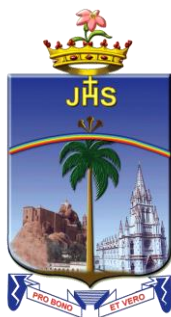**BBA**

LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE

WITH CHOICE BASED CREDIT SYSTEM (CBCS)

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

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

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

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

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

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

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

Human excellence in specialized areas

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

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

Credit system:

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

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

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

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

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

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

Some important aspects of the Outcome Based Education

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

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

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

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

Programme Specific Outcomes (PSOs):

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

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

Some important terminologies repeatedly used in LOCF.

Core Courses (CC)

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

Discipline Specific Elective Courses (DSE)

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

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

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

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

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

Generic Elective Courses

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

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

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

(open to the students of other Departments)

The Ability Enhancement Courses (AEC)

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

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

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

Skill Enhancement Courses (SECs)

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

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

There are four courses under this category

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

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

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

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

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

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

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

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

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

Undergraduate Programme:

Programme Pattern:

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

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

Part-II : General English

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

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

Part-V: Outreach Programme (SHEPHERD).

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

Value Education Courses:

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

Course Coding

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

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

N:- Numeral   X :- Alphabet

Part   Category

GL - Languages (Tamil / Hindi / French / Sanskrit)

GE - General English

CC - Core Theory; CP- Core Practical

WS- Workshop

SP- Self Paced Learning

IS- Internship

FV- Field visit

CE- Comprehensive Examination

PW- Project Work& viva-voce

Electives Courses

ES – Department Specific Electives

EG- Generic Electives

Allied Courses

AC - Allied Compulsory

AO- Allied Optional

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

Ability Enhancement Courses

AE – Ability Enhancement Compulsory Courses; Bridge Course and Environment Science

SE – Skill Enhancement (WD), (BS), (WS) and Soft skills

VE - Value Education/ Social Ethics/Religious Doctrine

OR – Outreach SHEPHERD & Gender Studies (Outreach)

 SU - AICUF / Nature Club / Fine Arts / NCC / NSS /etc. (Service Unit)

CIA AND SEMESTER EXAMINATION
Continuous Internal Assessment (CIA):

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

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

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

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

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

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

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

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

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

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

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

WEIGHTAGE of K – LEVELS IN QUESTION PAPER

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

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

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

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

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

Assessment pattern for two credit courses.

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

EVALUATION

GRADING SYSTEM

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

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

$$GPA = \frac{\sum\limits_{i=1}^{n} C_i G_i}{\sum\limits_{i=1}^{n} C_i} \qquad WAM\,(Weighted\,Average\,Marks) = \frac{\sum\limits_{i=1}^{n} C_i M_i}{\sum\limits_{i=1}^{n} C_i}$$

Where,

C_i is the Credit earned for the Course i

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

M_i is the marks obtained for the course i and

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

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

CLASSIFICATION OF FINAL RESULTS:

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

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

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

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

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

Table-1: Grading of the Courses

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

Table-2: Final Result

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

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

Declaration of Result

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

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

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

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

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

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

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

VISION

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

MISSION

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

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

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

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

PROGRAMME OUTCOMES (POs)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

அலகு - 1 (12 மணிநேரம்)

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

அலகு - 2 (12 மணிநேரம்)

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

அலகு - 3 (12 மணிநேரம்)

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

அலகு – 4 : அரசியல் கவிதைகள் (12 மணிநேரம்)

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

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

அலகு - 5   அயலகக் கவிதைகள்   (12 மணிநேரம்)

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

பாட நூல்கள்

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

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

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

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	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 On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	recall and spell the alphabets, numbers, colours, days of the week and months in French.	K1
CO–2	compare the definite and indefinite articles and its usages.	K2
CO–3	construct simple phrases by using 'er' verbs in present tense.	K3
CO–4	make use of correct terminology and introduce oneself in French.	K3
CO–5	distinguish between affirmative and negative phrases and take part in role play - conversation.	K4

Unit – I (12 hours)

TITRE:BONJOUR CA VA?

GRAMMAIRE : Les pronoms personnels sujets, les articles définis et indéfinis, Etre et avoir (verbes auxiliaires)

LEXIQUE : Saluer, Entrer en contact, demander et dire comment ça va ?, L'alphabet, les couleurs, les pays et les nationalités, les animaux domestiques.

PRODUCTION ORALE : Epeler son nom et son prénom, Comprendre des personnes qui se saluent.

PRODUCTION ECRITE : Les formules de politesse

Unit – II (12 hours)

TITRE:SALUT ! JE M'APPELLE AGNES

GRAMMAIRE : La conjugaison du 1er groupe, les adjectifs possessifs, la formation du féminin, la formation du pluriel.

LEXIQUE : Se présenter, Présenter quelqu'un, Remercier, Les jours de la semaine, les mois de l'année, les nombres de 0 à 69, la famille

PRODUCTION ORALE : Comprendre des informations essentielles

PRODUCTION ECRITE : Présentez –vous

Unit - III (12 hours)

TITRE:QUI EST-CE?

GRAMMAIRE : La phrase interrogative : Qu'est-ce que… ?/Qu'est-ce que c'est ?/Qui est-ce ?, quelques indicateurs du temps, la formation du féminin, les verbes aller et venir

LEXIQUE : Demander et répondre poliment,les professions

PRODUCTION ORALE : Parler de ses projets

PRODUCTION ECRITE : Ecrire de brefs messages

Unit - IV (12 hours)

TITRE:DANS MON SAC, J'AI?

GRAMMAIRE : la phrase négative, c'est/il est, les articles contractes, les pronoms personnels toniques

LEXIQUE : Demander des informations personnelles, Quelques objets, la fiche d'identité, les nombres à partir de 70

PRODUCTION ORALE : Comprendre un message sur un répondeur téléphonique

PRODUCTION ECRITE : Remplir une fiche d'identité

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

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

Books for Reference

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

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

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

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

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

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

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

Unit - I   **(12 Hours)**

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

Unit - II   **(12 Hours)**

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

Unit - III   **(12 Hours)**

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

Unit - IV   **(12 Hours)**

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

Unit - V   **(12 Hours)**

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

Books for Study

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

Books for Reference

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

Web Resources

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

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

Semester	Course Code		Title of the Course						Hours	Credits
I	**21UHI11GL01**		**HINDI - I**						**4**	**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	3	2	3	1	3	1	3	3	2	2.3
CO-2	2	2	3	3	1	3	2	3	3	2	2.4
CO-3	3	2	2	1	2	3	2	3	2	3	2.3
CO-4	3	2	1	3	2	3	2	3	3	2	2.4
CO-5	2	3	3	2	3	2	3	3	3	1	2.5
									Mean Overall Score		**2.38 (High)**

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

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

Unit - I   (12 Hours)

Samyakthakshatra pada paricaya

Unit - II   (12 Hours)

 Vartmanakala prayogaha

Unit - III   (12 Hours)

 Samskruta varathamanakalaha

Unit - IV   (12 Hours)

 Shadha priyoghaa aakaarnta ikaraantha ukarantha

Unit - V   (12 Hours)

 Subhashitani manoharani Dasaslokani

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

Books for Reference

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

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

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

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

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

Unit-I (15 Hours)

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

Unit-II (15 Hours)

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

Unit-III (15 Hours)

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

Unit-IV (15 Hours)

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

Unit-V (15 Hours)

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

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

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

Web Resources

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

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

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

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

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

Unit-I (18 Hours)

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

Unit-II (18 Hours)

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

Unit-III (18 Hours)

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

Unit-IV (18 Hours)

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

Unit-V   **(18 Hours)**

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

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

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

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

Semester	Course code		Title of the Course					Hours		Credits
I	21UBU13CC01		CORE - 1: PRINCIPLES OF MANAGEMENT					6		4
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	1	3	2	3	3	2	3	2	2.4
CO–2	3	2	2	3	3	3	2	3	3	3	2.7
CO–3	2	3	2	3	2	3	3	2	3	2	2.5
CO–4	3	1	3	2	3	2	1	3	2	2	2.2
CO–5	2	3	3	3	3	3	3	2	3	3	2.8
Mean overall Score											2.52 (High)

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

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

Unit – I (21 Hours)

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

Unit – II (21 Hours)

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

Unit – III (21 Hours)

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

Unit - IV (21 Hours)

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

Unit – V (21 Hours)

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

Book for Study

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

Books for Reference

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

Web Resources

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

(Theory 20% & Problems 80%)

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

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

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

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

Unit-I (18 Hours)

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

Unit-II (18 Hours)

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

Unit-III (18 Hours)

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

Unit-IV (18 Hours)

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

Unit-V (18 Hours)

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

Books for Study

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

BOOKS FOR REFERENCE

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

WEB RESOURCES

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

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

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

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

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

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

Unit-I Principles of Value Education (6 Hours)

Introduction to values - Characteristics and Roots of Values - Value Education & Value Clarification - Moral Characters - Kinds of Values - Objectives of Values.

Unit-II The Development of Human Personality (6 Hours)

Personality: Introduction, Theories, Integration &Factors influencing the development of personality - SEL Series - Discovering self - Defense Mechanism - Power of positive thinking - Why worry?

Unit-III The Dimensions of Human Development (6 Hours)

Areas of Development: Physical, Intellectual, Emotional, Social Development, Moral & Spiritual development

Unit-IV Responsible Parenthood (6 Hours)

Human sexuality - Marriage and Family - Sex and Love - Characteristics of Responsible parent - Causes of Marriage disharmony - Art of wise parenting.

Unit-V Gender Equality and Empowerment (6 Hours)

Historical perspective - Women in Independence struggle - Women in Independent India - Education & Economic development - Crimes against Women - Women rights - Time-line of Women Achievements in India

Books for Study

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

Books for Reference

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

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

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

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

அலகு - 1 (12 மணிநேரம்)

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

அலகு - 2 (12 மணிநேரம்)

திருவாசகம்	- திருச்சாழல்

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

அலகு - 3 (12 மணிநேரம்)

நாலாயிர திவ்வியப் பிரபந்தம்- அமலானாதிபிரான்   (10 பாடல்கள்)
- பெருமாள் திருமொழி (11 பாடல்கள்)

கம்பராமாயணம்	- கைகேயி சூழ்வினைப்படலம்
உரைநடை	- 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

அலகு - 4 (12 மணிநேரம்)

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

அலகு - 5 (12 மணிநேரம்)

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

பாடநூல்கள்:

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

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

3. **நற்றமிழ்க் கோவை** (*கட்டுரைத் தொகுப்பு*). *தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021*

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

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

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

Unit - I (12 hours)

TITRE:LES LOISIRS

GRAMMAIRE : les adjectifs interrogatifs, les nombres ordinaux, les verbes pronominaux

LEXIQUE : les différentes activités quotidiennes,les loisirs, les activités quotidiennes, les matières

PRODUCTION ORALE : parler sur votre passe-temps

PRODUCTION ECRITE : décrire sa journée

Unit -II (12 hours)

TITRE:LA ROUTINE

GRAMMAIRE : les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre

LEXIQUE : exprimer ses gouts et ses préférences, le temps, l'heure, la fréquence

PRODUCTION ORALE : savoir comment dire l'heure

PRODUCTION ECRITE : écrire vos préférences en quelques lignes

Unit - III (12 hours)

TITRE:OU FAIRE SES COURSES?

