creators instead of job seekers.
3. be aware of the various methods of project appraisal and selection
4. Understand the various functions of TIIC and DIC
5. Explore the knowledge on starting SMI in real life situation
6. To understand the concept of Legal and Statutory Environment for Small Industry

Unit-I (10 hr)

Entrepreneur - concept and definition, Entrepreneur and Entrepreneurship, Entrepreneur Vs Intrapreneur - Entrepreneurial culture, Types of Entrepreneurship, Entrepreneurial traits and Qualities - factors influencing entrepreneurship - Woman Entrepreneur-Challenges.

Unit-II (10 hr)

Environment and Entrepreneurial Development: Entrepreneurial environment, Development Programmes (EDPs) Role, Relevance and Achievement of EDPs in India, Institutions for entrepreneurial development.(EDII, NIESBUD, IIE and other National Institutions)

Unit-III (10 hr)

Project Appraisal and Selection: Search for business ideas, Project identification and formulation - Profitability and risk analysis, Sources of finance. State and Central government Schemes on Entrepreneurship Development

Unit-IV (10 hr)

Legal and Statutory Environment for Small Industry: Legal formalities in setting up of SSIs - Governmental Setup in promoting small industries, financial institutions— MSME - DIC-Social Responsibilities of Business.

Unit-V (10 hr)

Small Scale Industrial Undertakings: Status of Small Scale Industrial Undertakings, Steps in starting a small industry, Incentives and subsidies,

Problems in small enterprise management, Sickness and Preventions-Rehabilitation of sick unit.

Text Book

1. S.K. Mohanty, Prentice Hall of India, New Delhi, Fundamentals of Entrepreneurship 2010.

Book for Reference

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalayas publishing house. New Delhi, 2008.

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

Semester I	Course Outcomes (COs)	Code 18PCC1201A						Title of the Paper ENTREPRENEURSHIP DEVELOPMENT										Hours	Credits
		Programme Outcomes (POs)						Core Elective-I: ENTREPRENEURSHIP DEVELOPMENT										4	4
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PO16		
	CO1	4	4	3	5	3	5	3	5	4	4	4	4	4	4	4	4	4	4
	CO2	3	3	2	4	4	5	3	5	3	4	4	4	4	5	4	4	4	5
	CO3	4	4	3	5	4	4	4	4	3	4	3	4	3	3	3	4	4	4
	CO4	3	4	2	4	4	5	4	4	4	4	4	4	4	4	4	4	5	5
	CO5	4	5	3	3	3	4	3	4	3	2	5	3	3	4	4	4	3	3
	CO6	5	4	3	3	4	5	4	4	4	4	3	4	4	3	4	3	4	4
Overall Mean Score for COs																			3.84

Result: The Score for this Course is 3.84 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
18PCC1201B

Hours/Week: 4
Credits : 4

Core Elective-I
E-COMMERCE

Course Outcomes:

1. To enable the student to understand basics of E-Commerce
2. To gain a practical orientation to E-Commerce and E- Business management.
3. To know the practical knowledge on banking system
4. To acquire the knowledge on e commerce marketing technology
5. To gain a practical knowledge on electronic payment system
6. To acquire Marketing strategies & E-Commerce

Unit I-Introduction to E-commerce (10 hr)

Meaning and concept-E- commerce v/s Traditional Commerce- E- Business & E- Commerce-History of E- Commerce-EDI-Importance , features & benefits of E- Commerce-Impacts, Challenges & Limitations of Ecommerce-Supply chain management & E-Commerce.

Unit II-Business models of E-Commerce (10 hr)

Business to Business-Business to customers-customers to customers - Business to Government-Business to employee-E-Commerce strategy-Influencing factors of successful E- Commerce-E- Business Infrastructure-The internet-Intranets and Extranets-World Wide Web-Voice over IP (VoIP)-The Internet Standards-The HTTP Protocol-Audio and Video Standards – Managing E- Business Infrastructure-Web services and Service-oriented architecture-(SOA)-New access devices-future of the internet infrastructure.

Unit III-Marketing strategies & E-Commerce (10 hr)

Website-components of website-Concept & Designing website for E-Commerce-Corporate Website-Portal-Search Engine-Internet Advertising-Emergence of the internet as a competitive advertising media- Models of internet advertising-Weakness in Internet advertising-Mobile Commerce.

Unit IV-Electronic Payment system (10 hr)

Introduction-Online payment systems-prepaid and postpaid payment systems-e- cash, e-check, Smart Card, Credit Card , Debit Card, Electronic purse-Security issues on electronic payment system-Solutions to security issues-Biometrics-Types of biometrics.

Unit V-Legal and ethical issues in E-Commerce (10 hr)

Security issues in E- Commerce - Regulatory frame work of E- commerce.

Text Book:

1. Dr. P. Rizwan Ahmed, “E-Business and E-Commerce” Margham Publications, 2016.

Reference Books:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
2. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
3. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
4. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce,Tata McGraw Hill, New Delhi.
5. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
6. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.
7. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology, Society, Pearson Education, Delhi.
8. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi.
9. William Stallings: Business Data Communications, Pearson Education, New Delhi.

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

Semester I	Code 18PCC1201B	Title of the Paper Core Elective-I: 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	3	2	4	4	2	4	2	4	2	3	2	5	3.3	
CO2	4	3	3	3	4	5	2	3	4	2	4	1	3	3.1	
CO3	2	5	2	3	3	2	2	2	4	2	3	2	4	2.9	
CO4	3	3	3	4	4	3	3	2	2	1	2	3	4	2.8	
CO5	4	5	3	2	3	4	2	2	5	3	2	2	3	3.1	
CO6	5	4	2	3	4	5	4	4	2	2	3	3	3	3.4	
Overall Mean Score for COs														3.1	

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Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale Relation Quality	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCC2106**

**Hours/Week: 6
Credits : 6**

COST ACCOUNTING

Course Outcomes:

1. Understand basic concepts of cost accounting
2. Describe the preparation of cost sheet
3. Explain the methods of pricing issues and stocks - compute and explain the stock control levels
4. Compute labour cost using the various methods of remuneration and incentives schemes.
5. Study the overheads analysis and explain how to allocate and apportion overheads to cost centre
6. Describe the valuation process in Process Costing- determine equivalent units
7. Understand various methods of apportioning joint costs to joint-products.
8. To study the reconciliation of cost and financial data

Unit-I (15 hr)

Cost Accounting-Meaning -definitions - Nature and significance-Differences between financial and cost accounting-Relationship with Management accounting-Characteristics of ideal costing system-Methods of costing-Elements of costing-cost concept- fixed cost and variable costs - Preparation of cost sheet.

Unit-II (15 hr)

Material-Meaning- Objectives of material control - fixation of maximum-minimum and reorder level-Economic order quantity (EOQ)-ABC Analysis-purchase procedure-storing of materials - Issue of materials-pricing of material issues and returns-Inventory control-Physical verification-periodical and perceptual inventory-Stores Ledger : FIFO ,LIFO, Specific price, Base stock, Highest In- First-out , Average price methods and Notional price methods.

Unit-III (15 hr)

Labour: Classifications of labour-Time keeping-Preparation of pay roll-Wage payment and incentive system-idle time-over time-accounting of labour cost-work-study-merit rating-Time and motion study.

Unit-IV (15 hr)

Meaning and classifications of overheads-Primary distribution of overhead-Secondary distribution of overheads-Machine hour rate-Absorption of

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overhead-over absorption and under absorption Job costing-contract costing.

Unit-V (15 hr)

Process costing-Features-Process losses-Inter-process Profits- Equivalent Production - Joint-Products and by products-Reconciliation of cost and financial accounts

Text Book :

1. K. Alex, Cost Accounting, Pearson Publication, New Delhi, 2015

Books for Reference

1. A Moorthy and S.Gurusamy- Cost accounting- Vijay Nicole Imprints Private Limited Publication,- Chennai- 2016
2. S.P. Jain & K.L. Narang: Cost accounting - Kalyani Publication- New Delhi, 2017

Theory: 30%, Problem: 70%

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

Semester II	Code 18PCC2106	Title of the Paper COST ACCOUNTING										Hours 6	Credits 6	
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	5	4	4	3	4	3	4	4	4	4	3.76
CO2	4	3	4	3	4	4	3	4	3	4	4	5	4	3.69
CO3	4	4	4	4	3	4	4	4	3	4	4	5	5	4.00
CO4	3	4	3	5	3	4	4	3	3	4	4	4	4	3.69
CO5	3	4	4	5	3	4	4	3	4	4	3	5	5	3.92
CO6	4	4	3	4	4	3	4	4	4	4	3	5	4	3.84
CO7	4	3	4	3	4	3	4	3	4	4	4	4	5	3.76
CO8	4	4	4	5	4	3	5	3	4	4	4	3	4	3.92
Overall Mean Score for COs														3.80

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCC2107

Hours/Week: 4
Credits : 3

DATABASE SYSTEMS

Course Outcomes:

1. Impart the basic and advanced concepts of database.
2. Understanding the rolls and functionalities of Database administrator.
3. Learning the various database languages.
4. Acquiring the knowledge of normalization.
5. Define the Components of transaction state.
6. Understand the Characteristics and Components of concurrency control protocols.

Unit-I: (10 hr)

DATABASE SYSTEM: Introduction - Basic Concepts and Definitions-Data Dictionary - DBA - database languages - Database System Architecture - : Schemas, Sub Schemas and Instances - Mapping - Data Models - Types of Database Systems - Relational model: Keys - Relational Algebra.

Unit-II: (10 hr)

SQL: Introduction to Data Definition Language, Data Manipulation Language, Transaction control Language, Data control Language- Views - Embedded SQL- Query By Example.

Unit-III: (10 hr)

NORMALIZATION: Introduction to database design-functional dependency and decomposition - 1NF- functional dependency - 2NF - transitive dependency- 3NF- BCNF.

Unit-IV: (10 hr)

TRANSACTION: Concepts - transaction state - concurrent execution - serializability - recoverability - Concurrency control: Lock based protocols - time - stamped based protocols - validation based protocols.

Unit-V: (10 hr)

Parallel Database Systems: Introduction to Parallel databases-Architecture - Key Elements of parallel database processing - query parallelism-distributed database systems - distributed databases - distributed query processing - concurrency control in distributed databases - recovery control in distributed databases.

Book for Study:

1. S.K.Singh, "Database Systems Concepts, Design and Applications", Pearson Edition, 2009.

References

1. Abraham Silberschatz, "Database Systems", McGraw Hill International, 2009.
2. C. J. Date, "An Introduction to Database Systems", 6th Edn, Addison Wesley Publishing Company, New York, 2007.

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

Semester II	Code 18PCC2107	Title of the Paper DATABASE SYSTEMS												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	4	2	5	5	2	4	2	4	2	3	2	5	3.3	
CO2	4	3	2	4	3	5	2	3	4	2	4	1	3	3.1	
CO3	5	3	2	3	4	2	2	2	4	2	3	2	4	2.9	
CO4	3	3	3	4	4	3	3	2	2	1	2	3	4	2.8	
CO5	4	5	3	2	3	4	2	2	5	3	2	2	3	3.1	
CO6	5	4	2	3	4	5	4	4	2	2	3	3	3	3.4	
Overall Mean Score for COs															3.1

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 Very poor	2 Poor	3 Moderate	4 High	5 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCC2108**

**Hours/Week: 3
Credits : 2**

Software Lab-II RDBMS

Course Outcomes

1. Populate and query a database using DML/DDL commands.
2. Design a table and apply aggregate function and set operations.
3. Normalize the database using normalization rules.
4. Apply PL/SQL for query processing.
5. Design nested sub queries and correlated sub queries for a given problem.
6. Use PL/SQL stored procedure, stored functions, cursors and packages to query the database.

Experiments

1. DDL commands to Create - Drop - Alter - Rename - Truncate
2. DML: commands to Select-Insert-Update- Delete
3. DCL & TCS commands to Grant-Revoke-Commit-Rollback
4. Aggregate functions
5. Operators
6. Nested Queries
7. PL/SQL - block using cursors
8. Functions
9. Procedures
10. Trigger

Semester II
18PCC2109

Hours/Week: 5
Credits : 4

MANAGERIAL SKILLS

Course Outcomes:

1. To understand about Management thoughts
2. To impart knowledge on managerial objectives
3. To be aware of the various skills of management
4. To insist on the importance of interpersonal skills
5. To become a fully cultured person
6. To be aware of the various skills of employability

Unit-I: THINKING STRATEGIES (13 hr)

Strategic thinking-Concepts- Need - Process - Meaning –competencies-importance of Lateral Thinking-Concepts-Need- Applications- Benefits- Techniques used in Lateral Thinking –Conventional Vs Lateral Leaders.

Unit-II: INTERPERSONAL STRATEGIES (12 hr)

Conflict Resolution-Concepts-sources of conflict-role of perception in conflict-steps of Conflict Resolution-Conflict handling matrix-Functional and Dysfunctional outcome of conflict. Negotiation skills-process-styles-outcome-principles-negotiation model-being a negotiator-qualities of a negotiator. Level V leader-Becoming a level V leader-attributes of level V leader-the level V hierarchy. (OOC Based Learning)

Unit-III: IMPLEMENTATION STRATEGIES (12 hr)

Change - Concepts - Facing changes-meaning-characteristics –why changes-impact of resistance –Reasons for resistance-types of people in facing changes-introducing change. Facing challenges-meaning-importance-path to facing challenges-benefits of facing challenges.

Unit-IV: ACTION BASED STRATEGIES (12 hr)

Risk taking - meaning - factors determining Risk Taking-Risk management - users of Risk Management - Steps in Risk Management. Effective decision making-meaning-approaches-methods-steps-Decision making at the work place. Corporate Mentoring-from mentors perspective-from mentees perspective-mentoring Vs Coaching-mentoring techniques-types of mentoring-mentoring traits-mentoring programme.

Unit-V: BEHAVIOURAL STRATEGIES (12 hr)

Motivation and staying motivated-meaning-finding reason for being motivated-staying motivated at work place-staying motivated in negative

work environment-staying motivated during crisis. Work life Balancing-meaning-work satisfaction-gender differences-responsibility of the employers and employees-ways of balancing work and life-handling professional and personal demands-organizing your desk.

Text Book

1. Stephen Covey- 'The Seven Habits of Highly Effective people' 2009.

Reference Books

1. Daniel Goleman- 'Emotional Quotient' –.2009
2. Norman Vincent Peale- 'Power of the Plus factor'
3. K. Alex- 'Managerial skills'- Person Publication- New Delhi, 2013.

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

Semester II	Code 18PCC2109	Title of the Paper MANAGERIAL SKILLS												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	4	4	3	5	3	4	4	5	4	4	4	4	4	4.00	
CO2	5	3	2	4	4	5	3	4	3	5	4	4	4	3.92	
CO3	4	4	2	5	4	4	4	3	4	3	3	4	4	3.70	
CO4	5	4	2	4	5	3	3	4	4	5	4	3	5	3.92	
CO5	4	5	3	3	3	4	3	4	5	3	3	4	3	3.46	
CO6	3	4	2	3	4	5	4	4	3	4	3	3	4	3.69	
Overall Mean Score for COs															3.77

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCC2110

Hours/Week: 4
Credits : 2

LABOUR LEGISLATIONS

Course Outcomes:

1. Understand the acts supporting the workers
2. Gain knowledge regarding compensation provided to workers
3. Understand the concepts of labour acts
4. Understand issues related to the compensation or rewarding human resources in various forms of organizations
5. Familiarize on the process of bonus computation on wage and salary.
6. Understand the acts on payment of gratuity to workers

Unit-I: Factories Act, 1948: Provision's relating to health, safety, welfare, working hours, leave etc., of workers approval-Licensing and registration of factories, manager and occupier-Their obligations under the Act, powers of the authorities under the Act, Penalty provisions.

Unit-II: Workmen's Compensation Act, 1923: Employer's liability for compensation, amount of compensation method of calculating wages-Review-distribution of compensation-Remedies of employer against stranger>Returns as to compensation-Commission for workmen's compensation.

Unit-III: Payment of Bonus Act: Computation of available surplus calculation of direct tax payable surplus calculation of direct tax payable by the employer, eligibility for bonus and payment of bonus-deduction from bonus payable-adjustment of customary of interim bonus payable, adjustment of customary or interim bonus linked with production or productivity-set on and set off allocable surplus, presumption about accuracy of balance sheet and profit and loss account.

Unit-IV: Payment of Gratuity Act, 1972: Payment of Gratuity-exemption-nomination-determination and recovery of the amount of gratuity.

Unit-V: Payment of Wages Act, 1936: Objects, provisions relating to responsibility for payment of wages-fixation of wage periods, time of payment, deduction and fines-maintenance of records and registers, inspectors appointment of authorities and adjudication of claims.

Text book

1. N.D.Kapoor, Industrial Law, Sultan Chand Publications

Reference books

1. N.D.Kapoor, Mercantile Law, Sultan Chand Publications

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

Semester II	Code 18PCC2110	Title of the Paper LABOUR LEGISLATIONS												Hours 4	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	2	5	5	5	4	3	4	5	4	4	5	4.15	
CO2	5	3	2	4	4	5	3	4	5	5	4	4	5	4.08	
CO3	5	4	2	5	4	4	4	3	4	3	3	4	4	3.77	
CO4	5	4	2	4	5	3	3	4	4	4	4	3	5	3.85	
CO5	4	5	3	3	3	4	3	2	5	3	3	4	3	3.46	
CO6	5	4	2	3	4	5	4	4	3	4	3	3	4	3.69	
Overall Mean Score for COs														3.83	

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Result: The Score for this Course is 3.83 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCC2111A**

**Hours/Week: -
Credits : 2**

Self-paced Learning:

CORPORATE CULTURE AND PRACTICES

Course Outcomes:

1. To create an understanding of the importance of corporate culture for Business Management and strategies.
2. To understand corporate mission and vision
3. To gain knowledge on the cultural web organizational structure
4. To provide an understanding of how corporate culture is created, maintained and changed.
5. To provide the macro socio-cultural factors that influence corporate culture
6. To acquire knowledge on typologies of corporate culture

Unit I: INTRODUCTION

Meaning - Definition - importance and scope - Role of values in shaping corporate culture. Cultural variables: Individual –social -national and professional variables - Corporate mission & vision.

Unit II: THE CULTURAL WEB

Organizational structure: rituals& routines - stories& symbols - Heros& power structures - control systems. Edgar Schien’ approach to organizational culture - Hofstead’s findings on cross-cultural dimensions.

Unit III: CREATING CORPORATE CULTURE

Establishing values - creating vision –operationalising values and vision - socialization of employees to the corporate culture - managing cultural change: key elements of change - the change process-creating and sustaining corporate culture.

Unit IV: TYPOLOGIES OF CORPORATE CULTURE

Deal & Kennedy’s Corporate Tribes model - Handy’s Typology: Power culture-role - Task culture - Personality culture. Reimann& Weiner’s Generic Corporate culture types: Entrepreneurial-strategic - Chauvinistic and Exclusive. Amarchand & Jayaraj’s model of Value oriented culture types: Growth - Person-oriented - Mixed and Weak culture.

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Unit V: COMPARATIVE CULTURAL PERSPECTIVES

American-European - Japanese and Southeast Asian styles of corporate culture. Sociocultural features of India and their impact on Indian business.

Text Books:

1. Ulrich, Managing Corporate Culture, Macmillan publications, 2000.

References:

1. Terrence E. Deal & Allen A. Kennedy: Corporate cultures, the rites and rituals of corporate life, Addison-Wesley, 1982.
2. D. Amarchand & B. J. Jayaraj: Corporate Culture & Organisational Effectiveness, Global Business Press, New Delhi. 1992.
3. R.K. Biswas Organisational Climate and Culture, Altar Publishing House, 2010.

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

Semester II	Code 18PCC2111A	Title of the Paper Self-paced Learning: CORPORATE CULTURE & PRACTICES												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	5	3	4	5	4	4	5	4	3	4	4	4	5	4.15	
CO2	4	4	4	4	4	5	4	3	4	4	4	5	4	4.07	
CO3	5	4	4	4	3	4	4	4	4	4	4	5	5	4.15	
CO4	4	4	3	5	3	4	4	3	4	4	4	4	4	3.84	
CO5	3	4	4	5	3	4	4	3	5	4	3	5	5	4.00	
CO6	4	4	3	4	4	3	4	4	4	4	3	5	4	3.84	
Overall Mean Score for COs															
4.01															

Result: The Score for this Course is 4.01 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCC2111B

Hours/Week: -
Credits : 2

Self-paced Learning:
EVENT MANAGEMENT

Course Outcomes:

1. To acquaint with the concept issues and various aspects of event management.
2. To give basic knowledge on concepts of event Management.
3. To take up facets of event management
4. To use the various concepts of activities in event Management
5. To understand the strategies of event management
6. Understand how to create an event that achieves specific objectives for the host/client.

Unit I: CONCEPT OF EVENT MANAGEMENT

Even Defined - A Comprehensive New Definition- Event Management- Event Marketing- 5 G's of Events-Event Designing- Relative Importance of Events as a Marketing Communication Tool- The Diverse Marketing Needs Addressed by Events- Brand Building- Focusing the Target Market- Implementation of Marketing Plan-Relationship Building- Creating Opportunities- Events and the Economy-Problems associated with traditional media.

Unit II: FACETS OF EVENT MANAGEMENT

Event Infrastructure- Core Concept- Core People- Core Talent- Core Structure- Set Objectives for the Event-Negotiating Contracts with Event Organisers- Locating Interaction Points- Banners - Displays etc- at the Event-Preparing the Company's Staff for the Event- Post-event Follow-up
Event Organisers Targeting Clients- Selecting Event Categories to Serve- Selecting and Contracting with Other Key Elements in Chosen Categories.
Venue : In-house Venue- External Venue

Unit III: MARKETING OF EVENT

Concept of Market in Events- Revenue Generating Customers- Nonrevenue Generating Customers-Segmentation and Targeting of the Market for Events- Segmentation Niche marketing in events- Targeting-Positioning Events and the Concept of Event Property- Positioning- Branding in Events- Event Property- Benefit Levels- Event Hierarchy- Categories and Variations of Events- Categories of Events and their Characteristics-Competitive Events- Artistic

Expression- Cultural Celebrations- Special Business Events- Retail Events- Reach-interaction Matrix- Event Variations- Concept

Unit IV: ACTIVITIES IN EVENT MANAGEMENT

Networking Components- Print Media- Radio Television- The Internet- Cable Network- Outdoor Media- Direct Marketing- Sales Promotions- Audience Interaction- Public Relations- Merchandising- In-venue Publicity-Activities in Event Management- Pre-event Activities- During-event Activities- Post-event Activities- Planning-Organizing- Staffing- Leading and Coordination- Controlling- Event Management Information System- Setting Objectives

Unit V: STRATEGIES OF EVENT MANAGEMENT

Strategic Approach- Critical Success Factor Analysis- Strategic Alternatives Arising From Environmental Analyses- Maintenance Strategy- Developmental Strategy- Preemptive Strategy- Survival Strategy- Strategic Alternatives Arising from Competitive Analyses Sustenance Strategy- Rebuttal Strategy- Accomplishment Strategy- Venture Strategy Strategic Alternatives Arising from Defined Objectives- PREP Model- Risk versus Return Matrix- Forms of Revenue Generation

Text Book

1. Sita Ram Singh, (2009), Event Management, 1st edition, Published by Aph Publishing Corporation, New Delhi.

References

1. Tallon, A.F. (1986), Fashion Marketing and Merchandising, 3rd edition, Published by Sequoia Books.
2. Panwar, J.S.(1998), Marketing in the New Era, 2nd edition published by Sage Publications India Pvt. Ltd
3. Avvich, Barry, (1994), Event and Entertainment Marketing 1st edition, Published by Vision Books, New Delhi.
4. Berry, Isaac, (1991), The Business Growth Handbook, 1st edition, Published by Marquis Books, USA.

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

Semester II	Code 18PCC2111B	Title of the Paper Self-paced Learning: EVENT MANAGEMENT												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	3	5	3	4	4	5	4	4	4	4	4	4.00	
CO2	5	3	2	4	4	5	3	4	3	5	4	4	4	3.92	
CO3	4	4	2	5	4	4	4	3	4	3	3	4	4	3.70	
CO4	5	4	2	4	5	3	3	4	4	5	4	3	5	3.92	
CO5	4	5	3	3	3	4	3	4	5	3	3	4	3	3.46	
CO6	3	4	2	3	4	5	4	4	3	4	3	3	4	3.69	
Overall Mean Score for COs														3.78	

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Result: The Score for this Course is 3.78 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCC2111C

Hours/Week: -
Credits : 2

Self-paced Learning:

CROSS CULTURE MANAGEMENT

Course Outcomes:

1. To study the disciplines of cross culture
2. To induce the students about the various cultural differences.
3. To interpret the cultural dimensions of people, time and world.
4. To identify inter-cultural communication and its reflection.
5. To understand the native language of communication.
6. To know the historical origin of cross culture.

Unit-1 : Introduction

Culture –meaning, importance-Relation to cultural difference-Disciplines study culture-Graph-Culture differences-change of culture-culture with relation to business

Unit-II: company cultures

Cross-culture research-concept, describing cultural differences-historical origin, & beliefs and values of cross culture.

Unit-III: Cultural dimensions

Cultural dimension concept-Dimensions relating to people, time and world, power distance index (PDI)-Individualism versus collectivism (IDV)-Uncertainty Avoidance Index(UAI)

Unit-IV: Cultural and communication

Concept of communication-Native language of communication-non Linguistic communication-Inter cultured communication-Western communication vs. Traditional indigenous communications.

Unit-V: Organizational culture

Concept-nodes-Role-Bullying-Culture-Culture of fear-Tribal culture-National culture-corporate subcultures.

Text book

1. Dumez Jerome, cross- cultural management text book, students, edition 2012

Reference

1. Bra nine, Managing Across Cultures: Concepts, Policies and Practices London: Sage 2011
2. Cross cultural Management in Work Organization, 3rd edition, Ray French, 2015

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

Semester II	Code 18PCC2111C	Title of the Paper Self-paced Learning: CROSS CULTURE MANAGEMENT										Hours -	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)										Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	Programme Specific Outcomes (PSOs)		
											PSO6	PSO7	PSO8
CO1	4	4	4	4	4	4	4	4	4	4	2	3	2
CO2	2	4	4	4	2	4	4	3	4	3	3	3	2
CO3	4	3	3	3	3	3	3	3	3	3	4	3	2
CO4	3	4	3	3	2	3	3	3	4	3	3	4	3
CO5	4	3	3	3	3	3	3	3	3	3	3	4	3
CO6	4	3	3	3	3	3	2	3	3	4	3	3	2
Overall Mean Score for COs											3.19		

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Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 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 II
18PCC2111DHours/Week: -
Credits : 2

Self-paced Learning:

CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes:

1. Acquire knowledge regarding relations in customer relationship management
2. Possess insight in customer's satisfaction
3. Know and apply the services quality
4. Gain knowledge in electronic customer relationship management
5. Understand the importance of customers and employees in organization and management
6. Gain knowledge on the importance of customer satisfaction

Unit-I

Customer Relationship Management Fundamentals- customer acquisition - A paradigm shift- Historical Perspectives- CRM Definitions- Emergence of CRM practice:- CRM cycle- Stakeholders in CRM- Significance of CRM- Types of CRM- Success Factors in CRM- CRM Implementation. Evolution of relationship marketing- Stages of relationship- Issues of relationship- Purpose of relationship marketing — Approach towards marketing

Unit-II

Customer Satisfaction: Meaning- Definition- Significance of Customer Satisfaction- Components of Customer Satisfaction- Customer Satisfaction Models- Rationale of Customer Satisfaction- Measuring Customer Satisfaction- Customer satisfaction and marketing program evaluation- Customer Satisfaction Practices-

Unit-III

Service Quality: Concept of Quality- Meaning and Definition of Service Quality- Factors influencing customer expectation and perception- Types of Service Quality- Service Quality Dimensions- Service Quality Gaps - Measuring Service Quality- Service Quality measurement Scales.

Unit-IV

Technology Dimensions - E- CRM in Business: A changing Perspective- Features of e-CRM- Advantages of e-CRM- Technologies of e-CRM- Voice Portals- Web Phones Bots- Virtual Customer Representative- Customer Relationship Portals- Functional Components of CRM Database Management: Database Construction- Data Warehousing- architecture- Data

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Mining. Characteristics Data Mining tools and techniques- Meaning- Significance- Advantages- Call Center- Multimedia Contact Center

Unit-V

Emerging Perspectives: Employee-Organization Relationship- Employee Customer Linkage- Factors effecting employee's customer oriented behavior- Essentials of building employee relationship- Employee customer orientation- Service Failure- Service Recovery Management- Service Recovery Paradox- Customer Life time value- customer profitability- customer recall management- customer experience management- Rural CRM- customer relationship management practices in retail industry hospitality industry- banking industry- telecom industry- aviation industry.

Text Books:

1. Alok Kumar Raj: Customer Relationship Management: Concepts and Cases (Second Edition) - PHI Learning

Reference Books:

1. Simon Knox- Adrian Payne- Stan Maklan: Customer Relationship Management- Routledge Inc.
2. Bhasin- Customer Relationship Management (Wiley Dreamtech)
3. Dyche- Customer relationship management handbook prentice hall
4. Peelan-Customer relationship management prentice hall 6. Kristin Anderson- Carol Kerr: Customer relationship management- McGraw-Hill Professional
5. Chaturvedi-Customer Relationship Management (Excel Books)
6. Sheth J N- Parvatiyar A. and Shainesh G. : Customer relationship management: - Emerging Concepts- Tools- & Applications- Tata McGraw-Hill Education

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

Semester II	Code 18PCC2111D	Title of the Paper Self-paced Learning: CUSTOMER RELATIONSHIP MANAGEMENT															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	3	4	4	4	4	3	4	4	2	4	4	3.69				
CO2	4	3	4	3	3	3	3	3	3	4	5	4	4	3.54				
CO3	4	5	4	4	3	4	3	3	4	3	4	4	3	3.69				
CO4	3	4	3	5	3	4	4	4	3	4	5	3	5	3.76				
CO5	3	3	4	5	3	4	4	4	4	5	3	3	4	3.76				
CO6	3	4	4	4	4	3	4	4	4	4	3	4	4	3.76				
Overall Mean Score for COs															3.71			

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCC2111E

Hours/Week: -
Credits : 2

Self-paced Learning:

MODERN BANKING

Course Outcomes:

1. To understand the meaning- importance and the economic and monetary implications of banking operations
2. To possess knowledge about the various forms of banking services
3. To gain knowledge on various forms of loans offered by banks
4. To learn about Banking Regulations Act
5. To the knowledge on Negotiable instrument
6. To gain insight in to E-banking services

Unit-I

Banking Services-Meaning and Importance-Economic and Monetary implications of Banking Operations-Tangible Services-Deposits-Withdrawals and Lending-Intangible Services-Improved Customer Services-Deficiency in Services-Ways to Improve the Services

Unit-II

Banking Services-Loans and Advances-Forms of Advances-General Loans-Overdrafts-Clean advances- Term advances- Consumer Loans- Foreign bills purchases- Advances against Hire purchase advances- Packing Credits-Import loan-Industrial advances-Advances to Small borrowers-Agricultural Financing-advances.

Unit-III

Regulations for Banking Services-Banking Regulation Act 1949-RBI Act 1934-Negotiable Instrument Act 1881- Endorsement- Crossing of Cheques- Payment of Cheques-Collection of Cheques- Bills of Exchange and Promissory Notes- Rights and Liabilities of parties to Negotiable Instrument-Relationship between Banker and Customer.

Unit-IV

E-Banking Services-Internet Banking-Phone Banking-Mobile Banking-ATM's - Debit Card-Credit Cards.

Unit-V

Banking sector reforms-Basle Norms-Capital Adequacy - Globalised Challenges in Banking Services-New Trends in Banking Services-Measurement of Service Quality-SERVQUAL.

Text Book:

1. Sundram and Varshney - "Banking and Financial System" - Sultan Chand and sons

Reference Books:

1. B.S.Khubchandani- 'Practice and Law of Banking', Macmillan India Ltd ,2000.
2. K.C.Nanda- 'Credit and Banking', Response Book- Sage Publications, 1999.
3. S. Gurusamy, 'Financial Services & System', Vijay Nicole Imprints Pvt. Ltd.
4. C. Jeevanandan- 'Practice & Law of Banking'.

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

Semester II	Code 18PCC2111E	Title of the Paper Self-paced Learning: MODERN BANKING													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	5	3	4	5	4	4	5	4	4	4	4	5	5	4.30		
CO2	4	4	5	4	4	5	4	4	4	4	4	5	4	4.23		
CO3	5	4	4	4	3	4	4	4	4	4	5	5	5	4.23		
CO4	4	4	3	5	4	4	4	3	4	4	4	4	4	3.92		
CO5	3	4	4	5	3	4	4	3	5	4	3	5	4	3.92		
CO6	4	4	4	4	4	3	5	4	4	4	3	5	4	4.00		
Overall Mean Score for COs														4.12		

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Result: The Score for this Course is 4.12 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
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

Semester II
18PCC2111FHours/Week: -
Credits : 2Self-paced Learning:
DISASTER MANAGEMENT

Course Outcomes:

1. Understand reduce damages and deaths
2. Gain a practical orientation to speed recovery
3. Understand the concepts in reduce personal suffering
4. Explore the knowledge on protect victims
5. Study the legal and ethical issues in disaster management.
6. To understand disaster resources and their utility in disaster management

Unit I: UNDERSTANDING DISASTER, HAZARDS AND VULNERABILITY

Concept of disaster- Different approaches- Concept of Risk- Levels of disasters- Disaster phenomena and events (*Global, national and regional*)- Natural and man-made hazards; response time, frequency and forewarning levels of different hazard- Characteristics and damage potential of natural hazards; hazard assessment- Dimensions of vulnerability factors; vulnerability assessment- Vulnerability and disaster risk - Vulnerabilities to flood and earthquake hazards

Unit II: DISASTER MANAGEMENT MECHANISM

Concepts of risk management and crisis management- Disaster management cycle- Response and Recovery- Development, Prevention, Mitigation and Preparedness- Planning for relief

Unit III: CAPACITY BUILDING

Capacity building: Concept- Structural and nonstructural measure- Capacity assessment - strengthening capacity for reducing risk - Counter-disaster resources and their utility in disaster management- Legislative support at the state and national levels

Unit IV: COPING WITH DISASTER

Coping strategies; alternative adjustment processes- Changing concepts of disaster management- Industrial safety plan; safety norms and survival kits- Mass media and disaster management

Unit V: PLANNING FOR DISASTER MANAGEMENT

Strategies for disaster management planning - Steps for formulating a disaster risk reduction plan- Disaster management Act and Policy in India-

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Organisational structure for disaster management in India- Preparation of state and district disaster management plans

Text Book:

1. Chakrabarty, U. K, (2007), Industrial Disaster Management and Emergency Response, 1st edition, published by Asian Books Pvt. Ltd., New Delhi.

Reference Books:

1. Abarquez I. & Murshed Z, (2004), Community Based Disaster Risk Management, 1st edition, published by Field Practitioner's Handbook, ADPC, Bangkok.
2. Goswami, S. C, (1997), Remote Sensing Application in North East India, 1st edition, published by Purbanchal Prakesh, Guwahat

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

Semester II	Code 18PCC2111F	Title of the Paper Self-paced Learning: DISASTER MANAGEMENT												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	3	4	2	5	5	2	3	2	4	2	3	2	4	3.2	
CO2	4	4	2	4	3	5	2	4	4	2	4	3	3	3.4	
CO3	5	3	2	3	4	2	4	2	3	5	3	2	4	3.2	
CO4	3	4	3	4	4	3	3	2	2	3	2	3	4	3.1	
CO5	4	5	3	2	3	4	3	2	5	3	2	2	4	3.2	
CO6	5	4	2	3	4	5	4	3	2	2	3	3	3	3.3	
Overall Mean Score for COs														3.2	

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester II
18PCC2202A

Hours/Week: 4
Credits : 4

Core Elective-II:

FUNDAMENTALS OF INSURANCE

Course Outcomes:

1. To provide a basic understanding of the insurance mechanism.
2. To explain the concept of insurance and how it is used to cover risk.
3. To know the business operation of insurance
4. To understand the relationship between insurers and their customers
5. To identify the types of business and the risks involved.
6. To understand the various schemes of insurance companies

Unit I: The Concept of Insurance and its Evolution (10 hr)

The basics and nature of insurance-evolution and nature of insurance - importance of insurance - Risk Management: different types of risks - actual and consequential losses-management of risks-loss minimization techniques.

Unit II: The Business of Insurance (10 hr)

Fixing of premiums-reinsurance and its importance for insurers - role of insurance in economic development and social security - contribution of insurance to the society.

Unit III: The Insurance Market (10 hr)

The various constituents of the insurance market-operations of insurance companies - operations of intermediaries-specialist insurance companies-insurance specialists - the role of regulators-Insurance Customers: Understanding insurance customers-different customer needs - importance of customers –customer satisfaction - customer behavior at purchase point - customer behavior when claim occurs

Unit IV: The Insurance Contract (10 hr)

Terms of an insurance contract - principles which form the foundation of insurance - significance of the principle of insurable interest-the principle of indemnity - the principle of subrogation - the principle of contribution-disclosure of all relevant information - principle of utmost good faith - the insurance contract.