GRAMMAIRE : les articles partitifs, le pronom en (la quantité), très ou beaucoup

LEXIQUE : inviter et répondre à une invitation, les commerces et les commerçants, demander et dire le prix, les quantités

PRODUCTION ORALE : faire des courses pour une soirée

PRODUCTION ECRITE : écrire un message en acceptant l'invitation

Unit - IV (12 hours)

TITRE:DECOUVREZ ET DEGUSTEZ

GRAMMAIRE : l'impératif, il faut, les verbes devoir, pouvoir, savoir,vouloir

LEXIQUE : Commander et commenter sur un plat de la carte,les aliments, les services, les moyens depaiement

PRODUCTION ORALE : Jeu de rôle – au restaurant (entre vous et le garçon)

PRODUCTION ECRITE : faire une comparaison avec la carte française et indienne

Unit - V (12 hours)

TITRE:TOUT LE MONDE S'AMUSE/ LES ADOS AU QUOTIDIEN

GRAMMAIRE : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé

composé, les verbes en –yer, voir et sortir

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

PRODUCTION ORALE : décrire une tenue

PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

Book for Study

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

Books for Reference

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

Web Resources

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Book for Study

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

Bhavan , Munshimarg Mumbai – 400007, 2018

Books for Reference

1. Paindrapuram Ashram , Srirangam – 620006 Gopalavimshanthi 2019

2. R.S.Vadhyar & Sons book Kulapthy , K.M Saral sankrit Balabodh , Bharathiys Vidya
   Bhavan , Munshimarg Mumbai – 400007, 2018

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

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

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

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

Unit-I (15 Hours)

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

Unit –II (15 Hours)

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

Unit-III (15 Hours)

26. Asking Questions
27. More about Actions
28. More about Actions and Uses

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

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

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

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

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

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

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

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

Semester	Course Code	Title of the Course								Hours	Credits
II	**21UEN22GE02**	**GENERAL ENGLISH - II**								**5**	**3**
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
									Mean Overall Score		2.36 **(High)**

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

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

Unit-I (12 Hours)

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

Unit-II (12 Hours)

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

Unit-III (12 Hours)

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

Unit-IV (12 Hours)

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

Unit-V (12 Hours)

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

Books for Study

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

Books for Reference

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

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

Semester	Course code			Title of the Course						Hours	Credits
II	21UBU23CC03			CORE - 3: HUMAN RESOURCE MANAGEMENT						4	3
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	1	2	2	3	2	1	2	1	1.9
CO–2	3	2	2	2	1	3	2	2	2	1	2
CO–3	3	3	2	2	2	3	1	2	2	1	2.1
CO–4	3	2	2	2	3	2	2	2	2	3	2.3
CO–5	2	1	2	2	3	3	1	2	3	1	2
Mean overall Score											2.06 (Medium)

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

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

Unit – I (12 Hours)

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

Unit – II (12 Hours)

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

Unit – III (12 Hours)

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

Unit – IV (12 Hours)

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

Unit – V (12 Hours)

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

Book for Study

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

Books for Reference

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

Web Resources:

1. https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm

2. https://www.feedough.com/market-segmentation-definition-basis-types-examples/

3. https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html

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

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

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

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

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

Unit – I (9 Hours)

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

Unit – II (9 Hours)

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

Unit – III (9 Hours)

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

Unit – IV (9 Hours)

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

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

Unit – V **(9 Hours)**

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

Books for Study

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

Books for Reference

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

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

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

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

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

Unit – I (18 Hours)

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

Unit – II (18 Hours)

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

Unit – III (18 Hours)

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

Unit – IV (18 Hours)

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

Unit - V (18 Hours)

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

Book for Study

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

Books for Reference

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

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

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

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

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

Unit I Introduction to Environmental Studies (6 Hours)

Introduction – Scope and Importance – Subsystems of Earth – Various recycling Methods – Environmental Movements in India – Eco- Feminism – Public awareness – Suggestions to conserve environment

Unit II Natural Resources (6 Hours)

Food Resources – Land Resources – Forest resources – Mineral Resources – Water Resources – Energy Resources

Unit III Ecosystems, Biodiversity and Conservation (6 Hours)

General structure of ecosystem - Functions of Ecosystem - Energy flow and Ecological pyramids – Levels of Biodiversity - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

Unit IV Environmental Pollution (6 Hours)

Air Pollution – Water Pollution – Oil Pollution – Soil Pollution – Marine Pollution – Noise Pollution - Thermal Pollution – Radiation Pollution

Unit V Environmental Organizations and Treatise (6 Hours)

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

Books for Study

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

Books for Reference:

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

Web Sources:

https://www.unep.org/. Accessed 05 Mar. 2021.

http://moef.gov.in/en/ Accessed 05 Mar. 2021.

https://www.ipcc.ch/reports/. Accessed 05 Mar.2021.

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

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

Unit-I Human Rights - An Introduction (6-Hours)

Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights-NHRC-SHRC- Challenges for Human Rights in the 21stCentury.

Unit-II Historical Development of Human Rights (6-Hours)

Human Rights in Pre-World War Era- Human Rights in Post-World War Era- Evolution of International Human Rights Law - the General Assembly Proclamation- Institution Building, Implementation and the Post- Cold War Period. The ICC.

Unit-III India and Human Rights (6-Hours)

Introduction-Classification of Fundamental Rights-Salient Features of Fundamental Rights-and Fundamental Duties.

Unit-IV Human Rights of Women and Children (6-Hours)

Women's Human Rights- Issues related to women's rights - and Rights of Women's and Children

Unit-V Human Rights Violations and Organizations (6-Hours)

Human Rights Violations - Human Rights Violations in India - the Human Rights Watch Report, January 2012- Human Rights Organizations.

Books for Study

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

Books for Reference

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

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

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

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

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

அலகு - 1   (12 மணிநேரம்)

பொருநராற்றுப்படை (முழுமையும்)

அலகு - 2   (12 மணிநேரம்)

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

அலகு - 3   (12 மணிநேரம்)

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

அலகு - 4   (12 மணிநேரம்)

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

அலகு - 5   (12 மணிநேரம்)

திருக்குறள் - புறங்கூறாமை, 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

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

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

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

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

Unit – I (12 hours)

TITRE:VIVRE LAVILLE

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

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

PRODUCTION ORALE : demander et indiquer une direction dans un dialogue

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

Unit - II (12 hours)

TITRE:VISITER UNE VILLE

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

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

PRODUCTION ORALE : Indiquer le chemin

PRODUCTION ECRITE : Demander des renseignements touristiques

Unit - III (12 hours)

TITRE:ON VEND OU ON GARDE

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

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

PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France

PRODUCTION ECRITE : adresser des souhaits à quelqu'un

Unit - IV (12 hours)

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

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

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

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

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

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

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

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

Web Resources

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

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

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

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

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

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

Unit - I   **(12 Hours)**
     Tera sneh na khooon
     Samband Bodak
      Reethikal - Namakarn
      Tense

Unit - II   **(12 Hours)**
     Himadri Thung Sring Se
     Paribakshik shabdavali
     Samuchaya Bodak
     Reethikal - Samajik Paristhithiyam

 Unit - III   **(12 Hours)**
      Insan our Kuthae
     Vismayadi Bodak
      Reethikal - Sahithyik Paristhithiyam
      Reethikal - Salient Features

 Unit - IV   **(12 Hours)**
     Shokgeeth
      Avikary shabdh
      Reethikal -   Main Divisions
     Social media and modern world

 Unit - V   **(12 Hours)**
     Reethikal - Visheshathayem
     Anuvad – 3
      Bahoo ki vidha (one act play)

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

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

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

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

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

Semester	Course Code		Title of the Course			Hours	Credits
III	21UHI31GL03		HINDI - III			4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos

Course Outcomes↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Scores of Cos
CO-1	3	2	3	3	2	3	2	1	3	2	2.4
CO-2	3	2	3	2	2	3	2	3	2	3	2.5
CO-3	3	2	2	3	1	3	2	3	2	3	2.4
CO-4	2	3	3	2	3	2	3	3	2	1	2.4
CO-5	3	2	2	3	3	2	1	3	2	3	2.4
Mean Overall Score											2.42 (High)

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

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

Unit - I: (12 Hours)

Romodantam , Balakandam (1-15)

Unit - II: (12 Hours)

Romodantam , Balakandam (15-30)

Unit - III: (12 Hours)

Vedas – Vedangas vivaranam

Unit - IV: (12 Hours)

Puranas .Upanishands

Unit - V: (12 Hours)

Upasargas , Bhavishyat Kaalah

Book for Study
VEDIC LITERATURE, 2019

Books for Reference

1. Parameshwara, Ramodantam, LIFCO Chennai 2018

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Unit – I (15 Hours)

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

Unit – II (15 Hours)

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

Unit – III (15 Hours)

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

Unit – IV (15 Hours)

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

UNIT – V (15 Hours)

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

Book for Study

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

Books for Reference

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

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

Semester	Course code			Title of the Course					Hours	Credits
III	21UBU33CCO6			CORE - 6: OPERATIONS RESEARCH FOR MANAGERS					5	3
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	2	3	3	3	2	2	2.6
CO–2	2	3	2	3	2	2	3	3	3	2	2.5
CO–3	2	2	2	1	2	2	2	2	1	2	1.8
CO–4	2	3	2	3	2	3	3	3	2	3	2.6
CO–5	2	3	3	1	3	1	2	1	2	1	1.9
Mean overall Score											2.28 (High)

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

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

Unit – I   **(12 Hours)**

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

Unit – II   **(12 Hours)**

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

Unit – III   **(12 Hours)**

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

Unit – IV   **(12 Hours)**

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

Unit – V   **(12 Hours)**

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

Book for Study

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

Books for Reference

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

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

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

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

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

Practical Exercise

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

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

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

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

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

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

Unit – I **(18 Hours)**

Introduction to Organizational Behavior: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - Various Disciplines contributing to OB.

Unit – II **(18 Hours)**

Individual Behavior: Personality & Perception: Meaning of personality, Determinants & Types - Development of personality – Theories of personality – Perception - Meaning - Perceptual Process

Unit – III **(18 Hours)**

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

Unit – IV **(18 Hours)**

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

Unit – V **(18 Hours)**

Stress management: Definition, Symptoms, Measurement of Stress - Sources and consequences of stress - Stress and task performance - Strategies for coping with stress -

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

Book for Study

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

Books for Reference

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

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

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

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

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

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

Unit – I (18 Hours)

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

Unit – II (18 Hours)

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

Unit – III (18 Hours)

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

Unit – IV (18 Hours)

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

Unit – V (18 Hours)

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

Book for Study

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

Books for Reference

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

Journals:

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

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

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

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

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

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

Unit – I (6 Hours)

Introduction to digital marketing – Origin – Internet Users in India – Digital Marketing Strategy – P-O-E-M Framework - Digital Advertising Market in India – Skills Required – Digital Marketing Plan – Budget – Measurement.