Unit V: Insurance Products (10 hr)

Life Insurance products: products offered by life insurers - term plans - pure endowment plans - combinations of plans - traditional products - linked

policies - features of annuities and group policies. General Insurance Products: Risks faced by the owner of assets-exposure to perils-features of products covering fire and allied perils - products covering marine and transit risks - products covering financial losses due to accidents - products covering financial losses due hospitalization - products covering miscellaneous risks.

Text book:

1. M.N. Mishra, Dr. S.B. Mishra : Principles and Practice, Published by S. Chand & Company Ltd, 2014

Reference books

1. P. K. Gupta, *Insurance and Risk Management*, Product Details: Share this by email: ISBN: 9789350516676 Publisher: Himalaya Year of Publishing. 2012
2. M. N. Srinivasan, Principles of *Insurance Law*, Wadhwa & Co.
3. Rajiv Jain, *Insurance Law and Practice*, Vidhi Publication Private Limited

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

Semester II	Code 18PCC2202A	Title of the Paper Core Elective-II: FUNDAMENTALS OF INSURANCE												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	4	3	5	3	4	4	5	4	4	4	4	4	4.00	
CO2	5	3	2	4	4	5	3	4	3	5	4	4	4	3.92	
CO3	4	4	2	5	4	4	4	3	4	3	3	4	4	3.70	
CO4	5	4	2	4	5	3	3	4	4	5	4	3	5	3.92	
CO5	4	5	3	3	3	4	3	4	5	3	3	4	3	3.46	
CO6	3	4	2	3	4	5	4	4	3	4	3	3	4	3.69	
Overall Mean Score for COs														3.78	

Result: The Score for this Course is 3.78 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCC2202B

Hours/Week: 4
Credits : 4

Core Elective-II:

KNOWLEDGE MANAGEMENT SYSTEMS

Course Outcomes:

1. To know how to design and maintain knowledge management system
2. Knowledge of components in KMS and how to use in business environment for effective decision making
3. Use a framework and a clear language for knowledge management concepts;
4. Describe how valuable individual, group and organizational knowledge is managed throughout the knowledge management cycle;
5. Define the different knowledge types and explain how they are addressed by knowledge management;
6. Describe the major roles and responsibilities in knowledge management implementations;

Unit-I : INTRODUCTION (10 hr)

Knowledge management theory and practice, Major approaches to KM cycle, Zack, Bukowitz and Williams, McElroy, Wiig, Integrated cycle.

Unit-II: KNOWLEDGE MANAGEMENT MODELS (10 hr)

Major theoretical KM models, Von Krogh and Ros, Nonaka and Takeuchi, Choo sense-making KM model, Wiig model, Boisot I-space, Complex Adaptive System models, Tacit and Explicit knowledge capture.

Unit-III: KM TOOLS STRATEGY AND METRICS (10 hr)

Knowledge acquisition and creation tools, Sharing and Dissemination tools, KM strategy, Knowledge audit, Gap analysis, KM metrics, Benchmarking, Balanced scorecard, House of Quality method.

Unit-IV: KM IN ORGANISATION (10 hr)

Organisational culture, Organisational maturity models, KM team, Ethics of KM, future challenges for KM, Research issues, Knowledge application at individual, group and organisational levels, Knowledge reuse, Knowledge repositories.

Unit-V: KNOWLEDGE LEADERSHIP (10 hr)

Knowledge Leadership styles, Knowledge alignment with business strategies, Pragmatic knowledge development, Balancing knowledge and business management systems, Constructing knowledge infrastructure.

Textbook

1. Kimiz Dalkir, Knowledge Management in Theory and Practice, Butterworth-Heinemann, 2011.

References

1. Stuart Barnes, Knowledge Management Systems-Theory and Practice, Cengage Learning, 2002.
2. Steven Cavaleri and Sharon Seivert with Lee W. Lee, Knowledge Leadership - The Art and Science of Knowledge based organisation, Butterworth-Heinemann, 2008
3. Shelda Debowski, Knowledge Management, Wiley India, 2007.

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

Semester II	Code 18PCC2202B	Title of the Paper Core Elective-II: KNOWLEDGE MANAGEMENT SYSTEMS												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	5	3	4	4	4	4	4	5	4	4	4	3	4	4.00	
CO2	4	5	4	4	4	3	4	4	4	5	4	3	4	4.00	
CO3	5	4	4	4	3	4	4	4	4	4	5	5	5	4.23	
CO4	4	4	4	5	4	5	4	4	4	5	4	4	4	4.23	
CO5	5	4	3	5	3	4	5	3	5	4	4	5	4	4.15	
CO6	4	4	5	4	4	3	4	4	5	4	4	5	4	4.15	
Overall Mean Score for COs														4.12	

Result: The Score for this Course is 4.12 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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IDC: SOFT SKILLS

Course Outcomes:

1. Students are taught the various nuances of grooming such as, good manners and etiquettes and they are trained to practice them in the class rooms.
2. Students are empowered with public speaking skills via extempore speeches and prepared speeches, presented before the class and assessed by the trainer as well as the companions which eventually helps build self confidence of the students.
3. Students learn the different types of resumes and different types of interview skills and write and print their own resumes and present before the interview panel for their mock interview.
4. Students actively learn the ten parameters of group discussion, perform on the stage with their colleagues, which is videotaped, reviewed and evaluated.
5. As students go through their teenage, self discovery becomes a tool to develop their personality facilitated with scientific psychological personality tests.
6. Students are guided to knowing their SWOT (Strengths, Weaknesses, Opportunities and Threats) and setting their short term and long term goals for their lives.

Module 1: Basics of Communication: Definition of communication, Process of Communication, Barriers of Communication, Non-verbal Communication, **Effective Communication:** The Art of Listening, Exercises in Kinesthetics, Production of Speech, Organization of Speech, Modes of delivery, Conversation Techniques, Dialogue, Good manners and Etiquettes, Politeness markers & Listening links.

Module II: Resume Writing: What is Resume? Types of Resume? Chronological, Functional and Mixed Resume, Steps in preparation of Resume, structure and framework for writing resume, Intensive training / personalized training on resume writing. **Interview Skills:** Common interview questions, Attitude, Body Language, The mock interviews, Phone interviews, Behavioral interviews.

Module III: Group Discussion: Group Discussion Basics, GD Topics for Practice, Points for GD Topics, Case-Based and Article based Group Discussions, Points for Case Studies, and Notes on Current Issues for GDS & Practicum with video coverage. **Team Building:** Team Vs Group – Synergy,

Stages of Team Formation, Broken Square-Exercise, Win as much as you win- Exercise, Leadership – Styles, Work ethics.

Module IV: Personal Effectiveness: Self Discovery, Self Esteem, Goal setting, Problem-solving, Conflict and Stress Management

Module V: Numerical Ability: Average, Percentage, Profit and Loss, Problems on ages, Simple Interest, Compound Interest, Area, Volume and Surface Area, Time and Work, Pipes and Cisterns, Time and Distance, Problems on Trains, Boats and Streams, Calendar, Clocks, Permutations and Combinations, Probability.

Module VI: Test of Reasoning: Series Completion, Analogy, Data Sufficiency, Blood Relations, Assertion and Reasoning, Logical Deduction, Direction.

Non-Verbal Reasoning: Series, Classification

Text Book

1. Melchias, G., Balaiah John., John Love Joy (Eds) 2015. *Winners in the making*. St. Joseph's College, Trichy-2

References

1. Aggarwal, R. S. *Quantitative Aptitude*, S.Chand & Sons
2. Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non Verbal Reasoning*. S. Chand & Co, Revised Edition.
3. Covey, Stephen. (2004). *7 Habits of Highly effective people*, Free Press.
4. Egan Gerard (1994). *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/ Cole.
5. Khera, Shiv (2003). *You Can Win*. Macmillan Books, Revised Edition.
6. Murphy, Raymond. (1998). *Essential English Grammar*. 2nd ed., Cambridge University Press.
7. Prasad, L. M. (2000). *Organizational Behaviour*, S.Chand & Sons.
8. Schuller, Robert. (2010). *Positive Attitudes*. Jaico Books.
9. Trishna's (2006). *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
10. Yate, Martin. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*.

Modules	Topics	Examination Pattern	
		CIA	Online
I	Basics of Communication	15	5
II	Resume Writing & Interview Skills	15	5
III	Group Discussion & Team Building	10	5
IV	Personal Effectiveness	10	5
V	Numerical Ability (Common Session)	5	10
VI	Test of Reasoning (Common Session)	5	10
Total		60	40

Semester III
18PCC3112

Hours/Week: 6
Credits : 5

OPERATIONS RESEARCH

Course Outcomes:

1. Understand the concepts and use of various mathematical techniques of operations research for business decision
2. Formulate a real-world problem as a mathematical programming model
3. Understand the concept of decision theory by using it in the certainty and uncertainty situations
4. Solve network models like the shortest path- minimum spanning tree- and maximum flow problems
5. Know the application of queuing theory and game theory in the real life situations
6. Apply the CPM and PERT in the business process.
7. Identify the knowledge of operations research to real life situation
8. Improve their calculating capacity

Unit-I: Operation research (15 hr)

Meaning- origin and nature. OR as a tool for decision-making; OR and management; features of OR; phases of OR; models in OR; methods of deriving solution; limitations of OR-application of OR. (OOC Based Learning)

Unit-II: Linear programming (15 hr)

Nature and meaning; formulation of LPP; graphic solutions; merits and demerits; application in business. Assignment-Transportation- Learning Curve

Unit-III: Decision theory (15 hr)

Basic concepts: quantitative approach to managerial decision-making; decision-making under certainty- decision making under uncertainty- maximax- minimaxmaximin- Laplace- Hurwicz. Decision-making under risk- EMV- EOL- EVPI. Decision making under competition

Unit-IV: Network analysis (15 hr)

CPM and PERT: construction of network diagrams; network calculation; concept of float; probability consideration in PERT; calculation of float under PERT; distinction Between CPM and PERT; limitations of PERT.

Unit-V: Queuing Theory (15 hr)

Meaning; basic concepts; application of waiting line models; Monte Carlo simulation - Game Theory.

Text Book

1. V.K. Kapoor and Sumant Kapoor: "OR Techniques for Management"- Sultan Chand & Sons- New Delhi.2008

Books for References

1. S.D Sharma- "Operations Research"- Kedar Nath Ram Nath and Co. Meerut - 16.2009
2. Barry Render and Ralph M.Stari- Jr: "Quantitative Analysis for Management": Prentice Hall- New Delhi.2009
3. Agarwal- J.D. and Sagarika Ghosh: Quantitative Techniques for Financial Analysis Indian Institute of Finance- New Delhi.2008
4. Taha- Hamdy A.: Operations Research - An Introduction- Prentice Hall- Delhi.2009

Theory : 30% Problem: 70%

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

Semester III	Code 18PCC3112	Title of the Paper OPERATIONS RESEARCH										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	4	3	4	4	4	4	3	4	4	2	4	4	3.69	
CO2	4	3	4	3	3	3	3	3	3	4	5	4	4	3.54	
CO3	4	5	4	4	4	4	4	4	4	4	4	4	4	4.08	
CO4	3	4	3	5	3	4	4	4	3	3	4	5	3	3.76	
CO5	3	3	4	5	3	4	4	4	4	4	5	3	3	3.76	
CO6	3	5	4	4	4	4	3	4	4	5	4	3	4	3.92	
CO7	3	4	4	3	4	3	3	3	3	5	4	4	4	3.69	
CO8	5	4	4	4	4	3	4	3	4	3	4	4	3	3.77	
Overall Mean Score for COs														3.78	

Result: The Score for this Course is 3.78 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III
18PCC3113**

**Hours/Week: 3
Credits : 3**

OOP WITH C++ AND JAVA

Course Outcomes:

1. Knowing the basic concepts of programming skills.
2. Learning the problem solving technique.
3. Understanding the fundamentals of language constructs.
4. Acquiring the knowledge of object oriented programming.
5. Impart the knowledge and programming skills on object –oriented programming languages such as, C++ and JAVA.
6. Ability to build and debugging a programming.

Unit-I: (8 hr)

Introduction - Data types- Bit field integer -Operators-control structures storage classes-user defined Data types-Reserved words-Standard I/O statements in C/C++/Java-Assignments for C programming-Object Oriented Programming concept-Objective of OOP-Different paradigms in OOP programs structure in C++ - Data abstraction - Function overloading - Information hiding -Friend- More on information hiding.

Unit-II: (7 hr)

Constructors -Dynamic memory management - Default constructors - Overloading constructor - Copy constructor - Destructors - Inheritance - class derivation -virtual base class- Binding in C++ - Polymorphism- concept of stream in C++ - File positioning functions -Error handling during file operations.

Unit-III: (7 hr)

Java Programming Paradigm- Advantages of JAVA- Tools available for JAVA programming- Building Java applications - Building Java applets-Difference between Applet and Application - Class definition in Java- Constructors - Inheritance - Polymorphism - access specification in Java- Interfaces in Java- Package in Java.

Unit-IV: (7 hr)

Built-in classes for Exception handling in Java - Mechanism of Exception handling in Java- Error Handling Exception classes

Unit-V: (7 hr)

Basic of a thread- Synchronization and Inter thread communication –thread groups and Daemon- designing GUI with components and layout managers- Event handling- Drawing methods and Graphics objects.

Text Book:

1. D. Samantha , “Object - Oriented Programming with C++ and JAVA”, Prentice Hall of India Pvt.Ltd., New Delhi ,2000.

References Books

1. E.Balagurusamy, “Programming in ANSI C”, Tata McGraw Hill, New Delhi, Third Edition, 2004.
2. E.Balagurusamy, “Object - Oriented Programming with C++”, Second Edition, 2002.
3. C.Muthu, “Programming with JAVA”, Vijay Nicole Imprints Private Limited, Chennai, Second Edition, 2011.

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

Semester III	Code 18PCC3113	Title of the Paper OOP with C++ and JAVA														Hours 3	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	4	2	5	5	2	4	2	4	2	3	2	5		3.3		
CO2	4	3	2	4	3	5	2	3	4	2	4	1	3		3.1		
CO3	5	3	2	3	4	2	2	2	4	2	3	2	4		2.9		
CO4	3	3	3	4	4	3	3	2	2	1	2	3	4		2.8		
CO5	4	5	3	2	3	4	2	2	5	3	2	2	3		3.1		
CO6	5	4	2	3	4	5	4	4	2	2	3	3	3		3.4		
Overall Mean Score for COs														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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester III
18PCC3114

Hours/Week: 3
Credits : 2

Software Lab-III

OBJECT-ORIENTED PROGRAMMING

Course Outcomes

1. Demonstrate the basic concepts of OOPS
2. Implement the programming skills based on OOPS
3. Demonstrate the behavior of Exception handling and Multithreading
4. Implement the GUI techniques (Event handling, Applet and Swing).
5. Develop programming aspect with files and networking.
6. Apply JDBC methods to establish connection with database

C and C++

1. Operators
2. Branching structures (If- switch-goto)
3. Looping structures (for- while- do while)
4. Array
5. Functions
6. Structures
7. Class and Objects (only using C++)

Java

8. Constructors
9. Inheritance
10. Packages
11. Exception Handling
12. Applet

Semester III
18SMS3101

Hours/Week: 6
Credits : 5

Common Core (WS): HUMAN RESOURCE MANAGEMENT

Course Outcomes:

1. Understand the principles and practices related to Human Resource Planning
2. Learn the policies related to Human Resource Development
3. Develop and assess one's own competencies towards a career in HRM.
4. Familiarize with the practical applications of Human resource terminology

Unit-1: Introduction to Human Resource Management (10 hr)

HRM – Meaning, Nature, Objectives, Scope and Functions. Line and Staff views of HRM, HRM as a profession, Future role of HRM, Department structure of HRM. HR Metrics, HRM in Small and Medium Scale Enterprises.

Unit-2: Human Resource Planning and Recruitment (15 hr)

HR planning - Job Analysis – Job Specification and Job description. Recruitment – Sources, characteristics and types. Selection process. Types of tests and interviews. Induction Programme. Promotion and Transfers, Demotions and Separations.

Unit-3: Strategic HRM and Performance Appraisal (OOC based) (15 hr)

Role of HRM in Corporate Goal Setting, Levels and Models of Strategic HRM, Applications of Strategic HRM. Performance Appraisal – Purpose, Methods, Factors, Problems. Performance Appraisal and Potential Appraisal. Performance Management Systems.

Unit-4: Training and Development (15 hr)

Training – Need, Importance, Steps, Methods. Training needs assessment. Management Development Programme – Significance and methods. Stages of Career Planning and Development, Career counseling.

Unit-5: Compensation and Administration (10 hrs)

Compensation plan – Incentives - individual and group. Benefits – Bonus and Fringe benefits. Developing a sound compensation plan, wage policy, Executive compensation – Factors and issues. HRM in Virtual Organisations.

Text book:

1. Pravin Durai, (2010), Human Resource Management (2nd Ed), Pearson Education Books, New Delhi.

Reference Books:

1. VSP Rao (2002), Human Resource Management: Text & Cases, Excel Books, New Delhi.
2. Edwin Flippo (1984), Personnel Management, Tata McGraw Hill, New Delhi

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

Semester III	Code 18SMS3101	Title of the Paper HUMAN RESOURCE MANAGEMENT												Hours 6	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	2	4	4	5	2	3	4	3	3	4	3.46	
CO2	4	5	5	4	4	5	5	3	4	5	4	4	4	4.30	
CO3	4	4	5	4	5	5	5	3	5	5	5	4	5	4.53	
CO4	5	4	4	4	5	5	5	3	5	5	4	5	5	4.53	
CO5	4	5	5	5	4	4	5	3	5	5	4	4	5	4.46	
CO6	5	4	4	4	4	5	4	2	4	5	5	4	4	4.15	
CO7	5	4	4	4	4	5	5	3	4	5	5	4	5	4.38	
CO8	4	4	5	4	4	5	5	3	4	4	5	4	5	4.30	
Overall Mean Score for COs														4.26	

Result: The Score for this Course is 4.26 (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

Semester III
18PCC3203A

Hours/Week: 4
Credits : 4

Core Elective-III: COMPANY LAW

Course Outcomes:

1. To understand the formation, management and other activities of the companies
2. To Gain knowledge on the functioning of a company
3. To know the regulations pertaining to the issue of shares
4. To impart knowledge on corporate management , government regulation of corporate business
5. To Gain knowledge about company 's share capital and membership
6. To understand the procedure of winding up of the company

Unit-I: (10 hr)

The Companies Act, 2013 - Definition-objects of company law-nature - characteristics of a company - kinds of company-formation of a company-Promoters-Registration and Incorporation

Unit-II: (10 hr)

Memorandum of association-articles of association-Prospectus-alteration.

Unit-III : (10 hr)

Issue of shares- nature- kinds of shares- share certificate-share warrant - transfer of shares- share capital-Rights and privileges of shareholders-Dividend

Unit-IV: (10 hr)

Membership-capacity- directors-Meetings- Role of company secretary.

Unit-V: (10 hr)

Winding up of a company-modes-duties of liquidator- powers of liquidator-SEBI Act

Textbook

1. N. D. Kapoor - Elements of Mercantile Law - Sultan and Sons, New Delhi, 2011.

Books for Reference

1. M.C. Shukla - Manual of Mercantile Law - S. Chand & Co., New Delhi, 2010.
2. P.P.S. Gogna - A TEXT BOOK of Mercantile Law - S. Chand & Co., New Delhi, 2009.
3. D.P. Jain - Mercantile Law - Konark Publishers Pvt. Ltd., New Delhi, 2009.
4. Sen & Mitra - Commercial Law, The mould press, Kolkatta, 2004.

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

Semester III	Code 18PCC3203A	Title of the Paper Core Elective-III: COMPANY LAW												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	4	2	5	5	5	4	3	4	5	4	4	5	4.15	
CO2	5	3	2	4	4	5	3	4	5	5	4	4	5	4.08	
CO3	5	4	2	5	4	4	4	3	4	3	3	4	4	3.77	
CO4	5	4	2	4	5	3	3	4	4	4	4	3	5	3.85	
CO5	4	5	3	3	3	4	3	2	5	3	3	4	3	3.46	
CO6	5	4	2	3	4	5	4	4	3	4	3	3	4	3.69	
Overall Mean Score for COs														3.83	

Result: The Score for this Course is 3.83 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 0.0-1.0 Very poor	2 1.1-2.0 Poor	3 2.1-3.0 Moderate	4 3.1-4.0 High	5 4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III
18PCC3203B**

**Hours/Week: 4
Credits : 4**

Core Elective-III NGO MANAGEMENT

Course Outcomes:

1. To Over view about the NGO and Issues.
2. Facets of NGO's and different dimensions and understanding social welfare activities.
3. NGO's and Social, Cultural and ideological forces.
4. NGO's and community based services and volunteerism.
5. NGO's and Team building process and participation activities for society development.
6. Understand the reasons for the persistence of global poverty and inequality and how current development paradigms contribute to poverty reduction and human development.

Unit-I

NGOs: meanings, definition, characteristics, Objectives and Types. Genesis, present status of NGOs and their role in social upliftment. History, origin and development of NGOs. purpose of NGOs. Aspects, issues of NGOs. Challenges of NGOs: poverty reduction, child welfare and women empowerment. (10 hr)

Unit II

Facets of NGOs: NGOs and grass root level dimensions: tribal welfare, providing card to the needy, upliftment of illiterates, identifying the personality development, channelization the poor to reach the destination, social welfare aspects: target groups, social change. (10 hr)

Unit-III

NGO and social development: Role of NGOs in Civil Society: concepts, methods, approaches and dimension of civil society. Civil society and social change; social movements and civil society. Movements Women development, Dalit issues, Peasant and agrarian issues. development the children, Self Help Groups, youth employment. Challenges of NGOs –fund raising, achieving the targets, duplication of NGOs. (10 hr)

Unit-IV

Registration of NGO: kind of NGOs, nature of registration, modalities of registration, purpose of registration, the Non Governmental Organizations,

Trust, and Community Based Organization: the relevance, the differences, and relationships.

Volunteerism and NGOs: volunteerism: nature, origin and scope. Type of volunteerism, relevance of volunteerism, voluntary action, imparting education, environmental awareness, human resource development, labour force participation and elimination of ignorance. (10 hr)

Unit-V

Planning process: goal setting-identifying the strength and weakness of NGOs. Team building; identifying the gap areas, initiating the process, curbing the differences and channelizing the skills. Participation activities. Action plan, group involvement, organizational commitment, selection process, training and development. (10 hr)

References Books:

1. Ian Smillie, John Hailey (2000). Managing For Change: Leadership, Strategy and Management in Asian NGOs. Earthscan Publications.
2. Deb Prasanna Choudhury (2011). Strategic Planning and Management of Nonprofit Organizations and NGOs Theory, Practice, Research and Cases. Asian Books
3. United Nations (2005). UN System Engagement with NGOs, Civil Society the Private Sector and Other Actors: A Compendium. United Nations, New York.
4. Brinkerhoff Smith (2007). NGOs and the Millennium Development Goals. Palgrave Scholarly US
5. Rugendyke Barb Rugendyke (2007). NGOs as Advocates for Development in a Globalising World. Taylor and Francis Ltd

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

Semester III	Code 18PCC3203B	Title of the Paper Core Elective-III: NGO 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	PSO7	PSO8				
CO1	4	4	3	5	3	5	4	4	4	4	4	4	5	4.08			
CO2	4	3	2	4	4	5	3	4	4	5	4	4	5	3.92			
CO3	4	4	3	4	4	4	4	3	4	3	4	4	4	3.77			
CO4	3	4	4	4	4	5	4	4	4	4	4	5	5	4.15			
CO5	4	5	3	3	3	4	3	2	5	3	4	4	3	3.54			
CO6	5	4	3	3	4	5	4	4	4	4	3	3	4	3.85			
Overall Mean Score for COs														3.89			

Result: The Score for this Course is 3.89 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester III
18PCC3301

Hours/Week: 4
Credits : 4

IDC (WS): STRESS MANAGEMENT

Course Outcomes:

1. Provide a broad physical- social and psychological understanding of human stress.
2. Focus on presenting a broad background of stress research.
3. Understand the implications of crisis management.
4. Developing a sense of humour in work place.
5. Improving personality in self development.
6. To understand crisis management

Unit-1: UNDERSTANDING STRESS: Meaning-symptoms-works related stress-individual stress-reducing stress-bum out- Stress Causes-Good Stress-Bad Stress –Yoga

Unit-II: COMMON STRESS FACTORS TIME AND CAREER: Time management-Techniques-importance of planning the day-Time management schedule-developing concentration-organizing the work area-prioritizing-Beginning at the start-learning to say “NO” (OOC Based Learning) (10 hr)

Unit-III: CRISIS MANAGEMENT: Implications-people issues-environmental issues-Psychological fall outs-learning to keep calm-Preventing interruptions-controlling crisis-importance of good communication-taking advantage of crisis-pushing new ideas-empowerment. (10 hr)

Unit-IV: WORK PLACE HUMOUR: Developing a sense of Humour-Learning to laugh-role of group cohesion and team spirit-using humour at work-Reducing conflicts with humour. (10 hr)

Unit-V: SELF DEVELOPMENT: Improving personality-leading with integrity-enhancing creativity-effective decision making-sensible communication-The listening Game-Managing Self-Meditation for peace-Yoga for life. (10 hr)

References

1. Cooper- (2011)-Managing Stress- Sage- 2011
2. Waltschafer- Stress Management- Cengage Learning - 4th Edition 2009
3. Jeff Davidson- Managing Stress- Prentice Hall of India, New Delhi. 2012.
4. Juan R Alascal, Laurel Brucata, Daisy Chauhan. Stress Mastery. Pearson.
5. Argyle. The Psychology of Happiness. Tata McGraw Hill. 2012
6. Bartlet. Stress-Perspectives and Process. Tata McGraw Hill 2012.

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

Semester III	Code 18PCC3301	Title of the Paper IDC (WS): STRESS 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	PSO7	PSO8			
CO1	5	3	4	4	4	4	4	4	4	4	4	3	4	4.0		
CO2	4	5	4	4	4	3	4	4	4	5	4	3	4	4.0		
CO3	5	4	4	4	3	4	4	4	4	4	5	5	5	4.2		
CO4	4	4	4	5	4	5	4	4	4	5	4	4	4	4.2		
CO5	5	4	3	5	3	4	5	3	5	4	4	5	4	4.1		
CO6	4	4	5	4	4	3	4	4	5	4	4	5	4	4.1		
Overall Mean Score for COs														4.1		

Result: The Score for this Course is 4.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1	2	3	4	5
	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PCC3302

Hours/Week: 4
Credits : 4

IDC (BS):
SOCIAL PSYCHOLOGY

Course Outcomes:

1. Study social interaction and social influence.
2. Understand the behavior and mental processes and enhances the ability to apply
3. Empirical knowledge to improve the lives of people.
4. Learn Cognition in social world and self esteem and social comparison
5. Be taught interpersonal relations and interpersonal attraction.
6. Apply social psychology- social influence in Pro social behaviour in assembly.

Unit-I : INTRODUCTION TO SOCIAL PSYCHOLOGY (10 hr)

Social psychology-origin and development-Social Behaviour and Social thought-Applications in Society and Business (OOC Based Learning)

Unit-II : PERCEIVING AND UNDERSTANDING OTHERS (10 hr)

Social perception-Nonverbal communication-Attribution-impression formation and impression management.

Unit- III: COGNITION IN SOCIAL WORLD (10 hr)

Social cognition-Schemas-Heuristics-Errors-Attitudes and Behaviour-Persuasion-Cognitive dissonance-self- Self Esteem and Social Comparison.

Unit-IV: INTER-PERSONAL RELATIONS (10 hr)

Social identity-Prejudice-Discrimination-Aggression-Interpersonal attraction.

Unit-V: APPLIED SOCIAL PSYCHOLOGY (12 hr)

Social influence-Conformity-Compliance-Social Influence-Pro social Behaviour-Groups-Social issues.

Textbook

1. Baron- Byrne and Brascombe- (2006)- Social Psychology- 11th Edition- Published by Pearson.
2. David G Myers (2006), Social Psychology, 8th Edition- Published by Tata McGraw Hill.

Reference Books:

1. Baron Byrne (2006), Social Psychology, 8th Edition- Published by Pearson, United Kingdom.
2. Howitt, (2009), Social Psychology, 1st Edition- Published by Tata McGraw Hill, New Delhi.
3. Rohall *et al.* (2011), Social Psychology, 2nd Edition, Published by PHI Learning, New Delhi.
4. Ajzen- (2009), Attitudes Personality and Behaviour, 1st Edition- Published by Tata McGraw Hill- New Delhi.
5. Hollway (2002), Social Psychology Matters, 1st Edition, Published by Tata McGraw Hill, New Delhi.

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

Semester III	Code 18PCC3302	Title of the Paper IDC (BS): SOCIAL PSYCHOLOGY												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	4	3	5	3	4	4	5	4	4	4	4	4	4.00	
CO2	5	3	2	4	4	5	3	4	3	5	4	4	4	3.92	
CO3	4	4	2	5	4	4	4	3	4	3	3	4	4	3.70	
CO4	5	4	2	4	5	3	3	4	4	5	4	3	5	3.92	
CO5	4	5	3	3	3	4	3	4	5	3	3	4	3	3.46	
CO6	3	4	2	3	4	5	4	4	3	4	3	3	4	3.69	
Overall Mean Score for COs														3.78	

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Result: The Score for this Course is 3.78 (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

Semester IV
18PCC4115

Hours/Week: 5
Credits : 5

BUSINESS TAXATION

Course Outcomes:

1. To understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution for the economic development.
2. To understand the different types of taxes
3. To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in market orientated economy.
4. To understand the implications of indirect taxes on the taxable capacity consumers, dealers and of the society and its changes.
5. To gain knowledge on customs act
6. To understand the Tax reforms in India and it's impact of economy
7. To make them to be a tax consultant in preparing the tax planning, tax management. Payment of tax and filling of tax returns.
8. To understand the impact of GST on Domestic, National and International Trade and educating the students as a tax audit, consultant and managers.

Unit I :

Background, History, Constitutional Provision for Indian tax system, structure of Indian tax system. Public finance, public expenditure and public revenue. Principle and objectives of taxations in the modern welfare governments. Indian tax structure, different types of taxes- taxes under indirect tax family in India, methods of taxations, tax reforms and recent tax reforms committees and its recommendations and fiscal discipline. (13 hr)

Unit II :

Customs Duty: Customs Act, 1962 and Rules, regulations Circulars and Notifications; Customs Tariff Acts, and the related Rules. Principles governing levy of customs duty, types of duties at global scenario. Basic principles of classification of goods and valuation of goods, special provisions regarding baggage, goods imported or exported by post, and stores. Duty drawback schemes, impact of GST on customs duty. (12 hr)

Unit III:

Tax reforms and GST in India, Constitutional Background, GST Bills, Central and State Financial relations, Finance commissions, Salient features of GST, Tax compliance, GST administrative structure both central and state level, Advantages of GST, Impact of GST on Economy, Governments,

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manufacturers, dealers and consumers, GST-Issues, challenges and problems. (12 hr)

Unit IV:

Taxes under GST- levy and incidence of GST, Value of Tax event, Rates and Schedules, CGST, SGST, IGST, Criteria for GST, GST on Exports, Imports and SEZ supplies input credit. (12 hr)

Unit V:

Assessment under GST: Payment of Taxes, Returns Filling, Assessment and Audit of Accounts, under GST, GST refund, Appeals and Revision, Prosecution and Appellate Tribunals, problems on GST- State, Central and Integrated Taxes- Total Income, Tax Liability and available Tax credits -Case studies. (12 hr)

Reference Books:

1. Indirect Taxes- Law and Practice: V.S.Datey
2. GST Ready Reckoner
3. Bare Acts of Customs, Customs Tariff Acts, GST
4. Public Finance - Prof.H.Doltan
5. Basic of GST-Nitya Tax association Taxman
6. GST Manual- Taxman publication
7. Indian GST for Beginners –Jayaram Hiregange and Deepak Rao

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

Semester IV	Code 18PCC4115	Title of the Paper BUSINESS TAXATION												Hours 5	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	3	5	4	4	3	4	3	4	4	4	4	3.76	
CO2	4	3	4	3	4	3	4	3	3	4	4	5	4	3.69	
CO3	4	4	4	4	3	4	4	4	3	4	4	5	5	4.00	
CO4	3	4	3	5	3	4	4	3	3	4	4	4	4	3.69	
CO5	3	4	4	5	3	4	4	3	4	4	3	5	5	3.92	
CO6	4	4	3	4	4	3	4	4	4	4	3	5	4	3.84	
CO7	4	3	4	3	4	3	4	3	4	4	4	4	5	3.76	
CO8	4	4	4	5	4	3	5	3	4	4	4	3	4	3.92	
Overall Mean Score for COs														3.80	

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 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
18PCC4116

Hours/Week: 4
Credits : 4

FINANCIAL ACCOUNTING PACKAGE - TALLY ERP 9

Course Outcomes:

1. Impart the students with the basic principles and concepts of accounting.
2. Provide knowledge on the use and application of computer in accounting.
3. Impart the knowledge on TDS-TCS and VAT Calculations
4. Know and practice about the various vouchers.
5. Give exposure on inventory maintenance
6. To learn about the Inventory information

Unit I (10 hr)

Introduction to Tally-Features of Tally-Configuration Set up -Starting Tally-Company creation-alteration and deletion-Hierarchy of account groups and ledgers-A/c groups of balance sheet-Assets and liabilities- P & L a/c-Accounts group creation-Accounts ledger creation-Financial problems-alteration and deletion. (OOC Based Learning: Theory Only)

Unit II (10 hr)

Voucher entry-Tally a/c Voucher types: Contra Voucher-payment Voucher-receipt Voucher-journal Voucher-purchase Voucher-sales Voucher-Voucher alterations-deletion and cancellation-single mode Voucher entry-A/c Voucher lists-Pay book-Trial balance.

Unit III (10 hr)

Inventory information-Inventory masters-units of measure-stock group-stock item-stock category-Godowns-Inventory vouchers - Invoicing. Cost centre-Cost category-Voucher entries using cost centre-Payroll preparation-Budget creation and alteration.

Unit-IV (10 hr)

Accounting and inventory books and reports-Data Collaboration-Security-Tally vault-Tally audit-Export of data-data formats-internet connectivity-E mailing tally report as attachments-import of tally data-migrating tally data-ODBC connectivity-connecting tally data into MS word document and excel worksheet-Backup - Restore.

Unit-V (10 hr)

TDS-TCS-VAT. Goods and Services Tax (GST): Accounting of SGST, CGST & IGST, General GST configuration, GST Invoice, Billing, Reverse Charge, Branch Transfers, Bill of Supply, POS in ERP 9 : Features.

Textbook

1. Implementing Tally-AK Nadhani and KK Nadhani (Unit I and II- Unit IV and V).
2. Tally Namrata Agarwal (Unit III).

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

Semester IV	Code 18PCC4116	Title of the Paper FINANCIAL ACCOUNTING PACKAGE - TALLY ERP-9														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	4	3	5	3	5	4	4	4	4	4	4	5	4.08			
CO2	4	3	2	4	4	5	3	4	4	5	4	4	5	3.92			
CO3	4	4	3	4	4	4	4	3	4	3	4	4	4	3.77			
CO4	3	4	4	4	4	5	4	4	4	4	4	5	5	4.15			
CO5	4	5	3	3	4	4	3	2	5	3	4	4	3	3.62			
CO6	5	4	3	3	4	5	4	4	4	4	3	3	5	3.92			
Overall Mean Score for COs														3.91			

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester IV
18PCC4117

Hours/Week: 3
Credits : 3

Software Lab

FINANCIAL ACCOUNTING PACKAGE - TALLY ERP 9

1. Company Creation- alteration and deletion of company
2. Groups and Ledgers (Single & Multiple)
3. Final A/Cs with adjustments (Creation and deletion of ledgers)
4. Voucher entry problems in single & Double entry mode.
5. Voucher entries using Cost Centers, Cost Categories, and Cost Center.
6. Budget preparation
7. Payroll preparation (Salary Statement Preparation)
8. Accounting vouchers using Stock Group, Stock category and Stock Items.
9. Order processing and inventory vouchers, Generation of accounting & Inventory books and reports
10. VAT, TDS and GST Configuration and Invoices.

Semester IV
18PCC4118

Hours/Week: 4
Credits : 3

TEACHING & RESEARCH APTITUDE

Course Outcomes:

1. The main objective is to assess the teaching and research capabilities of the candidates.
2. The test is aimed at assessing the teaching and general/research aptitude as Well as their awareness.
3. They are expected to possess and exhibit cognitive abilities.
4. Cognitive abilities include comprehension, analysis, evaluation, understanding the structure of arguments and deductive and inductive reasoning.
5. The students are also expected to have a general awareness and knowledge of sources of information.
6. To aware of interaction between people, environment and natural resources and their impact on quality of life.

Unit-1: TEACHINGAPTITUDE

Teaching : Nature, objectives, characteristics and basic requirements; Learner's characteristics; Factors affecting teaching; Methods of teaching; Teaching aids; Evaluation systems. (10 hr)

Unit-2: RESEARCHAPTITUDE

Research : Meaning, characteristics and types; Steps of research; Methods of research; Research Ethics; Paper, article, workshop, seminar, conference and symposium; Thesis writing: its characteristics and format. (10 hr)

Unit-3: COMMUNICATION

Communication : Nature, characteristics, types, barriers and effective classroom communication. (10 hr)

Unit-4: LOGICAL REASONING

Understanding the structure of arguments; Evaluating and distinguishing deductive and inductive reasoning; Verbal analogies : Word analogy — Applied analogy; Verbal classification. Reasoning Logical Diagrams : Simple diagrammatic relationship, multi diagrammatic relationship; Venn diagram; Analytical Reasoning. (10 hr)

Unit-5: PEOPLEANDENVIRONMENT

People and environment interaction; Sources of pollution; Pollutants and

their impact on human life, exploitation of natural and energy resources;
Natural hazards and mitigation (10 hr)
(Multiple Choice Questions only)

Text Book

1. Madaan KVS, (2017), Teaching and Research Aptitude, Published by Pearson, Uttarpradesh.

Reference Books

1. Pratiyogita Darpan, (2017), Teaching and Research Aptitude, Published by Upkar Prakashan , Agra.
2. Gupta's R (2017), Teaching and Research Aptitude, Published by Ramesh Publishing House, New Delhi.
3. Kautiya K, (2017), Teaching and Research Aptitude, Published by Upkar Prakashan, Agra.

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

Semester IV	Code 18PCC4118	Title of the Paper TEACHING & RESEARCH APTITUDE												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	4	3	5	3	5	4	4	4	4	4	4	5	4.08	
CO2	3	3	2	4	4	5	3	4	4	5	4	4	5	3.85	
CO3	4	4	3	5	4	4	4	3	4	3	3	4	4	3.77	
CO4	3	4	2	4	4	5	4	4	4	4	4	5	5	4.00	
CO5	4	5	3	3	3	4	3	2	5	3	4	4	3	3.54	
CO6	5	4	3	3	4	5	4	4	3	4	3	3	4	3.77	
Overall Mean Score for COs														3.84	

Result: The Score for this Course is 3.84 (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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester IV
18PCC4119

Hours/Week: 3
Credits : 2

Software Lab:

COMPUTER APPLICATION IN BUSINESS STATISTICS

Experiments

1. Getting familiar with the interface
2. Importing data from excel
3. Data preparation and exploratory data analysis
4. Descriptive statistics for two or more variables
5. Creating and editing charts for two or more variables
6. Inferential statistics for the mean and the median
7. One-sample t-test
8. T-test
9. Power Analysis for t-test
10. One-way ANOVA and Kruskal-Wallis Test
11. Power Analysis for ANOVA and simple linear regression
12. Multiple linear regression and correlation
13. Model building and selection
14. One-sample Chi-square

Semester IV
18PCC4120

Hours/Week: 5
Credits : 4

Software Lab: MANAGEMENT INFORMATION SYSTEM

Course Outcomes:

1. To Know the Management Information System Concepts
2. Gain knowledge about Importance of IT
3. Able to explore the Basics of Hardware and Software
4. Know about the Database Applications
5. Analyze the accounting and financial information system and decision support system.
6. Plan and implement business changes with global perspective.

Unit-I: Foundations of Information Systems: Introduction to Information Systems (IS) and Information Technology (IT)-significance –Fundamentals of IS concepts-overview of IS - solving business problems with IS - developing IS solutions- MIS-Meaning-Features-Importance of MIS- Limitation of MIS. (13 hr)

Unit-II: Information Technology: A Managerial Overview Managerial Overview: Computer Hardware- Computer Systems: End user and Enterprise Computing- Computer Peripherals: Input, Output and Storage Technologies- Managerial Overview: Computer Software: Application Software: End user Applications- System Software: Computer System Management (12 hr)

Unit-III: Telecommunications and Database Management: A Managerial Overview telecommunications and the Internetworked Enterprise-Technical Telecommunications Alternatives- Database Management: Managing Data Resources- Technical Foundations of Database Management (12 hr)

Unit-IV: Business Applications of IT: Information Systems for Business operations-Business IS-Marketing- Manufacturing human resource-accounting and financial information systems-transaction processing system-management information and decision support system. (12 hr)

Unit-V: Managing IT: Managing Information Technology-managing information resource and technologies –Global IT management-planning and implementing business change with IT. (12 hr)

Text Book:

1. James A O'Brien, "Management Information Systems for managing IT in the Internetworked Enterprise"- 4th edition- Tata McGraw Hill Publishing Company Limited- New Delhi-1999.

Book for Reference

1. W.S. Jaswadekar, "Management Information Systems"- Tata McGraw Hill Publishing Co. Ltd., New Delhi, 2008.

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

Semester IV	Code 18PCC4120	Title of the Paper Software Lab: MANAGEMENT INFORMATION SYSTEM												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	4	4	3	5	3	5	4	4	4	4	4	4	5	4.08	
CO2	3	3	2	4	4	5	3	4	4	5	4	4	5	3.85	
CO3	4	4	3	4	4	4	4	3	4	3	4	4	4	3.77	
CO4	3	4	4	4	3	5	4	4	4	4	4	5	5	4.08	
CO5	4	3	3	3	4	4	3	2	5	3	4	4	3	3.46	
CO6	5	4	3	3	4	5	4	4	4	4	3	3	5	3.92	
Overall Mean Score for COs														3.86	

Result: The Score for this Course is 3.86 (High Relationship)

Note:

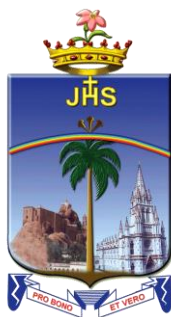
Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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B.Com CA
LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE
WITH CHOICE BASED CREDIT SYSTEM (CBCS)



DEPARTMENT OF COMMERCE COMPUTER APPLICATIONS
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 TANSCH 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	K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS							
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			30
Courses having K4 and K5 levels One K5 level question is compulsory				2	1		
(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	K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS							
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			20
Courses having K4 and K5 levels One K5 level question is compulsory				1	1		
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:

$GPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$	$WAM (Weighted Average Marks) = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$
<p>Where,</p> <p>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.</p>	

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 Programme.
- 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
5.00 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 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 is 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%	$\geq 40\%$ and < 70%	$\geq 70\%$
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

$\text{Mean Scores of COs} = \frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		$\text{Mean Overall Score} = \frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
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 imbued 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. Graduates will be able to get employment skills, entrepreneurial skills and leadership skills in the functional areas of various businesses by gaining knowledge in various disciplines of Commerce, Accounting, Economics, Finance, Marketing and Auditing.
2. Graduates will be able to acquire skills to work as tax consultants, Audit assistants and work in all types of financial and commercial services.
3. Graduates will gain knowledge to enter into professional exams, government board examinations to go for employment in government departments. Graduates will have choices to pursue higher education in all the fields of commerce and Computer Application
4. Graduates will obtain the ability in Object oriented programming concepts, C++, C, RDBMS, and Programming in ORACLE, JAVA, and VISUAL BASIC and be able to develop software in Linux environments. They also have knowledge in web designing.
5. Graduates will be trained to have ethical values, soft skills, communication skills and environmental friendly skills and to face the changing international trends.

B.COM.COMPUTER APPLICATION						
PROGRAMME STRUCTURE						
Part	Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
I	1-IV	Languages (Tamil / Hindi/ French/ Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	I –VI	Corecourse :Theory	12	60	34	82
	I –VI	Corecourse : Practical	6	14	11	
	I-IV	Core course- Allied/(Practical)	4	24	16	
	V-VI	Discipline Specific Elective	4	20	12	
	VI	Project Work	1	--	2	
	V	Self-paced learning	(3)	--	2	
	V	Field study/ Industrial visit/ Case study	1		1	
	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	
	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/NCC	-	-	-	4
		Total		180		130(6)

B.COM COMPUTER APPLICATION								
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	21UCC13CC01	Financial Accounting	7	4	100	100	100
	3	21UCC13CC02	Computer Application for Business	4	2	100	100	100
	3	21UCC13CP01	Software Lab-1: Computer Application for Business	2	2	100	100	100
	3	21UCC13AC01	Allied 1: Business Environment	6	4	100	100	100
	4	21UHE14VE01	Essentials of Humanity	2	1	50	50	50
	4	21UEN14AE01	AECC-1: Communicative English	(6)	4	100	-	100
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	21UCC23CC03	Business accounting	6	3	100	100	100
	3	21UCC23CC04	WEB GRAPHICS	3	2	100	100	100
	3	21UCC23CP02	Software Lab 2:Web graphics	2	2	100	100	100
		21UCC23AC02	Allied 2: Modern Marketing	6	4	100	100	100
	4	21UHE24VE02	Techniques of Social Analysis: Fundamentals of Human Rights	2	1	50	50	50
	4	21UHE24AE02	AECC-2 : Environmental studies	2	2	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	21UCC33CC05	Management Accounting	6	3	100	100	100
	3	21UCC33CC06	Fundamentals of C programming	3	2	100	100	100
	3	21UCC33CP03	Software Lab 3: Programming in C	2	2	100	100	100
	3	21UCC33AO03A	Allied Optional : Elements of Mathematics	6	4	100	100	100
		21UCC33AO03B	Allied Optional : Business Mathematics					
	4	21UCC34SE01	SEC -1(WD): Entrepreneurship Development	2	1	100	-	100
	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	Commercial Tamil (SMS)	4	3	100	100	100
		21UFR41GL04	French- IV					
		21UHI41GL04	Hindi- IV					

		21USA41GL04	Sanskrit- IV					
	2	21UEN42GE04	General English - IV	5	3	100	100	100
	3	21UCC43CC07	Advanced Auditing	6	3	100	100	100
	3	21UCC43CC08	Database Management System	3	2	100	100	100
	3	21UCC43CP04	Software Lab 4: ORACLE SQL	2	2	100	100	100
	3	21UCC43AO04A	Allied Optional : Elements of Statistics	6	4	100	100	100
		21UCC43AO04B	Allied Optional : Business Statistics					
	4	21UCC44SE02	SEC -2 (BS): Practical banking in India	2	1	100	-	100
	4	21UHE44VE04A	Professional Ethics–II: Social Ethics - II	2	1	50	50	50
	4	21UHE44VE04B	Professional Ethics -II: Religious Doctrine-II					
			Total	30	19			
V	3	21UCC53CC09	Cost Accounting	7	4	100	100	100
	3	21UCC53CC10	Data analysis using R	5	2	100	100	100
	3	21UCC53CP05	Software lab 5: Data Analysis	2	2	100	100	100
		21UCC53ES01A	DSE-1: Business Law	5	3	100	100	100
		21UCC53ES01B	DSE-1: Customer Relationship Management					
		21UCC53ES02A	DSE-2: Management of Banking	5	3	100	100	100
		21UCC53ES02B	DSE-2: Business Management					
	3	21UCC53IS01	Summer Internship Project	-	2	100	-	100
	3	21UCC53SP01A	Self-paced Learning: Training and Development	-	2	50	50	50
		21UCC53SP01B	Self-paced Learning: Event Management					
		21UCC53SP01C	Self-paced Learning: Security in Information Technology					
	3	21UCC53FV01	Field study/ Industrial visit/ Case study	-	1	100	-	100
	4	21USS54SE03	SEC -3 : Soft Skills	2	1	100	-	100
	4	21UCC54EG01	GE-1: E-commerce and E Business Management	4	3	100	100	100
			Extra Credit Courses (MOOC)-3		(2)			
			Total	30	23(2)			
VI	3	21UCC63CC11	Income Tax Law and Practice	7	4	100	100	100
	3	21UCC63CC12	Financial Accounting Package – Tally Prime	3	2	100	100	100
	3	21UCC63CP06	Software Lab 6 Financial Accounting Package – Tally Prime	4	2	100	100	100
	3	21UCC63ES03A	DSE -3: Investment Management and stock trading	5	3	100	100	100
		21UCC63ES03B	DSE- 3: Indian Financial System					
	3	21UCC63ES04A	DSE -4: Advertising and Sales Promotion Management	5	3	100	100	100
		21UCC63ES04B	DSE -4: Sales Management					
	3	21UCC63PW01	Project Work and Viva Voce	-	2	100	100	100
	3	21UCC63CE01	Comprehensive Examinations	-	2	50	50	50
	4	21UCC64SE04	SEC -4 : (WS) E -BANKING	2	1	100	-	100
	4	21UCC64EG02	GE-2 : Total Quality Management	4	3	100	100	100
			Total	30	22			
I-VI	5	21UCW65OR01	Outreach Programme (SHEPHERD)		4			
			Total (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	21UTA44SE02B	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	21UEN54EG01	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	SE	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/Week	Credits
I	21UTA11GL01	General Tamil - I	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
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, மனத்தாய்மை
- 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 பாணையின் கதை
- அப்துல் ரகுமான் - வீடு
- மேத்தா - ஒரே குரல்
- இலக்கிய வரலாறு - மூன்றாம் பாகம் - இருபதாம் நூற்றாண்டு
- இலக்கியவளர்ச்சி - முதல் ஐந்து சிறுகதைகள்
- சிறுகதை

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	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
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	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
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 1^{er} 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

nombre 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

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

Books for Reference

1. J.Girardet and J.Pecher, *Echo AI*, CLE International, 2^eédition, 2017
2. Régine Mérieux and Yves Loiseau, *Latitudes AI*, 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://français.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/exercices/exercice-french-2/exercice-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
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
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	Cognitive Levels (K –Levels)
	On successful completion of the course, students will be able to	
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 Tripathy, *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	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
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)

Samyaktakshatra pada paricaya

Unit - II (12 Hours)

Vartmanakala prayogaha

Unit - III (12 Hours)

Samskruta varathamana kalaha

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	Credits
I	21UCC13CC01	CORE-1: FINANCIAL ACCOUNTING	7	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	know the concepts of financial accounting	K1
CO-2	understand the consignment and joint venture accounts	K2
CO-3	explain the concepts of branch accounting and departmental accounting	K2
CO-4	apply the hire purchase accounts and fire insurance claims methods in business	K3
CO-5	analyze and prepare the financial statements of partnership firm	K4

Unit-I (21 Hours)

Single Entry and Self Balancing Ledger- Definition- features- Double Entry systems Vs Single entry systems– Ascertainment of Profit – Net worth method – conversion method - Self- balancing ledger –Debtors ledger- creditors ledger- general ledger- Adjustment Accounts - Account current –Average due date.

Unit-II (21 Hours)

Accounting for Consignment and Joint venture - Consignment accounts- Account sales – Direct expenses- Non recurring expenses – Accounting treatment for consignment transactions- Consignor’s books- Consignee’s book-Joint Venture- Accounting treatment for joint ventures

Unit-III (21 Hours)

Hire purchase system and Installment system - Accounting for Hire purchase– Calculation of interest- Default and Repossession -Repossession of stock - Hire purchase trading account – Stock and Debtors system. Fire Insurance claims: Loss of Stock – Loss of Profit – Average clause.

Unit-IV (21 Hours)

Branch and Departmental accounts- Branch Accounts – Types of Branches (excluding foreign branches) – Dependent Branches – Independent Branches. Departmental Accounts - Methods and techniques – Inter- departmental transfers.

Unit-V (21 Hours)

Partnership Accounts: - Admission – Retirement and Death ofPartnership-Dissolution of the firm – Insolvency of Partnership - Garner Vs Murray -Piecemeal distribution

Book for Study

Shukla & Grewel, 2015 - *Advanced Accounts, Vol. I*, 1st Edition, published by Sultan & Chand Publishing Co., New Delhi

Books for Reference

1. Reddy and A. Moorthy.T.S, (2016) - *Financial Accounting*, 1st edition Published by Margham publishers, Chennai.
2. Jain & Narang, (2015), *Advanced Accounting*, 1st edition, published by Kalyani Publishers, New Delhi.
3. Nagarajan, Vinaykarn & Mani , (2012) – *Principles of Accountancy* – 1st edition Published by Eurasia Publishing House, New Delhi,
4. Tulsian, P. C., *Financial Accounting*, 1st edition Published by Tata McGraw Hills, New Delhi.

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21UCC13CC01		CORE – 1 : FINANCIAL ACCOUNTING					7		4	
Course Outcomes (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	3	2.5
CO-2	2	3	2	1	2	3	3	2	2	3	2.3
CO-3	2	2	3	2	3	2	3	2	3	2	2.4
CO-4	1	2	2	3	1	2	3	2	2	3	2.1
CO-5	2	2	2	2	3	1	3	2	2	3	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCC13CC02	CORE – 2 :COMPUTER APPLICATION FOR BUSINESS	4	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the components and devices of computer	K1
CO–2	understand the meaning of IT	K2
CO–3	build spreadsheets to perform calculations, display data and conduct analysis	K3
CO–4	develop technical and scientific presentations which use charts and visual aids to share data	K3
CO–5	design and construct databases to store, extract, and analyze the data	K4

Unit-I (12 Hours)

Computer-Introduction to Computer: Computer Generation - classifications of Computers – Components - Input and output devices: Input devices - output devices - storage devices- classification of Software- system software -application software - system software packages – Operating System - Functions of Operating System - compiler - assembler and Interpreter.

Unit – II (12 Hours)

IT Meaning - Need - Components Role of IT - IT in manufacturing, IT in mobile computing, IT in public sector, IT in defense, IT in media, IT in publication, IT and internet. Emerging trends in IT – E Commerce, IT and supply chain management, IT and Strategic information systems (SIS), Electronic Data Interchange (EDI).

Unit – III (12 Hours)

Creating and Saving a Word document - Applying basic formatting - working with styles- working with tables –working with images- working with chart-mail merge - spelling and Grammar.

Unit – IV (12 Hours)

Spreadsheet: Features - Introduction to Excel – Getting Started – Editing Cells and Using Commands and Functions – Moving copying, Inserting and deleting Rows and Columns – Getting help and Formatting a Worksheet – Printing the Worksheet – Creating charts - Using Date and Addressing Modes – Naming Ranges, and Using Statistical Math and Financial Functions – Database in a worksheet – Additional Formatting Commands and Drawing Toolbars – Miscellaneous and Functions – Multiple Worksheets and Macros.

Unit – V**(12 Hours)**

MS-Powerpoint and MS-Access: Creating and enhancing a presentation, creating and publishing a web presentation, modifying a presentation, working with visual elements, delivering a presentation and designing a template. MS ACCESS: Introduction to Access - Creating a Simple Database and Tables - Entering and Editing Data - Finding, Sorting and Displaying Data.

Books for Study

1. Alexis Leon, Mathews Leon, Leena Leon (2013). *Introduction to Information Technology*, 1st Edition, Vijay Nicole Imprints Private Limited, Chennai
(Unit I & II)
2. Sanjay Saxena (2011). *MS-Office 2007 in a Nutshell*, 1st Edition, Vikas Publishing House Pvt. Ltd., India.
Unit -III Chapter 2, Unit-IV Chapter 3, Unit -V Chapter 4 & 5

Books for Reference

1. Suresh K Basendra (2001). *Computers Today*, 1st Edition, Galgotia publication private Ltd., New Delhi.
2. Jane Calabria and Dorothy Burke (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide*, 1st Edition, PHI New Delhi.
3. Taxali, R.k (1998). *PC Software for WINDOWS Made Simple*, 1st Edition, Tata McGraw–Hill Publishing Company Limited, New Delhi.

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21UCC13CC02		CORE – 2 : COMPUTER APPLICATION FOR BUSINESS					4		2	
Course Outcomes (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	1	2	2	3	2	1	2	2.0
CO-2	3	3	3	2	1	3	2	3	2	2	2.4
CO-3	2	2	3	2	2	2	3	2	2	3	2.3
CO-4	3	3	2	1	2	3	2	3	1	2	2.2
CO-5	2	3	3	2	2	2	3	3	2	1	2.4
Mean overall Score											2.26 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCC13CP01	SOFTWARE LAB – I : COMPUTER APPLICATION FOR BUSINESS	2	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the Document Creation and basic Formatting	K1
CO–2	understand to perform mathematical calculations and conduct analysis	K2
CO–3	apply the standard statistical inference procedures	K3
CO–4	develop technical and scientific presentations which use charts and visual aids to share data	K3
CO–5	design and construct databases to store, extract, and analyze the data	K4

Exercises

1. Creating Resume using MS-Word.
2. Mail merge using MS-Word.
3. Working with Charts using MS-Word and MS-Excel.
4. Statistical and Mathematical Functions in MS-Excel.
 - i) Student Marklist Preparation
 - ii) Electricity Bill Preparation
 - iii) Payroll Preparation
5. Creating MS-PowerPoint slide.
6. Imply different effects in MS-PowerPoint slide.
7. Creating database using MS-Access.
8. Finding, sorting and displaying the data in MS-Access data base.
9. Generate a Query in MS-Access.
10. Generate a Form and Report using MS-Access.

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21UCC13CP01		SOFTWARE LAB – I COMPUTER APPLICATION FOR BUSINESS					2		2	
Course Outcomes (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	2	3	3	2	1	2	2.2
CO-2	3	2	2	2	1	3	3	3	2	2	2.4
CO-3	2	3	3	2	2	2	3	3	2	2	2.4
CO-4	3	3	3	1	2	3	3	3	1	2	2.4
CO-5	2	2	3	2	2	2	3	3	2	2	2.4
Mean overall Score											2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCC13AC01	ALLIED: BUSINESS ENVIRONMENT	6	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the basic knowledge about business environment and its strategy	K1
CO-2	gain awareness on economic system and the population growth in different levels	K2
CO-3	understand the variables of natural environment and demographic environment	K2
CO-4	determine the socio-cultural environment view the society and to identify its elements	K3
CO-5	analyze the problem of political system and cultures prevailing	K4

Unit – I (18 Hours)

Business- concept – features, Nature, significance, Elements of Business Environment - Changing dimensions of business environment - Micro and Macro environment of Business

Unit – II (18 Hours)

Economic system, roles and responsibilities of Business economist - Economic systems and business environment - Economic Planning in India - Government Policies - Economic Development

Unit – III (18 Hours)

political environment and legal environment -political ideologies and political system - Critical elements of political environment government and Business - Changing dimensions of legal environment in India – Foreign Exchange Management Act (FEMA) Difference between Unfair Trade Practice and Restrictive Trade Practice

Unit – IV (18 Hours)

Socio-cultural environment - Social institutions and systems - Social values and attitudes - Social groups and attitudes - Dualism in Indian society and problems of uneven income distribution - Emerging rural sector in India - Social responsibility of business.

Unit – V (18 Hours)

Natural environment - Elements, major domains, component - various aspects of natural environment - impact of natural environment on business decision – Resources, hand, soil and water resources

Book for Study

Francis Cherunilam, (2018), *Business Environment*, 1st Edition, Himalaya Publishing House, India.

Books for Reference

1. Namita Gopal, (2009), *Business Environment*, 2nd edition, Tata McGraw-Hill Publishing company Ltd, New Delhi.
2. Premavathy. N, (2008), *Business Environment*, 3rd Edition, Sri Vishnu Publications, Chennai.
3. Sankaran S, (2019), *Business Environment*, Margham Publications, Chennai.
4. Aswathappa K, (2011), *Essentials of Business Environment*, 1st Edition, Himalaya Publishing House, India.

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21UCC13AC01		ALLIED: BUSINESS ENVIRONMENT					6		4	
Course Outcomes (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	2	3	3	2	3	1	2.5
CO-2	3	3	2	2	3	2	3	2	3	2	2.5
CO-3	3	3	2	3	1	2	3	3	3	2	2.5
CO-4	2	3	1	2	3	1	2	3	3	2	2.2
CO-5	3	3	1	1	2	1	3	2	2	2	2.0
Mean overall Score											2.3 (High)

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

CO No.	CO – Statements	Cognitive Levels (K –Levels)
	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, Tiruchirappalli-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

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 No.	CO–Statements	Cognitive Levels (K –Levels)
	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 goûts 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 de paiement

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 :** connaître 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 AI*, Didier, Paris 2016.**Books for Reference**

1. J.Girardet and J.Pecheur, *Echo AI*, CLE International, 2^eedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes AI*, 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	Cognitive Levels (K –Levels)
	On successful completion of the course, students will be able to	
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 Tripathy, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi, 2018.

Unit-I Chapter 1

2. M.kamathaprasad Gupte, *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, Sampoorana 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/h31tMLFtHs>

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	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
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.dailywritings.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	Credits
II	21UCC23CC03	CORE-3: BUSINESS ACCOUNTING	6	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concept and gain knowledge on valuation of shares and goodwill	K1
CO–2	understand the legal requirements of banking accounts in a company	K2
CO–3	manipulate the accounting entries of mergers and acquisition as an entrepreneur	K3
CO–4	compute balance sheet in a company to know the financial position	K3
CO–5	analyze the causes for liquidation of companies to ensure sustainable environment	K4

Unit – I (18 Hours)

Shares and debentures – issue – Application - Allotment – Calls – in - arrears and Calls – in – advance - Redemption of shares and debentures

Unit – II (18 Hours)

Company Final Accounts – Computation of Managing directors remuneration - Preparation of Profit and Loss appropriation account - Preparation of Final accounts: Profit and Loss account and Balance sheet.

Unit – III (18 Hours)

Amalgamation- In nature of merger-In nature of purchase-Net asset method-Net payment method - Absorption: Net asset method-Net payment method-Intrinsic Value method. External Reconstruction: Lump sum purchase price-Net payment method-Inter Company Holdings.

Unit – IV (18 Hours)

Holding Company: Preparation of consolidated balance sheet – cost of control – Pre-acquisition reserves and profits – Post-acquisition profits – Minority interest – Revaluation of assets and liabilities – Liquidation of company: Statement of affairs – Liquidator’s final statement of account.

Unit – V (18 Hours)

Banking Company accounts: Legal requirements – Accounting treatments – Income recognition – Asset classification – Provisions on bills discounted – Preparation of profit &

loss a/c and balance sheet. Insurance Company accounts: Revenue account - Profit and Loss account - Profit and Loss appropriation account and Balance sheet.

Book for Study

S.P. Jain and K.L.Narang (*Volume I & II*), *Corporate Accounting*, Sixth Edition, Kalyani Publications, India.

Books for Reference

1. Dr.S.M.Shukla, Dr.K.L.Gupta, *Corporate Accounting*, Fifty Second Edition, SahityaBhawan Publication, India, 2018.
2. Bhushan Kumar Goyal, *Basic corporate Accounting (B.Com)*, Sixth Edition, Taxmann Publications, India, 2020.
3. R.L. Gupta, M.Radhaswamy, *Advanced Accountancy*, Seventeenth Edition, Sultan Chand Sons, India, 2018.

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

Semester	Course code		Title of the Course						Hours	Credits	
II	21UCC23CC03		CORE-3: BUSINESS ACCOUNTING						6	3	
Course Outcomes (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	2	1	3	2	2	2	1	2.1
CO-2	2	3	3	3	1	3	3	2	2	1	2.3
CO-3	1	3	3	3	1	2	3	3	2	2	2.3
CO-4	1	2	3	3	1	2	3	3	2	2	2.2
CO-5	1	3	3	2	1	2	3	3	1	3	2.2
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCC23CC04	CORE – 4: WEB GRAPHICS	3	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concepts of multimedia	K1
CO–2	understand the animations, tweening and interactive elements of GIMP, Synfig and Inkscape	K2
CO–3	design the shapes using the tools	K3
CO–4	build a presentation using multimedia tools	K3
CO–5	analyze and develop animations with various multimedia packages	K4

Unit – I (9 Hours)

Multimedia: Definition – Components of Multimedia – Multimedia: past and present - Multimedia Software Tools - Multimedia in the Future.

Unit – II (9 Hours)

GIMP Environment: Getting Started: GIMP basics-Screen Layout-Dockable Dialogs-Tool box-Single Window Interface-Image Handling Basics-Opening an image-Maximizing an image- Scanning-Image window menus-Zooming-Saving an Image.

Unit – III (9 Hours)

Working with Images-resizing an Image-Cropping an Image-Adding a frame with Filters-using Layers-Drawing in GIMP-Printing with GIMP.

Unit – IV (9 Hours)

Synfig: Introduction-Getting Started-Animation Basics-Working with Layers-Creating Shapes-Animating Shapes-Masking.

Unit – V (9 Hours)

INKSCAPE: Installation - Quick Start: Opening a new document - creating shapes - changing shape options - Saving Graphics - Features: Paths - combining Shapes -Text tools and Text Styles - using drop shadow and reflections – layers - Importing and Embedding images.

Books for Study

1. Ze-Nian Li and Mark S. Drew (2004) *Fundamentals of Multimedia*, 1st Edition, Prentice-Hall, US

Unit -I Chapter 1 (1.1-1.4)

2. Olivier Lecarme and Karine Delvare (2013) *The Book of GIMP*, 1st Edition, William Pollock, San Francisco.

Unit-II Chapter 1 (1.1-1.2), Unit-III Chapter 1 (1.3)

3. Synfig Community (2021). *Synfig Documentation*, Release 1.4.0.

Unit-IV Chapter 2 (2.1-2.8)

4. Bethany Hiitola (2011). *Inkscape Starter*, 1st Edition, Packt Publishing Limited, UK.

Unit-V Chapter 1(1.1-1.3)

Books for Reference

1. Fred Halsall (2001). *Multimedia Communications: Applications, Networks, Protocols, and Standards*, 1st Edition, Pearson Education, Inc.

2. Jason Van Gumster and Robert Shimonski (2010) *GIMP Bible*, 1st Edition, Wiley.

3. Jesse Russell, Ronald Cohn,(2012). *Synfig*, 1st Edition, Book on Demand, India.

4. Bethany Hiitola (2012). *Inkscape Beginner's Guide*, 1st Edition, PacktPublishing, UK

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21UCC23CC04		CORE – 4: WEB GRAPHICS						3		2	
Course Outcomes (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	3	3	2	2	2	2.2	
CO-2	3	2	3	2	2	3	2	3	2	1	2.3	
CO-3	2	3	3	2	2	2	3	3	2	2	2.4	
CO-4	3	3	3	2	2	3	3	3	1	2	2.5	
CO-5	2	3	3	1	2	2	3	3	2	2	2.3	
Mean overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
II	21UCC23CP02	SOFTWARE LAB – II WEB GRAPHICS	2	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	gain the knowledge related to animation and multimedia	K1
CO–2	understand to work with animations, tweening and interactive elements	K2
CO–3	analyze and Design the images using multimedia tools	K3
CO–4	adopt skills to make multimedia applications	K3
CO–5	develop animations with various multimedia packages	K4

Exercises

GIMP

1. Cropping images using Marquee and Lasso Tools
2. Working with images using Paint Tools
2. Designing Text using Text Tools
3. Applying Layer Effects to Images and Texts
4. Designing Employee or Student ID card

SYNFIG

1. Creation of animation for bouncing a ball
2. Creation of animation for making wheel role
3. Creation of a web banner with simple animation
4. Developing a slide show of photos with transitions

Inkscape

1. Creation of Logo
2. Creation of Banner
3. Creation of Diagram
4. Creation of poster

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

Semester	Course code		Title of the Course					Hours		Credits	
II	21UCC23CP02		SOFTWARE LAB – II WEB GRAPHICS					2		2	
Course Outcomes (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	1	2	1	3	2	1	2	2.0
CO-2	2	2	2	2	1	3	3	3	2	2	2.2
CO-3	2	3	3	2	2	2	3	3	2	2	2.4
CO-4	3	2	3	1	2	3	3	3	2	1	2.3
CO-5	2	3	3	1	2	2	3	3	2	1	2.2
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
II	21UCC23AC02	ALLIED – 2 : MODERN MARKETING	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the conceptual framework of modern marketing	K1
CO–2	examine the concept of product development and pricing and Product Life Cycle	K2
CO–3	analyses and identify the various levels of distribution in marketing and the role of adversity	K3
CO–4	reflect and enumerate on the needs of marketing research and its importance in decision making	K4
CO–5	importance of sale promotion in marketing and interpret the various types of sales promotion program and Digital Marketing	K4

Unit – I (18 Hours)

Marketing : Introduction - Features – Classifications - Importance - Types – Functions – Process – Concepts - Market orientation - Performance marketing.

Unit – II (18 Hours)

Market Segmentation and Consumer Behaviour: Importance of Market segmentation - Bases - target marketing strategies. – Behaviour analysis - Buying motives – Classifications - Rational - Inherent Learned, Emotional and patronage - Factors - Buying decision process.

Unit – III (18 Hours)

Product Management, Advertising and Personal Selling: Product - Product mix - Product Life cycle- - Factors affecting PLC. New product development - stages - Bureau of Indian Standards (BIS) and Agricultural Marketing (AGMARK) - Food Safety and Standards Authority of India (FSSAI) mark. Advertising – Branding – Packaging and Labeling – Publicity - Media selection - New media of Advertising - Attention, Interest, Desire, and Action (AIDA) and Defining Advertising Goals for Measured Advertising Response (DAGMAR) - Personal selling – Nature - Significance – Scope.

Unit – IV (18 Hours)

Marketing of Services and Rural Marketing: Importance - Characteristics of services- Goods Vs services - 7Ps: Product, Place, Price, Promotion, Physical Evidence, People, and Processes - Marketing mix. Rural marketing: features - causes of rural marketing - Marketing Mix for rural marketing.

Unit – V**(18 Hours)**

New Horizons in Marketing: Direct marketing: Nature - Scope – Advantages - Forms of direct marketing - Database marketing- Tele marketing - Tele shopping- Multi level marketing. Online and Digital marketing: Importance - Benefits - Limitations - Problems of online marketing in India - concept - Role - Green Marketing: Importance –Fundamental requirements – Problems.

Books for Study

R.S.N. Pillai and Bhagavathi, *Marketing Management*, S. Chand Publishing, 2012

Books for Reference

1. Philip T. Kotler, Gary Armstrong, (2018) *Principles of Marketing*, Prafulla Agnihotri, Pearson Publications, 2018
2. B.S. Raman, *Modern Marketing* by United Publishers.2016.
3. J.N. Jain and P.P Singh, *Modern Marketing Management*, Regal Publications 2007.
4. Rajan Saxena, *Marketing Management*, Tata McGraw Hill.2009.

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

Semester	Course code		Title of the Course					Hours		Credits	
II	21UCC23AC02		ALLIED – 2 : MODERN MARKETING					6		4	
Course Outcomes (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	3	2	2	2	3	3	2	2.4
CO-2	3	3	2	2	2	3	3	2	2	2	2.4
CO-3	2	2	2	3	2	2	2	2	3	2	2.2
CO-4	3	3	3	2	3	3	3	3	2	3	2.8
CO-5	2	3	2	3	3	3	2	2	3	3	2.6
Mean overall Score											2.48 (High)

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

CO No.	CO - Statements	Cognitive Levels (K –Levels)
	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 Levels (K –Levels)
	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 21st Century.

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, பழமை, 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

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 connaître, 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, 2^eedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. <https://français.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	Cognitive Levels (K –Levels)
	On successful completion of the course, students will be able to	
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 khoon
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	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
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=EA1aIQobChMlrbeRtbP12AIVCYZpCh0-XwnvEAAyAAEgLcjd_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	Credits
III	21UCC33CC05	CORE – 5: MANAGEMENT ACCOUNTING	6	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	differentiate the management accounting with other branches of accounting	K1
CO–2	draw the break event point	K2
CO–3	forecast the need of the business	K3
CO–4	understand the future requirement of the business	K3
CO–5	analyse the periodical financial statements	K4

Unit – I (18 Hours)

Management Accounting - Introduction and scope – Objectives – Relationship between Financial, Cost and Management accounting - Analysis of financial statements; Common size and comparative financial statements , Trend percentages - Accounting ratios.

Unit – II (18 Hours)

Funds flow analysis – Cash flow analysis (AS 3) - Estimation of working capital.

Unit – III (18 Hours)

Capital budgeting – meaning and concepts – capital budgeting process – costs and benefits – appraisal – criteria – Pay back method - Discounted cash flow Techniques – ARR ,IRR method – NPV method.

Unit – IV (18 Hours)

Budgetary control - basic concepts, functional and master budgets - sales, purchase, cash, production, flexible budget – Zero base budgeting.

Unit – V (18 Hours)

Marginal costing and Absorption costing - CVP Analysis – BEP Analysis - Differential cost analysis - Relevant cost analysis - Applications for management decision making

Book for Study

Khan & Jain, *Management Accounting*, Tata McGraw Hill, 6th edition 2013

Book for Reference

Reddy t. S & Hariprasad reddy “*Management Accounting*”, Margam Publications Chennai 2015

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

Semester	Course code	Title of the Course					Hours	Credits			
III	21UCC33CC05	CORE – 5: MANAGEMENT ACCOUNTING					6	3			
Course Outcomes (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	1	3	3	2	2	3	2.4
CO-2	2	3	2	1	2	3	3	2	2	3	2.3
CO-3	2	2	3	2	3	2	3	3	3	3	2.6
CO-4	1	2	2	3	2	2	3	2	2	3	2.2
CO-5	3	2	2	2	3	2	3	2	2	3	2.4
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCC33CC06	CORE – 6: FUNDAMENTALS OF C PROGRAMMING	3	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the Fundamental concepts of syntax and semantics	K1
CO–2	understand the structured programming and problem solving techniques	K2
CO–3	developing programs in structured manner	K3
CO–4	analyze the various problems	K4
CO–5	design, implement, test, debug, and document programs	K4

Unit – I

(9 Hours)

Character set – Tokens – Keywords and Identifiers – Variables – Data types - Declaration of variables – Operators: Arithmetic operators – Relational and Logical operators – Assignment operators – Increment and Decrement operators – Conditional operators – Flow chart - Algorithm.