Unit – II (6 Hours)

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

Unit – III (6 Hours)

Search Engine Advertising – Ad Placement – Creating Ad Campaign – Keyword Targeting – Performance Reports.

Unit – IV (6 Hours)

Social Media Marketing – Facebook Marketing – LinkedIn Marketing – Twitter Marketing – Instagram and Snapchat – Mobile Marketing – Search Engine Optimisation (SEO).

Unit – V (6 Hours)

Web Analytics – Data Collection – Key Metrics – Tracking Codes – Mobile Analytics – Universal Analytics – Competitive Intelligence.

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

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

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

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

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

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

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

Unit – I (6 Hours)

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

Unit – II (6 Hours)

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

Unit – III (6 Hours)

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

Unit – IV (6 Hours)

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

Unit – V (6 Hours)

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

Book for Study

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

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

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

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

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

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

Unit-I Introduction to Social Ethics (6-Hours)
Introduction to social ethics and social responsibility, important role of Social ethics on the various areas, religion influences social changes - secularism. Social ethics and corporate dynamics, forms of social ethics.

Unit-II The Economic and Political System of Today (6-Hours)
Planned economy and communism – market economy and capitalism- socialism - mixed economy -the emerging market economy - political system- totalitarian system- oligarchic system.

Unit-III Integrity in Public Life National Integration (6-Hours)
What is Integrity, Public Life, Integrity and Public Life, Integrity in a Democratic State, India as Democratic State, Behavior of a elected representative of India , Noticeable degradation acts of elected Representatives, Suggestions to stem this rot, Types of integrity, Transparency can be a guarantee for integrity.

Unit-IV Cyber Crime (6-Hours)
Business Ethics, Business ethics permeates the whole organization, Measuring business ethics , The Vital factors highlighting the importance of business ethics , Cyber crime, Strategies in committing Cyber Crimes, Factors aiding Cyber Crime, computer Hacking, Cyber Bullying, Telecommunications piracy, Counter Measures to Cyber Crime, Ethical Hacking.

Unit-V Social Integration (6-Hours)
Global challenges, The future is with the Educational Youth, Cost of the Sacrifice, Crusaders against corruption, Responsibility of the Educated Youth, Positive Global Scenario, Right to Education, Eradicating gender inequality, Sustainable Human Development , Social Integration, Elimination Crime, Integration with Global Market

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

Books for Reference

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

Web Sources:

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

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

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

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

Books for Study

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

Books for Reference

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

2. Holy Bible (NRSV).

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

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

அலகு - 1 (12 மணிநேரம்)

பட்டினப்பாலை (108 அடிகள்)

சேவடிச் செறிகுறங்கிற் (146-158)

செல் கதிர் நுழையாச் செழுநகர் (183-193)

வான் முகந்த நீர் மலை (126-141)

மாஅகாவிரி மணம் கூட்டும் (116-125)

நெடுநுகத்துப் பகல் போல (206-218)

உரைநடைக்கட்டுரை: சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

அலகு - 2 (12 மணிநேரம்)

அவரோ வாரார் - முல்லையும் பூத்தன (குறுந்தொகை- 221)

முள்ளெயிற்றுப் பாண்மகள் (ஐங்குறுநூறு (மருதத்திணை) - புலவிப்பத்து 47)

கான் உறை வாழ்க்கை (புறநானூறு 33: 1-7)

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

தேன் நெய்யொடு கிழங்கு மாறியோர் (பொருநராற்றுப்படை, 214-221)

உரைநடைக்கட்டுரை : சங்க இலக்கியங்களில் பண்டமாற்றுமுறை

அலகு – 3   (12 மணிநேரம்)

திருக்குறள் (2 அதிகாரங்கள்)

வினைத்திட்பம், பொருள்செயல்வகை

உரைநடைக்கட்டுரை : பண்டைத்தமிழர்களின் பிறநாட்டுவணிகத் தொடர்பும்,

துறைமுகங்களும்

அலகு - 4   (12 மணிநேரம்)

புதினம் - கோடுகளும் கோலங்களும் – ராஜம் கிருஷ்ணன்

வணிகக் கடிதங்கள் - பொதுஅமைப்பு மற்றும் படிவங்கள் - தகவல் தொடர்புப்

பதிவேடுகளை உருவாக்குதல், பராமரித்தல்

உரைநடைக்கட்டுரை: பண்டைத் தமிழர்களின் வணிக மேலாண்மை

அலகு – 5   (12 மணிநேரம்)

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

உரைநடைக்கட்டுரை: பன்முகநோக்கில் உலகமயமாக்கல்

பாட நூல்கள்

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

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

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

பார்வை நூல்கள் & இணையதளம்

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

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

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

4. www.creativecommons.org

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

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

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

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

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

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

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

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

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

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

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

Books for Reference

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

Web Resources

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

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

Semester	Course code		Title of the Course				Hours		Credits
IV	**21UFR41GL04**		**FRENCH – IV**				**4**		**3**
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	1	3	2	2	3	2	1	2	2	2.1
CO–2	3	1	2	3	3	3	2	1	3	1	2.2
CO–3	3	2	3	2	2	3	2	1	3	2	2.3
CO–4	3	1	2	2	3	3	3	1	3	3	2.4
CO–5	2	2	3	3	1	3	1	2	3	2	2.2
Mean overall Score											**2.24 (High)**

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

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

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

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

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

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

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

Books for Study

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

Books for Reference

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

Web Resources

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

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

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

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

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

Unit - I   (12 Hours)

   Samskrita Vyavahara sahasri vakiya Prayogaha

Unit - II   (12 Hours)

   Lot Lakaarah , Prqayaogh Kartari Vaakyaani

Unit - III   (12 Hours)

   Naatakasya Itihaasah Vivaranam, Thuva and Tum Prathiyaha

Unit - IV   (12 Hours)

   Karnabhaaram , Naatakasya Visistyam

Unit - V   (12 Hours)

   Samskrita Rachanani priyogaha

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

Books for Reference

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

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

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

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

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

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

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

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

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

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

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

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

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

Books for Reference

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

Web Resources

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

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

Semester	Course Code	Title of the Course								Hours	Credits
IV	21UEN42GE04	GENERAL ENGLISH - IV								5	3
Course Outcome (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
										Mean Overall Score	**2.36 (High)**

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

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

Unit – I   **(18 Hours)**

Meaning – objectives and scope of cost accounting – cost concepts – cost accounting Vs financial and management accounting – Classification of cost – types of costing – Elements of cost – preparation of cost sheet.

Unit – II   **(18 Hours)**

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

Unit – III   **(18 Hours)**

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

Unit – IV   **(18 Hours)**

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

Unit – V   **(18 Hours)**

Process costing – computation of process costing (Simple Problem).

Book for Study

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

Books for Reference:

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

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

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

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

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

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

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

Unit – I   **(9 Hours)**

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

Unit – II   **(9 Hours)**

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

Unit – III   **(9 Hours)**

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

Unit – IV   **(9 Hours)**

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

Unit – V   **(9 Hours)**

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

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

Books for Study

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

Books for Reference

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

Web Resource

www.tutorialspoint.com/advanced_excel/index.htmwww

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

Semester	Course code		Title of the Course						Hours		Credits
IV	21UBU43CC09		CORE - 9 : BUSINESS ANALYTICS						3		2
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	3	2	2	3	3	2	1	2	2.2
CO–2	3	2	1	1	1	2	1	1	2	1	1.5
CO–3	2	1	1	2	2	2	2	2	2	2	1.8
CO–4	2	2	2	2	2	3	3	3	3	2	2.4
CO–5	3	2	3	3	3	3	3	3	3	2	2.8
Mean overall Score											2.14 (Medium)

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

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

Practical Exercises

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

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

Semester	Course code			Title of the Course				Hours		Credits
IV	21UBU43CP02			CORE - 9 Practical: Business Analytics				2		1

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

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

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

Unit – I (18 Hours)

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

Unit – II (18 Hours)

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

Unit – III (18 Hours)

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

Unit – IV (18 Hours)

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

Unit – V (18 Hours)

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

Action Plan

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

Book for Study

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

Books for Reference

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

Web Resources

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

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

Semester	Course code		Title of the Course				Hours		Credits
IV	21UBU43AO04A		Allied - IV Optional: ENTREPRENEURIAL DEVELOPMENT				6		4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	3	1	3	2	2	1	2	2.2
CO–2	2	3	2	1	3	2	3	1	2	3	2.2
CO–3	3	2	2	2	2	2	2	2	2	2	2.1
CO–4	2	3	2	3	2	3	1	1	2	2	2.1
CO–5	3	2	3	3	2	2	3	3	3	2	2.6
Mean overall Score											2.24 (High)

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

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

Unit – I (18 Hours)

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

Unit – II (18 Hours)

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

Unit – III (18 Hours)

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

Unit – IV (18 Hours)

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

Unit – V (18 Hours)

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

Book for Study

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

Books for Reference

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

Web Resources

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

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

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

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

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

Unit - I (6 Hours)

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

Unit – II (6 Hours)

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

Unit – III (6 Hours)

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

Unit – IV (6 Hours)

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

Unit – V (6 Hours)

Practice various tools and techniques for valuation of a business.

Action Plan

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

Book for Study

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

Books for Reference

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

Web Resources

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

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

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

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

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

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

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

Unit – I (6 Hours)

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

Unit – II (6 Hours)

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

Unit – III (6 Hours)

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

Unit – IV (6 Hours)

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

Unit – V   **(6 Hours)**

Action Plan (Practical Work)

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

Books for Study

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

Books for Reference

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

Web Resources

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

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

Semester	Course code			Title of the Course				Hours	Credits
IV	21UBU44SE02B			SEC - 2 (BS): PRACTICAL STOCK TRADING				2	1

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

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

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

Unit-I   Harmony with Nature (6-Hours)

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

Unit-II   Issues Dealing with Science and Religion (6-Hours)

What is Science, Science and Religion, Social Relevance of Science and Technology, Science and technology for social justice, Difference caused by Science and Technology, Need for indigenous technology, Science and Technology Innovation Policy of India.