Unit – II

(9 Hours)

Control Structures: If else statements – nested if – While statements - Do- While statements- For statements-Switch statements-Break statements.

Unit – III

(9 Hours)

Array: One– Dimensional arrays. Character array and Strings: Declaration and initialization – Reading strings from terminal – writing strings to screen – putting two strings together – comparison of two strings – String handling functions.

Unit – IV

(9 Hours)

Function: Elements of user defined function – Definition of function - Function calls – Function declaration – Category of function.

Unit – V

(9 Hours)

Structure: Accessing structure members – Structure initialization – Copying and comparing structure variables – Operations on individual members – Unions – Size of structures.

Book for Study

E. Balagurusamy (2019). *Programming in ANSI C*, 8th edition, Tata McGraw - Hill publishing company Ltd., New Delhi

Books for Reference

1. Suresh K Basendra (2001). *Computers Today*, 1st Edition, Galgotia publication private Ltd., New Delhi.
2. Jane Calabria and Dorothy Burke (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide*, 1st Edition, PHI New Delhi.
3. Taxali, R.k (1998). *PC Software for WINDOWS Made Simple*, 1st Edition, Tata McGraw–Hill Publishing Company Limited, New Delhi.

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

Semester	Course code	Title of the Course					Hours	Credits			
III	21UCC33CC06	CORE – 6: FUNDAMENTALS OF C PROGRAMMING					3	2			
Course Outcomes (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	1	2	3	1	2	1	2	2.0
CO-2	3	2	3	2	1	3	2	3	2	2	2.3
CO-3	2	1	3	2	2	2	3	1	2	2	2.0
CO-4	3	2	2	1	2	3	3	3	1	2	2.2
CO-5	2	3	3	1	2	2	3	3	2	2	2.4
Mean overall Score											2.18 (Medium)

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCC33CP03	SOFTWARE LAB – III PROGRAMMING IN C	2	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	gain the Knowledge on control structures	K1
CO–2	understand the C Programming Development Environment, Compiling, debugging, linking and Executing the program	K2
CO–3	developing C programs in a structured manner	K3
CO–4	analyze the problems efficiently	K3
CO–5	design, implement, test, debug the programs in C	K4

Exercises

- Simple programs
 - Program to swap two numbers.
 - checking of whether a character is vowel or not.
 - program to find the size of int, char, double and float.
 - program to check whether a character is an alphabet or not.
 - C programming code to check whether a number is Armstrong or not.
 - C programming code to check whether a year is leap year or not.
 - C program to find the factorial of a given number and whether the number is odd or even.
- Using Operators and Expressions.
 - Increment and decrement operators
 - Bitwise Complement Operator
 - Arithmetic operator
 - RelationalOperator
 - Bitwise operator
 - Conditional Operator
- Program using Decision Statements in C.
- Program using Loop Control Statements in C.
- C program to Demonstrate
 - one dimensional array

- b) two dimensional array
- 6. Program using Strings and Standard String Functions.
- 7. C Program using function.
- 8. C Program using Structure and Union.
- 9. C Program using Union and Structures.

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

Semester	Course code		Title of the Course					Hours		Credits	
III	21UCC33CP03		SOFTWARE LAB – III: PROGRAMMING IN C					2		2	
Course Outcomes (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	1	2	3	1	2	1	2	2.0
CO–2	3	2	3	2	1	3	2	3	2	2	2.3
CO–3	2	1	3	2	2	2	3	1	2	2	2.0
CO–4	3	2	2	1	2	3	3	3	1	2	2.2
CO–5	2	3	3	1	2	2	3	3	2	2	2.4
Mean overall Score											2.18 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCC33AO03A	ALLIED OPTIONAL - I ELEMENTS OF MATHEMATICS	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	have knowledge in indices, logarithms, arithmetic progression, geometric progression, differentiation, integration, matrices, permutations and combinations.	K1
CO–2	understand different techniques available in differentiation, integration and matrices.	K2
CO–3	identify to apply learnt techniques on business problems.	K3
CO–4	illustrate the various learnt techniques with examples.	K4
CO–5	evaluate problems in permutation, combination, differentiation, integration and matrices.	K4

Unit-I (18 Hours)

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base (simple problems only).

Unit-II (18 Hours)

Permutations – combinations (concepts & simple problems only) - Arithmetic progression - Geometric progression (simple problems only).

Unit-III (18 Hours)

Differentiation of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only, trigonometric functions excluded & simple problems only).

Unit-IV (18 Hours)

Integration of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - indefinite integral – rules – integration by substitution – integration by parts - integration by partial functions (algebraic functions only, trigonometric functions excluded & simple problems only).

Unit-V (18 Hours)

Matrices – types of matrices – operations on matrices – determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only).

Book for Study

D.C. Sanchetti and V.K. Kapoor, “*Business Mathematics*”, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

Unit-I Chapter 6 (Sec: 6.1- 6.4; Pages 142-163), Chapter 7 (Sec: 7.1, 7.3; Pages 191-220).

Unit-II Chapter 9 (Sec: 9.2- 9.11; Pages 302-331), Chapter 12 (Sec: 12.1, 12.2 & 12.4, 12.5; Pages 384-395 & 411-424).

Unit-III Chapter 17 (Sec: 17.1-17.8; Pages 645-659), Chapter 17 (Sec: 7.19; Pages 703-713).

Unit-IV Chapter 18 (Sec: 18.1, 18.2, 18.4; Pages 723-736), Chapter 18 18.8, 18.9; Pages 746-757).

Unit-V Chapter 20 (Sec: 20.1-20.15; Pages 791-828), Chapter 20 (20.22, 20.23; Pages 840-849).

Books for Reference

1. P. R. Vittal, “*Business Mathematics*” Revised Edition, Margham Publications, New Delhi, 2001.
2. V.K. Kapoor, “*Introductory to Business Mathematics*” S.Chand and Sons, New Delhi, 2009.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21UCC33AO03A		ALLIED OPTIONAL - I ELEMENTS OF MATHEMATICS						6		4	
Course Outcomes (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	2	3	3	2	2	2	2.3	
CO-2	2	2	3	1	2	3	2	2	2	3	2.2	
CO-3	2	1	2	3	3	2	3	2	2	3	2.3	
CO-4	3	2	1	2	2	2	2	2	2	3	2.1	
CO-5	1	2	2	3	3	2	2	2	3	3	2.3	
Mean overall Score											2.24 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCC33AO03B	ALLIED OPTIONAL - I BUSINESS MATHEMATICS	6	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	have knowledge in indices, logarithms, arithmetic progression, differentiation, integration, matrices and LPP.	K1
CO-2	understand the different techniques available in differentiation, integration, matrices and LPP to solve problems.	K2
CO-3	apply learnt techniques on real life business problems.	K3
CO-4	illustrate various learned techniques with examples.	K4
CO-5	evaluate business problems like profit maximization, cost minimization, consumer's and producer's surplus using the learned techniques.	K4

Unit-I (18 Hours)

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base - Arithmetic progression – sum of the series in A.P. (simple problems only).

Unit-II (18 Hours)

Differentiation of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only & trigonometric functions excluded) - Applications of differentiation - elasticity - marginal revenue - average & marginal cost – profit maximization (simple problems & business applications only)

Unit-III (18Hours)

Integration of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$ - indefinite integral-rules- integration by substitution – integration by parts - integration by partial functions (algebraic functions only & trigonometric functions excluded) – Applications of integration –total cost – total revenue - maximum profits - consumer's & producer's surplus (simple problems & business applications only)

Unit-IV (18 Hours)

Matrices-types of matrices – operations on matrices – determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only)-Applications to matrices –Leontief Input-Output model (simple problems & business applications only)

Unit-V**(18 Hours)**

Linear programming - mathematical formulation of LP Model - graphical method - simplex method (simple problems & business applications only)

Book for Study

D.C. Sanchetti and V.K. Kapoor, "**Business Mathematics**", Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

Unit I Chapter 6 (Sec 6.1- 6.4, Pages 142-163) Chapter 7 (Sec 7.1, 7.3, Pages 191-212)
Chapter 12 (Sec 12.1, 12.2, Pages 384-395)

Unit II Chapter 17 (Sec 17.1-17.8, 17.19, Pages 647-659, 703-713) ACE 9-ACE 30

Unit III Chapter 18 (Sec 18.1, 18.2, 18.4, 18.8-18.9, Pages 723-726, 730-736, 746- 757)
ACE 90 - ACE 110

Unit IV Chapter 20 (Sec 20.1-20.15, 20.22- 20.23, Pages 791- 828, 840-849)
ACE 133 - ACE 150

Unit V LP 1 - LP 40

Books for Reference:

1. P.R. Vittal, "*Business Mathematics*", Revised Edition, Margham Publications, New Delhi, 2001.
2. V. K. Kapoor, "*Introductory to Business Mathematics*", S.Chand and Sons, New Delhi, 2009.
3. Navaneetham, "*Business Mathematics and Statistics*", Jai Publishers, Trichy 2008.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21UCC33AO03B		ALLIED OPTIONAL - I BUSINESS MATHEMATICS						6		4	
Course Outcomes (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	1	2	2	1	2	3	3	3	2	2.1	
CO-2	2	1	1	2	2	3	2	3	2	3	2.1	
CO-3	2	3	1	2	1	3	3	3	2	3	2.3	
CO-4	2	3	1	2	1	3	3	3	2	3	2.3	
CO-5	1	2	1	2	2	3	2	3	3	3	2.2	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCC34SE01	SEC -1 (WD): ENTREPRENEURSHIP DEVELOPMENT	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the different dimensions of entrepreneurship	K1
CO-2	inculcate the spirit of entrepreneurship	K2
CO-3	aware of the various methods of project appraisal and selection	K3
CO-4	understand the various functions of TIIC and DIC and the concept of Legal and Statutory Environment	K3, K4
CO-5	explore the knowledge on starting SMI in real life situation	K4

Unit – I

(6 Hours)

Entrepreneurs - Entrepreneurship - Importance - Concept, Types, Theories and Process, Developing Entrepreneurial Competencies - Intrapreneurship – Concept and Process - Women Entrepreneurship and Rural Entrepreneurship

Unit – II

(6 Hours)

Innovations in Business: Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas - Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis - Preliminary Project Report(PPR)

Unit – III

(6 Hours)

Financial Institutions - Micro and Small Scale Industries in India; Role of Government in Promoting SSI - Sickness in Small Industries – National Institute for Entrepreneurship and Small Business Development (NIESBUD), Indian Institute of Entrepreneurship (IIE) - Reasons and Rehabilitation - Institutional Finance to Small Industries – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.

Unit – IV

(6 Hours)

Institutional Support To New Venture: District Industries Center (DIC) – Tamil Nadu Industrial Development Corporation (TIIC) – Small Industries Service Sector (SISI) – Government / Financial Assistance to Small Business Units: National Bank for Agriculture and Rural Development (NABARD), The Rural Small Business Development Centre (RSBDC), National Small Industries Corporation (NSIC), Rural and Women Entrepreneurship Development (RWED), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Khadi & Village Industry Boards (KVIB), Prime Minister's Employment Generation Programme (PMEGP).

Unit – V**(6 Hours)**

New Schemes for Entrepreneurs - Startup India Scheme: Action Points, ways to fund startup, Intellectual Property Rights (IPR): Copy Right – Trademark – Geographical Indication - Patent – Design - Types - Successful Entrepreneurs.

Book for Study

Gupta C.B. & Srinivas: “*Entrepreneurial Development*”- Sultan D, Chand & Sons, New Delhi, 2015.

Book for Reference

1. Desai Vasant, “*Management of Small Scale Industries*” Himalaya Publishing House, New Delhi. 2019
2. The Institute of Company Secretaries in India (ICSI), “*Business Environment & Entrepreneurship*” – Study Material - 2014
3. Taneja Satish and Gupta: “*Entrepreneurship Development-New Venture Creation*” - Galgotia Publishing Company, New Delhi 2011

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

Semester	Course code		Title of the Course						Hours	Credits	
III	21UCC34SE01		SEC -1 (WD): ENTREPRENEURSHIP DEVELOPMENT						2	1	
Course Outcomes (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	3	2	2	2	3	3	2	2.4
CO-2	3	3	2	2	2	3	3	2	2	2	2.4
CO-3	2	2	2	3	2	2	2	2	3	2	2.2
CO-4	3	3	3	2	3	3	3	3	2	3	2.8
CO-5	2	3	2	3	3	3	2	2	3	3	2.6
Mean overall Score											2.48 (High)

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

அலகு - 1

(12 மணிநேரம்)

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

பட்டினப்பாலை (108 அடிகள்)

சேவடிச் செறிசுறங்கிற் (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)

முள்ளையிற்றுப் 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)

வினைத்திட்டம், 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 சீனிவேங்கடசாமி, **பழங்காலத் தமிழர் வாணிகம்**, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை
4. www.creativecommons.org

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 tâches 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 événements du passés, 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, 2^eedition,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	Cognitive Levels (K –Levels)
	On successful completion of the course, students will be able to	
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	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
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: Bloomsbury Academic, 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	Credits
IV	21UCC43CC07	CORE - 07 : ADVANCED AUDITING	6	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	gain knowledge on the concept and techniques of auditing	K1
CO-2	understand the features of vouchers and their factors	K2
CO-3	examine audit report regarding entity`s financial statement	K3
CO-4	appraise investigation report and ascertain the ownership of a company	K4
CO-5	evaluate the integrity of production system and potential security	K4

Unit – I (18 Hours)

Auditing- Definition, Features; Accountancy and Auditing, Scope of Auditing– Independent Audit – Materiality in Auditing - Efficiency Audit –Property Audit - Techniques of Auditing - Stages – Standards of Auditing – perception before commencing of audit.

Unit – II (18 Hours)

Vouching – meaning – Significance – Important factors obtained from Vouchers – Features of Vouchers, Differences between checking and vouching – Vouching of Cash Transactions - vouching of trading transactions–vouching of impersonal ledger- Verification and Valuation of assets and liabilities.

Unit – III (18 Hours)

Company Audit: Appointment of auditor, powers, duties and liabilities – Divisible profits and dividend –Types of audit report - Duties of an auditor while conducting the audit - Organizing Audit work – commencement of new audit - Criminal liability - Indian Penal Code - Reliefs and Remedies.

Unit – IV (18 Hours)

Investigation: Objectives, Difference between audit and investigations – Process of investigation – Special audit of banking companies, Educational, Non-profit institutions and Insurance companies - Investigation report - Investigation to ascertain ownership of a company - Investigation under Income Tax Act - Duties of investigators.

Unit – V (18 Hours)

EDP Auditing – definition – Need for Control - Effects of EDP Auditing – Foundations of EDP Auditing – steps in EDP Audit – Some major Audit Decisions – Legal influences of EDP Audit – Division of Auditing in EDP Environment – Online Computer Systems.

Book for Study

Dr.T .R.Sharma, *Auditing*, , First Edition, Sahitya Bhawan Publications, India, 2019.

Books for Reference

1. C.A. Ravi Kanth Miriyala and C.A. Sunitanjani Miriyala, *Auditing and Assurance*, First Edition, Commercial Law Publishers, India, 2020
2. C.A.VikasOswal, *Simplified Approach to Advanced Auditing and Professional Ethics*, Eighth Edition, CCH Wolters Kluwer, India, 2016.
3. Dr.Aruna Jha, *Auditing and Corporate governance*, First Edition, Taxmann Publications, 2020.

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

Semester	Course code		Title of the Course						Hours		Credits
IV	21UCC43CC07		CORE-7 : ADVANCED AUDITING						6		3
Course Outcomes (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	2	1	3	2	1	2	2	2.1
CO-2	3	2	2	2	2	2	3	2	2	1	2.1
CO-3	1	3	2	1	2	2	2	2	2	3	2.0
CO-4	1	3	2	2	1	1	3	3	2	3	2.1
CO-5	1	3	3	2	2	1	2	2	2	2	2.0
Mean overall Score											2.06 (Medium)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCC43CC08	CORE – 8 : DATABASE MANAGEMENT SYSTEM	3	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concepts of Database	K1
CO–2	design ER-models to represent simple database application scenarios	K2
CO–3	identify the data models for relevant problems	K3
CO–4	demonstrate the basic elements of a relational database management system and various Normalization techniques	K3
CO–5	analyze the PL/SQL Expressions and Statements	K4

Unit – I (9 Hours)

Basic Concepts: Data modeling for a Database - Records and Files Abstraction and Data Integration – The Three level Architecture for DBMS – Components of a DBMS – advantages and Disadvantages of DBMS. Data Model: Introduction – Data Association – Entity- Relationship Model

Unit – II (9 Hours)

Relational Model: Introduction - Relational Database - Attributes and Domain - Tuple - Relation and their scheme - Relation representation – Keys - Relationship -Relation operation - Integrity Rules - Relational Algebraic Basic Operation – Additional Relational Algebraic operations.

Unit – III (9 Hours)

SQL: Introduction - SQL – Data Manipulation: SQL - Basic Data Retrieval - Arithmetic and Aggregate operator - SQL Join - Set Manipulation - categorization - updates - Views. RELATIONAL DATABASE DESIGN: Relational scheme and relational design-Normal Forms-BCNF.

Unit – IV (9 Hours)

Fundamentals of PL/SQL:Defining variables and constants, PL/SQL expressions and comparisons: Logical Operators, Boolean Expressions, CASE Expressions Handling, PL/SQL Data types: Number Types, Character Types, Boolean Type, Date ,time and Interval Types.

Unit – V (9 Hours)

Overview of PL/SQL: Conditional Control: IF and CASE Statements, IF-THEN Statement, IF-THEN-ELSE Statement, IF-THEN-ELSEIF Statement, CASE Statement, Iterative

Control: LOOP and EXIT Statements, WHILE-LOOP, FOR-LOOP, Sequential Control: GOTO and NULL Statements.

Book for Study

Bipin C. Desai (2015) *An introduction to Database Systems*, Revised Edition, Published by Galgotia Pvt. Ltd., New Delhi.

Books for Reference

1. Suresh K Basendra (2001). *Computers Today*, 1st Edition, Galgotia publication private Ltd., New Delhi.
2. Jane Calabria and Dorothy Burke (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide*, 1st Edition, PHI New Delhi.
3. Taxali, R.k (1998). *PC Software for WINDOWS Made Simple*, 1st Edition, Tata McGraw–Hill Publishing Company Limited, New Delhi.

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

Semester	Course code		Title of the Course					Hours		Credits	
IV	21UCC43CC08		CORE – 08 : DATABASE MANAGEMENT SYSTEM					3		2	
Course Outcomes (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	1	2	3	3	2	1	2	2.2
CO–2	3	2	2	2	1	3	3	3	2	2	2.3
CO–3	2	1	3	2	2	2	3	2	2	2	2.1
CO–4	3	3	3	1	2	3	2	2	1	2	2.2
CO–5	2	3	3	1	2	2	3	3	2	1	2.3
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCC43CP04	SOFTWARE LAB – IV ORACLE – SQL	2	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	gain the knowledge on SQL	K1
CO-2	understand the Syntax and Semantics of SQL	K2
CO-3	create and Manipulate a Query	K3
CO-4	manage the Database Integrity	K3
CO-5	analyze and Handle runtime errors	K4

Exercises

- Table creation using various constraints.
 - DDL
 - DML
 - DCL
 - TCS
- Simple Queries (select, sorting and Filter)
- SQL Comments (single line and multi line)
- Built in Functions (Group Function, String Function, Date and time Function, Aggregate Function)
- Operators (Arithmetic, Relational, logical, Miscellaneous and Set operators)
- Joining (Inner, Left, Right and Full join)
- Sub Queries and Nested Sub Queries
- Constraints
- Views
 - create view
 - update view
 - Drop view

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

Semester	Course code		Title of the Course						Hours	Credits	
IV	21UCC43CP04		SOFTWARE LAB – IV ORACLE – SQL						2	2	
Course Outcomes (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	1	2	3	3	2	1	2	2.2
CO-2	3	2	2	2	1	3	3	3	2	2	2.3
CO-3	2	1	3	2	2	2	3	2	2	2	2.1
CO-4	3	3	3	1	2	3	2	2	1	2	2.2
CO-5	2	3	3	1	2	2	3	3	2	1	2.3
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCC43AO04A	ALLIED OPTIONAL -2 ELEMENTS OF STATISTICS	6	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO-2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO-3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO-4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO-5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

Unit-I (18 Hours)

Measures of central tendency - arithmetic mean, median, mode - computation of individual, discrete and continuous series - Measures of dispersion - standard deviation - coefficient of variation (simple problems & business applications only)

Unit-II (18 Hours)

Measures of Skewness - computation of Karl Pearson's coefficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks (simple problems & business applications only)

Unit-III (18 Hours)

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - quantity & value indices - Time series analysis - components - method of least squares - fitting a straight line trend only (simple problems & business applications only)

Unit-IV (18 Hours)

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

Unit-V**(18 Hours)**

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

Books for Study

1. S.P. Gupta, “*Statistical Methods*”, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005.

Unit-I Chapter 7 (Vol. I), Pages 177-188, 196-205, 211-218, Chapter 10 (Vol. I), Pages 282-297.

Unit-II Chapter 9 (Vol. I), Pages 330-338, Chapter 10 (Vol. I), Pages 377- 382, 386-393, 404-407

Unit-III Chapter 13 (Vol. I), Pages 515-525, 529-534, 537-539, Chapter 14 (Vol. I), Pages 590-598, 613-619.

Unit-IV Chapter 1 (Vol. II), Pages 751-765, 774-792.

2. Ajai S. Gaur and Sanjaya S. Gaur, “*Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*”, Second Edition, Sage Publications Pvt. Ltd., 2009.

Unit – V Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1.1, 3.1.2, 3.1.4.

Books for Reference

1. Vijaya Krishnan and Sivathanu Pillai, “*Statistics for Beginners*”, Atlantic Books, 2011.
2. Eelko Huizingh, “*Applied Statistics with SPSS*”, SAGE Publications Pvt. Ltd., 2007.

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

Semester	Course code	Title of the Course									Hours	Credits
IV	21UCC43AO04A	ALLIED OPTIONAL -2 ELEMENTS OF STATISTICS									6	4
Course Outcomes (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	1	1	3	2	3	2	3	2.2	
CO-2	1	2	3	2	3	2	3	2	3	2	2.3	
CO-3	2	3	2	1	2	3	3	2	2	3	2.3	
CO-4	1	2	2	2	3	1	3	2	2	3	2.1	
CO-5	1	2	2	3	1	2	3	2	2	3	2.1	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCC43AO04B	ALLIED OPTIONAL – 2: BUSINESS STATISTICS	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO–2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO–3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO–4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO–5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

Unit-I (18 Hours)

Measures of central tendency - arithmetic mean, median & mode – correction of incorrect values - Open end classes - median for unequal intervals - quartiles, deciles & percentiles – relation between AM, median & mode - Measures of dispersion - Range – Quartile deviation - Mean deviation - standard deviation – relation between QD, MD & SD - coefficient of variation (simple problems & business applications only).

Unit-II (18 Hours)

Measures of Skewness - computation of Karl Pearson's & Bowley's co-efficient of skewness - Correlation analysis - types of correlation – calculation - rank correlation without tie in ranks - Association of two attributes – types of association - consistency of data - Comparison of observed and expected frequencies - Yule's coefficient of association (simple problems & business applications only)

Unit-III (18 Hours)

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - weighted aggregative indices - quantity & value indices - test of adequacy of indices - time reversal test - factor reversal test - family budget method - method of least squares - fitting a straight line trend only (simple problems & business applications only)

Unit-IV (18 Hours)

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

Unit-V (18 Hours)

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

Books for Study

1. S.P. Gupta, “*Statistical Methods*”, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005

Unit-I Chapter 7 (Vol. I), Pages 177-189, 196-222, Chapter 8 (Vol. I), Pages 268-289, 293-301.

Unit-II Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382, 386-393, 404 - 408, Chapter 12 (Vol. I), Pages 478- 488.

Unit-III Chapter 13 (Vol.I), Pages 515-545, 557-560, Chapter 14 (Vol. I), Pages 613-619.

Unit-IV Chapter 1 (Vol. II), Pages 751-765, 774-792.

2. Ajai S. Gaur and Sanjaya S. Gaur, “*Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*”, Second Edition, Sage Publications Pvt. Ltd., 2009.

Unit – V Chapter 1, Chapter 2, (Sections 2.1-2.3), Chapter 3, (Sections 3.1, 3.2).

Books for Reference

1. Vijaya Krishnan and Sivathanu Pillai, “*Statistics for Beginners*”, Atlantic Books, 2011.
2. Eelko Huizingh, “*Applied Statistics with SPSS*”, SAGE Publications Pvt. Ltd., 2007.

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

Semester	Course code		Title of the Course								Hours	Credits
IV	21UCC43AO04B		ALLIED OPTIONAL – 2: BUSINESS STATISTICS								6	4
Course Outcomes (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	1	1	3	2	3	2	3	2.2	
CO-2	1	2	3	2	3	2	3	2	3	2	2.3	
CO-3	2	3	2	1	2	3	3	2	2	3	2.3	
CO-4	1	2	2	2	3	1	3	2	2	3	2.1	
CO-5	1	2	2	3	1	2	3	2	2	3	2.1	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCC44SE02	SEC -2 (BS) PRACTICAL BANKING IN INDIA	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the broad functioning of a bank both at the macro and at micro levels and measure the performance of banks	K1
CO-2	understand the linkages between banking system and the economy	K2
CO-3	evaluate the impact of interest rate changes to the banking sector	K3
CO-4	develop an integrative thinking of the functioning of the banking industry with the rest of the economy	K4
CO-5	appreciate the ethical, social and governance dimensions concerning banking industry	K4

Unit – I (6 Hours)

Functions of a Commercial Bank – Special Types of Bank’s Customers - Other Types of Accounts – Crossing of Cheques - Payment of Cheques – Endorsements – Banking Regulations

Unit – II (6 Hours)

E-Banking – ATM – Credit and Debit Card – universalization and Harmonization of banks – Payment and Paying Banker – Obligations and Protection to paying banker

Unit – III (6 Hours)

Bank Customer and Collection of cheques – Legal Protection – Obligations of collecting banker- Securities for Floating Charges – Changing concept of Security

Unit – IV (6 Hours)

Concept and Importance – Progress in India – Present Position and working of IFC – ICICI – IDBI –SFC’s – Changing role of development Banking – Universal Banking.

Unit – V (6 Hours)

Electronic Billing – ID verification – Mobile Payments – Digital- only Banking – B2B innovation – International Commerce

Book for Study

Mac Donald Scott S., Koch Timothy W, (2019) *Management of Banking*, 6th Edition, Published by Indian: Cengage learning.New Delhi.

Book for Reference

1. Shrivastava R M., Dr Divya Nigam, (2009). *Management of Indian Financial Institutions*. 8th edition, Published by: Himalaya Publications, New Delhi

2. Gup Bentone., Kolari James W,(2019), *Commercial Banking - The Management of Risk*, 3rd Edition, Published by Wiley India New Delhi.
3. *RBI circulars*; Banks Annual reports, Business news paper articles to follow the trends in banking

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21UCC44SE02		SEC -2 (BS) PRACTICAL BANKING IN INDIA						2		1	
Course Outcomes (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	1	2	3	2	3	3	2	2.3	
CO-2	2	3	2	3	3	3	3	3	1	2	2.5	
CO-3	2	1	2	3	3	3	2	2	2	1	2.1	
CO-4	3	1	2	1	3	3	2	3	3	1	2.2	
CO-5	2	3	3	2	3	2	1	3	3	3	2.5	
Mean overall Score											2.3 (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 Levels (K –Levels)
	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 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	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	Credits
V	21UCC53CC09	CORE – 9 : COST ACCOUNTING	7	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	enlighten the concepts of cost accounting and various material control techniques	K1
CO–2	compute the labour cost under different methods of wage payment systems and the rate of labour turnover	K2, K3
CO–3	allocate the overheads to various departments under primary and secondary distribution systems and to compute the machine hour rate	K3
CO–4	allocate through knowledge on the practical application of process costing	K3
CO–5	apply the contract Costing, Service and Operating costing in the respective industries	K4

Unit – I (21 Hours)

Cost Accountancy – introduction - Cost, Costing and Cost Accountancy – Functions of Cost Accounting - Comparison of cost accounting and management Accounting and Financial Accounting - classification Cost –Methods costing–Techniques of costing Preparation of Cost Sheet. - Material cost -Purchase procedure, store keeping and stock control, Pricing and issue of materials, Stores Ledger: FIFO, LIFO, Specific price, Base stock, Highest In- First-out, Average price methods and Notional price methods. ABC analysis, level of inventories, EOQ, JIT and VED analysis

Unit – II (21 Hours)

Labourcosting : –Remuneration methods, monetary and non-monetary incentiveschemes, pay roll procedures, labour analysis and idle time, measurement oflabour efficiency and productivity, analysis of non-productive time andtheir cost, labour turnover and remedial measures, treatment of idle time andover time.

Unit – III (21 Hours)

Overhead Costing: - classification - apportionment - production overheads distribution, appropriation, absorption by products, treatment of under and over –absorption, administration, selling and distribution overheads-machine hour rate.

Unit – IV (21 Hours)

Reconciliation of cost and financial accounts and Process Costing: Reconciliation of cost and financial accounts - Process costing – Simple process accounts including Normal Loss, Abnormal Loss and Abnormal gain treatments-Inter process profits. - Equivalent production method (simple problems only)

Unit – V**(21 Hours)**

Contract Costing - Features, Distinction between Job and Contract Costing, Retention Money, Escalation Clause, Contract Accounts, Service and Operating Costing: Features, Unit Costing and Multiple Costing, Identification of Cost Unit and Cost Determination and Control

Book for Study

Jain & Narang - *Cost Accounting Principles and Practice* – Kalyani Publishers, 2016

Books for Reference

1. A Murthy and S.Gursamy - *Cost Accounting*, Vijay Nicole Imprints Private Ltd., 2016
2. Dr. K. Alex - *Cost Accounting*, Pearson Education India, 2012.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCC53CC09		CORE – 09 : COST ACCOUNTING						7		4	
Course Outcomes (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	Credits
V	21UCC53CC10	CORE – 10 DATA ANALYSIS USING R	5	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understandthe R programming & Writing simple R commands	K1, K2
CO–2	import ,Read Data from Dataset and Getting insights	K3
CO–3	apply Statistical measures and Looping statements	K3
CO–4	implementing the Descriptive statistics	K4
CO–5	visualizing complex, heterogeneous data in real time scenario	K4

Unit – I (15 Hours)

Introduction - downloading and installing R - IDEs and text editors - handling packages in R
Getting started with R: Loading and handling data in R - Challenges in Analytical Data
Processing - Expression, Variables Functions - Missing Values treatment in R - Using the
‘as” Operator in R – Vectors – Matrices - List.

Unit – II (15 Hours)

Aggregating and group processing of variable - Simple analysis using R- Methods for reading
Data - Using R with Databases and Business Intelligence systems.

Unit – III (15 Hours)

Mathematical and statistical functions-Character functions - Looping and conditional
execution – User - written functions - Ways to aggregate and reshape data

Unit – IV (15 Hours)

Data Frames - R functions for understanding data in Data Frames - Load Data Frames -
Invalid values and outliers - Descriptive Statistics - Analysis of Variance and Correlation -
Basics of Linear Regression - Classification.

Unit – V (15 Hours)

Exploratory Analysis with base graphics tools in R (box plots, bar charts, line plots, heat
map, etc.) Customize plot axes, labels, add legends, and add colors - Data Analysis
Descriptive Statistics - Spotting problems with Data and Visualization.

Books for Study

1. Seema Acharya (2018). *Data Analytics using R*, 1st Edition, McGraw hill Education
(India) Private Limited, New Delhi.

UNITS: I, II, IV, V

2. Robert I.Kabacoff, (2011). *R in Action-Data Analysis and Graphics with R*, 1st Edition, Manning Publications Co, Newyork.

UNIT III

Books for Reference

1. Gareth James, Daniela Witten, Trevor Hastie, and Robert Tibshirani (2013), *Introduction to Statistical Learning with Applications in R*, 1st Edition, Springer, New York, NY.
2. Christian Kleiber and Achim Zeileis (2008). *Applied Econometrics with R*, 1st Edition, Springer -Verlag, New York.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCC53CC10		CORE – 10 DATA ANALYSIS USING R						5		2	
Course Outcomes (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	2	1	3	2	3	1	1	2.1	
CO-2	3	1	3	1	1	3	2	3	1	2	2	
CO-3	3	3	3	2	1	3	1	3	1	3	2.3	
CO-4	3	1	3	3	2	3	2	3	1	2	2.3	
CO-5	3	3	3	1	2	3	2	3	1	2	2.3	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53CP05	SOFTWARE LAB-V: DATA ANALYSIS	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	installing the working environment and updating the Essential Packages	K1,
CO-2	exploring the Basic R programming components	K2
CO-3	coding to explore the features of operators and looping concepts	K3
CO-4	working the statistical measures	K3
CO-5	plotting the insights using visualization	K4

Exercises

I. Simple Experiments

1. Installing R and packages in R.
2. Programs on data types and Functions in R
3. Creating and manipulate a vector, matrix
4. Operations on Data Frames, Lists in R.
5. Programs on Operators in R.
6. Programs on If – else statements in R.
7. Programs on For Loop in R.
8. Programs on While Loop in R.
9. PLOT Function in R to customize graphs.
10. Usage of histogram on List, Vector

II. Experiments with Insights of R

1. R as Calculator Application

- a) Using with and without R objects on console
- b) Using mathematical functions on console
- c) Write an R script, to create R objects for calculator application and save in a specified location in disk.

2. Descriptive Statistics in R

- a) Writing of R script to find basic descriptive statistics using summary, str, quartile function on mtcars& cars datasets.
- b) Writing of R script to find subset of dataset by using subset (), aggregate () functions on iris dataset.

3. Reading and Writing Different Types of Datasets

- a) Reading different types of data sets (.xlsx, .csv) from Web / disk and writing in file in specific disk location.
- b) Reading Excel data sheet in R.

- c) Reading XML dataset in R.
4. **Visualizations**
- Finding the data distributions using box and scatter plot.
 - Finding the outliers using plot.
 - Plotting the histogram, bar chart and pie chart on sample data.
5. **Correlation and Covariance**
- Finding the correlation matrix.
 - Plotting the correlation plot on dataset and visualize the relationships among data on iris data set.
 - Analysis of covariance, variance, if data have categorical variables on iris data set.

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

Semester	Course code		Title of the Course					Hours		Credits	
V	21UCC53CP05		SOFTWARE LAB-V: DATA ANALYSIS					2		1	
Course Outcomes (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	1	3	3	3	1	3	2.6
CO-2	3	2	3	3	1	3	3	3	1	2	2.4
CO-3	3	3	3	3	1	3	3	3	1	2	2.5
CO-4	3	2	3	1	1	3	3	3	1	3	2.3
CO-5	3	3	2	1	1	3	3	3	1	3	2.3
Mean overall Score											2.42 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53ES01A	DSE-1: BUSINESS LAW	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	acquire the basic knowledge on laws of Indian contract Act	K1
CO-2	understand the principles of special contract	K2
CO-3	understand the laws relating to sale of goods act	K2
CO-4	apply concepts, principles at while undergoing bailment and pledge	K3
CO-5	analyse the concepts of laws of agency	K4

Unit – I (15 Hours)

Nature and source of business law - Law of Contract - Nature of contract – Essentials of Contract - Effect of Void, Voidable, Valid, Illegal, Unlawful Agreements - Contingent contract – remedies for breach of contract – quasi contract.

Unit – II (15 Hours)

Special Contracts - Contract of Indemnity and Guarantee – Distinction between Indemnity and guarantee – Kinds of guarantee – rights of surety - discharge of surety.

Unit – III (15 Hours)

Bailment and Pledge – Bailment - Classification – duties and rights of Bailer and Bailee – finder of lost goods – termination of bailment – Pledge – difference between bailment and pledge – rights and duties of Pawnor and Pawnee.