Unit-III   Public Health (6-Hours)

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

Unit-IV   Disaster Management (6-Hours)

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

Unit-V   Counselling for Adolescents (6-Hours)

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

Books for Study

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

Books for Reference

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

Web Sources:

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

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

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

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

Books for Study

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

Books for Reference

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

2. Holy Bible (NRSV).

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

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

Unit - I (18 Hours)

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

Unit - II (18 Hours)

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

Unit - III (18 Hours)

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

Unit – IV (18 Hours)

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

Unit – V (18 Hours)

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

Theory -20% Problem 80%

Book for Study

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

Book for References

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

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

Web Resources

1. https://www.accounting.com

2. https://corporatefinanceinstitute.com

3. https://www.topper.com

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

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

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

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

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

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

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

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

Unit – V   **(12 Hours)**

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

Book for Study

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

Books for Reference

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

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

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

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

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

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

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

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

Unit – I (12 Hours)

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

Unit – II (12 Hours)

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

Unit – III (12 Hours)

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

Unit – IV (12 Hours)

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

Unit – V (12 Hours)

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

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

Book for Study

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

Books for References

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

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

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

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

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

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

Unit – I (15 Hours)

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

Unit – II (15 Hours)

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

Unit – III (15 Hours)

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

Unit – IV   (15 Hours)

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

Unit – V   (15 Hours)

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

Book for Study

1. Aswathappa K., K.Shridhara Bhat*., "Production and Operations Management"*, Himalaya Publishing House, 2014.
   (UNIT – I, II, IV and V).
2. *Product Design and Development* , Ulrich, Karl T., Eppinger, Steve D., and Yang, Maria C., 7th ed., McGraw-Hill Education, 2019.
   (UNIT III)

Books for Reference

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

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

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

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

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

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

Unit – I (15 Hours)

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

Unit – II (15 Hours)

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

Unit – III (15 Hours)

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

Unit – IV (15 Hours)

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

Unit – V (15 Hours)

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

Book for Study

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

Books for Reference

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

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

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

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

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

Unit – I   **(15 Hours)**

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

Unit – II   **(15 Hours)**

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

Unit – III   **(15 Hours)**

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

Unit – IV   **(15 Hours)**

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

Unit – V   **(15 Hours)**

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

Books for Study

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

Book for Reference

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

Web Resources

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

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

Semester	Course code		Title of the Course					Hours		Credits
V	21UBU53ES02A		DSE - 2: BANKING AND INSURANCE MANAGEMENT					5		3
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	2	3	2	2	2	3	2	2.3
CO–2	2	2	2	2	2	2	2	3	2	2	2.1
CO–3	2	2	3	3	2	2	3	2	2	3	2.4
CO–4	2	2	3	3	4	3	2	3	4	2	2.8
CO–5	2	2	3	4	4	2	3	3	4	2	2.9
Mean overall Score											2.5 (High)

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

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

Unit – I   (15 Hours)

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

Unit – II   (15 Hours)

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

Unit – III   (15 Hours)

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

Unit – IV   (15 Hours)

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

Unit – V   (15 Hours)

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

Action Plan (Practical Work)

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

Book for Study

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

Book for References:

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

Web Resources

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

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

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

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

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

Unit – I

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

Unit – II

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

Unit – III

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

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

Unit – IV

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

Unit – V

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

Books for Study

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

Books or Reference

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

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

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

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

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

Unit – I

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

Unit – II

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

Unit – III

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

Unit–IV

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

Unit – V

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

Books for Study

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

Books for Reference

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

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

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

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

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

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

Module 1**: Effective Communication**

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

Module II: **Resume Writing & Interview skills**

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

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

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

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

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

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

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

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

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

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

Unit – I (12 Hours)

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

Unit – II (12 Hours)

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

Unit – III (12 Hours)

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

Unit – IV (12 Hours)

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

Unit – V (12 Hours)

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

Book for Study

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

Book for Reference

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

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

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

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

Semester	Course Code	Title of the Course	Hours	Credit
V	21UBU54EG01B	GE - 1: START-UPs AND SMALL BUSINESS MANAGEMENT	4	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	acquire core knowledge on small business and start up strategies.	K1
CO–2	build SSI set up and identifying opportunities, issues and challenges for small entrepreneur.	K2
CO–3	analyzing SSI sector and list out the recent updating in SSI.	K3
CO–4	classifying various institution supporting to SSI.	K4
CO–5	understanding of possible changes in small Business and start up strategies.	K4

Unit – I **(12 Hours)**

Identification of Business opportunity for Small Enterprise – SWOT Analysis – Forming the business – Sources of Finance – Start up strategies – Market research – Managing the small business – The business plan. Government Assistance - Role of Small Business in the context of Liberalization – Recent schemes and procedure for startup in India.

Unit – II **(12 Hours)**

Small Business – Definition – Features – Role of Small Business in Economic Development – Reasons for Establishment – Quality of Small Businessmen – Advantages and Disadvantages – Reasons for Failures – Characteristics of Successful Small Businessmen – Different Stages – Steps in Setting up a Small Business – Crisis Management in Business – Relationships between Small and Large Units – Small Sector in India – A note on Family Business.

Unit – III **(12 Hours)**

Concepts and Definitions of Small Scale Industries (SSIs) – Role of SSIs – Recent Government Policy and Development – Growth and Performance – SSI Sector and Committee Report – Reservation of items for SSI – Problems – Sickness of SSI: Causes, Symptoms and Cures – Recent Updating - Prospects of SSI in free Economy.

Unit – IV **(12 Hours)**

Central, State and Other Institutional Support for SSI – Technological Upgradation and Institutional facility for SSI – Incentives and Subsidies for SSI.

Unit – V   **(12 Hours)**

Production Management – Financial Management – Marketing Management – Strategic Management – Personal Management – and Office Management in Small Business Enterprises. Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – E-commerce and Small Enterprises – Central and State Government schemes - Recent application - Policy and Training for small business.

Field Visit

Exposure and Observation Visit SSI: Poultry, Sericulture, Courier, Cell Phone Sales and Service, Dairy, Mushroom Cultivation, Ornamental Pottery, Dying Unit, Powerloom and Handloom, Blood Bank, Rice Mill and Food and Fruit Processing Unit – Role of Women SHGs in Micro Enterprises.

Books for Study
1. Jayshree Suresh, *Entrepreneurial Development*, Margham Publication, 2019.
2. Raj Shankar, *Essentials of Entrepreneurship*, Vijay Nicole Private Limited, 2019.

Books for Reference
1. Barrow C. *The Essence of Small Business*, Prentice Hall of India, New Delhi, 2010.
2. Bedapatai Mohanty, *Economics of Small Scale Industries*, Ashish, New Delhi, 2012.
3. Charantimath P.M., *Entrepreneurship Development and Small Business Enterprises*, Pearson Education, New Delhi, 2014.
4. Cormon J and Lussier R.N., *Small Business Management: A Planning Approach*, IRWIN, London, 2010.
5. Datt, Ruddar and Sundharam K.P.M., *Indian Economy*, S.Chand, New Delhi, 2006.
6. Khanka S.S. (2001): *Entrepreneurial Development*, S.Chand & Co., New Delhi, 2001.
7. Little N.D., Dipack Mazumdar and John M.Page. Jr., *Small Manufacturing Enterprises*, Oxford University Press, London, 2007.
8. United Nations: *Manual for the Preparation of Industrial Feasibility,* Oxford and IBH, NewDelhi. 2006.
9. Vasanth Desai, *Small Scale Industries and Entrepreneurship*, Himalaya Publishing House, Mumbai, 2002.

Web Resources
1. https://msme.gov.in
2. https://www.msmeonline.tn.gov.in
3. https://www.nsic.co.in
4. https://www.sidbi.in/en
5. https://www.tn.gov.in/department
6. http//www.smallindustryindia.gov.in/handtools

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

Semester	Course code		Title of the Course		Hours	Credits
V	21UBU54EG01B		GE - 1: START-UPs AND SMALL BUSINESS MANAGEMENT		4	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	2	2	2	2	2	3	2	2.3
CO–2	2	3	3	2	3	3	2	2	2	2	2.4
CO–3	3	3	3	2	3	2	2	3	2	2	2.9
CO–4	3	2	2	2	2	3	2	2	2	2	2.2
CO–5	2	3	1	2	3	2	2	2	2	2	2.1
Mean overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU63CC13	CORE - 13: FINANCIAL MANAGEMENT	7	4

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	define the basic concepts and objectives Financial Management.	K1
CO–2	demonstrate, Explain and Interpret Finance decision.	K2
CO–3	applying acquired knowledge and Make use of the techniques.	K3
CO–4	analyse and Examine the Methods of Financial Management.	K4
CO–5	invent the Analytical skills which would facilitate them to take finance decision.	K3, K4

Unit – I (21 Hours)

Introduction to Finance - Meaning & Objectives of financial management - Profit Maximization - Wealth Maximization - Scope of Financial Management - Importance of Financial Management - Methods Of financial Management - Organization of Finance Function - Role of Finance manager - Time value of Money. (**Theory Only**)

Unit – II (21 Hours)

Meaning of Financial Planning - Principles governing financial planning - Estimating Capital requirements - Fixed Capital - Working Capital - Concept of working Capital - Need of Working capital - Types of Working Capital - Management of working capital - Estimation of working capital.

Unit – III (21 Hours)

Concept of cost of capital - Importance of cost of Capital - Classification of cost of capital - Approaches to cost of capital - Determination of cost of capital - Computation of cost of capital – Cost of Debt - Cost of Preference Shares - Cost of Equity - Cost of Retained earnings - Weighted Average cost of capital - Meaning of Leverage - Types of leverages - operating, financial and combined leverage.

Unit – IV (21 Hours)

Meaning of Capital Structure - Capital structure and financial structure - Pattern of capital structure - Optimum capital structure - Capital structure theories - NI Approach - NOI Approach - MM Approach - Traditional Approach - Factors determining capital structure. (**Theory Only**)

Unit – V (21 Hours)

Concept of capital budgeting - Importance of capital budgeting - Factors affecting capital investment decision Capital Budgeting Appraisal Method – pay - back period, Average rate of return, NPV method - Profitability Index - IRR method.

Theory 60% Problem 40%

Book for Study

S.N. Maheswari, *Elements of Financial Management* Sultan chand & sons, NewDelhi, 2014.

Books for Reference

1. *Fundamentals of Financial Management*, Prasana Chandra Tata McGraw Hill New Delhi, 7th edition, July 2020.
2. *Financial Management (Text, Problems and Cases)* M.Y. Khan and P.K. Jain, Tata McGraw Hill, New Delhi, 2018.
3. *Financial Management*, I M Pandey-11th Edition 2015.
4. *Financial Management*, Dr. A Murtthy, Margam Publications 2013.

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

Semester	Course code		Title of the Course				Hours	Credits
VI	21UBU63CC13		CORE - 13: FINANCIAL MANAGEMENT				7	4

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	3	3	3	3	4	4	3.2
CO–2	3	3	3	4	4	3	3	3	3	4	3.3
CO–3	3	3	3	3	4	3	3	4	4	4	3.4
CO–4	3	3	3	3	4	3	3	3	4	3	3.2
CO–5	3	3	3	4	4	3	3	3	4	3	3.3
Mean overall Score											3.028 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU63CC14	**CORE -14: INTERNATIONAL BUSINESS**	7	4

CO No.	**CO–Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K –Levels)**
CO–1	relate the basic concepts of international business management and apply it to real business world.	**K1**
CO–2	extend an idea about the international Business Environment and its influence on business.	**K2**
CO–3	outline the activities of international economic institutions in the globalized era.	**K2**
CO–4	apply the global business practices and get acquainted with functional domain practices.	**K3**
CO–5	discover the International Business Policy & Practices undertaken by popular businesses.	**K4**

Unit – I (21 Hours)

International Business - Definition - Advantages - Features - Scope - Factors causing globalization of business - Changing Scenario of International Business - Stages of internationalization - Approaches to International Business - Theories of International Business - Difference between domestic and international Business.

Unit – II (21 Hours)

International business environment - Country attractiveness - Factors affecting international business environment - Political, legal, economic, social cultural and technological environment and their impact on International Business.

Unit – III (21 Hours)

World trade in goods and services - Major trends and developments - World trade and protectionism - Tariff and non-tariff barriers - Foreign investments - Pattern, structure and effects, Movements in foreign exchange and interest rates and then impact on trade and investment flows.

Unit – IV (21 Hours)

International Product Policy and Planning - International Marketing Promotion - Advertising, Distribution and Sales Promotion - International Pricing. Export Management

Unit – V (21 Hours)

Promotion of global business - The role of GATT - WTO - IMF - UNCTAD - NAFTA - EU - SAARC - Multilateral trade negotiation and agreements - Challenges for global business - Global trade and investment - Need for global competitiveness.

Books for Study

1. Francis Cherunilam, *International Business - Test and cases*, 6th Edition, PHI Learning Pvt. Ltd, 2020.
2. Dr. S. Sankaran, *International Business & Environment*, Margham Publications, 2014.

Books for Reference

1. K. Aswathappa, *International Business*, 6th Edition, Tata Mc Graw Hill, New Delhi, 2015.
2. Charles W.I. Hill and Arun Kumar Jain, *International Business*, 6th edition, Tata McGraw Hill, New Delhi, 2010.
3. John D. Daniels and Lee H. Radebaugh, *International Business*, Pearson Education Asia, 12th Edition, New Delhi, 2010.
4. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, *International Business*, 7th Edition, Cengage Learning, New Delhi, 2010.

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

Semester	Course code		Title of the Course			Hours	Credits
VI	21UBU63CC14		CORE - 14: INTERNATIONAL BUSINESS			7	4
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs

(COs)	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	Mean Score of COs
CO–1	3	3	2	3	1	3	2	3	3	1	2.4
CO–2	3	3	2	2	2	2	3	3	2	2	2.4
CO–3	3	2	3	3	2	2	2	3	3	1	2.4
CO–4	3	3	3	3	1	3	3	3	3	2	2.7
CO–5	2	3	2	3	2	3	2	2	2	2	2.3
Mean overall Score											2.44 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU63ES03A	DSE-3: INDUSTRIAL RELATIONS AND LABOUR LAWS	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define the concepts related to industrial relations.	K1
CO–2	outline the importance and functioning of employee unions and its role in maintain good industrial relations.	K2
CO–3	examine the labour laws and labour practices to solve complex labour problems existent in companies.	K3
CO–4	build and develop various labour relationship skills.	K3
CO–5	discover approaches for the welfare of employees.	K4

Unit – I   **(15 Hours)**

History and growth of IR - Definition of IR Concept - objectives - Importance of good labour management relations - Theories of IR - ILO and Industrial relations - Overview of labour laws.

Unit – II   **(15 Hours)**

History and growth of Trade Union - Purpose and functions - Objectives - Trade Unions and economic developments - Types of Union - The Trade Unions Act, 1926.

Unit – III   **(15 Hours)**

Industrial disputes: Meaning and causes - Importance of good labour management relations - Disputes settlement machineries, Awards and settlements, Strike and lockout, Lay-off and retrenchment - Role of ILO in industrial relations - Industrial Dispute Act 1947.

Unit – IV   **(15 Hours)**

Grievance in Industrial Relations: Principles, Procedure - Discipline in Industrial Relations - Disciplinary Procedure - Red hot stove rule - Process and importance of Collective Bargaining - Negotiation and its procedure - The Industrial Employment Standing Orders Act 1946.

Unit – V   **(15 Hours)**

Causes of Accidents - Prevention - Safety Provisions - Industrial Health and Hygiene - Importance - Problems - Occupational Hazards - Diseases -Psychological problems - Counseling - Statutory Provisions - The Factories Act, 1948, The Mines Act, 1952 and The Dock Workers (Safety, Health and welfare) Act, 1986.

Books for Study

1. P. C. Tripathi: *Personnel Management and Industrial Relations*, Sultan Chand & Sons-New Delhi, 2013.
2. C.B. Memoria & V.S.P Rao, *Personnel Management*, Himalaya Publishing House Ltd, -New Delhi, 2019.

Books for Reference

1. N. Kumar, R. Mittal, *Personnel Management And Industrial Relations*, Anmol Publications Pvt. Ltd., 2001.
2. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj, *Industrial Relations and Labour Laws*, McGraw Hill Education, 2017.
3. Yoder, Dale and others: *Personnel Management and Industrial Relations*, Prentice Hall, New Delhi, 1999.
4. Bhatia, S. K.: *Constructive Industrial Relations and Labour Laws. Deep and Deep*, New Delhi, 2003.

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

Semester	Course code		Title of the Course				Hours	Credits
VI	21UBU63ES03A		DSE - 3: INDUSTRIAL RELATIONS AND LABOUR LAWS				5	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	2	2	2	2	2	2	3	2.3
CO–2	2	3	2	2	3	2	3	3	2	1	2.3
CO–3	2	2	3	3	2	2	2	2	3	1	2.2
CO–4	2	3	3	3	1	2	3	3	3	3	2.6
CO–5	3	3	2	3	1	3	3	2	2	2	2.4
Mean overall Score											2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UBU63ES03B	DSE - 3: LEADERSHIP AND GROUP DYNAMICS	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define the different attributes of leadership.	K1
CO–2	explain the type of personality of an individual.	K2
CO–3	develop the skills for emotional intelligence.	K3
CO–4	take part in the group formation and development.	K4
CO–5	discover the training for an effective group membership.	K4

Unit – I   **(15 Hours)**
Leadership Attributes - Styles – Theories of Effective Leadership - charismatic leader, transformational leader.

Unit – II   **(15 Hours)**
Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.

Unit – III   **(15 Hours)**
Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence - Cultural – formation – changing culture, Organizational and Situational Factors.

Unit – IV   **(15 Hours)**
Group Dynamics - Understanding Groups, Phases of Group Development – Group Cohesion and Alienation - Conformity and Obedience. Group and its formation - Formal and Informal Groups.

Unit – V   **(15 Hours)**
Training for Effective Group Membership - T-Group Training or Sensitivity Training - Process of Decision Making in Groups - Problems and Approaches for 'Consensus' formation - Effective Meetings.

Book for Study
Organizational Behavior - Stephen P. Robbins, Timothy A. Judge. — 16th ed. - Pearson Education, 2015.

Book for Reference

1. Jan Carmichael, et.al. *Leadership and Management Development*, Oxford Publications, 2016.
2. Uday Kumar Haldar, *Leadership And Team Building*, Oxford Publications, 2016
3. Chandra Mohan, *Leadership and Team Management*, Himalaya Publishing House, 2016.
4. Fred Luthans, *Organizational Behavior: An Evidence - Based Approach*, 12th Ed. McGraw Hill Education, 2017.

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

Semester	Course code		Title of the Course						Hours	Credits
VI	21UBU63ES03B		DSE - 3: LEADERSHIP AND GROUP DYNAMICS						5	3

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

Semester	Course Code	Title of the Course	Hours	Credit
VI	**21UBU63ES04A**	**DSE - 4:** **SERVICES MARKETING**	**5**	**3**

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	provide students with basic knowledge on Management of services and to make them understand the operational processes for managing the service encounter to achieve internal and external customer satisfaction.	**K1**
CO–2	expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing.	**K2**
CO–3	develop an awareness of applying how information technology can enhance service firms competitiveness.	**K3**
CO–4	equip students with in-depth understanding of contemporary issues in services Management and apply expert knowledge on marketing of various services.	**K3**
CO–5	comprehend the tools for analyzing and optimizing the service experience in order to implement the process to deliver optimal service quality.	**K4**

Unit – I   **(18 Hours)**

Meaning and definition of service – Service economy - services marketing – Nature and scope – Unique characteristics - evolution and growth of service sector – classification of services – difference between goods and service – significance – impact of social environment on the growth of services marketing in India – Challenges and issues.

Unit – II   **(18 Hours)**

Service design – expanded Marketing Mix - The Service process –factors to be considered in designing service process - Relationship between services and goods – Consumer Service – Buyer Behavior – Decision making process – types of service layout – service benchmarking - market segmentation, targeting andpositioning.

Unit – III   **(18 Hours)**

Service Life Cycle – New service development – Service Blue Printing – GAP's modelof service quality – Measuring service quality – SERVQUAL – Service Quality functiondevelopment – service product concept – pricing in service – methods - service promotion.

Unit – IV   **(18 Hours)**

Location of service and channel of distribution – classification of location – factors governing location – role of service intermediaries – Franchising – Agent Brokers – Quality of service - Service marketing triangle – Integrated Servicemarketing communication.

Unit – V   **(18 Hours)**

Marketing of Service – Financial services, Banking, Insurance, Health services, Hospitality – Tourism, Logistics, Education, Entertainment sectors, Professional or consultancy – Telecommunication services.

Books for Study

1. *Service Marketing and Management* by B.Balaji – S.Chand & Co.,
2. *Services Marketing* Christopher H.Lovelock and Jochen Wirtz, PearsonEducation, 2004.
3. *Services Marketing* by Vasanthi Venugopal and Raghu V.N. – Himalaya Publishing House.

Books for Reference

1. *Principles of Services marketing*, Palmer,Adrian MCGraw Hill
2. *Services Marketing* – Dr.L.Natarajan: Margham Publications
3. *Services Marketing*, Valarie Zeithaml et al, 5th Edition, Tata McGrawHill, Pvt. Ltd., 2012.
4. *Managing Services Marketing* by E. G. Bateson – Text & Reading, Dryden Press,
5. *Services Marketing* – Balaji: Himalya Publications.
6. *Services Marketing* – S.M.Jha: Himalaya Publications.
7. *Services Marketing* – Thomson, Hoffman: South Western Publications.

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

Semester	Course code		Title of the Course				Hours		Credits
VI	21UBU63ES04A		DSE - 4: SERVICES MARKETING				5		3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	3	2	2	3	2	3	3	2.5
CO–2	3	2	3	2	3	3	2	3	2	3	2.6
CO–3	2	2	3	3	2	2	3	2	2	3	2.4
CO–4	2	3	2	3	3	2	2	3	3	2	2.5
CO–5	3	2	3	2	3	2	2	2	3	2	2.4
Mean overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	**21UBU63ES04B**	**DSE - 4:** **LOGISTICS AND SUPPLY** **CHAIN MANAGEMENT**	**5**	**3**

CO No.	**CO–Statements** On successful completion of this course, students will be able to	**Cognitive Levels** **(K –Levels)**
CO–1	identify the knowledge on logistic and supply chain management in the current business scenario.	**K1**
CO–2	identify various dimensions of financial supply chain management.	**K1**
CO–3	understand about logistics & supply chain management concepts.	**K2**
CO–4	learn the perspective of e-finance and its legal aspect.	**K3**
CO–5	evaluate the global logistics concepts and gain idea about logistics and supply chainmanagement planning.	**K4**

Unit – I   **(15 Hours)**

Fundamentals of Logistics - Definition and Activities - Aims and importance - Progress in Logistics and Current Trends - Organization and Achieving Integration - Value Added Logistics Services - Role of Logistics in Competitive Strategy and Customer Service.