Unit – IV (15 Hours)

Sale of Goods Act - Sale of goods - Difference between Sale Agreement - other Disposition of goods – Implied conditions and warranties – Transfer of property in title to goods – unpaid Sellers rights

Unit – V (15 Hours)

Law of Agency - Law of Agency – Definition – various kinds of Agency – Agency by Estoppel – Agency by Ratification – Rights and duties of Third parties to principles and agent – Termination of Agency

Book for Study

Kapoor N.D,(2011), *Elements of Mercantile Law* – 1st Edition Published by Sultan and Sons, NewDelhi

Books for Reference

1. Shukla .M.C., (2010), *Manual of Mercantile Law*, 1st edition Published by S. Chand & Co., New Delhi.
2. Gogna.P.P.S.,(2009). *A Textbook of Mercantile Law*, 1st edition Publised by S. Chand & Co, NewDelhi.
3. Jain.D.P.,(2009). *Mercantile Law*.1st edition Publised by Konark Publishers Pvt. Ltd. , New Delhi.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCC53ES01A		DSE-1: BUSINESS LAW						5		3	
Course Outcomes (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	2	3	3	3	3	2	2.7	
CO-2	3	3	3	3	2	3	3	2	2	3	2.7	
CO-3	3	3	3	2	3	2	3	2	3	2	2.6	
CO-4	3	3	3	3	2	2	3	2	2	3	2.8	
CO-5	3	3	3	2	3	2	3	2	2	3	2.6	
Mean overall Score											2.7 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53ES01B	DSE – 1 CUSTOMER RELATIONSHIP MANAGEMENT	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	acquire the basic knowledge on customer relations	K1
CO–2	understand the relevance of relationship marketing approach	K2
CO–3	understand the importance of automation of customer services, supply chain management	K2
CO–4	apply concepts, principles at while undergoing analytical customer relationship management	K3
CO–5	Analyse the sales force automation	K4

Unit – I (12 Hours)

CRM concepts – Acquiring customers - Cost of Acquiring Customers – Customer loyalty and optimizing customer relationships – CRM defined – success factors, the three levels of Service/ Sales Profiling - CRM and Business Intelligence - CRM and Business Intelligence

Unit – II (12 Hours)

CRM Approach - drawbacks - emerging challenges in the marketing front - Relationship marketing – definition - concepts - relevance of relationship marketing approach - significance - building customer loyalty, developing relationship strategies for different types of business under different competitive environment.

Unit – III (12 Hours)

CRM and Customer Service - Call centre and customer Care - automation of Contact Center - Call Routing - Web Based Self Service - Call Scripting - Cyber Agents - Work force Management - Customer Service - Automation. CRM in e-business, CRM - multi-channel , CRM on B2B, ERP - SCM - Supplier Relationship Management - Partner Relationship Management - e-Business Checklist for Success.

Unit – IV (12 Hours)

Analytical CRM - CRM and the Data Ware House - Enterprise CRM – OLAP - Data Mining in CRM - Personalization and Collaborative Filtering - Delivering CRM - Defining CRM Success - Preparing Business Plan -Understanding Business Process - Choosing your CRM Tool.

Unit – V (12 Hours)

CRM and sales force Automation - Objectives - features - benefits -Implementation Issues - Sales process activity management - Sales and territory management - Contact management - load management.

Book for Study

Customer Relationship Management: Emerging Concepts, Tools and Applications, 2017 by G Shainesh Jagdish N Sheth, Parvatiyar Atul, McGraw Hill Education, India

Book for Reference

1. Alok Kumar Rai, *Customer Relationship Management Concept & Cases*, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, *Customer Relationship Management*, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, *CRM*, Prentice Hall of India Private Limited, New Delhi, 2008
4. Dyche J, (2002), *The CRM Handbook*, Pearson Education, New Delhi.
5. Gosney JW & Boehm T P, (2001), *Customer Relationship Management Essentials*, Prentice Hall of India, New Delhi.

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

Semester	Course code		Title of the Course						Hours	Credits	
V	21UCC53ES01B		DSE – 1 : CUSTOMER RELATIONSHIP MANAGEMENT						5	3	
Course Outcomes (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	2	2	3	2	3	2	2	2.4
CO-2	3	3	2	3	2	2	3	3	2	2	2.5
CO-3	3	3	3	2	3	2	3	2	3	2	2.6
CO-4	3	2	2	3	2	2	3	2	2	2	2.5
CO-5	3	2	3	2	3	2	3	2	2	3	2.5
Mean overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53ES02A	DSE -2 : MANAGEMENT OF BANKING	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	learn the fundamentals of banking system and monetary parameters	K1
CO-2	acquire the various product and service knowledge related to banking sector	K2
CO-3	gain Competency in Security creation, NPA and BASEL Frameworks	K3
CO-4	critically analyze regulatory framework of banking sector	K4
CO-5	transact with the bank with ease and fill up the forms correctly	K4

Unit – I (15 Hours)

Fundamental role and evolution - Banking structure in India - Licensing of banks in India and Branch licensing - Foreign Banks, Private Banks - Capital and Voting rights, Dividend and Corporate Governance - Cash Reserve Ratio (CRR), Statutory Liquidity Ratio (SLR), Repo and Reverse Repo - Open Market Operations - Security Valuation and Capital Account Convertibility.

Unit – II (15 Hours)

Kinds of deposits - Joint accounts – Nomination - Closure of deposit accounts and Deposit insurance - Fund-based services - Non-Fund based services - Money Remittance Services and Banking Channels - Roles of Banks - Bankers' obligation of secrecy.

Unit – III (15 Hours)

Pledge, Hypothecation - Mortgage and Assignment - Non-Performing Assets - NPA categories - NPA Provisioning Norms and SARFAESI Act

Unit – IV (15 Hours)

Profit and Loss account and Balance Sheet - CAMELS framework - Bank for International Settlements (BIS) - BASEL Accords.

Unit – V (15 Hours)

Anti - Money Laundering and Know Your Customer - Banking Ombudsman Scheme 2006 - Indian Contract Act 1872 and Sales of Goods Act 1930 - Negotiable Instruments Act 1881 and The Limitation Act 1963 - Financial Inclusion.

Book for Study

Sundar Sankaran (2011). *NCFM- Banking Sector Module* Mumbai: National Stock Exchange of India Ltd. (Refer Latest Module)

Book for Reference

1. Neelam C. Gulati. (2010). *Principles of Banking Management*. 1st Edition, Published by Excel Books Pvt Ltd, New Delhi:
2. Robert Wright. (2012). *Money and Banking*. 1st edition, Published by Saylor Foundation, Washington.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCC53ES02A		DSE -2 : MANAGEMENT OF BANKING						5		3	
Course Outcomes (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	1	3	3	1	2	3	2	3	2	2.2	
CO-2	3	1	2	3	2	1	3	3	3	3	2.4	
CO-3	2	3	2	3	2	2	3	3	2	1	2.3	
CO-4	3	3	3	3	3	1	2	3	2	1	2.4	
CO-5	2	3	3	2	1	2	3	1	3	2	2.2	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53ES02B	DSE -2 BUSINESS MANAGEMENT	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	familiarize the students with the basics of principles of management	K1
CO-2	enable the students to understand the skills and tactics required for discharging different functions of Business Management	K2
CO-3	know the concepts, theories and process of organizing and motivation	K3
CO-4	distinguish centralization and decentralization and different types of departmentation	K4
CO-5	understand the elements of direction and practice the appropriate method of leadership	K3

Unit – I (15 Hours)

Management - Concept, nature, process, functions and significance - Development of management thoughts; management principles- Managerial roles.

Unit – II (15 Hours)

Planning: Concept, process and types - Decision making: concept and process; Bounded rationality; Management by objective; Environment analysis and diagnosis; Strategy formulation. Human resource management: Concepts, Role and Functions

Unit – III (15 Hours)

Organizing: Concept, nature, process, and significance; Authority and responsibility relationships; Centralization and Decentralization; Departmentation; Organization structure - forms and contingency factors - Conflict and Coordination.

Unit – IV (15 Hours)

Motivation - concept; Theories - Maslow, Herzberg, McGregor, and Ouchi; Financial and non - financial incentives. Management of Change; - Concept, nature, and process of planned change. Strategic management: concepts, Theories

Unit – V (15 Hours)

Leadership - concept and leadership styles - Leadership theories - Likert's System management - Communication - nature, process, networks and barriers - Effective communication. Managerial control; concept and process; Techniques of control - Traditional and modern

Book for Study

L.M. Prasad (2019), *Principles and Practice of Management*, 10th Edition, Sultan Chand & Sons, New Delhi.

Books for References

1. J.Jayasankar, "*Principles of Management*" Margham Publications, Chennai, 2011.
2. E.Dharmaraj, "*Principles of Management*" SIMRES Publications, Chennai, 2010.
3. G.B. GUPTA "*Business Organization and Management*" Sultan Chand & Sons, New Delhi, 2002.

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

Semester	Course code		Title of the Course					Hours	Credits		
V	21UCC53ES02B		DSE -2 : BUSINESS MANAGEMENT					5	3		
Course Outcomes (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	1	3	3	1	2	3	2	3	2	2.2
CO-2	3	1	2	3	2	1	3	3	3	3	2.4
CO-3	2	3	2	3	2	3	3	3	2	1	2.4
CO-4	3	3	3	3	3	1	2	3	2	1	2.4
CO-5	2	3	3	2	2	2	3	1	3	2	2.3
Mean overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53IS01	INTERNSHIP	-	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	gain experiential learning	K3
CO-2	gain working experience in an actual workplace environment	K3
CO-3	integrate theory and practice, and to understand the limitations of their current knowledge	K3
CO-4	work in a team and to collaborate with people with diverse background	K3
CO-5	broaden their social and cultural experience, and to develop their social and cultural values and to prepare for their life-long career	K3

Evaluation Pattern

Assessment and Evaluation:

- Each student should undertake an internship study of the organization for a period of Four weeks during May & June, during the summer vacation at the end of the fourth semester.
- This study will help the student to have a clear knowledge of what an organization is & the major factors that lead to the structuring of the organization & how good an organization structure will enable in achieving the objectives effectively & efficiently. The study will also reinforce the theoretical knowledge acquired in terms of applications.
- The faculty mentor will be assigned to each student by the department.
- The study should cover the following topics:
 - Profile of the organization.
 - Mission, objectives & strategies of the organization.
 - Organization design & structure
 - Policies & procedures followed.
 - Products, competitors.
 - SWOT analysis of the organization.
 - Key result areas of the organization.
 - Sales development.
 - System of accounting followed.
 - Significant factors for success.
 - Performance appraisal system.
 - Financial highlights.
 - Future plans for the growth of the organization.
 - Sustainability.
- Students should interact with the faculty mentor & report the progress made.

6. The Internship report has to be submitted latest by July 1st which will be evaluated for 100 marks and carries two credits.

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

Semester	Course code		Title of the Course					Hours		Credits	
V	21UCC53IS01		INTERNSHIP					-		2	
Course Outcomes (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	1	2	3	2	3	3	2	2.3
CO-2	2	3	2	3	3	3	3	3	1	2	2.5
CO-3	2	1	2	3	3	3	2	2	2	1	2.1
CO-4	3	1	2	1	3	3	2	3	3	1	2.2
CO-5	2	3	3	2	3	2	1	3	3	3	2.5
Mean overall Score											2.32 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53SP01A	SELF-PACED LEARNING : TRAINING AND DEVELOPMENT	-	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the perspective of learning and identify their learning styles	K1
CO-2	assess and determine the training needs of the organization	K2
CO-3	design training that meets the organizations’ strategic goals	K3
CO-4	apply blooms’ taxonomy	K4
CO-5	be aware of the field of learning and development and its role in optimizing performance, career development and personal growth	K4

Unit – I

Training methods - Determining the best method of training - Using e-learning - Levels of technology - based training - Selecting the appropriate training design – Transfer – of - training theories Training evaluation process (Kirkpatrick) - Training transfer model - Support of transfer and transfer strategies

Unit – II

Andragogy and adult learning theory - Characteristics of adult learners - Learning outcomes, domains - Learning styles, cycle and process - Learning theories - Applying learning theory to training

Unit – III

Setting training goals and objectives - Bloom’s taxonomy and the three learning domains - Writing SMART objectives - Establishing the training budget - Developing the Training Program - Program design - Content derivation - Content sequencing - Developing lesson plan

Unit – IV

Emphasis on training today - Linking training to the strategic plan - Instructional design - Needs assessment and needs analysis - Determining whether training is the best solution

Unit – V

Planning the training - Room layout - Selecting a trainer - Effective presentation skills Evaluation and Return on Investment - Training evaluation – Benefit - cost ratio - Link training to organization success

Book for Study

Noe, R. (2008), *Employee Training and Development* 1st edition, published by McGraw-Hill, New York, USA

Books for Reference

1. Planning Tool form www.planware.org/strategicplanner.htm
2. Evaluation model www.businessballs.com/kirkpatricklearningevaluationmodel.html
3. Presentation skills from www.presentationkills.info/presentationkills.htm
4. Transfer of learning from www.nwlink.com/~donclark/hrd/learning/transfer.html
5. Atherton, J. (2005). *Learning and Teaching: Experiential Learning*. Retrieved September 10, 2008, from www.learningandteaching.info/learning /experience.htm
6. Bloom's Taxonomy from www.nwlink.com/~donclark/hrd/bloom.html
7. Kolb Learning from www.businessballs.com/kolblearningstyles.htm
8. Learning Style test from www.coe.iup.edu/rjl/instruction/cm150/selfinterpretation /kolb.htm

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

Semester	Course code		Title of the Course					Hours		Credits	
V	21UCC53SP01A		SELF-PACED LEARNING : TRAINING AND DEVELOPMENT					-		2	
Course Outcomes (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	2	3	3	2	2.5
CO-2	3	2	3	2	3	2	2	3	3	2	2.5
CO-3	1	3	2	1	3	2	1	2	2	3	2.0
CO-4	3	1	3	3	1	3	2	3	3	1	2.3
CO-5	1	3	2	1	3	2	3	2	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53SP01B	SELF PACED LEARNING : EVENT MANAGEMENT	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	acquaint with the knowledge and concept issues and various aspects of event management	K1
CO–2	take up facets of event management	K2
CO–3	understand the strategies of event management	K3
CO–4	apply the concepts of activities in event Management	K3
CO–5	understand and create an event that achieves specific objectives for the host/client	K4

Unit – I

Event: Meaning, Importance - Event Designing, 5 C's of Events. - 5 W's of Event. - Types of Events - Categories - characteristics. - Objectives – Functions.

Unit – II

Facets of Event Management: Event Infrastructure - Core Concept - People, Talent, Structure. Clients - Set Objectives - Contracts with Event Organizers, Locating Interaction Points, Banners and Displays - Staff for the Event, Post-event Follow-up - Event Organizers: Role - Qualities – Steps- in-house Venue, External Venue.

Unit – III

Execution of Event: Networking Components: Print Media, Radio Television, Internet, Cable Network, Outdoor Media, Direct Media. Importance - Types - Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. Activities - Pre-event - During event - Post-event. Event Management Information System - Technology - Role and Importance

Unit – IV

Marketing of Event: Segmentation - Niche marketing – Targeting - Positioning - Branding - Reach Interaction Matrix - Concept of Pricing in Events. Legislation and Tax Laws - Marketing Communication Tool - Marketing Plan - Relationship Building, Brand Building, Focusing - Creating Opportunities - Events and the Economy - Concept of Ambush Marketing.

Unit –V

Strategies of Event Management: Strategic Approach - Competitive Analysis – Types - Strategic Alternatives - Objectives. Pre-Event Planning Model (PREP) - Risk versus Return

Matrix. - Forms of Revenue Generation. - Basic Evaluation Process: Establishing Tangible Objectives and Sensitivity in Evaluation, Measuring Performance, Correcting deviations, Critical Evaluation Points in Events.

Book for Study

Gaur, Sanjaya Singh, *Event Marketing and Management*, Vikas Publishing House Pvt Ltd. 2013

Books for Reference

1. Wagen, Lynn Van Der, *“Event Management”*, Pearson Education. 2012
2. Sharma, Diwakar, *“Event Planning and Management”* Deep & Deep Publication Pvt Ltd. 2005.
3. Raj, Razaq, *“Event Management”*, SAGE Publication India Pvt. Ltd. 2012.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCC53SP01B		SELF PACED LEARNING : EVENT MANAGEMENT						-		2	
Course Outcomes (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	1	2	3	3	2	2	2	2.2	
CO-2	3	3	2	2	3	1	3	3	2	2	2.4	
CO-3	2	3	3	2	2	2	2	3	1	2	2.2	
CO-4	3	3	2	1	2	3	3	3	2	2	2.4	
CO-5	2	3	3	2	2	2	3	2	2	1	2.3	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53SP01C	SELF PACED LEARNING: SECURITY IN INFORMATION TECHNOLOGY	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the basics of Information Security	K1
CO–2	understand the Threats and various Attacks	K2
CO–3	understand and analyze the Risk Management	K3
CO–4	implementing the various Security Mechanism	K3
CO–5	analyze the various security policies	K4

Unit – I

Information security – introduction – History - critical characteristic of Information - Components of an information system - securing components

Unit – II

Business needs – Threats – Attacks - Malicious code – Hoaxes - Back doors - Password crack - Brute force – Dictionary – DoS – Spoofing - Man-in-the-middle – Spam - Mail Bombing, Sniffers - Social Engineering - Buffer Overflow - Timing Attack.

Unit – III

Risk – meaning - overview of risk management - risk identification - risk assessment - risk control strategies - selecting a risk control strategy.

Unit – IV

Information security policy - introduction - standards and practices- information security blueprint - continuity strategies - introduction to ISO27000 series.

Unit – V

Physical design - introduction – Firewalls - protecting remote connections - Intrusion Detection - Access control and other tools.

Book for Study

Michael E. Whitman and Herbert J. Mattord (2012) *Principles of Information Security*, 4th Edition, Thomson Course Technology, Boston

Book for Reference

1. Suresh K Basendra (2001). *ComputersToday*, 1st Edition, Galgotia publication private Ltd., New Delhi.

2. Jane Calabria and Dorothy Burke (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide*, 1st Edition, PHI New Delhi.
3. Taxali, R.k (1998). *PC Software for WINDOWS Made Simple*, 1st Edition, Tata McGraw–Hill Publishing Company Limited, New Delhi.

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

Semester	Course code		Title of the Course					Hours		Credits	
V	21UCC53SP01C		SELF PACED LEARNING: SECURITY IN INFORMATION TECHNOLOGY					-		2	
Course Outcomes (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	1	2	3	3	2	2	2	2.2
CO-2	3	3	2	2	3	1	3	3	2	2	2.4
CO-3	2	3	3	2	2	2	2	3	1	2	2.2
CO-4	3	3	2	1	2	3	3	3	2	2	2.4
CO-5	2	3	3	2	2	2	3	2	2	1	2.3
Mean overall Score											2.3 (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, Questionnaires & 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* (5 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. *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC54EG01	GE-I (WS): E-COMMERCE AND E-BUSINESS MANAGEMENT	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	familiarize with e-cash and payment schemes and security	K1
CO-2	understanding the features, characteristics and evolution in e-commerce	K2
CO-3	applying the various modes of e-business management	K3
CO-4	analyze the different technologies and models for electronic commerce	K4
CO-5	analyze the improved efficiency of security in this computer modern world	K4

Unit – I (12 Hours)

Needs and Importance, E-commerce Vs Traditional Commerce, Advantages, Impact of Internet on Business, Evolution and Growth in India, Environment and opportunities, Classifications of E-Commerce.

Unit – II (12 Hours)

Electronic market place technologies - Electronic data interchange – Business Models of E-Commerce, key elements of business models, B2C, B2B, C2C, C2B, B2G - Fundamental sales process -Technological elements.

Unit – III (12 Hours)

Modes, Identifying Web presence Goals of E-Marketing – Browsing Behaviour model in E-Marketing, E- marketing strategies - E-advertising – Internet Marketing Trends – E- branding - Concept, Different Models of E Retailing

Unit – IV (12 Hours)

Internet monetary payment and security requirements - payment and purchase order process – online electronic cash – E-Banking applications, payment through mobile, mobile Apps.

Unit – V (12 Hours)

Need for computer security – specific intruder approaches – security strategies and tools – Encryption – Enterprise networking and access to internet – Antivirus programs – security teams - Foundations of performance analysis – ICT performance management-web analytics.

Books for Study

1. Martin kutz, (2016), *Introduction to e-commerce- combining business and information technology*, 1st Edition, Bookboon.com.

Unit I & II

2. Mahopatra and Sanjay, (2013), *E Commerce Strategy*, 1st Edition, Springer, Boston, MA.

Unit III

3. Dave C, (2011), *E Commerce and E business Management* - Prentice Hall, 5th Edition, Pearson, New York.

Unit IV & V**Books for Reference**

1. Kamlesh K Bajaj and Debjani Nag, (2005), *E-Commerce*, 1st Edition, Tata McGraw-Hill Education, New York.
2. Kelly Goetsch, (2014), *E-Commerce in the cloud*, 1st Edition, O'Reilly Media, Inc.
3. Daniel Minoli, Emma Minoli, (2017), *Web commerce technology handbooks*, 1st Edition, McGraw-Hill, New York.

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

Semester	Course code		Title of the Course						Hours	Credits	
V	21UCC54EG01		GE-I (WS): E-COMMERCE AND E-BUSINESS MANAGEMENT						4	3	
Course Outcomes (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	2	1	3	3	2	3	3	2.5
CO-2	3	3	1	1	2	3	3	3	2	3	2.4
CO-3	3	3	1	2	2	3	3	3	3	3	2.6
CO-4	3	3	3	2	2	2	2	3	3	3	2.6
CO-5	3	3	3	1	1	2	2	3	2	3	2.3
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63CC11	CORE – 11 : INCOME TAX LAW AND PRACTICE	7	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	enable the students to know the basic concepts of income tax	K1
CO–2	understand the calculation procedure of income from salary and its deductions	K2
CO–3	determine the House Property Income	K3
CO–4	apply the rules of direct taxes for calculation of Income tax of an Individual and filing of tax returns	K3
CO–5	understand and analyze the Gain on business or profession and capital gains in real life situation	K4

Unit – I (21 Hours)

Income tax- Definitions - Previous Year, Assessment Year, Persons, Assessee, sources of Income, Gross Total Income, Capital and Revenue Receipts and Expenditure, Residential status and Incidence of Tax, Incomes exempt under Sec.10.

Unit – II (21 Hours)

Computation of Income from Salary: Meaning and forms of salary - Taxability of Allowances, Valuation and Taxability of perquisites, Deductions from salary income.

Unit – III (21 Hours)

Computation of Income from House Property: Types of House property - Taxability of income from let out property and self - occupied property, Treatment of unrealized rent and Arrears of Rent. Deduction u/s 24,

Unit – IV (21 Hours)

Computation of Income from Business or Profession: Sources - Deductions – allowable and disallowable items under the Act - methods of valuation of closing stock.

Unit – V (21 Hours)

Computation of Income from Capital Gains and Other Sources: Capital Gains exempt from Income Tax, Meaning of transfer, Cost of Acquisitions and Cost of Improvement - Long Term and Short Term Capital gain – Income from other sources - Grossing up of interest.

Book for Study

Dr Vinod K Singhanian, *Students Guide to Income Tax*, Taxmann Publications Pvt ltd., New Delhi (Latest Edition)

Book for Reference

1. N.Hariharan, *Income tax law and Practice*, Vijay Nicole, Chennai (Latest)
2. Bagavathi Prasad, *Income Tax Law and Practice*, Wishwa Prakashan, New Delhi. (Latest)
3. Reddy and Reddy, *Income Tax Law and Practice*, Margam Publication, Chennai. (Latest)

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCC63CC11		CORE – 11 INCOME TAX LAW AND PRACTICE						7		4	
Course Outcomes (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	Credits
VI	21UCC63CC12	CORE – 12 FINANCIAL ACCOUNTING PACKAGE –TALLY PRIME	3	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	gain a thorough knowledge of the fundamental concept on Accountancy and Tally	K1
CO–2	understand the importance of maintaining various book of accounts using Tally Prime	K2
CO–3	apply and practice about the various Accounting and Inventory vouchers	K3
CO–4	prepare accounts for various entities under different situations	K4
CO–5	prepare accounts for non- trading concerns	K4

Unit – I (9 Hours)

Computerized Accounting - introduction - Significance - Advantages – Disadvantages – Computerized General Ledger System – Spreadsheet Software and Its Applications – Different Software Available in the Market Advantages – Disadvantages

Unit – II (9 Hours)

Accounting Software Tally: Characteristics of the Software – Creation of a Company – Security Control – Configuration – Accounts Information – Creation of Ledgers – Vouchers – Types of Vouchers – Cost Center Budgets – Balance Sheet – Alteration of Vouchers – Audit – Trial – P & L a/c – Ratio Analysis – Security – Limitations of Tally – Short Cut Keys

Unit – III (9 Hours)

Tally's Forte (Reports): Displaying Reports – Characteristics – Objectives – Printing Reports – Display Account Books – Display Statement of Bank Reconciliation of Bank Accounts – Display Inventory Reports – Expert Usage

Unit – IV (9 Hours)

Inventory Handling Using Tally – A Practical Approach: Creation of Stock Groups – Creation of Stock Categories – Creation of Stock Items – Creation of Godown – Creation of Units of Measure – Inventory Vouchers.

Unit – V (9 Hours)

Accounts of Banking Companies and Departmental Accounting: Objectives – Characteristics – Advantages – Disadvantages – Preparation of Accounts Using Tally in Departmental

Accounts – Usefulness in Banks – Ledger Preparation – Guidelines of RBI for Profit & Loss Account – Expert Usage.

Book for Study

Robert Hunt & John Shelly, (2018), *Computers and Common Sense*, 2nd edition, published by Prentice Hall of India, New Delhi.

Book for Reference

1. Martin, (2020), *Principles of Data Base Management*, 1st edition, published by Prentice Hall of India, New Delhi.
2. Sulochana, Kalyani, (2019), *Accounting Systems*, 1st edition, published by Kalayani, Hyderabad.

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

Semester	Course code		Title of the Course						Hours	Credits	
VI	21UCC63CC12		CORE – 12 : FINANCIAL ACCOUNTING PACKAGE –TALLY PRIME						3	2	
Course Outcomes (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	1	3	3	1	2	3	2	1	2	2.2
CO–2	3	1	2	3	2	1	3	3	1	3	2.4
CO–3	2	3	2	3	2	2	2	3	2	1	2.3
CO–4	3	3	3	2	2	1	2	3	2	1	2.4
CO–5	2	3	3	2	1	2	3	1	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63CP06	SOFTWARE LAB 06: FINANCIAL ACCOUNTING PACKAGE – TALLYPRIME	4	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	extract profit and loss account and balance sheet through ledger account balances and adjustment entries	K4
CO–2	pass entries for transactions in accounting vouchers with or without stock items	K4
CO–3	pass entries for transactions requiring special features such as TDS, VAT, CST,GST Cost centers and Payrolls	K4
CO–4	carry out order processing and maintain accounting records along with inventory records and generate reports	K4
CO–5	work as an accountant or a storekeeper in the computerized environment of business organizations	K4

Exercise

1. Company creation
2. Shut a company
3. Select a company
4. Alter company details
5. F11: Company Features
6. F12: Configuration
7. Single Ledger Creation
8. Multi Ledger Creation
9. Altering and Displaying Ledgers
10. Group Creation
11. Single Group Creation
12. Multiple Group Creation
13. Displaying Groups an Ledgers
14. Displaying Groups
15. Display of Ledger
16. Creation of Stock Item
17. Creation of Godown
18. Trading and Profit and Loss Account

19. Balance sheet
20. Types of Assets and Liabilities included in a Balance Sheet
21. Creation, alteration and deletion of company
22. Creation, alteration and deletion of primary and secondary accounting groups.
23. Final A/Cs with adjustments (Creation and deletion of ledgers)
24. Voucher entry problems in double entry mode
25. Voucher entry problem in single entry mode.
26. Voucher entries using cost centre, Cost Category
27. Budget preparation and reporting variance
28. Payroll preparation
29. Accounting vouchers using stock items
30. Order processing and inventory vouchers
31. Generation of accounting books and reports
32. Generation of inventory books and reports.
33. TDS, VAT, CST, and Excise
34. GST

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCC63CP06		SOFTWARE LAB 06: FINANCIAL ACCOUNTING PACKAGE – TALLYPRIME						4		2	
Course Outcomes (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	2	3	3	2	2.5	
CO-2	3	2	3	2	3	2	2	3	3	2	2.5	
CO-3	1	3	2	1	3	2	1	2	2	3	2	
CO-4	3	1	3	3	1	3	2	3	3	1	2.3	
CO-5	1	3	2	1	3	2	3	2	3	2	2.2	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63ES03A	DSE-3: INVESTMENT MANAGEMENT AND STOCK TRADING	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the various investment avenues that benefit individual and nation	K1
CO-2	acquire knowledge on various tools and techniques of financial risk management	K2
CO-3	able to analyse the industry, company and economy operation	K3
CO-4	identify the variations of options, Futures and determine the functions of OTCEI, in various markets	K4
CO-5	perceive the various trends of technical analysis	K4

Unit – I (15 Hours)

Investment – Meaning, Importance - Features - Process – Nature and Scope – Deposits – Insurance – Mutual Funds - Real Estates - Financial Markets – Industrial Securities – Stock Exchange – Over the Counter Exchange of India (OTCEI) –National Stock Exchange (NSE) – Share Market – Commodity Market.

Unit – II (15 Hours)

Risk and Return Analysis: risk - sources of financial risk: credit vs. Market, default risk, foreign exchange risk, interest rate risk, purchasing power risk - Types of risks – Credit Rating Information Services of India Limited (CRISIL) – Investment Information and Credit Rating Agency of India Limited (ICRA). Security Exchange Board of India (SEBI) guidelines.

Unit – III (15 Hours)

Approaches to Security And Technical Analysis :Fundamental analysis - Gross Domestic Product (GDP) – Inflation - Influence of the economy- Economy Vs Industry and Company- Industry analysis- Company analysis - Guidelines for Investment- Technical analysis - Basic tenets- Dow theory- Index - Major trends- Principles.

Unit – IV (15 Hours)

Derivatives, Options & Futures Trading: Types - Factors – Option value – valuation - Limitations – Characteristics – Futures – Distinctions: Forwards and Futures - Futures and Options.

Unit – V (15 Hours)

Stock Trading: Importance – Trading account - Online Stock Trading – brokerage – Research Stocks – Deciding – Trade first stock – advanced – alternative – Opportunities – Dematerialized Account (Demat).Initial Public Offering (IPO).

Book for Study

Dr. L. Natarajan, “*Investment Management*”, Margham Publications, Chennai. 2016

Books for Reference

1. Preethi shing, “*Investment Management*”, Himalaya Publishing House, New Delhi.2016
2. V. Aavadhani - *Investment & Securities markets In India*, Himalaya Publishing House, New Delhi, 1999.
3. Donald E Fischer & Ronald J Jordan, “*Security analysis and Portfolio Management*”, Prentice Hall of India Pvt limited, New Delhi, 2001.
4. PunithavathiPandian, “*Security Analysis and Portfolio Management*”, Vikas Publishing House, Delhi.

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

Semester	Course code		Title of the Course						Hours	Credits	
VI	21UCC63ES03A		DSE -3 : INVESTMENT MANAGEMENT AND STOCK TRADING						5	3	
Course Outcomes (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	1	3	3	2	2	3	2.4
CO-2	2	3	2	1	2	3	3	2	2	3	2.3
CO-3	2	2	3	2	3	2	3	3	3	3	2.6
CO-4	1	2	2	3	2	2	3	2	2	3	2.2
CO-5	3	2	2	2	3	2	3	2	2	3	2.4
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63ES03B	DSE -3 : INDIAN FINANCIAL SYSTEM	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	know the concept, significance and functions of Indian financial system	K1
CO-2	understand the recent developments in the money market	K2
CO-3	examine the recent trends in primary, secondary and capital markets	K3
CO-4	manipulate the outline of banking and non- banking financial institutions	K3
CO-5	analyze the regulatory institutions of RBI and SEBI	K4

Unit – I (15 Hours)

Financial system: Meaning and significance - functions of the financial system - Financial Assets- Financial markets – Classification - Financial instruments - Weakness of Indian Financial System.

Unit – II (15 Hours)

Money Market: Definition-Features – Objectives- Features of a developed money market - Importance of money market - Composition of money market - Operations and Participants - Money market Instruments - Features of Indian money market - Recent developments.

Unit – III (15 Hours)

Primary, Secondary and Capital markets: New issue market – Meaning - Functions - Methods floating new issue - Intermediaries in the new issue market - Merchants bankers and their functions - Recent trends in new issue market - Stock Exchange – Functions - Structure of stock exchanges – BSE – NSE - Listing of securities - Advantages of listing - Methods of trading in stock exchanges – Online trading - Stock indices

Unit – IV (15 Hours)

Financial institutions: Commercial banks - Development financial institutions - Non banking financial corporation's - Mutual funds, insurance companies - Objectives and functions (only a brief outline)

Unit – V (15 Hours)

Regulatory institutions: RBI - Role and functions - The Securities and Exchange Board of India – Objectives – Functions – Powers - SEBI guidelines for primary and secondary market.

Book for Study

MY Khan, *Indian Financial System*, Eleventh edition, Mc Graw Hill Publishers, 2019

Books for References:

1. Bharti V. Pathak, *Indian Financial System*, Fifth edition, Perarson education, 2018.
2. E. Gordon & K. Natarajan, *Financial Markets & Services*, Tenth Edition, Himalaya Publishing, 2008.
3. K Gupta N. Aggarwal, *Indian financial system*, Kalyani publications, 2015.

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCC63ES03B		DSE -3: INDIAN FINANCIAL SYSTEM						5		3	
Course Outcomes (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	2	2	3	2	2	2	1	2.1	
CO-2	2	3	3	3	2	3	3	2	2	1	2.3	
CO-3	1	3	3	3	2	2	3	3	2	2	2.3	
CO-4	2	2	3	3	2	2	3	3	2	2	2.2	
CO-5	1	3	3	2	2	2	3	3	1	3	2.2	
Mean overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63ES04A	DSE -4: ADVERTISING AND SALES PROMOTION MANAGEMENT	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	develop a media plan for a well-researched and planned media mix	K1
CO-2	decode consumer behaviour analytically	K2
CO-3	critically analyze different types of promotion media using media metrics	K3
CO-4	design a sales promotion plan	K4
CO-5	articulate Sales Promotional techniques used in modern marketing	K4

Unit – I (15 Hours)

Advertising to Persuade the Buyer – Importance of Advertising in Marketing – Role of Advertising in Marketing Mix and Positioning – Advertisers and Advertising Agencies Choosing an Advertising Agency – Exciting world of Indian Advertising

Unit – II (15 Hours)

Overview of an Advertising Agency – Departments of Advertising Agency – Creative Department – Media Department – Client Servicing department – Marketing research department – Setting Advertising objectives

Unit – III (15 Hours)

Advertising Copy – Types of advertising copy – Creativity in Advertising – Copy Testing Methods – Visual Strategies – Art department Specialists – Developing a layout – Power of synergy

Unit – IV (15 Hours)

Perceived Role of Advertising – Advertising Standards Council of India (ASCI) – Forms of Ethical violations, Misleading advertising – Advertising to children – Product endorsements – Stereotyping – Cultural – Religious and racial sensitivity in advertising. – Obscenity in Advertising

Unit – V**(15 Hours)**

Importance of Sales Promotions – Strengths and Limitations of Sales Promotion – Difference Between Sales Promotion and Advertising – Tools and Techniques of Consumer Sales Promotion – Trade Promotions – Organizing Sales Promotion Campaigns.

Book for Study

D'Souza Alan & Shah Kruti (2018), *Advertising and Promotions* 5th edition, Published by Tata McGraw Hill, New Delhi

Book for Reference

Jethwaney Jaishri and Jain Shruti (2016), *Advertising Management* 3rd edition, published by Oxford University Press, New Delhi.

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

Semester	Course code		Title of the Course					Hours		Credits	
VI	21UCC63ES04A		DSE-4: ADVERTISING AND SALES PROMOTION MANAGEMENT					5		3	
Course Outcomes (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	1	3	3	1	2	3	2	3	2	2.2
CO-2	3	1	2	3	2	1	3	3	3	3	2.4
CO-3	2	3	2	3	2	2	3	3	2	1	2.3
CO-4	3	3	3	3	3	1	2	3	2	1	2.4
CO-5	2	3	3	2	1	2	3	1	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63ES04B	DSE-4: SALES MANAGEMENT	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	create value and execute sales deals with efficiency and effectiveness	K1
CO-2	understand the strategic role, sales function plays as part of overall marketing strategy	K2
CO-3	acquire strategic thought process and competencies related to sales	K3
CO-4	construct templates on permanent journey plan, annual operating plans and setting sales targets	K4
CO-5	demonstrate higher levels of selling and negotiation skills	K4

Unit – I (15 Hours)

Nature and importance of sales management - Dimensions of sales management - Lateral relationships of a Sales manager - Planning and organizing Sales Force - Estimating market potential and forecasting sales Importance and definitions of Sales forecasting methods - quantitative and qualitative techniques - Organizing the sales force - Nature and characteristics - Basic types of organization - Specialization within sales department.

Unit – II (15 Hours)

Sales Force Staffing Process - The planning phase - The recruiting phase - The selection phase – Hiring and assimilation Phase - Directing the Sales force - Time and territory management - Objectives and criteria for territory formation - Sales territories design - Time management - Routing and scheduling Sales quotas and compensation - Types of quotas - Administration of quotas - Objectives of a compensation plan - Developing the compensation plans - basic and combination, Trends in compensation plan

Unit – III (15 Hours)

Personal Selling - The different approaches - Benefit selling, Relationship selling - Stimulus response selling - Formula approach - Need satisfaction selling – Problem - solving selling - Consultative selling process - Preparation & Prospecting – Challenges of prospecting - qualifying leads - effective prospecting. Sales Approach - Diagnosis and Solution generation. Handling Objections - common customer objections - Objection handling techniques and methods

Unit – IV (15 Hours)

Sales Communication Skills - Sales communication & collaborative process - Questioning, Active listening, Body language Sales presentation - presentation planning & format -

organized presentations, sales reports Persuasion/assertiveness - Principles of persuasion and assertiveness – methods and techniques. Cold Calling - The art of cold calling - Cold calling techniques

Unit – V

(15 Hours)

Business etiquettes: Professional dressing - Telephone & email etiquettes - Meeting manners Charisma - Importance of charisma, Charisma elements - develop personal charisma – Ministry of Skill Development and Entrepreneurship - Guidelines – Policies – Udyam.