Unit – II   **(15 Hours)**

Logistics Strategy - Implementing the Strategy - Locating Facilities - Planning Resources - Controlling Material Flow Distribution channel structure, channel members and channel strategy - Role of logistics and support in distribution channels.

Unit – III   **(15 Hours)**

Procurement - Inventory Management - Warehousing and Material Handling Transport - Global Logistics - Logistics outsourcing – catalysts, benefits, value proposition. Third and fourth party logistics. - Selection of service provider.

Unit – IV   **(15 Hours)**

Basic Concepts of supply Chain Management - Planning and Sourcing - Making and Delivering – Returns - It and Supply Chain Management - Port Management.

Unit – V   **(15 Hours)**

Financial Supply Chain - Elements of Financial Supply Chain Management - The Evolution of e-Financial Supply Chain - E-Financial supply chain - E-Financial supply chain banks Perspective - Legal Aspects of E-Financial Supply Chain.

Book for Study

1. Bowersox, D.J., Closs, D.J., Cooper, M.B., & Bowersox, J.C. (2013). *Supply Chain Logistics Management*. (4th ed.), McGraw Hill/Irwin.

2. D K Agrawal, *'Distribution and Logistics Management: A Strategic Marketing Approach'*, Macmillan publishers India.

Books for Reference

1. Alan Ruston, Phil Crouches, Peter Baker, *'The Handbook of Logistics and Distribution Management* kogan page.

2. Shah, J. *Supply chain management: Text and Cases* (2e). Pearson Education India, 2016.

3. Hugos, M H, *Essentials of Supply chain Management* (3rd ed) New Delhi: Wiley, 2007.

4. Coyle J.J., Langley Jr. C.J. Novack R.A. and Gibson B.J. *Managing supply chains-A logistics approach* (9th ed). Cengage Learning, 2013.

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

Semester	Course code		Title of the Course				Hours	Credits
VI	21UBU63ES04B		DSE - 4: LOGISTICS AND SUPPLY CHAIN MANAGEMENT				5	3

(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	1	3	3	1	1	3	3	3	2	2.3
CO–2	2	2	1	2	2	1	3	2	2	3	2
CO–3	2	2	3	1	2	3	3	3	2	2	2.3
CO–4	2	1	2	1	2	2	1	1	2	2	1.6
CO–5	2	2	2	3	2	2	2	1	1	2	1.9
Mean overall Score											2.02 (Medium)

Semester	Course Code	Title of the Course	Hours	Credit
VI	**21UBU64SE04A**	**SEC - 4 (WS):** **BUSINESS CASE ANALYSIS**	**2**	**1**

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	develop the analytical ability by understanding the real business situations in a practical environment.	**K1**
CO–2	acquaint with the decision making skills required for a manager and develop team-spirit through healthy discussions and brain-storming among students.	**K2**
CO–3	familiarize with the updated scenario of day to-day challenging business situations through analysis of true corporate incidents.	**K3**
CO–4	understanding of practical Management and Business situations by applying all the theoretical concepts in all their future career assignments and experiences.	**K4**
CO–5	enhance knowledge Updation, creativity , innovation and Analytical skills which will gain an insight in to all the important aspects of management which matter in business world.	**K4**

Unit – I (6 Hours)

Case studies in Management Process – Functions - Planning and Decision making Organization structure - Organization Climate and culture - Motivation – Team building - Leadership Control – Social responsibility of Business

Unit – II (6 Hours)

Case Analysis in Financial Statement Analysis – Operational Efficiency – Working Capital Management – Inventory Control and Management – Security Analysis – Risk and Return Analysis – Mutual Funds.

Unit – III (6 Hours)

Business Cases in Human Resource Study – Discussion and Analysis in Recruitment – Selection – Man power Planning – Training and Development – Promotion – Performance Management – Stress Management – Labour Welfare Measures – Organizational Effectiveness.

Unit – IV (6 Hours)

Case Analysis in Services Marketing – Advertising Management – Sales Promotion – Personal Selling – Analysis on Branding – Case Discussion on Consumer Behavior – Consumer Relation Management – Franchising.

Unit – V **(6 Hours)**

Case Studies - Discussion and Analysis in Knowledge Management – Management Information System – Electronic Commerce – Artificial Intelligence – Supply Chain Management – TQM.

Books for Study

1. *Cases in Management*, 5th Edition – Excel Publishers Private Ltd. (All India Management Association; New Delhi - 2019.
   (UNIT - I, III and IV)
2. NEETA BASPORKIKAR, *Cases Methods – Cases in Management* – 7th Edition – Himalaya Publishing House, New Delhi, 2020.
   (UNIT – II and V).

Books for Reference

1. G.P. Capt., H.Kaushal, *Case Study and Solutions- Marketing* 6th Edition – Macmillan India Limited, New Delhim, 2018.
2. *Management Case Studies: A Student's Handbook* Paperback – by Dr. Ramesh R Kulkarni , Dr. Shrinivas R Patil , Rajashekhar and R Navalagi, 11 June 2018.
3. G.P. Capt., H.Kaushal , *Case Study and Solutions- Human Resources* 6th Edition – Macmillan India Limited, New Delhi 2018.

Web Resources

1. https://www.icmrindia.org/free%20resources/casestudies/freesample.htm
2. https://guides.library.ubc.ca/businesscases/free
3. https://bloncampus.thehindubusinessline.com/case-studies/case-files/
4. https://www.researchgate.net/publication/259472449_50_Short_Case_Studies_in_Management
5. http://ibscdc.org/india-related-case-studies.asp

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

Semester	Course code		Title of the Course				Hours		Credits
VI	21UBU64SE04A		SEC - 4 (WS): BUSINESS CASE ANALYSIS				2		1

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

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU64SE04B	SEC - 4 (WS): EXPORT MANAGEMENT	2	1

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	outline the theories of International trade , plan to do export and identify the benefits from exports by understanding foreign trade policy.	K1
CO–2	describe the Procedures , documentations and select the mode of Export.	K2
CO–3	analyse International marketing ,identify the product, Choose the location and trade.	K2, K3
CO–4	analyse the procedure and decide the mode of Logistics.	K4
CO–5	describe the Export Assistance of India and apply the procedure.	K3, K4

Unit – I (6 Hours)

Import - Export Management introduction. Concept - Foreign trade, Trade policy, Simplification of document, Reduction in document for custom purpose. Export - Import policy of India - Counter trade - Global Business Enviornment - Impact of Globalization

Unit – II (6 Hours)

Procedure for starting foreign trade-IEC and RCMC, Identify and sourcing of International buyers, Pricing (INCOterms) - Documentation- Proforma Invoice, sales contract, Purchase order, Custom Clearance, Documentation and freight forwarding documentation. Exporting through export houses.

Unit – III (6 Hours)

Difference between Domestic and International marketing - Basic principles of International marketing - STP, brand image, International product life cycle, International market research process - Identify the product – Demand – supply.

Unit – IV (6 Hours)

Interfaces between Marketing and logistics – Warehousing, Material Handling, Inventory control, Packing, Labelling and Marketing in logistics operations - Various modes of transportation for logistical operations - Clearance agent and freight forwarding.

Unit – V   **(6 Hours)**

Exchange rate Mechanism - role of banks in foreign trade, outward& inward remittance, different types of foreign currency rates. EXIM Bank role and functions, FEMA – ECGC – RCMC – DGFT – FIEO – APEDA – NABAD Bank.

Book for Study

Building an Import/Export Business **-** Kenneth D. Weiss

Books for Reference

1. *International Marketing -* CATEORA,MC GRAW HILL INDIA - 18th edition
2. *Export Import management* - Justin Paul& Rajiv Aserkar Oxford Education - 2nd edition

Web Resources

1. https://www.indiantradeportal.in/
2. https://www.dgft.gov.in/
3. https://commerce.gov.in
4. https://apeda.gov.in/apedawebsite/
5. http://plantquarantineindia.nic.in/

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

Semester	Course code		Title of the Course					Hours		Credits
VI	**21UBU64SE04B**		**SEC - 4 (WS): EXPORT MANAGEMENT**					**2**		**1**
(COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO–1	**PO–2**	**PO–3**	**PO–4**	**PO–5**	**PSO–1**	**PSO–2**	**PSO–3**	**PSO–4**	**PSO–5**	
CO–1	2	3	2	2	3	2	2	2	3	2	2.3
CO–2	2	2	2	2	2	2	2	3	2	2	2,1
CO–3	2	2	3	3	2	2	3	2	2	3	2.4
CO–4	2	2	3	3	4	3	2	3	4	2	2.8
CO–5	2	2	3	4	4	2	3	3	4	2	2.9
Mean overall Score											**2.5 (High)**

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU64EG02A	GE - 2: PERSONALITY DEVELOPMENT	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define the various dimensions of personality and enhance personal attitudes, self-esteem, body language and other aspects of personal growth.	K1
CO–2	demonstrate leadership and team-building skills to handle interpersonal relationships effectively.	K2
CO–3	develop personality skill sets to attain both personal and organizational success.	K3
CO–4	build knowledge about employability quotient and open venues for future opportunities.	K3
CO–5	simplify conflict management and propel towards wholistic development.	K4

Unit – I   **(12 Hours)**

Significance of personality development. The concept of success and failure: What is success? - Hurdles in achievingsuccess - Overcoming hurdles - Factors responsible for success – What is failure - Causes of Failure. SWOT analysis.

Unit – II   **(12 Hours)**

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages – Negative attitude - Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation – Significance Internal and external motives - Importance of self – motivation - Factors leading to demotivation.

Unit – III   **(12 Hours)**

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive, and assertive behaviours – Lateral thinking.

Unit – IV   **(12 Hours)**

Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building - Team-work – Time management - Work ethics – Good manners and etiquette.

Unit – V   **(12 Hours)**

Resume building - The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview - Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

Book for Study:

1. Hurlock E.B., *Personality Development,* 33rd Reprint, Tata McGraw Hill, New Delhi, 2008.
2. Stephen P. Robbins and Timothy A. Judge, *Organizational Behaviour*, 17th Edition, Pearson Education Limited, 2017.
3. Andrews, Sudhir. *How to Succeed at Interviews*, 2nd Edition, Tata McGraw Hill, New Delhi, 2008.

Book for References

1. Heller Robert, *Effective leadership, Essential Manager Series*, Dk Publishing, 2002.
2. HindleTim, *Reducing Stress, Essential Manager Series*, Dk Publishing, 2003.
3. Lucas Stephen, *Art of Public Speaking,* Tata – McGraw-Hill, New Delhi, 2001.
4. MileD.J, *Power of positive thinking*, Rohan Book Company, New Delhi, 2004.
5. Pravesh Kumar, *All about Self- Motivation*, Goodwill Publishing House, New Delhi, 2005.
6. SmithB, *Body Language*, Rohan Book Company, New Delhi, 2004.

Web Resources

https://www.scribd.com/document/505087047/Personality-Development-Notes

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

Semester	Course code			Title of the Course				Hours		Credits
VI	21UBU64EG02A			GE - 2: PERSONALITY DEVELOPMENT				4		3
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	1	3	2	3	3	2	3	2	2.4
CO–2	3	2	2	3	3	3	2	3	3	3	2.7
CO–3	2	3	2	3	2	3	3	2	3	2	2.5
CO–4	3	1	3	2	3	2	1	3	2	2	2.2
CO–5	2	3	3	3	3	3	3	2	3	3	2.8
Mean overall Score											2.52 (High)

Semester	Course Code	Title of the Course	Hours	Credit
VI	21UBU64EG02B	GE - 2: NGO MANAGEMENT	4	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	show clear understanding of the operations of Non-Governmental Organizations (NGOs).	K1
CO–2	classify the various dimensions of NGO management and it's impacts on society.	K2
CO–3	develop awareness about the support extended by Governmental institutions and other institutions to NGOs.	K3
CO–4	construct knowledge relating to the legislations, agencies and programs that govern over NGOs.	K3
CO–5	interpret the funding strategies and social marketing processes for NGOs.	K4

Unit – I (12 Hours)

Meaning of NGOs, Concept of Rights, NGOs in India, User - friendly NGO. Formation of an NGO in India: Society – Registration of a Society – Rights of Members – Liability – Governing Body – Audit, Trust - Charitable Trusts – Rights of a Trustee – Powers.

Unit – II (12 Hours)

Societies Registration Act 1860, Charitable Endowments Act 1890, Cooperative Societies Act 1912, Indian Trust Act 1882, FCRA, Income tax Act 1961: Nature and Scope of Section 10, Income Tax Exemption: Under Sections 11 and 12, Rebate under Sections 80G and 35AC of Income Tax Act, Agencies, Donor Agencies, Other International Agencies, Schemes of the Government of India for NGO Support, Code of Practice.

Unit – III (12 Hours)

Nature of NGO activities: Aged Care – Agriculture & Fisheries – Child Care – Differently - abled – Emergency Support – Environment & Wildlife – Family Planning – Health – Substance Abuse – Women Empowerment.

Unit – IV (12 Hours)

NGOs and Government: Grants-in-aid, Schemes sponsored by the Ministry of Social Justice and Empowerment, Schemes sponsored by the Ministry of Human Resource and Development, Schemes sponsored by the Ministry of Health and Family Welfare, Ministry of Home Affairs.

Unit – V (12 Hours)

Taxation of Non-Profit Organisations, Income Tax Rates, Filing of NGO tax returns, Tax Assessment, Income of an NGO, Indian NGOs and Charity.

Book for Study

Abraham Anita, *Formation and Management of NGOs (Non-Governmental Organisations)* Universal Law; Fourth edition, 2015.

Book for References

1. The Jossey-Bass *Handbook of Non-profit Leadership and Management* [electronic resource] 4th ed. by David O. Renz, Jossey-Bass & Pfeiffer Imprints, Wiley, 2016.
2. *The Complete Guide to Fundraising Management* [electronic resource] 4th ed. by Stanley Weinstein; Pamela Barden Wiley, 2017.
3. *Non-profit Management* [electronic resource]: A Social Justice Approach by Elaine P. Congress, Allan Luks, Francis Petit (editors) Springer Publishing Company, 2017.

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

Semester	Course code			Title of the Course				Hours		Credits
VI	21UBU64EG02B			GE - 2: NGO MANAGEMENT				4		3
(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	3	3	3	2	2	3	3	2.6
CO–2	3	2	2	3	3	2	2	3	3	3	2.6
CO–3	3	1	2	1	3	2	1	3	1	3	2
CO–4	3	2	2	2	3	2	2	1	2	3	2.2
CO–5	3	3	3	2	3	3	3	3	2	3	2.8
Mean overall Score											2.44 (High)

B B A (BUSINESS ADMINISTRATION)
LOCF SYLLABUS 2023

Department of Business Administration

School of Management Studies
St. Joseph's College (Autonomous)
Tiruchirappalli - 620002, Tamil Nadu, India

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

St. Joseph's College (Autonomous), an esteemed institution in the realm of higher education in India, has embarked on a journey to uphold and perpetuate academic excellence. One of the pivotal initiatives in this pursuit is the establishment of five Schools of Excellence commencing from the academic year 2014-15. These schools are strategically designed to confront and surpass the challenges posed by the 21st century.

Each School amalgamates correlated disciplines under a unified umbrella, fostering synergy and coherence. This integrated approach fosters the optimal utilization of both human expertise and infrastructural assets. Moreover, it facilitates academic fluidity and augments employability by nurturing a dynamic environment conducive to learning and innovation. Importantly, while promoting collaboration and interdisciplinary study, the Schools of Excellence also uphold the individual identity, autonomy, and distinctiveness of every department within.

The overarching objectives of these five schools are as follows:

1. Optimal Resource Utilization: Ensuring the efficient use of both human and material resources to foster academic flexibility and attain excellence across disciplines.

2. Horizontal Mobility for Students: Providing students with the freedom to choose courses aligning with their interests and facilitating credit transfers, thereby enhancing their academic mobility and enriching their learning experience.

3. Credit-Transfer Across Disciplines (CTAD): The existing curricular structure, in accordance with regulations from entities such as TANSCHE and other higher educational institutions, facilitates seamless credit transfers across diverse disciplines. This underscores the adaptability and uniqueness of the choice-based credit system.

4. Promotion of Human Excellence: Nurturing excellence in specialized areas through focused attention and resources, thus empowering individuals to excel in their respective fields.

5. Emphasis on Internships and Projects: Encouraging students to engage in internships and projects, serving as stepping stones toward research endeavors, thereby fostering a culture of inquiry and innovation.

6. Addressing Stakeholder Needs: The multi-disciplinary nature of the School System is tailored to meet the requirements of various stakeholders, particularly employers, by equipping students with versatile skills and competencies essential for success in the contemporary professional landscape.

In essence, the Schools of Excellence at St. Joseph's College (Autonomous) epitomize a holistic approach towards education, aiming not only to impart knowledge but also to cultivate critical thinking, creativity, and adaptability – qualities indispensable for thriving in the dynamic global arena of the 21st century.

Credit system

The credit system at St. Joseph's College (Autonomous) assigns weightage to courses based on the hours allocated to each course. Typically, one credit is equivalent to one hour of instruction per week. However, credits are awarded regardless of actual teaching hours to ensure consistency and adherence to guidelines.

The credits and hours allotted to each course within a programme are detailed in the Programme Pattern table. While the table provides a framework, there may be some flexibility due to practical sessions, field visits, tutorials, and the nature of project work.

For undergraduate (UG) courses, students are required to accumulate a minimum of 133 credits, as stipulated in the programme pattern table. The total number of courses offered by the department is outlined in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

OBE is an educational approach that revolves around clearly defined goals or outcomes for every aspect of the educational system. The primary aim is for each student to successfully achieve these predetermined outcomes by the culmination of their educational journey. Unlike traditional methods, OBE does not prescribe a singular teaching style or assessment format. Instead, classes, activities, and evaluations are structured to support students in attaining the specified outcomes effectively.

In OBE, the emphasis lies on measurable outcomes, allowing educational institutions to establish their own set of objectives tailored to their unique context and priorities. The overarching objective of OBE is to establish a direct link between education and employability, ensuring that students acquire the necessary skills and competencies sought after by employers.

OBE fosters a student-centric approach to teaching and learning, where the delivery of courses and assessments are meticulously planned to align with the predetermined objectives and outcomes. It places significant emphasis on evaluating student performance at various levels to gauge their progress and proficiency in meeting the desired outcomes.

Here are some key aspects of Outcome-Based Education:

Course: A course refers to a theory, practical, or a combination of both that is done within a semester.

Course Outcomes (COs): These are statements that delineate the significant and essential learning outcomes that learners should have achieved and can reliably demonstrate by the conclusion of a course. Typically, three or more course outcomes are specified for each course, depending on its importance.

Programme: This term pertains to the specialization or discipline of a degree programme.

Programme Outcomes (POs): POs are statements that articulate what students are expected to be capable of by the time they graduate. These outcomes are closely aligned with Graduate Attributes.

Programme Specific Outcomes (PSOs): PSOs outline the specific skills and abilities that students should possess upon graduation within a particular discipline or specialization.

Programme Educational Objectives (PEOs): PEOs encapsulate the expected accomplishments of graduates in their careers, particularly highlighting what they are expected to achieve and perform during the initial years postgraduation.

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

The Learning Outcomes-Centric Framework (LOCF) places the learning outcomes at the forefront of curriculum design and execution. It underscores the importance of ensuring that these outcomes are clear, measurable, and relevant. LOCF orchestrates teaching methodologies, evaluations, and activities in direct correlation with these outcomes. Furthermore, LOCF adopts a backward design approach, focusing on defining precise and attainable learning objectives. The goal is to create a cohesive framework where every educational element is in harmony with these outcomes.

Assessment practices within LOCF are intricately linked to the established learning objectives. Evaluations are crafted to gauge students' achievement of these outcomes accurately. Emphasis is often placed on employing authentic assessment methods, allowing students to showcase their learning in real-life scenarios. Additionally, LOCF frameworks emphasize flexibility and adaptability, enabling

educators to tailor curriculum and instructional approaches to suit the diverse needs of students while ensuring alignment with the defined learning outcomes.

Some Important Terminologies

Core Course (CC): Core Courses represent obligatory elements within an academic programme, imparting fundamental knowledge within the primary discipline while ensuring consistency and acknowledgment.

Allied Course (AC): Allied Courses complement primary disciplines by furnishing supplementary knowledge, enriching students' understanding and skill repertoire within their academic pursuit.

Foundation Course (FC): Foundation Courses serve to bridge the gap in knowledge and skills between secondary education and college-level studies, facilitating a smoother transition for students entering higher education.

Skill Enhancement Course (SE): Skill Enhancement Courses aim to nurture students' abilities and competencies through practical training, open to students across disciplines but particularly advantageous for those in programme-related fields.

Value Education (VE): Value education encompasses the teaching of moral, ethical, and social values to students, aiming to foster their holistic development. It instills virtues such as empathy, integrity, and responsibility, guiding students towards becoming morally upright and socially responsible members of society.

Ability Enhancement Compulsory Course (AE): Ability Enhancement Compulsory Course is designed to enhance students' knowledge and skills; examples include Communicative English and Environmental Science. These courses are obligatory for all disciplines.