Field Visit: District Industries Center (DIC), Tamil Nadu Industrial Development Corporation (TIIC), Small Industries Service Sector (SISI), Trading & Non-Trading organizations / factories / companies under MSME

Books for Study

1. Spiro, L.R., Stanton, J. W. & Rich, A.G. (2003). *Management of a sales force* (12th Edi). Irwin: McGraw –Hill New Delhi.
2. Volkema, R. J. (2008). *Negotiation tool kit*. (2019), 3rd edition, Prentice Hall New Delhi.

Books for Reference

1. Futrell, M. C. *Sale's management teamwork, leadership and technology*. (2020), 2nd edition, S.Chand (G/L) & Company Ltd, New Delhi.
2. Raiffa. (1982). *The art and science of negotiation*, 1st edition, Harvard University Press.
3. Thompson. (2019). *The mind and heart of the negotiator*, 6th edition, Pearson, New Delhi.

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

Semester	Course code		Title of the Course					Hours	Credits		
VI	21UCC63ES04B		DSE-4: SALES MANAGEMENT					5	3		
Course Outcomes (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	2	3	3	2	2	3	2.4
CO-2	2	3	2	2	2	3	3	2	2	3	2.4
CO-3	2	2	3	2	3	2	3	2	3	3	2.5
CO-4	2	2	2	3	2	2	3	2	2	3	2.3
CO-5	2	2	2	2	3	2	3	2	2	3	2.3
Mean overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63PW01	PROJECT WORK AND VIVA VOCE	-	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	assess the concepts of personality, perception and learning in Organizations	K1, K3
CO-2	determine the individual and group behaviour in the workplace	K2
CO-3	design motivational techniques for job design, employee involvement, incentives, rewards & recognitions	K3
CO-4	analyze various job-related attitudes	K4
CO-5	manage effective groups and teams in organizations	K4

At the end of the course, students should have the knowledge and application of

1. Vision, mission and objectives of business organization
2. Organizational structure in business organizations
3. Business functions in a business firm
4. Organization type the business under study fits in
5. SWOT analysis for a business organization
6. Key Result Areas of a business organization
7. Business growth over years with appreciation of enablers and barriers

Course Delivery

1. The organization should be sufficiently large with all departments such as human resources (HR), production, marketing and finance.
2. Students are required to be in touch with their mentor while choosing the organization and till the completion of the study. They need to appraise the faculty-mentor about the progress of the OST on a weekly basis.
3. Students will be provided with an introduction letter by Associate Dean to enable them to approach companies for undertaking the Project.
4. Students have to do a self-study on the types of business organizations clearly identifying the advantages and disadvantages of every type. Further they need to map and relate their organization of study to its type.
5. Students need to keep a soft copy of draft of the report. Some of the broad chapters of report can be as follow.
 - a) Introduction to Organization
 - b) Organization Structure
 - c) Functional Departments
 - d) SWOT Analysis
 - e) Functional Highlights across Key Result Areas (financial performance, marketing Performance etc., over the years)

f) Findings, Recommendations and Conclusions

Project Work Should Cover the Following Topics.

- a) Organization's history
- b) Profile of the product
- c) Mission, objectives and strategies of the organization
- d) Organization chart - Design & Structure
- e) Policies and procedures followed
- f) Functions of various departments and their managers
- g) SWOT analysis of the organization
- h) Key Result Areas (KRAs) of the organization
- i) Significant factors for success
- j) System of accounting followed
- k) Product promotional measures
- l) Career planning and promotion policy of employees
- m) Training measures
- n) System followed for purchase of materials
- o) HRD measures (including welfare measures)
- p) Manpower planning
- q) Performance appraisal system
- r) Financial highlights during the last three years
- s) Future plans for growth of the organization
- t) Views of managers at various levels and non-managerial staff by detailed interaction.
- u) Advantages and drawbacks of the organization structure
- v) Recommendations to overcome the drawbacks.
- w) Modifications, if any, to the organization structure.

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63CE01	COMPREHENSIVE EXAMINATIONS	-	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	know the concept and gain knowledge On company accounts	K1
CO-2	enlighten the concepts of cost accounting and compute various material control techniques, Labour and overheads	K2, K4
CO-3	create scientific and technical documents incorporating equations, images, tables, and bibliographies	K3
CO-4	apply concepts and principles of business law	K3
CO-5	analyze the concept of computer Application in business	K2, K3, K4

Unit – I

Market Segmentation and Consumer Behaviour - Product Management, Advertising and Personal Selling New Horizons in Marketing: Direct marketing: Nature - Scope – Advantages - Forms of direct marketing - Database marketing- Tele marketing - Tele shopping - Multi level marketing. Online and Digital marketing: Importance - Benefits - Limitations - Problems of online marketing in India - concept - Role - Green Marketing: Importance – Fundamental requirements – Problems.

Unit – II

Issue, Forfeiture and reissue of shares – Absorption, Amalgamation and Merger - Preparation of consolidated balance sheet – cost of control – Pre-acquisition reserves and profits – Post - acquisition profits – Minority interest - Banking company accounts: Legal requirements

Unit – III

Cost, Costing and Cost Accountancy – Functions of Cost Accounting - Comparison of cost accounting and management Accounting and Financial Accounting - classification Cost – Methods costing–Techniques of costing –Material costing - Labour cost – Overheads - Contract costing

Unit – IV

The Indian Contract Act - Nature of contract – Essentials of Contract - Effect of Void, Voidable, Valid, Illegal, Unlawful Agreements - Contingent contract – remedies for breach of contract – quasi contract. Bailment and Pledge - Law of Agency

Unit – V

Introduction to Computer: Computer Generation - classifications of Computers – Components - Input and output devices: Input devices - output devices - storage devices - classification of Software - system software - application software - system software packages – Operating System - Functions of Operating System - compiler - assembler and

Interpreter. Creating and Saving a Word document - Applying basic formatting - working with styles - working with tables - mail merge - spelling and Grammar – Spreadsheet.

Books for Study

1. Philip T. Kotler, Gary Armstrong, (2018) *Principles of Marketing*, Prafulla Agnihotri, Pearson Publications, 2018.

Unit - I

2. Dr.S.M.Shukla, Dr. K.L.Gupta, (2018), *Corporate Accounting*, Fifty Second Edition, Sahitya Bhawan Publication, India

Unit - II

3. Jain & Narang - *Cost Accounting Principles and Practice* – Kalyani Publishers, 2016.

Unit - III

4. Kapoor. N.D, (2011), *Elements of Mercantile Law* – 1st edition Published by Sultan and Sons, New Delhi

Unit - IV

5. Alexis Leon, Mathews Leon, Leena Leon (2013). *Introduction to Information Technology*, 1st Edition, Vijay Nicole Imprints Private Limited, Chennai.

Unit - V

Books for Reference

1. Suresh K Basendra (2001). *Computers Today*, 1st Edition, Galgotia publication private Ltd., New Delhi.
2. S.P.Jain, K.L. Narang, (2018), *Advanced Accounting*, First Edition, Kalyani Publishers, India.
3. A Murthy and S.Gursamy- *Cost Accounting*, Vijay Nicole Imprints Private Ltd., 2016.
4. Shukla .M.C., (2010), *Manual of Mercantile Law*, 1st edition Published by S. Chand & Co., New Delhi.
5. Suresh K Basendra (2001). *Computers Today*, 1st Edition, Galgotia publication private Ltd., New Delhi.

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

Semester	Course code		Title of the Course					Hours		Credits	
VI	21UCC63CE01		COMPREHENSIVE EXAM					-		2	
Course Outcomes (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	1	3	3	1	2	3	2	3	2	2.2
CO-2	3	1	2	3	2	1	3	3	3	3	2.4
CO-3	2	3	2	3	2	2	3	3	2	1	2.3
CO-4	3	3	3	3	3	1	2	3	2	1	2.4
CO-5	2	3	3	2	1	2	3	1	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC64SE04	SEC -4 (WS): E-BANKING	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	know the concept of E-Banking Technology	K1
CO-2	understand micro and macro levels and measure the performance of banks	K2
CO-3	understand the linkages between banking system and the economy	K3
CO-4	knowledge in E-banking Technology	K3
CO-5	appreciate the ethical, social and governance dimensions concerning banking industry	K4

Unit – I

(6 Hours)

E - Banking – Concepts - features - E-banking strategy & models: IT in finance & service delivery. Introduction to ATMs Internet Banking & Mobile Banking Standalone systems, LAN & WAN

Unit – II

(6 Hours)

Electronic payment systems - Teller machines at the bank counters, cash dispensers, ATMs, Anywhere Anytime Banking, Home banking (Corporate and personal), online enquiry and update facilities Personal Identification Numbers and their use in conjunction with magnetic cards of both credit and debit cards.

Unit – III

(6 Hours)

Electronic fund transfer system - playing messages (telex or data communication) - structured messages (SWIFT etc.), RTGS information Technology: Current trends, Bank net - RBI net, Demat, Nice net, I-net, Internet, E-mail etc,

Unit – IV

(6 Hours)

Impact of technology and banks protecting the confidentiality and secrecy of data effect on customers and service quality Technology Management: RTGS: Infrastructure requirement, RTGS transactions.

Unit – V

(6 Hours)

Security features SFMS: Formats of SFMS, SFMS transaction, security aspects; RAS: Requirements of RAS, Application, security features of RAS, Digital Certificate: PK1, CCA, CA, RA -Types of digital Certificates, application of digital certificate, legal status, IT Act: Electronic Records, Digital certificate, legal status.

Book for Study

Pandey, Srivastava and Shukla, (2020), *E-Commerce and its Application*, 2nd edition, published by S. Chand & Sons, New Delhi.

Books for Reference

1. P.T. Joseph, (2020), *Electronic Commerce - An Indian Perspective*, 3rd edition, Published by P.H.I New. Delhi.
2. Turban, King, Viehland & Lee, A, (2020), *Electronic Commerce- Managerial Perspective*, 1st edition, Published by Pearson New Delhi.
3. Gary Schneider, (2019), *Electronic Commerce*, 2nd edition, published by Thomson, New Delhi.

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCC64SE04		SEC -4 (WS): E-BANKING						2		1	
Course Outcomes (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	2	3	3	2	2.5	
CO-2	3	2	3	2	3	2	2	3	3	2	2.5	
CO-3	1	3	2	1	3	2	1	2	2	3	2	
CO-4	3	1	3	3	1	3	2	3	3	1	2.3	
CO-5	1	3	2	1	3	2	3	2	3	2	2.2	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC64EG02	GE-2 (BS): TOTAL QUALITY MANAGEMENT	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	understand the importance of product and service quality	K1
CO-2	identify various quality ;management principles and process	K2
CO-3	understand the methodology of quality system	K2
CO-4	apply the techniques of total quality management in business	K3
CO-5	analyze about the tools of quality	K4

Unit – I (12 Hours)

Principles and Philosophies of Quality Management - 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 (12 Hours)

TQM Principles- Significance of statistical process control (SPC) – Process capability – meaning, significance and measurement – Six Sigma - Concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, and product life characteristics curve. Total productive maintenance (TMP) – Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations

Unit – III (12 Hours)

Quality Management Techniques - Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ) building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation - Seven old (statistical) tools - Seven new management tools Bench marking process.

Unit – IV (12 Hours)

TQM Tools and Techniques - Control charts – Process capability – concepts of Six Sigma - Taguchi quality loss function – TPM - concepts, improvement needs – performance measures - Quality circles - Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen,- Supplier partnership – partnering, supplier selection, supplier rating.

Unit – V**(12 Hours)**

Quality Systems - 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 Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements - Quality Audits - TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality

Book for Study

Sharma D.D., (2005), *TQM - Principles, Practices and Cases*, 1st Edition, published by Sultan Chand Publications, Delhi

Books for Reference

1. James R. Evans and William M. Lindsay, (2012), “*The Management and Control of Quality*”, 8th Edition, First Indian Edition, published by Cengage Learning.
2. Suganthi.L and Anand Samuel, 2006, “*Total Quality Management*”, PrenticeHall (India) Pvt. Ltd.,
3. Janakiraman. B and Gopal .R.K., 2006 “*Total Quality Management – Text and Cases*”, Prentice Hall (India) Pvt. Ltd, Maharastra
4. Dale H. Besterfield, et al., 2006 “*Total quality Management*”, Pearson Education Asia, Third Edition, Indian Reprint.

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

Semester	Course code		Title of the Course						Hours	Credits	
VI	21UCC64EG02		GE-2 (BS): TOTAL QUALITY MANAGEMENT						4	3	
Course Outcomes (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	1	2	3	2	3	3	2	2.3
CO-2	2	3	2	3	3	3	3	3	1	2	2.5
CO-3	2	1	2	3	3	3	2	2	2	1	2.1
CO-4	3	1	2	1	3	3	2	3	3	1	2.2
CO-5	2	3	3	2	3	2	1	3	3	3	2.5
Mean overall Score											2.3 (High)

B.Com. (CA)
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 TANSCH 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 Project Work	11-16 3-6 1	90	60	98
	IV-VI	Core Electives Self-paced Learning (Partial Online Course)	3 1	12 -	12 2	
	VI	Comprehensive Examination	1	-	2	
	I-VI	Allied	4/6	24	20	
	III & V	Extra Credit Courses	2	-	(4)	
	VI	Internship	1	-	2	
IV	V	Skilled Based Electives: Between Schools (BS)	1	2	2	23
	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	
V	I-IV	Value Education	4	8	8	5
	I-V	SHEPHERD & Gender Studies	-	-	-	
	I-V	AICUF, Fine Arts, Nature Club, NCC, NSS	-	-	-	
	V	Career Guidance & Training	-	-	-	
		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	UCC	1	3	2	01

For Example :

I B.Com. CA, first semester **Financial Accounting-I**

The code of the paper is 17UCC130201.

Thus, the subject code is fixed for other subjects.

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.

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 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 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.

B.Com. (C.A.)
Course Pattern - 2017 Set

Sem	Part		Code	Subject Title	Hr	Crs
I	I	Language	17UGT110001	Gen. Tamil – I/ (Hindi-I/French-I/Sanskrit-I)	4	3
	II	English	17UGE120101	General English – I	5	3
	III	Core	17UCC130201	Financial Accounting – I	6	4
			17UCC130202	Computer Fundamentals	5	2
			17UCC130203	Computer Fundamentals (E-Mail Concepts) - Practical	2	2
		Allied	17UCC130401	Business Economics	6	5
	NMC		17UCE170801	Communicative English	-	5
	IV	Value Education	17UFC141001	Essentials of Humanity	2	2
		Total Credits for Semester – I				30
II	I	Language	17UGT210002	Gen. Tamil – II (Hindi-II/French-II/French-II)	4	3
	II	English	17UGE220102	General English –II	5	3
	III	Core	17UCC230204	Financial Accounting-II	5	4
			17UCC230205	Multimedia	4	2
			17UCC230206	Multimedia – Practical	2	2
		Allied	17UCC230402	Marketing	6	5
	IV	NMC	17UCE240802	Computer Literacy	2	2
		Value Education	17UFC241002	Fundamentals of Human Rights	2	2
	Total Credits for Semester – II				30	23
III	I	Language	17UGT310003	Gen. Tamil – III (Hindi-III/French-III/Sanskrit-III)	4	3
	II	English	17UGE320103	General English – III	5	3
	III	Core	17UCC330207	Corporate Accounting	6	4
			17UCC330208	Fundamentals of C Programming	3	2
			17UCC330209	Fundamentals of C Programming- Practical	2	2
		Extra Credit Course	17UCC330501	Massive Open Online Course	-	(2)
	Allied	17UCC330403A	Elements of Mathematics (OR)	6	5	
		17UCC330403B	Business Mathematics			
	IV	Value Education	17UFC341003A	Formation of youth -I (OR)	2	2
			17UFC341003B	Religious Doctrine- I	2	2
NMC (POC)		17UCE340901	Environment studies	2	2	
Total credits for semester – III				30	23+(2)	

IV	I	Language	17UGT410004	GEN. TAMIL – IV (Hindi-I/V/French-I/V/Sanskrit-IV)	4	3		
	II	English	17UGE420104	General English – IV	5	3		
	III	Core	17UCC430210	Management Accounting	5	3		
			17UCC430211	Visual Basic	2	1		
			17UCC430212	Visual Basic Practical	2	1		
			17UCC430301A 17UCC430301B	Auditing (OR) Managing Innovation	4	4		
	IV	Value Education	17UCC430404A 17UCC430404B	Elements of Statistics (OR) Business Statistics	6	5		
17UFC441004A 17UFC441004B			Formation of youth -II (OR) Religious Doctrine- II	2	2			
Total credits for semester – IV				30	22			
V	III	Core	17UCC530213	Cost Accounting	7	4		
			17UCC530214	Business Law	6	4		
			17UCC530215	Database Management System	3	2		
			17UCC530216	Oracle –SQL- Practical	2	2		
			17UCC530217	Banking Theory Law and Practice	4	3		
		Extra Credit Course	17UCC530502	Extra Credit Course	-	(2)		
		Core Elective- II (WS)	17UCC530302 17UBU530302A 17UBU530302B 17UCO530302A 17UCO530302B	E-Commerce Project Management Logistic and Supply chain management Human Resource Management Business Correspondence	4	4		
			Self paced Learning (POC)	17UCC530218A 17UCC530218B 17UCC530218C	Business Environment Event Management Training and Development	-	2	
				IV	SBE-I (BS)	17UCC540601	Computer Application in Banking	2
		IDC			17USS540701A 17USS540701B	Soft Skills National Cadet Corps (NCC)	2	2
			Total Credits for Semester – V				30	25
		VI	III	Core	17UCC630219	Income Tax	7	5
	17UCC630220				Investment Management	6	4	
17UCC630221	Financial Accounting Package –TALLY ERP.9				4	3		
17UCC630222	Financial Accounting Package–TALLY ERP.9 Practical				3	2		
17UCC630223	Internship				--	2		
17UCC630224	Project Dissertation and viva-voce Exam.				4	2		
Core Elective-III (WS)	17UCC630225			Comprehensive Examination	--	2		
	IV			SBE – II (WS)	17UCC630303 17UBU630303A 17UBU630303B 17UCO630303A 17UCO630303B	Total Quality Management Services Marketing Strategic Management Retail Management Principles of Event Management	4	4
					17UCC640602	Practical Banking	2	2
					17UCO640602B	Practical Advertising		
					17UBU640602A	Practical Stock trading		
					17UBU640602B	Management and Business Cases		
Total Credits for Semester – VI					30	26		
I –V	V	shepherd	17UCW651101	Community service Work (SHEPHERD) and Gender Studies	-	5		
Total Credits for all Semesters				180	150+ (4)			

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 and Analytical Thinking Skills.
2. Problem Skills and Teamwork Skills.
3. Communication and Presentation Skills.
4. Knowledge and Employability Enhancement.
5. Information Technology/Techniques.
6. Ethics and Social Responsibility.
7. Entrepreneurial Skills and Leadership Skills.
8. Research Orientation and Internship and Practical Exposure.

பருவம்: 1
17UGT110001

மணி நேரம்: 4
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, தாய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
3. உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.
4. சிறுகதைத்தொகுப்பு : (நாட்டுடைமையாக்கப்பட்ட படைப்பாளர்களின் சிறுகதைகள்), தமிழாய்வுத்துறை வெளியீடு.

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

Semester I	Course Code 17UGT110001	Title of the Paper சுருத்திதமிழ்-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	4	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: I
17UGH110001

Hours/Week: 4
Credits : 3

HINDI

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	Title of the Paper Hindi-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	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: I
17UGF110001

Heures/Semaine: 4
Credits: 3

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, connaître

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

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_ronique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

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 Scale	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: I
17UGS110001

Hours/Week: 4
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	Title of the Paper Sanskrit-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	5	3	5	4	4	3	3	3	3	4	3.1	
	CO2	4	3	4	4	4	4	4	4	3	4	3.3	
	CO3	4	3	3	4	4	3	4	4	3	4	3.1	
	CO4	4	3	3	4	3	3	4	4	3	4	3.0	
	CO5	4	4	4	3	4	4	3	3	3	4	3.1	
	CO6	5	4	4	4	4	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 Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: I
17UGE120101

Hours/Week: 5
Credits: 3

GENERAL ENGLISH-I

Course Outcome

- * 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
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

Non-Detailed: “The Tempest” from *Six Tales From Shakespeare*

Textbook

1. Joy, J.L. & Peter, F.M. *Let's Communicate I*, New Delhi, Trinity Press, 2014. Print.

Non-Detailed Text

1. Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (First three tales)

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	3	3	4	4	5	5	3.90
CO6	5	4	4	3	3	4	4	3	4	4	5	4	4	3.90
Mean Overall Score														3.85

Result: The Score for this Course is 3.85 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester I
17UCC130201

L P C
6 - 4

FINANCIAL ACCOUNTING-I

Course Outcomes:

1. Learn fundamental concepts of accounting.
2. Acquire accounting skills.
3. Learn aspects of financial accounting.
4. Prepare accounts for non- trading concerns.
5. Differentiate single entry from double entry system.
6. Prepare the Self Balancing Ledger

Unit-I (18 hrs)

Accounting concepts and conventions, Accounting Standards, Journal, Ledger and Trial balance -Bank reconciliation statement – rectification of errors – Preparation of Trading account – Manufacturing account – Profit and Loss account and Balance sheet.

Unit-II (18 hrs)

Accounts of Non-Trading organization – Receipts and Payments account – Income and Expenditure account and Balance sheet

Unit-III (18 hrs)

Accounting for Consignment and Joint ventures

Unit-IV (18 hrs)

Single Entry – Double Entry systems Vs Single entry systems– Ascertainment of Profit – Conversion of Single entry into double entry.

Unit-V (18 hrs)

Self balancing ledger – Sectional balancing system - Account current – Average due date

Textbook:

1. T. S. Reddy and A. Moorthy - Financial Accounting - Margham Publications, Chennai, 2016

Books for Reference:

1. Shukla & Grewel - Advanced Accounts, Vol. I, Sultan & Chand Publishing Co., 2015
2. Jain & Narang, Advanced accounting, Kalyani Publishers, New Delhi, 2015
3. Nagarajan, Vinaykarn & Mani – Principles of Accountancy – Eurasia Publishing House, New Delhi, 2012
4. Grewal T.S., Double Entry Book-Keeping, Sultan Chand & Sons, New Delhi.
5. Tulsian, P. C., Financial Accounting, Tata McGraw Hills, New Dellhi.

Theory 30%, Problems 70%

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

Semester I	Course Code 17UCC130201	Title of the Paper FINANCIAL ACCOUNTING - I														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	4	2	5	5	5	4	3	4	5	4	4	5	4.1			
CO2	5	3	2	4	4	5	3	4	5	5	4	4	5	4.0			
CO3	5	4	2	5	4	4	4	3	4	3	3	4	4	3.7			
CO4	5	4	2	4	5	3	3	4	4	4	4	3	5	3.8			
CO5	4	5	3	3	3	4	3	2	5	3	3	4	3	3.4			
CO6	5	4	2	3	4	5	4	4	3	4	3	3	4	3.6			
Mean Overall Score														3.8			

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
17UCC130202

L P C
5 2 2

COMPUTER FUNDAMENTALS

Course Outcomes:

After completing this course the student will be able to

1. Learn sound basics of organization of digital computer, system software.
2. Learn the basics of computer basics
3. Gain the knowledge on types of Networks and E-Mail concepts.
4. Gain the knowledge in MS Office to drafting the documents
5. Develop the skill set to solve the real time problems in MS Office
6. Acquire the knowledge of system software

Unit-I: (15 hrs)

Introduction to computer: Computer Generation - classifications of Computers – Components - Input and output devices: Input devices - output devices - storage devices- classification of Software- system software - application software - system software packages – Operating System - Functions of Operating System - compiler - assembler and Interpreter.

Unit-II: (15 hrs)

Computer Networks: - Types of Networks - LAN, MAN, WAN - Network topology – Internet and WWW. E-mail: Sending - Reading - Replying - Deleting - Existing - Sending mail to more than one person - Sending folder - Forwarding a mail - Checking the spelling - Attaching signature - Filling the messages - Managing the address book.

Unit-III: (15 hrs)

MS-Word: Creating and Saving a Word document - Applying basic formatting - working with styles - working with tables - mail merge - spelling and Grammar.

Unit-IV: (15 hrs)

MS-Excel: Creating and Saving an Excel work book - adding and formatting data in cells - working with tables and chart - Formulas and functions- MS-Power Point: Creating and Saving Presentation - Basics of presentation - running and setting up a Presentation.

Unit-V: (15 hrs)

Enhancing Power Point presentations - Custom animations.

MS Access: Introduction to Access - Creating a Simple Database and Tables - Entering and Editing Data - Finding, Sorting and Displaying Data.

Textbook

1. Alexis Leon, Mathews Leon, Leena Leon, "Introduction to Information Technology", Vijay Nicole Imprints Private Limited, Chennai, 2013.
2. Sanjay Saxena, "MS-Office 2007 in a Nutshell", Vikas Publishing House Pvt Ltd., 2011.

Books for Reference

1. Suresh K Basendra, "Computers Today", Galgotia publication private Ltd., New Delhi, 2001.
2. Dorling, Kindersley, "Introduction to Information Technology", ITL Education Solution (India) Pvt. Ltd, New Delhi.
3. Kogent Solutions Inc. "Office 2007 in simple steps", Dreamtech Publishing, 2009.

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

Semester I	Course Code 17UCC130202	Title of the Paper COMPUTER FUNDAMENTALS										Hours 5	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	2	3	2	5	5	2	4	4	5	5	3	4	5
CO2	5	4	3	5	5	4	3	2	4	5	1	3	3
CO3	3	3	3	4	5	3	4	2	4	5	2	2	5
CO4	2	3	1	4	4	3	3	2	4	5	2	4	5
CO5	4	3	2	4	5	3	3	2	4	5	2	2	4
CO6	3	3	2	4	4	3	4	2	4	5	2	4	3
Mean Overall Score											3.3		

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Result: The Score for this Course is 3.3 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
17UCC130203

L P C
- 2 2

Practical:
COMPUTER FUNDAMENTALS

1. Creating leave letter using MS-Word.
2. Creating resume using MS-Word
3. Creating Class time table using Table facilities in MS-Word
4. Mail merge.
5. Creating students mark list using MS-Excel.
6. Move, Copy, Insert operations in rows and columns.
7. Using statistical, mathematical and financial functions in MS-Excel.
8. Creating MS-PowerPoint slide.
9. Imply different effects in MS-PowerPoint slide.
10. E-Mail concepts.
11. Managing Address Book

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Semester I
17UCC130401

L P C
6 - 5

Allied:
BUSINESSECONOMICS

Course Outcomes:

After completing this course the student will be able to:

- * Learn basic principles and concepts of Business Economics
- * Be familiar knowledge on demand analysis
- * Accumulate knowledge on law of supply, production and Market Structure
- * Understand on the economic system and Fiscal policy.
- * Gain the importance of GDP, National Income and Balance of Trade.
- * To have knowledge on socially relevant business environment.
- * To impart the students with the basic roles and responsibilities of business economist.
- * To provide knowledge on the general economic environment.

Unit-I: (18 hrs)

Business Economics: Meaning, Definitions, Scope and Nature. Concept applied in business economics, Micro and Macro economics applied to business environment– Role and responsibilities of business economists.

Unit-II: (18 hrs)

Analysis of demand: Meaning of demand – the basis of consumer demand –utility – total utility, marginal utility, law of diminishing marginal utility – Law of demand, shift in demand curve, Elasticity of demand, Meaning and nature of indifference curve, properties of indifference curve. Consumer equilibrium.

Unit-III: (18 hrs)

Supply and Productions: Meaning of Supply, determinations, law, schedule and supply curve –elasticity of supply – Productions; Production Functions – Laws of Production. ISO – Quants. Pricing : Market structure and pricing decisions – Pricing under perfect competition –characteristics and Price determination. Monopoly– Oligopoly.

Unit-IV: (18 hrs)

The Economic system: Capitalism– Socialism and Mixed Economic System– Monetary Policy – meaning, scope, limitations and instruments. Fiscal Policy - definition, objectives, taxation policy.

Unit-V: (18 hrs)

National Income, GDP, Inflation, Business Cycle and Economic Linkages:

basic concepts in national income – methods of measuring national income - inflation – meaning, causes and measures. Business Cycle – phases, characteristics. Balance of Trade and Balance of Payment – Meaning, causes, kinds and measures.

Textbooks

1. Ravilochanan P, 2010, Business Economics, ESS PEE KAY Publishing House, Chennai.
2. R.Cauvery R.Meenakshi:2013,Managerial Economics S.Chand Publishing

Books for Reference

1. Sundaram KPM&Sundaram EN, 2010, Business Economics, Sultan Chand and Sons, New Delhi.
2. Cherunilam, Francis, Business Environment, Himalaya Publishing House, New Delhi, 2012.
3. Sankaran, “Business Economics” Margham Publications, Chennai, 2012.

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

Semester I	Course Code 17UCC130401	Title of the Paper BUSINESS 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	4	5	3	2	4	4	3	4	2	5	5	3	3.6	
CO2	3	4	3	2	4	5	4	3	4	3	5	4	3	3.6	
CO3	4	5	5	3	3	5	4	3	4	2	5	3	2	3.6	
CO4	5	4	3	2	3	4	2	3	5	2	4	3	3	3.3	
CO5	4	5	4	3	2	4	5	3	3	4	3	2	3	3.4	
CO6	5	3	5	3	4	4	5	3	2	3	4	2	3	3.5	
CO7	4	3	5	2	3	4	5	3	2	4	5	3	3	3.5	
CO8	5	4	4	3	2	3	4	4	2	4	5	3	3	3.5	
Mean Overall Score														3.5	

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 0.0-1.0 Very poor	2 1.1-2.0 Poor	3 2.1-3.0 Moderate	4 3.1-4.0 High	5 4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
17UFC141001

Hours/Week:2
Credits: 2

ESSENTIALS OF HUMANITY

Course Outcome

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.

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	5	5	5	5	4	3	4.0		
CO3	2	1	5	5	4	5	4	4	5	5	5	5	3	4.1		
CO4	2	2	5	4	2	5	4	4	5	4	5	5	5	4.0		
CO5	5	2	5	5	2	5	4	4	5	5	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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பருவம்: 2
17UGT210002

மணி நேரம்: 4
புள்ளிகள்: 3

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:

- செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, 2017-10
- சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
- உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.

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

Semester II	Course Code 17UGT210002	Title of the Paper செய்துத்தமிழ்-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	2	4	4	4.2	
CO2	4	5	5	4	5	5	5	5	5	4	3	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	4	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: II
17UGH210002

Hours/Week: 4
Credits : 3

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.

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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: II
17UGF210002

Heures /Semaine: 4
Credits : 3

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, dire 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 chemin a quelqu'un, reprocher / conseiller, parler des activités du week-end, demander a quelqu'un de se taire

Grammaire: le passe compose, adverbess 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

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 Scale	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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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, South India, Shabdha Manjari, 2014
3. Kulapthy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai - 400007, 2014

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	3	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 Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester: II
17UGE220102

Hours/Week: 5
Credits: 3

GENERALENGGLISH-II

Course Outcome

- * 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 monosyllabic 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. Humorous 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 Would 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)

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

Semester II	Course Outcomes (COs)	Course Code 17UGE120102		Title of the Paper General English-II										Hours	Credits
		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	4	3.6
	CO4	4	3	3	4	4	4	4	3	3	5	5	4	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	4	3.9
Mean Overall Score															3.8

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
17UCC230204

L P C
6 - 4

FINANCIAL ACCOUNTING-II

Course Outcomes:

After completing this course the student will be able to

- * Understand knowledge on admission, retirement and death of Partnership
- * Learn on dissolution of Partnership
- * Gain knowledge on Hire purchase Business systems.
- * Learn the branch and departmental accounts
- * Gain the knowledge on Insurance claims.
- * Gain knowledge on Insolvency of Partnership

Unit-I: (18 hrs)

Partnership accounts – Admission of Partnership – Retirement and Death of Partnership

Unit-II: (18 hrs)

Dissolution of the firm – Insolvency of Partnership - Garner Vs. Murray - Piecemeal distribution - Conversion into a company.

Unit-III: (18 hrs)

Accounting for Hire purchase and Installment system – Calculation of interest - Repossession of stock - Hire purchase trading account – stock and debtors system.

Unit-IV: (18 hrs)

Branch Accounts (excluding foreign branches) - Departmental Accounts – including inter-departmental transfers.

Unit-V: (18 hrs)

Insurance claims: Loss of Stock – Loss of Profit – Average clause.

Textbook:

1. T.S. Reddy and A. Moorthy - Financial Accounting - Margham Publications, Chennai. 2016

Books for Reference:

1. Shukla & Grewel, Advanced Accounts, Vol.I, Sultan & Chand Publishing Co., 2015
2. Jain & Narang, Advanced Accounting, Kalyani publishers, New Delhi, 2008
3. Nagarajan, Vinyakam & Mani, Principles of Accounting. Eurasia Publishing House, New Delhi, 2010

Theory 30%, Problems 70%

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

Semester II	Course Code 17UCC230204	Title of the Paper FINANCIAL ACCOUNTING-II														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	2	3	2	5	5	2	4	4	5	5	3	4	5	3.7			
CO2	5	4	3	5	5	4	3	2	4	5	1	3	3	3.6			
CO3	3	3	3	4	5	3	4	2	4	5	2	2	5	3.4			
CO4	2	3	1	4	4	3	3	2	4	5	2	4	5	3.2			
CO5	4	3	2	4	5	3	3	2	4	5	2	2	4	3.3			
CO6	3	3	2	4	4	3	4	2	4	5	2	4	3	3.3			
														20.5			
														3.4			

Result: The Score for this Course is 3.4 (High Relationship)

Note:

Mapping Scale Relation Quality	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester II	L	P	C
17UCC230205	4	-	2

MULTIMEDIA

Course Outcomes

After completing this course the student will be able to

- * Demonstrate basic skills using Photoshop software and the peripherals.
- * Demonstrate the use of layers to effectively manipulate an image.
- * Demonstrate an ability to use a range of tools and filters in Photoshop.
- * Acquire the knowledge on animation.
- * Explain and utilize components to create interactivity.
- * Understand sound and sound formats in flash movies.

Unit-I: (12 hrs)

Photoshop: Getting to know the Work area-Using the Tools – Working with Tools and Tool properties – Using Panels and Panel locations- Sampling Color .

Unit-II: (12 hrs)

Basic Photo Correction : Straightening and Cropping an Image – Using Spot Healing Brush Tool – Repairing areas with Clone stamp tool. Working with Selections – Manipulating the Selections - Using Magic Wand Tool -Using Magnetic Lasso Tools- Resizing and Copying Selection.

Unit-III: (12 hrs)

Layer Basics: Using Layers and Layer Panel – Rearranging Layers – Applying Gradient to Layer.

Masks: Creating Masks – Creating a quick Mask – Refining a Mask.

Unit-IV: (12 Hrs)

INTRODUCTION: Flash MX Environment – Toolbar – Toolbox – Timeline - Panels-Property Inspector.

Unit-V: (12 Hrs)

GRAPHICS TOOLS IN FLASH: Drawing Tools – Object Selection Tools - Color Selection Tools – Viewing Tools.

Textbooks

1. Andrew Faulkner, Conrad Chavez, “Adobe Photoshop CC Classroom in a Book 2015 release”, Pearson Education Limited, New Delhi.
2. K K Thyagarajan , B Anbumani, “FLASH MX 2004”, Tata McGraw-Hill Publishing Limited, New Delhi, 2004.

Books for Reference

1. Bouton (latest version) Adobe Photoshop Fundamental with Image ready 2, BPB Publications, New Delhi.
2. Mark Fitzgerald, “Photoshop®CS3 Restoration and Retouching Bible”, Wiley Publishing, Inc, Canada, 2008
3. Alex Michael, “Understanding Flash MX-2004”, Focal Press, 2004.

Semester II	L	P	C
17UCC230206	-	2	2

Practical: MULTIMEDIA

1. Creating designs using Photoshop
2. Changing Background using Photoshop
3. Working with Layers and Selection in Photoshop
4. Printing Photos and designs using Photoshop
5. Moving four balls
6. Human Movement using Animation
7. Letter animation

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

Semester II	Course Code 17UCC230205	Title of the Paper Core Elective-II: MULTIMEDIA													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	2	5	5	2	4	2	4	2	3	2	5	3.3		
CO2	4	3	2	4	3	5	2	3	4	2	4	1	3	3.1		
CO3	5	3	2	3	4	2	2	2	4	2	3	2	4	2.9		
CO4	3	3	3	4	4	3	3	2	2	1	2	3	4	2.8		
CO5	4	5	3	2	3	4	2	2	5	3	2	2	3	3.1		
CO6	5	4	2	3	4	5	4	4	2	2	3	3	3	3.4		
Mean Overall Score														3.1		

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
17UCC230402

L P C
5 - 4

Allied:
MARKETING

Course Outcomes:

After completing this course the student will be able to

- * To describe the basic principles and practices of marketing
- * To perceive awareness on the different stages of a product and its development.
- * To recognize the benefits and uses of brand loyalty and labeling.
- * To identify the pricing process for a product and how it reflects on company's marketing.
- * To construct how AGMARK is legally enforced by the agricultural produce.
- * To determine how advertising and personal selling is used to perform specific measurable task within the marketing framework.
- * To influence the consumers to by the product, sales promotion plays a major role.
- * To identify the different channels of distribution between the producer and consumer.

Unit-I: (15 hrs)

Marketing – Introduction - functions –Marketing mix – Market segmentation – Marketing Environment – Micro and macro marketing

Unit-II: (15 hrs)

Product — features – classification, new product planning and development – product mix – product life cycle – Branding, Brand loyalty, packaging, Labeling and standardization-AGMARK.

UNIT-III: (15 hrs)

Pricing – Objectives – Factors affecting pricing – methods and types of pricing.

Unit-IV: (15 hrs)

Promotion - Need – Promotional mix – Advertising – Sales promotion – Personal selling – Advantages and Limitations – Kinds of Salesmanship and salesman.

Unit-V: (15 hrs)

Channels of distribution - supply chain Management – Retail Marketing - Features. Physical Distribution – objectives – Transportation –storage and warehouse.

Textbook

1. R.S.N.Pillai and Bagavathi, Modern Marketing: Principles and Practices, S.Chand & Co., New Delhi, 2013.
2. Rajan Nair, N., Sanjith R.Nair, Marketing. Sultan Chand & sons, New Delhi, 2010.

Books for Reference

1. Kotler Philip – Marketing Management – Prentice Hall of India (Pvt.) Ltd., New Delhi, 2010.
2. Stanton Willam, I.S. and Charles Futrell – Fundamentals of Marketing – Mc Grew Hill Book Co., 2000.

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

Semester II	Course Code 17UCC230402	Title of the Paper MARKETING																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	3	4	4	4	3	3	3	4	2	3	2	5	3.3					
CO2	2	3	3	3	2	3	3	3	4	3	3	3	2	3.8					
CO3	4	3	3	3	3	3	3	3	3	3	4	3	2	3.1					
CO4	3	4	3	3	2	3	3	3	4	3	3	4	3	3.2					
CO5	4	3	3	3	3	3	3	3	3	3	3	4	3	3.2					
CO6	4	3	3	3	3	3	2	3	3	4	3	3	2	3.0					
CO7	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0					
CO8	2	3	3	3	3	3	3	3	3	3	3	2	3	2.8					
Mean Overall Score														3.1					

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
17UCE240802A

Hours/Week: 2
Credit: 2

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	

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Result: The Score for this Course is 4.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
17UFC241002

Hours/Week: 2
Credits: 2

FUNDAMENTALS OF HUMAN RIGHTS

Course Outcome

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

Semester II	Course Outcomes (COs)	Course Code 17UFC241002		Title of the Paper FUNDAMENTALS OF HUMAN RIGHTS												Hours 2	Credits 2
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Mean Score of COs		
	CO1	5	1	5	5	2	4	4	5	5	4	4	5	5	4.2		
	CO2	4	1	5	4	2	4	4	4	4	5	5	5	5	4.0		
	CO3	5	1	5	5	2	5	5	4	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**பருவம்: 3
17UGT310003**

**மணி நேரம்: 4
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 தொன்மையும் 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 கிரிதத்தமிழ்-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	4	3	5	4.5
Mean Overall Score														4.5

Result: The Score for this Course is 4.5 (Very High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: III
17UGH310003

Hours/Week: 4
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 keeye, Vighra 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.

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		3.6
	CO2	3	3	2	3	2	3	3	3	5	3		3.0
	CO3	3	3	3	3	4	3	3	4	3	3		3.2
	CO4	3	2	2	3	3	3	3	3	3	4		2.9
	CO5	3	3	3	3	3	3	3	4	3	3		3.2
	CO6	4	4	4	4	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 Scale	1	21-40%	41-60%	61-80%	81-100%
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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: III
17UGF310003

Heures /Semaine: 4
Credits : 3

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...à, à partir de...jusqu'à, 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/Connaître, 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.

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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: III
17UGS310001

Hours/Week: 4
Credits : 3

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.

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

Semester III	Course Code 17UGS310003	Title of the Paper Sanskrit-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	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 Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: III
17UGE320103

Hours/Week: 5
Credits: 3

GENERAL ENGLISH-III

Course Outcome

- * 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
- 2.8 Grammar: Present Continuous Tense
- 2.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-III: *The Impact of Liquor Consumption on the Society

- 3.0 Introduction
- 3.1 Objectives
- 3.2 Listening and Reading Skills through Teacher-led Reading Practice
- 3.3 Glossary
 - 3.3.1 Words
 - 3.3.2 Phrases
- 3.4 Reading Comprehension
- 3.5 Critical Analysis
- 3.6 Creative Task
- 3.7 General Writing Skills: Letter to Newspaper
- 3.8 Grammar: Simple Past Tense
- 3.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-IV: * Dr. A.P.J. Abdul Kalam: A Short Biography

- 4.0 Introduction
- 4.1 Objectives
- 4.2 Listening and Reading Skills through Teacher-led Reading Practice
- 4.3 Glossary
 - 4.3.1 Words
 - 4.3.2 Phrases
- 4.4 Reading Comprehension
- 4.5 Critical Analysis
- 4.6 Creative Task
- 4.7 General Writing Skill: Write a letter applying for a job
- 4.8 Grammar: Past Continuous Tense
- 4.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-V: *Golden Rule: A Poem

- 5.0 Introduction
- 5.1 Objectives
- 5.2 Listening and Reading Skills through Teacher-led Reading Practice
- 5.3 Glossary

- 5.3.1 Words
 5.3.2 Phrases
 5.4 Reading Comprehension
 5.5 Critical Analysis
 5.6 Creative Task
 5.7 Grammar: Simple Future Tense
 5.8 General Writing Skill: Circular-Writing
 5.9 **Non-Detailed Text: Dickens, Charles. *Hard Times*.**

Unit-VI: *Hygiene

- 6.0 Introduction
 6.1 Objectives
 6.2 Listening and Reading Skills through Teacher-led Reading Practice
 6.3 Glossary
 6.3.1 Words
 6.3.2 Phrases
 6.4 Reading Comprehension
 6.5 Critical Analysis
 6.6 Creative Task
 6.7 General Writing Skill: Writing an Agenda for a Meeting
 6.8 Grammar: Future Continuous Tense
 6.9 **Non-Detailed Text: Dickens, Charles. *Hard Times*.**

Textbook

- 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:

- Dickens, Charles. *Hard Times*. Wordsworth: Printing Press, 1854. Print.

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

Semester III	Course Code 17UG320103	Title of the Paper General English-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	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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CORPORATE ACCOUNTING

Course Outcomes:

After completing this course the student will be able to:

- * Make accounting entries for the issue of shares, redemption of shares and valuation goodwill
- * Prepare Company Final Accounts
- * Understand the knowledge on Internal and External Reconstruction
- * Gain exposure on Holding Company accounts.
- * Acquire knowledge on liquidation.
- * Able to understand the operations of the company

Unit-I: (15 hrs)

Issue, Forfeiture and Reissue of shares – Valuation of Goodwill and shares.

Unit-II: (15 hrs)

Company Final Accounts (Simple adjustments) – Profit prior to incorporation.

Unit-III: (15 hrs)

Internal reconstruction – Capital Reduction and acquisition - External Reconstruction - Accounting for Mergers (simple problems only).

Unit-IV: (15 hrs)

Holding companies with one subsidiary and Consolidated Balance Sheet.

Unit-V: (15 hrs)

Liquidation –statement of affairs – Liquidator’s final statement of account.

Textbook:

1. Shukla MC, Grewal TS & Gupta SC, 2012 Advanced Accounts Volume II, S. Chand & Company Ltd., New Delhi.

Books for Reference :

1. T.S.Reddy and A.Moorthy- Corporate Accounting - Margham Publications, Chennai. 2016
2. R. L Gupta & M. Radhaswamy, 2011, Corporate Accounting , Sultan Chand & Sons, NewDelhi
3. S.P. Jain & K.L. Narang , 2009, Advanced Accountancy Volume II, Kalyani Publishers, New Delhi

Theory 30%; Problems 70%

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

Semester III	Course Code 17UCC330207	Title of the Paper CORPORATE 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				
CO1	4	3	3	5	4	5	3	3	4	5	4		3.91		
CO2	5	3	3	4	4	5	3	4	5	5	4		4.1		
CO3	3	4	3	5	4	4	4	3	4	3	3		3.64		
CO4	4	4	3	4	4	3	3	4	4	4	4		3.73		
CO5	4	5	3	3	3	4	3	3	5	3	3		3.55		
CO6	4	4	3	3	4	4	4	4	3	4	3		3.64		
Mean Overall Score													3.6		

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UCC330208

L P C
3 - 2

Core Elective:

FUNDAMENTALS OF C-PROGRAMMING

Course Outcomes:

After completing this course the student will be able to:

1. Understand the concept fundamentals of C programming.
2. Construct C programming structure
3. Learn decision making statements to solve the problem.
4. Implement different operations on arrays.
5. Ability to develop function-oriented programs and solve the given problem.
6. Describe the pointers, structures and unions.

Unit-I: (12 hrs)

C Fundamentals : The C character set - C Tokens - Keywords and Identifiers - Variables - Data types - Declaration of variables - Operators : Arithmetic operators - Relational and Logical operators - Assignment operators - Increment and Decrement operators - Conditional operators – Flowchart - Algorithm.

Unit-II: (12 hrs)

Control Statements : If else statements - nested if - While statements - Do-While statements - For statements -Switch statements - Break statements.

Unit-III: (12 hrs)

ARRAY : One-Dimensional arrays. Character array and Strings: Declaration and initialization - Reading strings from terminal - writing strings to screen - putting two strings together - comparison of two strings - String handling functions.

Unit-IV: (12 hrs)

Function : Elements of user defined function - Definition of function - Function calls - Function declaration - Category of function.

Unit-V: (12 hrs)

Structures and Unions: Accessing structure members - Structure initialization -Copying and comparing structure variables - Operations on individual members - Unions -Size of structures.

Textbooks

1. E. Balagurusamy, "Programming in ANSI C", Tata McGraw-Hill Publishing company Ltd., New Delhi, 5th edition, 2011.
2. S. Jaiswal, "Information Technology Today", Galgoita Publications, Fourth Edition, 2009.

Books for Reference

1. Yashvant Kanetkar, "Working with C", BPB publication, New Delhi, 2001.
2. Herbert Schildt, "C The Complete Reference", Tata McGraw-Hill publishing company Ltd., New Delhi, 4th edition, 2000
3. Byron S.Gottfried, "Programming with C", Schaum's Outline Series, Tata McGraw Hill Edition, New Delhi, 1996.

Semester III
17UCC330209

L P C
- 2 2

Practicals:

FUNDAMENTALS OF C-PROGRAMMING

1. Simple programs
2. Programming using operators
3. Decision making programs (if-else, switch)
4. Programs using Looping structure (for, while, do-while)
5. Programs using Arrays
6. String manipulation
7. Programming using function
8. Recursion
9. Programming using Structures

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

Semester III	Course Code 17UCC330208	Title of the Paper Core Elective: FUNDAMENTALS OF C-PROGRAMMING												Hours 3	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	3	5	5	2	4	2	4	2	3	2	5	3.5	
CO2	4	3	2	4	3	5	2	3	4	2	4	1	3	3.1	
CO3	5	3	2	4	4	2	2	3	4	2	3	2	4	3.1	
CO4	3	3	3	4	4	3	3	2	2	1	2	3	4	2.9	
CO5	4	5	3	2	3	4	2	2	5	3	3	2	3	3.2	
CO6	5	4	2	3	4	5	4	4	2	2	3	3	3	3.4	
Mean Overall Score														3.1	

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Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UCC330403A

L P C
6 - 5

Allied: ELEMENTS OF MATHEMATICS

Course Outcomes

1. Learning the fundamentals of Mathematics.
2. Understanding the permutation and combination.
3. Understanding the basic meaning in the areas of elementary function and financial mathematics.
4. Solving problems related to simple integration and applications.
5. Learning the theory of Mathematics.
6. Problems on indices and powers.
7. Concepts of intergraion and differentiation
8. Applications of Matrices

UNIT I

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base (simple problems only). Sections 6.1-6.4, Pages 142-163, Sections 7.1, 7.3, Pages 191-220.

UNIT II

Permutations - combinations (concepts & simple problems only) - Arithmetic progression - Geometric progression (simple problems only). Sections 9.2-9.11, Pages 302-331, Sections 12.1, 12.2, Pages 384-395, Sections 12.4, 12.5, Pages 411-424.

UNIT III

Differentiation of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only, trigonometric functions excluded & simple problems only). Sections 17.1-17.8, Pages 645-659, Sections 17.19, Pages 703-713.

UNIT IV

Integration of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - indefinite integral - rules - integration by substitution - integration by parts - integration by partial functions (algebraic functions only, trigonometric functions excluded & simple problems only). Sections 18.1, 18.2, 18.4, Pages 723-736, Sections 18.8, 18.9, Pages 746-757.

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UNITV

Matrices - types of matrices - operations on matrices - determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only). Sections 20.1-20.15, Pages 791-828, Sections 20.22, 20.23, Pages 840-849.

Textbook

1. D.C. Sanchetti and V.K. Kapoor, Business Mathematics, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

References

1. P. R. Vittal, Business Mathematics, Revised Edition, Margham Publications, New Delhi, 2001.
2. V. K. Kapoor, Introductory to Business Mathematics, S. Chand and Sons, New Delhi, 2009.

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

Semester III	Course Code 17UCC330403A	Title of the Paper Allied: ELEMENTS OF MATHEMATICS										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	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	
CO3	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	
CO5	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	
CO7	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO8	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 (Very High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UCC330403B

L P C
6 - 5

**Allied:
BUSINESS MATHEMATICS**

Course Outcomes:

1. Learning basic Mathematics problems
2. Understanding basic terms in the areas of business Calculus and financial Mathematics.
3. Solving problems related to integration and applications.
4. Learning the concept of the element of matrix.
5. Applying the Mathematical skills to various business problems for the optimal.
6. Problems in Input and Output model
7. Basic knowledge of AP and GP
8. Basic knowledge of whole numbers, fraction and logarithm.

UNIT I

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base - Arithmetic progression - Geometric progression (simple problems only) Sections 6.1-6.4, pages 142-163, Sections 7.1, 7.3, Pages 191-220, Sections 12.1, 12.2, Pages 384-395, Sections 12.4, 12.5, Pages 411-424.

UNIT II

Differentiation of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only & trigonometric functions excluded) - Applications of differentiation - elasticity - marginal revenue - average & marginal cost - profit maximization (simple problems & business applications only) Sections 17.1-17.8, Pages 645-659, Sections 17.19, Pages 703-713, ACE 9 - ACE 30.

UNIT III

Integration of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - indefinite integral - rules - integration by substitution - integration by parts - integration by partial functions (algebraic functions only & trigonometric functions excluded) - Applications of integration - total cost - total revenue - maximum profits - consumer's & producer's surplus (simple problems & business applications only) Sections 18.1, 18.2, 18.4, Pages - 723-736, 4 1 Sections 18.8, 18.9, Pages 746-757, ACE 90 - ACE 110.

UNIT IV

Matrices - types of matrices - operations on matrices - determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only) - Applications to matrices - Input - Output model (simple problems & business applications only) Sections 20.1-20.15, Pages 791- 828, Sections 20.22, 20.23, Pages 840-849, ACE 133 - ACE 150.

UNIT V

Linear programming - mathematical formulation of LP Model - graphical method - simplex method (simple problems & business applications only) LP 1 - LP 40.

Textbook

1. D.C. Sanchetti and V.K. Kapoor, Business Mathematics, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

References

1. P.R. Vittal, Business Mathematics, Revised Edition, Margham Publications, New Delhi, 2001.
2. V.K. Kapoor, Introductory to Business Mathematics, S. Chand and Sons, New Delhi, 2009.

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

Semester III	Course Code 17UCC330403B	Title of the Paper Allied: BUSINESS MATHEMATICS												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	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	
CO7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO8	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 (Very High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III
17UFC340901**

**Hours/Week: 2
Credits: 2**

ENVIRONMENTAL STUDIES

Course Outcome

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	5	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	3	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UFC341003A

Hours/Week: 2
Credits: 2

FORMATION OF YOUTH-I

Course Outcome

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.

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	4.4
CO2	4	4	4	4	4	5	4	3	4	4	4	5	5	5	4.2
CO3	5	3	5	4	5	4	4	3	4	4	4	5	5	5	4.2
CO4	3	4	5	4	4	5	4	4	4	4	4	3	4	4	4.0
CO5	2	4	4	4	5	5	4	4	5	5	5	4	5	5	4.3
CO6	4	3	4	4	5	3	4	5	5	4	5	5	4	4	4.2
Mean Overall Score															4.2

Result: The Score for this Course is 4.2 (Very High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester- III
17UFC341003B

Hours/Week: 2
Credits: 2

RELIGIOUS DOCTRINE-I

Course Outcome

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.

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:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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பருவம்: 4
17UGT410004

மணி நேரம்: 4
புள்ளிகள்: 3

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)

மனோன்மனியம், பாயிரம், அங்கம் - 1, களம் 1 - 5 வரை.

அலகு-2 (12 மணி நேரம்)

மனோன்மனியம், அங்கம் - 2, களம் 1 - 3 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - தமிழும் பிற துறைகளும் பக்கம் (365-387).

அலகு-3 (12 மணி நேரம்)

மனோன்மனியம், அங்கம் - 3, களம் 1 - 4 வரை.

உரைநடை நாடகம் (கௌதம புத்தர்)

அலகு-4 (12 மணி நேரம்)

மனோன்மனியம், அங்கம் - 4, களம் 1 - 5 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - சமயத்தவரின் தமிழ்ப்பணி (பக்கம் 391-402)

அலகு-5 (12 மணி நேரம்)

மனோன்மனியம், அங்கம் - 5, களம் 1 - 3 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - வெளிநாடுகள் தந்த தமிழ் இலக்கியம் (பக்கம் 410-435)

பாடநூல்கள் :

1. சுந்தரனார், மனோன்மனியம், 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.

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	4	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	5	4	4	5	4	4	4	4	4.1		
CO6	4	3	4	5	5	5	4	3	4	3	2	2	3	3.4		
Mean Overall Score															4.1	

Result: The Score for this Course is 4.1 (Very High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: IV
17UGH410004

Hours/Week: 4
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 Aabyas-3, Hindi, 2016
4. Rajnath Sharma, Hindi Sahitya ka Itihas, Vinkod Pustak Mandir, Agra-2, 2016.

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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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
On-Peak	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: IV
17UGF410004

Heures /Semaine: 4
Points : 3

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 compte 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_ronique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: IV
17UGS410004

Hours/Week: 4
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. Samskrita 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.

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

Semester IV	Course Code 17UGS410004	Title of the Paper Sanskrit-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	5	3	5	4	4	3	3	3	3	4	3.1		
	CO2	4	3	4	4	4	3	3	4	3	3	3.1		
	CO3	4	3	3	4	4	3	4	4	4	4	3.2		
	CO4	4	3	3	4	3	3	3	4	4	4	3.1		
	CO5	4	4	4	3	4	3	4	3	4	4	3.0		
	CO6	5	4	4	4	4	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 Scale	1	21-40%	41-60%	61-80%	81-100%
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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: IV
17UGE420104

Hours/Week: 5
Credits: 3

GENERAL ENGLISH-IV

Course Outcome

- * 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

- 8.4 Reading Comprehension
- 8.5 Critical Analysis
- 8.6 Creative Task
- 8.7 General Writing Skill: Note-Taking
- 8.8 Grammar: Present Perfect Continuous Tense
- 8.9 **Non -Detailed Poem:** Coventry Patmore (1823-1896): “The Toys”

Unit-IX:

*** Short Message Service (SMS)**

- 9.0 Introduction
- 9.1 Objectives
- 9.2 Listening and Reading Skills through Teacher-led Reading Practice
- 9.3 Glossary
- 9.3.1 Words
- 9.3.2 Phrases
- 9.4 Reading Comprehension
- 9.5 Critical Analysis
- 9.6 Creative Task
- 9.7 General Writing Skill: Note-Making
- 9.8 Grammar: Past Perfect Tense
- 9.9 **Non -Detailed Poem:** Stephen Spender (1909-1995): “Daybreak”

Unit-X:

***An Engineer Kills Self as Crow Sat on his Head: A News Paper Report**

- 10.0 Introduction
- 10.1 Objectives
- 10.2 Listening and Reading Skills through Teacher-led Reading Practice
- 10.3 Glossary
- 10.3.1 Words
- 10.3.2 Phrases
- 10.4 Reading Comprehension
- 10.5. Critical Analysis
- 10.6. Creative Task
- 10.7 General Writing Skill: Précis Writing
- 10.8 Grammar: Past Perfect Continuous Tense
- 10.9 **Non -Detailed Poem:** Gabriel Imomotimi Okara (1921): “Once Upon a Time”

Unit-XI:

*Traffic Rules

- 11.0 Introduction
- 11.1 Objectives
- 11.2 Listening and Reading Skills through Teacher-led Reading Practice
- 11.3 Glossary
 - 11.3.1 Words
 - 11.3.2 Phrases
- 11.4 Reading Comprehension
- 11.5 Critical Analysis
- 11.6 Creative Task
- 11.7 General Writing Skill: Paragraph Writing
- 11.8 Grammar: Future Perfect Tense
- 11.9 **Non -Detailed Poem:** Robert Winner (1930-1986): “Opportunity”

Unit-XII:

*A Handful of Answers: A Zen Tale

- 12.0 Introduction
- 12.1 Objectives
- 12.2 Listening and Reading Skills through Teacher-led Reading Practice
- 12.3 Glossary
 - 12.3.1 Words
 - 12.3.2 Phrases
- 12.4 Reading Comprehension
- 12.5 Critical Analysis
- 12.6 Creative Task
- 12.7 General Writing Skill: Writing Short Essays on Current Issues/General Topics
- 12.8 Grammar: Future Perfect Continuous Tense
- 12.9 **Non -Detailed Poem:** Ted Hughes (1930–1998): “The Harvest Moon”

Textbook

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

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

Semester IV	Course Code 17UG420104	Title of the Paper General English-IV										Hours	Credits
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
CO2	5	4	5	5	3	4	5	5	5	5	5	5	5
CO3	4	4	5	4	4	3	4	4	5	5	4	4	5
CO4	4	4	5	4	4	3	4	5	5	5	4	4	5
CO5	5	4	5	4	4	4	4	4	5	5	4	4	5
CO6	5	5	5	5	4	4	4	5	5	5	4	4	5
Mean Overall Score													4.47

Result: The Score for this Course is 4.47 (Very High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
17UCC430210

L P C
5 - 3

MANAGEMENT ACCOUNTING

Course Outcomes:

After completing this course the student will be able to:

1. Appreciate various tools and techniques of Management accounting and its importance in decision making.
2. Prepare Fund flow statement and cash flow statement
3. Apply capital budgeting methods to evaluate capital expenditure proposals
4. Drafts various kinds of budgets for a business concern.
5. Understand the techniques of Marginal and Absorption costing
6. To learn the knowledge on the analytical aspects of costs.

Unit-I: (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 - Accounting ratios.

Unit – II: (15 hrs)

Funds flow analysis – Cash flow analysis - Estimation of working capital.

Unit-III: (15 hrs)

Capital budgeting – meaning and concepts – capital budgeting process – costs and benefits – appraisal – criteria – Pay back method - Discounted cash flow Techniques – ARR method – NPV method.

Unit-IV: (15 hrs)

Budgetary control - basic concepts, functional and master budgets - sales, purchase, cash, production, flexible budget – Zero base budgeting.

Unit -V: (15 hrs)

Marginal costing and Absorption costing - CVP Analysis – BEP Analysis - Differential cost analysis - Relevant cost analysis - Applications for management decision making.

Textbook

1. Khan & Jain, Management Accounting, Tata McGraw Hill, New Delhi, 2010.

2. R.S.N.Pillai & Bhagavathy “Management Accounting”, S Chand & Company Pvt. Ltd., 2015

Books for Reference:

1. Prasanna Chandra – Fundamental of Financial Management, Tata McGraw Hill, New Delhi. 2010
2. Khan & Jain, Financial Management, Tata McGraw Hill, New Delhi. 2007

Theory 30%;

Problems 70%

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

Semester IV	Course Code 17UCC430210	Title of the Paper MANAGEMENT ACCOUNTING										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		
CO1	5	4	3	5	4	4	3	4	5	4	4	4.09	
CO2	5	3	4	3	3	3	3	3	3	5	4	3.55	
CO3	4	5	4	4	3	4	3	3	4	3	3	3.64	
CO4	3	4	3	5	3	4	4	3	3	4	5	3.73	
CO5	3	3	4	5	3	4	4	4	4	5	4	3.91	
CO6	3	4	5	4	4	3	4	4	4	4	4	3.91	
Mean Overall Score												3.81	

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:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
17UCC430211**

**L P C
2 - 2**

VISUAL BASIC

Course Outcomes:

After completing this course the student will be able to:

1. Learn the fundamentals of Visual Basic
2. know the control and tools of Visual Basic
3. Develop the application in Visual Basic
4. Gain the knowledge on the creation of Forms
5. Run and Debug the application
6. Acquire the knowledge of debugging methods.

Unit-I:

(6 hrs)

Introduction of VB – Creating an Application: Objectives – Tool box – Project explorer – Properties of Window – Form window – understanding projects – Various tools and controls

Unit-II:

(6 hrs)

IDE, Form and controls: Objectives – Form – Working with a control – Opening the code window – Variables: Objectives – Data types – Types of variables – constant.

Unit-III:

(6 hrs)

Writing code in VB: Objectives – The code window – The Anatomy of procedure – Editor Features – Files: Objectives – VB files system controls

Unit-IV:

(6 hrs)

Menu: Objectives – Building the user Interface-Multiple Document Interface Application (MDI): Features – Loading MDI Form – The Active form Property.

Unit-V:

(6 hrs)

Debugging Tips: Objectives – Debugging methods -Introduction to Database – Data Access objects.

Textbook:

1. Mohammed Azam, Programming with Visual Basic 6.0 – Vikas Publishing House Pvt Ltd, New Delhi

Books for Referencd:

1. Evangelos Petroustor, Mastering Visual Basic 6 – BPB Publication, Delhi
2. Gary Cornell, Visual Basic 6 from the Ground up – Tata McGraw Hill Publishing Company Limited, New Delhi.

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

Semester IV	Course Code 17UCC430211	Title of the Paper VISUAL BASIC										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		
CO1	3	4	2	5	5	2	4	2	4	2	3	3.2	
CO2	4	4	3	4	3	5	2	3	4	2	2	3.2	
CO3	5	3	2	3	4	2	2	2	4	2	3	2.8	
CO4	3	3	3	4	4	3	3	2	2	1	2	2.8	
CO5	4	5	3	2	3	4	2	2	5	3	2	2.8	
CO6	5	4	2	3	4	5	4	4	2	2	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:

Mean Score of COs =	Total of Values	Mean Overall Score for COs =	
	Total No. of POs & PSOs	Total of Mean Scores	Total No. of COs

**Semester IV
17UCC430212**

**L P C
- 2 2**

**Practicals:
VISUAL BASIC**

- 1) Creating and interface that does all arithmetic operations using Label, text and command button
- 2) Design a form string manipulation using multiple forms
- 3) Design a calculator using control arrays and frames
- 4) Move object using scroll bars, picture box and command buttons
- 5) Design the movement of an object using the time control and image box
- 6) Do the following list box operations:
 - * Add item to the list box
 - * Delete an item the list box
 - * Count the numbers of elements in the list box
 - * Clear the content of a list box
- 7) Pay roll and Pay bill

Semester IV
17UCC430301A

L P C
4 - 4

Core Elective-1:
AUDITING

Course Outcomes:

After completing this course the student will be able to:

1. Be proficient with the general principles of auditing
2. Know Vouching principles and procedures
3. Learn the process of verification and valuation of the assets and liabilities
4. Be aware of the rights, duties, roles and qualification of auditors in joint stock companies
5. Understand the concepts of auditing from online perspective.
6. Gain knowledge about EDP Auditing

Unit-I: (12 hrs)

Auditing- Definition, Features; Accountancy and Auditing, Scope of Auditing, – Independent Audit – Materiality in Auditing - Efficiency Audit – Property Audit - Techniques of Auditing - Stages – Standards of Auditing.

Unit-II: (12 hrs)

Vouching – meaning – Significance – Important factors obtained from Vouchers – Features of Vouchers, Differences between checking and vouching – Vouching of Cash Transactions - vouching of trading transactions.

Unit-III: (12 hrs)

Verification and valuation of assets and liabilities: meaning of verification – problems in the valuation of assets – Audit of fixed assets – Current Assets – Debtors, Bills receivable, Advances, Loans, Securities, Bank balances.- verification of liabilities, share capital, trade creditors, bills payable, outstanding expenses, contingent liabilities.

Unit-IV: (12 hrs)

Audit of joint stock companies – qualifications and disqualification, appointment, rotation, and removal of auditor – remuneration and expenses of an auditor’ – Powers and duties of an auditor – status of an auditor – Auditors lien – Auditors report. Liabilities of an auditor under Companies Act, law of agency – liability of an auditor to third parties.

Unit-V: (12 hrs)

EDP Auditing – definition – Need for Control - Effects of EDP Auditing –

Foundations of EDP Auditing – steps in EDP Audit – Some major Audit Decisions – Legal influences of EDP Audit – Division of Auditing in EDP Environment – Online Computer Systems.

Textbook

1. B.N.Tandon, (2010), Principles of Auditing, S.Chand & Company, New Delhi.

Books for Reference

1. S. Vengadamani, “Practical Auditing” Margham Publications, 2013.
2. Ravinder Kumar and Virender Sharma (2009), Auditing principles and practice, PHI learning PVT Ltd. Revised Edition, New Delhi.
3. S. V. Ghatalia, Spicer & Pegler. Practical Auditing, S Chand & Co., New Delhi, 2014.

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

Semester IV	Course Code 17UCC430301A	Title of the Paper AUDITING										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	3	4	2	5	5	2	4	2	4	2	3		3.2
CO2	4	4	3	4	3	5	2	3	4	2	2		3.2
CO3	5	3	2	3	4	2	2	2	4	2	3		2.8
CO4	3	3	3	4	4	3	3	2	2	1	2		2.8
CO5	4	5	3	2	3	4	2	2	5	3	2		2.8
CO6	5	4	2	3	4	5	4	4	2	2	3		3.2
Mean Overall Score												3.1	

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
17UCC430301B**

**L P C
4 - 4**

Core Elective-1: MANAGING INNOVATION

Course Outcomes

After completing this course the student will be able to:

1. Be proficient with the general principles of innovation
2. Knows innovation in creativity
3. Familiarize about success of innovation
4. To reap in the economic benefits of new technological inventions by commercializing them on time
5. To accomplish technology transfer
6. To reduce new product development time.

Unit-I: Innovation and Competitive Advantage (12 Hrs)

Identifying Opportunities - Discovering new points of differentiation- Innovation drivers: State – Technology - Types of Innovations; Descriptions of technology, marketing and organization.

Unit-II: Innovation In Creativity (12 Hrs)

Factors influencing creativity - Individual - Team - Leadership; Creating Breakthroughs in innovation.

Unit-III: Theories:of Innovation (12 Hrs)

Major contemporary theories: Disruptive-Networked-Open; Alternative theories: Evolutionary-Uncontested- Adaptive - Green Initiatives.

Unit-IV: Innovation Process (12 Hrs)

Early-stage Innovation, New Product Development-Criticality of the Value Proposition, Differentiation - Paths to Market-Systems of Ideation, Experimentation and Prototyping – Innovation Labs.

Unit-V: Success of Innovation (12 Hrs)

Transformation of Business, Business Processes - Recognition and Execution Strategies-Designing a Winning Innovative Culture – Patents – Intellectual property – successful innovation case studies (any two).

Textbook

1. Tidd Joe, and Bessant John.(2009), Managing Innovation, 4th Edition., Published by John Wiley and Sons, Chichester, UK.
2. Prahalad C.K. and Krishna, (2008), The New Age of Innovation: Driving Concreted Value Through Global Networks, M.S. Published by McGraw Hill, New Delhi.

Books for Reference

1. Moore, G.A., (2006), Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution, Capstone.
2. Collins, J., (2009), How the Mighty Fall: And Why Some Companies Never Give In, Random House.
3. Westland, J.C., (2008), Global Innovation Management: A Strategic Approach, Palgrave Macmillan.

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

Semester IV	Course Code 17UCC430301B	Title of the Paper MANAGING INNOVATIONS													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	5	4	3	4	4	5	3	3	3	4	3	4	4	3.7		
CO2	4	3	2	3	2	4	3	2	2	5	3	4	5	3.2		
CO3	3	4	2	4	3	3	4	2	3	4	4	3	2	3.1		
CO4	4	3	3	3	4	2	1	3	3	3	2	4	2	2.8		
CO5	4	5	2	2	3	3	4	3	2	1	3	3	2	2.8		
CO6	4	3	2	5	3	4	5	4	4	3	2	4	3	3.5		
Mean Overall Score														3.3		

Result: The Score for this Course is 3.3 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 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
17UCC430404A

L P C
6 - 4

Core Elective-1:
ELEMENTS OF STATISTICS

Course Outcomes

1. Measures in central tendency and standard deviation
2. Measures of Skewness and Correlation Analysis
3. Method of constructing indices and least squares
4. Basic concepts of probability
5. Using SPSS
6. Application of correlation analysis
7. Knowledge of Time Series Analysis
8. Application of Central Tendency

Unit-I

Measures of central tendency - arithmetic mean, median, mode - computation of individual, discrete and continuous series - Measures of dispersion - standard deviation - coefficient of variation (simple problems & business applications only) Chapter 7 (Vol. I), Pages 177-188, 196-205, 211-218, Chapter 10 (Vol. I), Pages 282-297.

Unit-II

Measures of Skewness - computation of Karl Pearson's coefficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks (simple problems & business applications only) Chapter 9 (Vol. I), Pages 330-338, Chapter 10 (Vol. I), Pages 377- 382, 386-393, 404-407.

Unit-III

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - quantity & value indices - Time series analysis - components - method of least squares - fitting a straight line trend only (simple problems & business applications only) Chapter 13 (Vol. I), Pages 515-525, 529-534, 537-539, Chapter 14 (Vol. I), Pages 590-598, 613-619.

Unit-IV

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only) Chapter 1 (Vol. II), Pages 751-765, 774-792.

Unit-V

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness. Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1.1, 3.1.2, 3.1.4.

Textbooks

1. S.P. Gupta, Statistical method, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005. (For Units I, II, III & IV).
2. Ajai S. Gaur and Sanjaya S. Gaur, Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS, Second Edition, Sage Publications Pvt. Ltd., 2009. (For Unit V).

References

1. Vijaya Krishnan and Sivathanu Pillai, Statistics for Beginners, Atlantic Books, 2011.
2. Eelko Huizingh, Applied Statistics with SPSS, SAGE Publications Pvt. Ltd., 2007.

Semester IV
17UCC430404A

L P C
6 - 5

Allied Optional:
BUSINESS STATISTICS

Course Outcomes

1. Understanding the concept of measure of central tendency.
2. Solving problems related to measure of dispersion.
3. Trained to solve the problems related to association.
4. Applying the index number techniques in business.
5. Using the SPSS software for statistical measures.
6. Application of skewness and correlation Analysis
7. Application of Central Tendency
8. Fundamentals of Statistics

Unit-I

Measures of central tendency - arithmetic mean, median & mode - correction of incorrect values - Open end classes - weighted AM - combined AM - median for unequal intervals - quartiles, deciles & percentiles - relation between AM, median & mode - Measures of dispersion - Range - Quartile deviation - Mean deviation - standard deviation - combined SD - relation between QD, MD & SD - coefficient of variation (simple problems & business applications only). Chapter 7 (Vol. I), Pages 177-222, Chapter 8 (Vol. I), Pages 268-301.

Unit-II

Measures of Skewness - computation of Karl Pearson's & Bowley's coefficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks - Association of two attributes - types of association - consistency of data - Comparison of observed and expected frequencies - Yule's coefficient of association (simple problems & business applications only) Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382, 386-393, 404-408, Chapter 12 (Vol. I), Pages 478-488.

Unit-III

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - weighted aggregative indices - quantity & value indices - test of adequacy of indices - time reversal test - factor reversal test - family budget method - method of least squares - fitting a straight line trend only (simple problems & business applications only) Chapter 13 (Vol. I), Pages 515-545, 557-560, Chapter 14 (Vol. I), Pages 613-619.

Unit-IV

Probability - concepts of probability - application of addition & multiplication theorems - conditional probability - Baye's theorem (no proofs, simple problems & business applications only) Chapter 1 Vol. II), Pages 751-771, 774-792.

Unit-V

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability & Validity - summarizing data - Basic concepts - Measures of central tendency - Variation - Percentiles, quartiles & Inter quartile range - Skewness. Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1, 3.2.

Textbooks

1. S.P. Gupta, Statistical method, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005. (For Units I, II, III & IV).
2. Ajai S. Gaur and Sanjaya S. Gaur, Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS, Second Edition, SAGE Publications Pvt. Ltd., 2009. (For Unit V).

References

1. Vijaya Krishnan and Sivathanu Pillai, Statistics for Beginners, Atlantic Books, 2011.
2. Eelko Huizingh, Applied Statistics with SPSS, SAGE Publications Pvt. Ltd., 2007.

Semester IV
17UFC441004A

Hours/Week: 2
Credits: 2

FORMATION OF YOUTH-II

Course Outcome

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 disharmony, 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 (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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
17UFC441004B**

**Hours/Week: 2
Credits: 2**

RELIGIOUS DOCTRINE-II

Course Outcome

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.

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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 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
17UCC530213

L P C
7 - 4

COST ACCOUNTING

Course Outcomes:

After completing this course the student will be able to:

1. To understand the principles and the procedure of cost accounting
2. To Acquire the knowledge on cost effective operational efficiency when they become employees/ entrepreneurs.
3. To Understand the basic principles behind the quantitative approaches to deciding how much inventory to keep.
4. To acquire the practical knowledge on pay roll preparation and various types of incentives schemes
5. To gain knowledge on Application of material, labour and other expenses cost in the production sector
6. Able to Use the process costing system to prepare and analyze production reports

Unit-I:

(16 hrs)

Introduction – Comparison of cost accounting and management Accounting - Cost concepts and Cost objects - Cost classification –Preparation of Cost Sheet. - Material cost -Purchase procedure, store keeping and stock control, pricing and issue of materials ,ABC analysis, level of inventories, EOQ, JIT and VED analysis

Unit-II

(16 hrs)

Labour cost –Remuneration methods ,monetary and non-monetary incentive schemes, pay roll procedures, labour analysis and idle time, measurement of labour efficiency and productivity, analysis of non-productive time and their cost, labour turnover and remedial measures, treatment of idle time and over time.

Unit-III

(16 hrs)

Overheads - classification - apportionment - production overheads-distribution, appropriation, absorption by products, treatment of under and over –absorption, administration, selling and distribution overheads-machine hour rate.

Unit-IV

(16 hrs)

Reconciliation of cost and financial accounts - Process costing - Simple process accounts including Normal Loss, Abnormal Loss and Abnormal

gain treatments-Inter process profits. - Equivalent production method (simple problems only)

Unit-V (16 hrs)

Contract costing; Introduction- Features, profit or loss on contract - service and operating costing.

Textbook:

1. Jain & Narang-Cost Accounting Principles and Practice - Kalyani Publishers, 2016.

Books for Reference:

1. A Murthy and S.Gursamy- Cost Accounting, Vijay Nicole Imprints Private Ltd., 2016
2. Dr. K. Alex - Cost Accounting, Pearson Education India, 2012.

Theory 30%;
Problems 70%

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

Semester V	Course Code 17UCC530213	Title of the Paper COST ACCOUNTING														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	4	4	2	5	5	5	4	3	4	5	4	4	5	4.15			
CO2	5	3	2	4	4	5	3	4	5	5	4	4	5	4.08			
CO3	5	4	2	5	4	4	4	3	4	3	3	4	4	3.77			
CO4	5	4	2	4	5	3	3	4	4	4	4	3	5	3.85			
CO5	4	5	3	3	3	4	3	2	5	3	3	4	3	3.46			
CO6	5	4	2	3	4	5	4	4	3	4	3	3	4	3.69			
Mean Overall Score														3.82			

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCC530214

L P C
6 - 4

BUSINESS LAW

Course Outcomes:

After completing this course the student will be able to:

1. Acquire the basic knowledge on laws governing business and companies.
2. To familiarize the students with the basics of Indian contract act.
3. To enable the students to understand the principles of special contract.
4. To help the students to learn the concept of bailment and pledge.
5. To know the recent development in company law.
6. Gain a practical knowledge on various business deals and corporate legal framework.

Unit-I (18 hrs)

The Indian Contract Act – nature of contract – Features of Contract. Contingent contract – remedies for breach of contract – quasi contract. Special Contracts : Contract of Indemnity and Guarantee – Distinction between Indemnity and guarantee– Kinds of guarantee – rights of surety - discharge of surety.

Unit-II (18 hrs)

Bailment and Pledge - Classification – duties and rights of bailor and bailee– finder of lost goods– termination of bailment –Pledge – difference between bailment and pledge– rights and duties of pawnor and pawnee.

Unit-III (18 hrs)

Sale of Goods act – Difference between Sale and other Disposition of goods – Implied conditions and warranties– Transfer of property in title to goods– unpaid Sellers rights.

Unit-IV (18 hrs)

Law of Agency –Definition– various kinds of Agency– Agency by Estoppel –Agency by Ratification –Rights and duties of Third parties to principles and agent– Termination of Agency.

Unit-V (18 hrs)

Company Law : - Definition and Characteristics of Companies – Kinds – Formation of Company – Memorandum of Association- Articles of Association – Meetings and Resolutions – Winding up – Meaning, causes and modes.

Textbooks:

1. N.D. Kapoor –Elements of Mercantile Law – Sultan and Sons, New Delhi, 2011.

Books for Reference

1. M. C. Shukla, Manual of Mercantile Law, S. Chand & Co., New Delhi, 2010.
2. P. P. S. Gogna, A Textbook of Mercantile Law, S. Chand & Co, New Delhi, 2009.
3. D.P. Jain, Mercantile Law. Konark Publishers Pvt. Ltd. , New Delhi, 2009.

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

Semester V	Course Code 17UCC530214	Title of the Paper BUSINESS LAW										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
CO1	5	4	3	2	4	5	5	4	3	4	2	3.73	
CO2	5	4	4	3	3	4	4	2	3	4	5	3.73	
CO3	4	5	4	3	4	3	4	3	5	3	5	3.91	
CO4	4	4	3	5	3	3	4	5	4	3	2	3.64	
CO5	5	4	4	2	3	5	4	3	5	4	3	3.82	
CO6	4	3	5	2	4	3	5	3	4	3	4	3.64	
Mean Overall Score												3.74	

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 0.0-1.0 Very poor	2 1.1-2.0 Poor	3 2.1-3.0 Moderate	4 3.1-4.0 High	5 4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCC530215

L P C
3 - 2

DATABASE MANAGEMENT SYSTEM

Course Outcomes

After completing this course the student will be able to:

1. Comprehend the Concepts of Database and Data Models.
2. Learn the Relational Algebraic operations
3. Perform various Queries in SQL
4. Gain knowledge of the fundamentals of PL/SQL Programming Language
5. Acquire practical knowledge in writing and executing PL/SQL Programs
6. To know the linkage between database and programming language

Unit-I (15 hrs)

BASIC CONCEPTS: Data modeling for a Database - Records and Files Abstraction and Data Integration – The Three level Architecture for DBMS – Components of a DBMS – dvantages and Disadvantages of DBMS. Data Model: Introduction – Data Association –Entity- Relationship Model.

Unit-II (15 hrs)

RELATIONAL MODEL: Introduction - Relational Database - Attributes and Domain - Tuple - Relation and their scheme - Relation representation – Keys - Relationship -Relation operation - Integrity Rules - Relational Algebraic Basic Operation – Additional Relational Algebraic operations.

Unit-III (15 hrs)

RELATIONAL DATABASE MANIPULATION: Introduction - SQL – Data Manipulation: SQL - Basic Data Retrieval -Arithmetic and Aggregate operator - SQL Join - Set Manipulation - categorization - updates - Views. **RELATIONAL DATABASE DESIGN:** Relational scheme and relational design -Normal Forms-Anomalies and Data redundancy- BCNF

Unit-IV (15 hrs)

Fundamentals of PL/SQL: Defining variables and constants, PL/SQL expressions and comparisons: Logical Operators, Boolean Expressions, CASE Expressions Handling, PL/SQL Data types: Number Types, Character Types, Boolean Type, Date ,time and Interval Types.

Unit-V (15 hrs)

Overview of PL/SQL Control Structures: Conditional Control: IF and CASE Statements, IF-THEN Statement, IF-THEN-ELSE Statement, IF-THEN-ELSEIF

Statement, CASE Statement, Iterative Control: LOOP and EXIT Statements, WHILE-LOOP, FOR-LOOP, Sequential Control: GOTO and NULL Statements.

Textbooks:

1. An introduction to Database Systems : Bipin C. Desai, Galgotia Publications Pvt. Ltd.
2. Ivan Bayross, “SQL,PL/SQL -The Programming language of Oracle”, B.P.B.Publications, 3rd Revised Edition.

Books for Reference:

1. Kevin Loney, George Koch, Oracle9i The Complete Reference , Oracle Press
2. C. J. Date, “An Introduction to Database Systems”, Pearson Education, New Delhi, 2005.
3. Silberschatz, Korth & Sudershen, “ Database System concepts”, 4th Ed., McGraw-Hill, California, 2002.

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

Semester V	Course Code 17UCC530215	Title of the Paper DATABASE MANAGEMENT SYSTEM										Hours 3	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		
CO1	3	2	2	4	5	3	3	3	2	4	3	3.09	
CO2	4	4	4	4	4	5	3	2	4	4	1	3.55	
CO3	4	4	3	4	4	2	3	2	4	5	1	3.27	
CO4	3	3	2	4	4	3	3	2	4	5	2	3.18	
CO5	3	3	1	4	5	3	3	2	4	5	2	3.18	
CO6	3	3	1	4	4	3	4	2	4	5	2	3.18	
Mean Overall Score												3.24	

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester V
17UCC530216

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- 2 2

**Practicals:
ORACLE - SQL**

1. Table creation using various constraints.
 2. Simple Queries.
 3. Queries using DCL Statements.
 4. Queries using aggregate functions.
 5. Queries for set Operators.
 6. Join Operations using multiple tables.
 7. Nested sub Queries.
 8. View creation and Manipulation.
 9. PL/SQL Program for student mark list.
 10. PL/SQL Program for employee pay bill.
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Semester V
17UCC530217

L P C
4 - 3

BANKING THEORY LAW AND PRACTICE

Course Outcomes:

After completing this course, the student will be able to

1. Learn the concepts of banking.
2. Gain knowledge about the commercial banks
3. Understand the basic ideas and latest development of banking activities.
4. Understand of negotiable instrument
5. Acquire the concept of modern banking
6. Updating the recent development in E-Banking services

Unit-I: Banking Introduction (12 Hrs)

Introduction to banking – Origin of banks – Meaning – Definition – Banking regulation Act 1949 – Types of Bank – Role of Banks and Economic Development- Women bank.

Unit-II: Commercial Banking (12 Hrs)

Commercial Banking – Meaning – Definition – Structure and Functions of Commercial Banks – Various types of account – Types of Deposits - Types of customers – Relationship between Banker and Customer.

Unit-III: Law Relating To Negotiable Instruments (12 Hrs)

Negotiable Instruments – Definition – Features - Bill of Exchange – Types - Promissory Notes – Demand Draft – Endorsement- Meaning – General Rule – Crossing of cheques – Payment of Cheques – Collection of cheques.

Unit IV: Central Banking (12 Hrs)

Functions of Central Bank - Quantitative and qualitative methods of credit control - Bank rate policy, Open market operations, Cash reserve ratio and selective methods - Role and functions of RBI

Unit-V: E-Banking (12 Hrs)

E-Banking – EFT – Mail transfer – Credit cards – Debit cards – ATM – Mobile Banking – Online Banking - Recent Trends and developments in banking services. Traditional Vs modern Banking.

Textbook

1. Sundharam & Varshney; Banking Theory Law and Practices; Sultan Chand & Sons New Delhi, 2010.

References

1. R.K.Madhukar; Dynamics of Bank Marketing; Sri Sudhindra Publishing.
2. Gupta. S.B., *Monetary Economics*, S. Chand & Company, New Delhi, 1994.
3. Mishra, S.S., *Money, Inflation and Economic Growth*, Oxford & IBH, New Delhi, 1981. <http://www.bmb.co.in/>

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

Semester V	Course Code 17UCC530217	Title of the Paper BANKING THEORY LAW AND PRACTICE											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	3	4	4	4	3	4	4	4	3	3.73		
CO2	4	3	4	3	4	3	3	4	3	4	5	3.54		
CO3	4	5	4	4	4	4	4	4	4	4	4	3.64		
CO4	3	4	3	5	3	4	4	3	3	4	5	3.73		
CO5	3	4	4	5	3	4	4	4	4	5	3	3.91		
CO6	3	5	4	4	4	3	4	4	5	4	3	3.91		
Mean Overall Score												3.74		

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCC530302

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4 - 4

**Core Elective-II (WS):
E-COMMERCE**

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

Textbooks:

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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UBU530302A

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4 - 4

**Core Elective-II (WS):
PROJECT MANAGEMENT**

Course Outcomes

1. Gain knowledge of projects
2. Learn how to make project investment decisions
3. Understand the importance of project planning
4. Learn different types of project appraisal methods
5. Acquire information about project cost control methods
6. Understand the importance of leadership in the project management
7. Identify the importance of risk analysis
8. Familiarize with managing a project with technological development

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 2004.

REFERENCES

1. Maylor Harvey, Project management, Pearson Education, New Delhi, 2004
2. Rao P.C.K, Project Management & Control, Sultan Chand & Sons, New Delhi, 2004.

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

Semester V	Course Code 17UBU530302A	Additional Course: PROJECT MANAGEMENT												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	3	4	4	4	3	4	4	4	2	4	4	3.69	
CO2	5	3	4	3	3	3	3	3	3	5	5	5	4	3.77	
CO3	4	5	4	4	3	4	3	3	4	3	4	4	3	3.69	
CO4	3	4	3	5	3	4	4	3	3	4	5	3	5	3.76	
CO5	3	3	4	5	3	4	4	4	4	5	3	3	4	3.76	
CO6	3	4	5	4	4	3	4	4	4	4	3	4	4	3.85	
CO7	3	4	4	3	4	3	3	3	5	4	4	4	4	3.69	
CO8	5	4	4	4	4	3	4	3	4	3	4	4	3	3.77	
Mean Overall Score														3.74	

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping Scale	1	21-40%	41-60%	61-80%	81-100%
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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UBU530302B

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4 - 4

Core Elective (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-1:

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.

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.

Textbook:

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

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	5	4	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530302A

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4 - 4

Core Elective (WS):
HUMAN RESOURCE MANAGEMENT

Course Outcomes:

After completing this course, students will be able to :

1. Gain exposure on the principles and practices of Human resource management.
2. Understand various aspects of recruitment.
3. Assimilate various dimensions of training and development.
4. Knows significant features of Job evaluation techniques and compensation policies and procedures.
5. Be familiar with various factors influencing motivation and different mechanisms available for grievance handling.
6. Work as HR personnel in organizations.

Unit I (12 Hours)

Human Resource Management an Introduction - Meaning and –Objectives of Human resource management (HRM) - scope - Functions of Human Resource Management - Qualities of HR Manager-Human resource management as a Profession - Strategic HRM- an overview-Human Resource Information System (HRIS).

Unit II (12 Hours)

HR- Procurement - Job Analysis-meaning and process-Job Design- Human Resource Planning (HRP) - meaning and significance-factors affecting HRP- Steps in HRP process Recruitment – process and sources – Selection- phases of selection process - Placement, Orientation and Socialization.

Unit III (12 Hours)

HR –DEVELOPMENT- Career Planning- meaning and benefits-Employee Training- meaning and significance- methods of employee training - Management Development programmes.

Unit IV (12 Hours)

HR– EVALUATION AND COMPENSATION- Performance Evaluation-meaning and objectives- process and methods of performance evaluation-Job Evaluation- an overview Compensation Administration- Factors Influencing Wages and Salary Administration -Components of Wage and Salary Administration-Incentives and Benefits- elements.

Unit V (12 hours)

HR – Maintenance - Employee Safety and health- Essential of an effective safety programmes-Discipline and Disciplinary Action- Employee Grievance- Human Resources Audit- Human Resources Accounting- International Human Resource Management practices – HR Practices in India. – trade unions

Textbook:

1. Durai Pravin (2010), Human Resource Management, Pearson Education, New Delhi

Books for Reference:

1. Mamoria C. B. & Gankar S. V (2008), Human Resource Management, Himalaya Publishing House New Delhi
2. Monappa A and Saiyadain, M (2001) Personnel management, Mc-Graw Hill Education, New Delhi
3. DeCenzo, D.A. & Robbins, S.P (2001), Fundamentals of Human Resource Management, John Wiley and Sons, New Delhi.

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

Semester V	Course Code 17UCO530302A	Title of the Paper HUMAN RESOURCE 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	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530302B

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4 - 4

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.

Textbook

1. Rajendra Pal, J.S. Kolharlli, (2014), Essentials of Business Communication, Sultan Chand & Sons, New Delhi

Books for Reference

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.

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

Semester V	Course Outcomes (COs)	Course Code 17UCO530302B		Title of the Paper BUSINESS CORRESPONDENCE										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	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCC530218A

L P C
- - 2

**Self-Paced Course-IV (POC):
BUSINESS ENVIRONMENT**

Course Outcomes:

1. To impart basic knowledge about Business environment and its strategy.
2. To identify the problem of political system and cultures prevailing.
3. To create awareness on economic system and the population growth in different levels.
4. To understand the variables of Demographic environment, remedies and suggestions provided for family planning.
5. To reflect on the types of financial market and its Technological development.
6. To determine hoe socio-cultural environment view the society and to identify its elements.

Unit-I:

Business – Meaning features Business environment – Meaning, Nature and significance. Micro and Macro environment of Business, Business strategy and its relation to environment.

Unit-II:

Economic environment- Meaning, economic development, types of economic system and role of business economist. Demographic environment – Meaning, Demographic variables, and population growth –caused remedies and suggestions of family planning.

Unit-III:

Financial environment –Meaning, classification of financial market, role of central, commercial & Co-operative banks. Technological environment – Meaning, factors Technological development and technological progress.

Unit-IV:

Political environment – meaning, effect of political ideologies and political system. Socio- cultural environment – meaning of culture and society, cultural environment, features and elements of culture.

Unit-V:

Natural environment –Meaning, various aspects of natural environment, Resources – land, soil and water resources. Pollution – Benefits and barrier to pollution prevention legal environment – Meaning, Indian contribution and partnership at 1932.

Textbook:.

1. Dr. N. Premavathy, Business Environment, Sri Vishnu Publications, Chennai, 2008.

Books for Reference:

1. Dr. Namita Gopal-Business Environment, Tata McGraw-Hill Publishing company Ltd, New Delhi, 2009.
2. Dr. Swabera Isalam & Dr.Evakorlang Kharkongor - Business environment, Taxmann Publications Pvt.ltd. New Delhi.
3. Paul Weterly and Dorron otter-Business environment, Oxford University Press, New York, 2008.

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

Semester V	Course Code 17UCC530218A	Additional Course: BUSINESS ENVIRONMENT										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		
CO1	5	4	3	3	4	3	3	3	5	2	4	3.55	
CO2	3	3	4	3	3	3	4	3	3	3	3	3.18	
CO3	3	3	3	2	3	3	3	3	3	3	3	2.91	
CO4	3	3	3	3	3	3	3	3	3	3	4	3.09	
CO5	2	3	3	3	3	3	3	3	3	5	3	3.09	
CO6	3	3	4	3	4	3	3	2	2	3	5	3.18	
Mean Overall Score												3.17	

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester V
17UCC530218B**

**L P C
4 - 4**

**Self-Paced Course-IV (POC):
EVENTMANAGEMENT**

Course Outcomes:

After completing this course, the student 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. Learn to carry out activities during an event

Unit-I:

Historical Perspective- Introduction to event Management- Size & type of event

Unit-II:

Principles of event Management, concept & designing. Analysis of concept, Logistics of concept.

Unit-III:

Feasibility, Keys To Success, SWOT Analysis

Unit-IV:

Aim of event, Develop a mission- Establish Objectives Preparing event proposal- Use of planning tools-Protocols- Dress codes- staging- staffing

Unit-V:

Leadership Skills - Managing Team- Group Development- Managing Meetings

Textbook:

1. Event Management By Lynn Van Der Wagen & Brenda R Carlos.

References

1. Events Management, Business Pro-collection Events management series, G. A. J. Bowdin, Routledge, 2010
2. Event Management: A Professional and Development Approach, Ashutosh Chaturdevi, Global India Publications Pvt Ltd. 2009.

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

Semester V	Course Code 17UCC530218B	Additional Course: EVENT MANAGEMENT												Hours	Credits
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	2	5	5	5	4	5	4	5	4	4	5	4.3	
CO2	4	4	3	3	4	5	3	4	5	5	4	5	5	4.1	
CO3	5	4	2	3	5	4	4	3	4	3	3	4	4	3.6	
CO4	5	4	2	4	5	3	3	4	3	3	4	4	3	3.6	
CO5	4	5	3	5	3	4	5	5	5	3	3	4	4	4.0	
CO6	4	4	3	3	4	5	4	4	3	4	3	3	4	3.6	
Mean Overall Score														3.8	

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCC530218C

L P C
- - 2

Self-Paced Course-IV (POC): TRAINING AND DEVELOPMENT

Course Outcomes:

1. To impart the knowledge of Training and Development
2. To give a knowledge about training and learning
3. To impart the knowledge of methods of training
4. To give a knowledge on evaluation of training
5. To learn about the Management Development and Training
6. To learn about the employees performance appraisal methods

Unit-I:

Introduction to Training and development and Education – Definition – Meaning - Objectives – Significance – Learning Styles

Unit-II:

Principles of Effective Training and Learning – Approches to training – Need – Assessment

Unit-III:

Methods of Training – on the Job Training – Off the Job training – Basic Teaching and Presentation skills. CBT (Computer Based Training)

Unit-IV:

Evaluation of Training : Introduction – Concept and Principles – Planning – Levels - Evaluation of Training and Results.

Unit-V:

Management Development : Employee Training and Coaching – Mentoring and Coaching – Training Practices – Training the Trainer – Training for Diversity.

Textbook:

1. Human Resource Mangement, L.M. Prasad, Sultan Chand Publishing House.
2. Human Resource Mangement, Dr. F.R. Alexander Pravin Durai

Reference:

1. Training and Development, V. Renuka, Margham Publications, 2016
2. Human Reseource Management, V.S. P. Rao , Excel Publishing House.
3. Human Resource Management, K. Ashwa Thapa, Himalaya Publishing.

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

Semester V	Course Code 17UCC530218C	Title of the Paper: Self-Paced Learning: TRAINING AND DEVELOPMENT														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	2	3	4	4	3	4	4	3	4	3	4	3.7			
CO2	4	5	2	3	4	4	3	4	4	3	4	3	4	3.7			
CO3	4	5	2	3	4	4	3	4	4	3	4	3	4	3.7			
CO4	4	5	2	3	4	4	3	4	4	3	4	3	4	3.7			
CO5	4	5	2	3	4	4	3	4	4	3	4	3	4	3.7			
CO6	4	5	2	3	4	4	3	4	4	3	4	3	4	3.7			
Mean Overall Score														3.7			

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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCC540601

L P C
- - 2

Skill Based Elective (BS): COMPUTER APPLICATIONS IN 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
4. Gain knowledge about the commercial banks
5. Understand the basic ideas and latest development of banking activities.
6. Learn the concepts in banking.

Unit-I: (6 hrs)

Banking – meaning – Functions – Banker customer relationship – Bank deposits – Banking sector: Corporate, Retail, Rural and International.

Unit-II: (6 hrs)

Structure of Indian Banking System: RBI – Objectives – Types – functions.

Unit-III: (6 hrs)

E-Banking: Meaning – ATM – Internet banking – ECS – EFT – Tele banking – Electronic Cheques – Credit cards – Debit cards – smart card – risks.

Unit-IV: (6 hrs)

Banking operations - Different approaches to mechanizations - Security information systems - Audit of computerized banking systems.

Unit-V: (6 hrs)

Technologies in Banking - Bank computerization - computer in banks - Process for withdrawing cash - Teller machines at Bank counters - Electronic Commerce.

Textbook:

1. Jyotsna Sethi, Nishwan Bhata, “Elements of Banking and Insurance”, PHI Learning P (Ltd), New Delhi, 2009. (Unit 1,2,3)

Books for Reference: (Units 4,5)

1. Sony and Agarwal: Computers and Banking.
2. Indian Institute of Bankers study material on ‘Introduction to Computers in Banking Industry.
3. Ravi Kalakota & Andrew B. Whinston: Frontiers of Electronic Commerce, Addison Wesley Publications.
4. Dr. M. Sri Nivas: e-Banking Services in India, Himalaya.
5. Vasanth Desai: Bank Management, Himalaya.
6. Revathy Sriram: Core Banking Solution: Evaluation of Security & Controls, PHI

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

Semester V	Course Code 17UCC540601	Additional Course: COMPUTER APPLICATION IN BANKING												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	2	5	5	5	4	3	4	5	4	3	5	4.07	
CO2	5	3	2	3	4	5	3	4	4	5	4	4	5	3.92	
CO3	4	4	2	5	4	4	5	3	4	3	3	4	4	3.76	
CO4	5	4	2	4	5	3	3	4	4	4	4	3	5	3.84	
CO5	4	5	3	3	3	4	3	2	4	3	3	4	3	3.38	
CO6	4	3	2	3	4	5	5	4	3	4	3	3	4	3.61	
Mean Overall Score														3.75	

Result: The Score for this Course is 3.75 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17USS540701A

L P C
2 - 2

Inter Departmental Courses (IDC): SOFT SKILLS

Course Outcomes

1. To augment the level of confidence in articulation of 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; Questioners & 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. *Hiring 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

Semester V
17USS540701B

Hours/Week: 2
Credits: 2

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 Development - 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.

Semester VI
17UCC630219

L P C
7 - 5

INCOMETAX

Course Outcomes:

After completing this course, students will be able to :

1. Understand important basic concepts in Income tax and to determine residential status of individuals
2. Compute Taxable salary
3. Compute taxable income from house property
4. Determine taxable profit or gain from business or profession
5. Compute Taxable capital gains and income from other sources
6. Learned to prepare the income statement of an individual
7. Encouraged to learn more about the revision of the income tax
8. Motivated to pay the tax to the government properly.

Unit-I: (21 hrs)

Definitions - Previous Year, Assessment Year, Persons , Assessee, sources of Income , Gross Total Income, Capital and Revenue Receipts and Expenditure, Residential status and Incidence of Tax, Incomes exempt under sec.10 .

Unit-II: (21 hrs)

Computation of Salary income- Meaning and forms of salary- Taxability of Allowances, Valuation and Taxability of perquisites, Deductions from salary income.

Unit-III: (21 hrs)

Computation of income from House Property – Types - Taxability of income from let out property and self occupied property, Treatment of unrealized rent and Arrears of Rent. Deduction u/s24,

Unit-IV: (21 hrs)

Computation of Income from Business or Profession - Sources - Deductions – allowable and disallowable items under the Act - methods of valuation of closing stock.

Unit-V: (21 hrs)

Computation of income from capital gain and other sources - Definition – Capital Gains exempt from Income Tax, Meaning of transfer, Cost of

Acquisitions and Cost of Improvement - Long Term and Short Term Capital gain – Income from other sources - Grossing up of interest.

Textbooks:

1. Dr Vinod K Singhania, Students Guide to Income Tax, Taxmann Publications Pvt Ltd., New Delhi (Latest Edition)

Books for Reference:

1. N.Hariharan, Income tax law and practice ,Vijay Nicole , Chennai
2. Bagavathi Prasad, Income Tax Law and Practice, Wishwa Prakashan, New Delhi. (Latest)
3. Reddy and Reddy, Income Tax Law and Practice, Margam Publication, Chennai. (latest)

Theory 30%;
Problems 70%

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

Semester VI	Course Code 17UCC630219	Title of the Paper INCOME TAX										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	5	5	5	4	3	4	5	4	4	5	4.2
CO2	4	3	2	4	3	3	3	4	5	4	4	4	5	3.6
CO3	4	4	3	4	4	4	4	3	4	3	3	4	4	3.6
CO4	4	3	2	4	4	3	3	4	4	4	4	3	5	3.6
CO5	4	4	3	3	3	4	3	2	5	4	3	4	3	3.4
CO6	5	4	2	3	4	4	4	4	5	4	3	3	4	3.7
CO7	4	4	4	4	4	3	4	3	4	3	5	5	5	4.0
CO8	5	4	2	5	4	5	4	3	5	4	4	3	4	4.0
Mean Overall Score														3.7

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester VI
17UCC630220

L P C
6 - 4

INVESTMENT MANAGEMENT

Course Outcomes:

After completing this course, students will be able to :

1. To understand the various investment avenues that benefit individual and nation.
2. To acquire knowledge on various tools and techniques of financial risk management.
3. To reflect how fundamental analysis such as industry, company etc influence the economy.
4. To perceive the various trends of technical analysis
5. To identify the variations of put and call option.
6. To determine the functions of OTCEI, in various markets.

Unit-I: (18 hrs)

Introduction: Investment – Features of Investment Program – Process of Investment – Equity Shares – Share buyback - Mutual Fund Scheme – Deposits– Life Insurance –Real Estate –Precious objects - Capital market - Money market.-

Unit-II: (21 hrs)

Risk – Sources of Financial Risk: Credit vs. market, default risk, foreign exchange risk, interest rate risk, purchasing power risk etc.; Systematic and non-systematic risk.

Unit-III: (21 hrs)

Fundamental analysis – Influence –of the economy – Economy Vs Industry and Company – Industry analysis – Company analysis- Guidelines for Investment – Technical analysis – trends – Principles - Dow theory.

Unit-IV: (21 hrs)

Option :types of options; Margins Valuation of options - Binomial option pricing Model; Black 0 - schools model of call options; Valuation of put options; index options; markets – exchange traded options, OTCEI, quotes trading and margins; Warrants and convertibles.

Unit-V: (21 hrs)

Future: Hedgers and speculators; Future contracts; Future markers-clearing house, Future prices and spot prices; Forward prices vs. future prices Future vs. option. Stock Exchange - SEBI, BSE and NSE.

Textbook

1. Punithavathi Pandian, Security Analysis and Portfolio Management, Vikas Publishing House, Delhi, 2008.
2. V.K. Bhalla, Investment Management (Security analysis and Portfolio Management) S.Chand & Company Ltd, New Delhi, 2005.

Books for Reference

1. V. Aavadhani – Investment & Securities markets in India, Himalaya Publishing House, New Delhi, 1999.
2. Donald E Fisher & Ronald J Jordan, Security analysis and Portfolio Management, Prentice Hall of India Pvt limited, New Delhi, 2001.
3. Preethi Shing, Investment Management, Himalaya Publishing House, New Delhi.

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

Semester VI	Course Code 17UCC630220	Title of the Paper: INVESTMENT MANAGEMENT											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			
CO1	4	4	3	2	4	3	2	2	2	2	3	2.82		
CO2	4	3	2	3	4	4	2	3	5	5	4	3.55		
CO3	3	4	3	4	3	4	3	3	4	4	4	3.55		
CO4	3	4	4	4	3	3	3	2	4	5	3	3.45		
CO5	2	3	3	3	2	3	3	2	3	3	3	2.73		
CO6	3	3	3	3	3	3	2	3	4	4	3	3.09		
Mean Overall Score												3.17		

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1	21-40%	41-60%	61-80%	81-100%
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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UCC630221

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FINANCIAL ACCOUNTING PACKAGE - TALLY.ERP9

Course Outcomes

1. Learn the basic principles and concepts of computerized accounting and Accounting Features.
2. Gain knowledge of Vouchers and types
3. Acquire the knowledge of Cost and Statutory features
4. Understand the concepts and practices of Inventory Management
5. Know the Accounting and Inventory Books.
6. Understand and explain the conceptual framework of accounting.

Unit-I: Basics of Accounting –Tally - History – Versions – Advantages – Features-Fundamentals of Tally ERP.9 – F12 Configuration – F11 Features - Creation of Company – Accounting Information - Groups and Ledgers – Edit, Delete, Alter. Final Accounts **(15 hrs)**.

Unit-II: Voucher Entry in Tally ERP.9 – Accounting Vouchers – Types of Vouchers – Contra, Payment, Receipt, Journal, Sales, Purchase, Credit note, debit note, reversing journals, Memo Voucher Transactions – Display – Trail balance. **(15 hrs)**

Unit-III: Cost centre – Cost category – Voucher entries using cost centre – Payroll preparation – Budget and Control – Scenario Management **(15 hrs)**

Unit-IV: Inventory info – Stock Groups, Stock Categories - God owns / Locations – Units of Measure Stock Items – Inventory Vouchers – Vouchers Entry in Tally ERP.9 – TDS – VAT – CST –GST - PoS. **(15 hrs)**

Unit-V: Tally Vault – Security Control – Tally Audit – Back up and Re store – Split Company Data – Export and Import Data – ODBC Connectivity – Web Enabled, Print Preview and Online help – Printing of Reports and Cheques – Tally.NET and Remote Capabilities. **(15 hrs)**

Textbooks:

1. Tally ERP.9 , Dr. P. Rizwan Ahmed, Margham Publications, 2016.
2. Tally Namrata Agarwal (Unit III)

References:

1. Implementing Tally –AK Nadhani and KK Nadhani. (Unit I and II, Unit IV and V)
2. Computer Applications in Business with Tally, Dr. P. Rizwan Ahmed, Margham Publications, 2016.

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

Semester VI	Course Code 17UCC630221	Title of the Paper: FINANCIAL ACCOUNTING PACKAGE - TALLY ERP9										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	2	5	5	4	3	4	3	4	4	4	5
CO2	5	3	1	3	4	3	3	4	3	3	4	3	5
CO3	3	4	2	5	3	3	5	4	5	3	3	4	4
CO4	5	4	1	2	3	5	3	3	3	3	4	4	5
CO5	4	5	3	3	4	3	3	2	4	4	3	4	3
CO6	5	4	2	3	5	5	4	3	3	4	4	3	3
Mean Overall Score												3.5	

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UCC630222

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PRACTICAL:
FINANCIAL ACCOUNTING PACKAGE - TALLY.ERP9

1. Creation, alteration and deletion of company
2. Creation, alteration and deletion of primary and secondary accounting groups.
3. Final A/Cs with adjustments (Creation and deletion of ledgers)
4. Voucher entry problems in double entry mode
5. Voucher entry problem in single entry mode.
6. Voucher entries using cost centre, Cost Category
7. Budget preparation and reporting variance
8. Payroll preparation
9. Accounting vouchers using stock items
10. Order processing and inventory vouchers
11. Generation of accounting books and reports
12. Generation of inventory books and reports.
13. TDS, VAT, CST, and Excise
14. GST

Semester VI
17UCC630303

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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. Besterfield, et al., “Total quality Management”, Pearson Education Asia, Third Edition, Indian Reprint 2006.
5. Krishnan. K, Karmegam. G and Somasundaram. R, TQM, Coimbatore, R.K.Publishers.

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	3	4	3	3	4	3	4	3.73	
CO4	3	4	3	5	3	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 Scale	1	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0	5
Quality	Very poor	Poor	Moderate	High	Very High	

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester VI
17UBU630303A

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Core Elective-III (WS): SERVICES MARKETING

Course Outcomes:

- * To enable students to gain expert knowledge on marketing of various services.
- * To expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing.
- * To acquire the knowledge of services market, to design service marketing strategies to be offered to major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.

Unit I: THE CONCEPTS OF SERVICE

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

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

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

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

Marketing of Service – Financial services, Banking, Insurance, Health services, Hospitality – Tourism, Logistics, Education, Entertainment sectors, Professional or consultancy – Telecommunication services.

Textbooks

1. Service Marketing and Management by B.Balaji, S.Chand & Co.,
2. Services Marketing Christopher H.Lovelock and Jochen Wirtz, Pearson Education, 2004.
3. Services Marketing by Vasanthi Venugopal and Raghu V.N., Himalaya Publishing House.

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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSO}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester VI
17UBU630303B

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**Core Elective-III (WS):
STRATEGIC MANAGEMENT**

Course Outcomes:

This course will enable students

- * To understand the major strategies adapted by the business firms
- * To familiarize the students with the formulation, implementation & evaluation of strategies.
- * To help the students to analyze the business in terms of strategies

Unit-1: 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-2 : 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-3: Corporate Strategies (8 hrs)

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

Unit-4 : 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-5: 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.

Textbook:

1. Dr. S. Sankaran, Strategic management, Margham Publications, 2011

References:

1. Azar Kazmi, strategic management and business policy, tata McGraw Hill Publication, 2008
2. L.M. Prasad, Business Policy and Strategic Management, Sultan chand and sons, 2004.
3. P.K.Ghosh, Strategic Planning and Management, Sultan chand & sons, 2004.
4. Wheelan & Rangarajan, Concepts in Strategic Management & Business Policy, Pearson Education, 2004.

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

Semester VI	Course Code 17UBU630303B	Title of the Paper STRATEGIC 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	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	4	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 Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UCC640602

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Skill Based Elective (WS):
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. Radha Swamy & 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

Semester VI	Course Code 17UCC640602	Skill Based Electives: PRACTICAL BANKING												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	2	5	5	4	4	3	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 Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 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 = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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