AE-1: Communicative English: This three-credit mandatory course, offered by the Department of English during the first semester of the degree programme, is conducted outside regular class hours.

AE-2: Environmental Science: This one-credit compulsory course, offered during the second semester by the Department of Human Excellence, emphasizes environmental awareness and stewardship.

Allied Optional (AO): Allied optional course are elective modules that complement the primary disciplines by providing additional knowledge and skills. These courses allow students to explore areas of interest outside their major field of study, broadening their understanding and enhancing their skill set.

Discipline Specific Elective (ES): 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. Four courses are offered, two courses each in semester V and VI

Note: To offer one ES, a minimum of two courses of equal importance/weightage is a must. A department with two sections must offer two courses to the students.

Generic Elective (EG): A course chosen from a different discipline or subject area, typically to gain exposure. Students pursuing specific disciplines must select Generic Elective courses from the options available across departments as per the college's course offerings. The breadth of Generic Elective (GE) Courses is directly linked to the diversity of disciplines offered by the college. Two GE Courses are available, one in each semester V and VI, and are open to students from other departments.

Self-paced Learning (SP): *It is a two-credit course designed to foster students' ability for independent and self-directed learning. With a syllabus structured to be completed within 45 hours, this course encourages learners to take control of their own educational journey. Notably, Self-paced Learning is conducted outside of regular class hours, emphasizing autonomy and self-motivation in students.*

Internship (IS): *Following the fourth semester, students are required to undertake an internship during the summer break. Subsequently, they must submit a comprehensive report detailing their internship experience along with requisite documentation. Additionally, students are expected to participate in a viva-voce examination during the fifth semester. Credits for the internship will be reflected in the mark statement for the fifth semester.*

Comprehensive Examination (CE): *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: *To support students in acquiring knowledge and skills through online platforms such as Massive Open Online Courses (MOOCs), additional credits are granted upon verification of course completion. These extra credits can be availed across five semesters (2 - 6). In line with UGC guidelines, students are encouraged to enhance their learning by enrolling in MOOCs offered by portals like SWAYAM, NPTEL, and others. Additionally, certificate courses provided by the college also qualify for these extra credits.*

Outreach Programme (OR): *It is a compulsory course to create a sense of social concern among all the students and to inspire them to dedicated service to the needy.*

Course Coding

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

23	UXX	0	0	XX	00/X
Year of Revision	UG Department Code	Semester Number	Part Specification	Course Specific Initials	Running Number/with Choice

Course Specific Initials

GL - Languages (Tamil / Hindi / French / Sanskrit)
GE - General English
CC - Core Theory; CP- Core Practical
AC - Allied Course
AP - Allied Practical
FC - Foundation Course
SE - Skill Enhancement Course
VE - Value Education
WS - Workshop
AE - Ability Enhancement Course
AO - Allied Optional
OP - Allied Optional Practical
ES - Discipline Specific Elective
IS - Internship
SP - Self-paced Learning
EG - Generic Elective
ES - Discipline Specific Elective
PW - Project and Viva Voce
CE - Comprehensive Examination
OR - Outreach Programme

EVALUATION PATTERN

Continuous Internal Assessment

Sl No	Component	Marks Allotted
1	Mid Semester Test	30
2	End Semester Test	30
3	*Three Components (15 + 10 + 10)	35
4	Library Referencing (30 hours)	5
	Total	**100**

Passing minimum: 40 marks

* *The first component is a compulsory online test (JosTEL platform) comprising 15 multiple choice questions (10 questions at K1 level and 5 questions at K2 level); The second and third components would be decided by the course in-charge with K levels.*

Question Paper Blueprint for Mid and End Semester Tests

Duration: 2 Hours								**Maximum Marks: 60**
Section		**K levels**						**Marks**
		K1	**K2**	**K3**	**K4**	**K5**	**K6**	
A *(compulsory)*		7						$7 \times 1 = 7$
B *(compulsory)*			5					$5 \times 3 = 15$
C *(either…or type)*				3				$3 \times 6 = 18$
D *(2 out of 3)*	*For courses with K5 as the highest cognitive level, one K4 and one K5 question is compulsory. (Note: two questions on K4 and one question on K5)*				1	1*		$2 \times 10 = 20$
	For courses with K6 as the highest cognitive level: **Mid Sem:** *two questions on K4 and one question on K5;* **End Sem:** *two questions on K5 and one question on K6*					Mid Sem		
						End Sem		
					1	1	1*	
						Total		**60**

* *Compulsory*

For Quantitative Courses

Duration: 2 Hours						Maximum Marks: 60
Section	**K levels**					**Marks**
	K1	**K2**	**K3**	**K4**	**K5**	
A *(compulsory)*	9					$9 \times 1 = 9$
B *(either…or type)*		1	2			$3 \times 5 = 15$
C *(3 out of 4)*				2	1*	$3 \times 12 = 36$
					Total	**60**

* Compulsory

Question Paper Blueprint for Semester Examination

Duration: 3 Hours					Maximum Marks: 100
UNIT	**Section A** *(Compulsory)*	**Section B** *(Compulsory)*	**Section C** *(Either…or type)*	**Section D** *(3 out of 5)*	
	K1	**K2**	**K3**	**K4**	**K5**
UNIT I	2	2	2		
UNIT II	2	2	2		
UNIT III	2	2	2	3*	2*
UNIT IV	2	2	2		
UNIT V	2	2	2		
Marks	$\mathbf{10 \times 1 = 10}$	$\mathbf{10 \times 3 = 30}$	$\mathbf{5 \times 6 = 30}$	$\mathbf{3 \times 10 = 30}$	

* *For courses with K5 as the highest cognitive level wherein two K4 and one K5 questions are compulsory.*
  (Note: three questions on K4 and two question on K5)

For Quantitative Courses

Duration: 3 Hours						Maximum Marks: 100
Section	**K levels**					**Marks**
	K1	**K2**	**K3**	**K4**	**K5**	
A *(compulsory)*	10					$10 \times 2 = 20$
B *(either…or type)*		2	3			$5 \times 4 = 20$
C *(4 out of 5)*				3	1*	$4 \times 15 = 60$
					Total	**100**

* Compulsory

Evaluation Pattern for Part IV and One/Two-credit Courses

Title of the Course	CIA	Semester Examination	Total Marks
• Skill Enhancement Course (Non Major Elective) • Foundation Course • Skill Enhancement Course (WS)	20 + 10 + 20 = 50	50 *(A member from the Department other than the course instructors)*	100
• Self-paced Learning • Comprehensive Examination	25 + 25 = 50	50 *(CoE)*	100
• Value Education • Environmental Studies	50	50 *(CoE)*	100
• Skill Enhancement Course: Soft Skills	100	-	100
• Generic Elective	100	100 *(CoE)*	100
• Project Work and Viva Voce	100	100	100

Grading System

The marks obtained in the CIA and semester for each course will 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 (SGPA) and Cumulative Grade Point Average (CGPA), respectively. These two are calculated by the following formulae:

$$SGPA \, and \, CGPA = \frac{\sum_{i=1}^{n} C_i Gp_i}{\sum_{i=1}^{n} C_i}$$

$$WAM = \frac{\sum_{i=1}^{n} C_i M_i}{\sum_{i=1}^{n} C_i}$$

Where,

> *C_i - credit earned for the Course i*
> *Gp_i - Grade Point obtained for the Course i*
> *M_i - Marks obtained for the Course i*
> *n - Number of Courses **passed** in that semester*
> *WAM - Weighted Average Marks*

Classification of Final Results

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

- For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management 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 all the five Parts of the programme.

- Grade in Part IV and Part V shall be shown separately and it shall not be taken into account for classification.
- A pass in SHEPHERD will continue to be mandatory although the marks will not be counted for the calculation of the CGPA.
- Absence from an examination shall not be considered as an attempt.

Table - 1: Grading of the Courses

Mark 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: Grading of the Final Performance

CGPA	Grade	Performance
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-appear

The Candidates who have passed in the first appearance and within the prescribed duration of the UG programme are eligible. If the Candidates Grade is O/A+ with more than one attempt, the performance is considered "Very Good".

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 (PEOs)

• Graduates will be able to accomplish professional standards in the global environment.

• Graduates will be able to uphold integrity and human values.

• Graduates will be able to appreciate and promote pluralism and multiculturalism in working environment.

Programme Outcomes (POs)

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

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

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

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

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

Programme Specific Objectives (PSOs)

On completion of the Programme, the Under Graduates will be able to

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

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

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

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

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

PROGRAMME STRUCTURE					
Part	Semester	Specification	No. of Courses	Hours	Credits
1	1- 4	Languages (Tamil / Hindi/ French/ Sanskrit)	4	17	12
2	1 - 4	General English	4	20	12
3	1 - 6	Core Course	14	65	50
	3, 4	Core Practical	2	8	4
	1, 2	Allied Course	2	12	8
	3, 4	Allied Optional	2	12	8
	5, 6	Discipline Specific Elective	4	20	12
	5	Internship	1	-	1
	5	Self-paced Learning	1	-	2
	5	Project Work and Viva Voce	1	-	2
	5	Comprehensive Examination	1	-	2
4	1	Foundation Course	1	2	1
	1	Skill Enhancement Course (Non-Major Elective)	1	2	1
	5	Skill Enhancement Course (Soft Skills)	1	2	1
	6	Skill Enhancement Course (WS)	1	2	1
	1 - 4	Value Education	4	8	4
	1, 2	Ability Enhancement Compulsory Course	2	2(6)	4
	5, 6	Generic Elective	2	8	4
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Extra Credit Courses (MOOC)/Certificate Courses	(5)	-	(15)
		Total	**48(5)**	**180(6)**	**133(15)**

			PROGRAMME PATTERN					
			Course Details			Scheme of Exams		
Sem	Part	Course Code	Title of the Course	Hours	Credits	CIA	SE	Final
1	1	23UTA11GL01A	General Tamil - 1	5	3	100	100	100
		23UFR11GL01	French - 1					
		23UHI11GL01	Hindi - 1					
		23USA11GL01	Sanskrit - 1					
	2	23UEN12GE01	General English - 1	5	3	100	100	100
	3	23UBU13CC01	**Core Course - 1:** Principles of Management	4	3	100	100	100
		23UBU13CC02	**Core Course - 2:** Accounting for Managers - 1	4	3	100	100	100
		23UBU13AC01	**Allied Course - 1:** Managerial Economics	6	4	100	100	100
	4	23UBU14FC01	**Foundation Course:** Computer Application in Business	2	1	100	-	100
		-	**Skill Enhancement Course - 1: (Non Major Elective):** Refer ANNEXURE 1	2	1	100	-	100
		23UHE14VE01	**Value Education - 1:** Essentials of Humanity*	2	1	50	50	50
		23UEN14AE01	**Ability Enhancement Compulsory Course - 1:** Communicative English	(6)	3	100	-	100
			Total	**30**	**22**			
2	1	23UTA21GL02	General Tamil - 2	4	3	100	100	100
		23UFR21GL02	French - 2					
		23UHI21GL02	Hindi - 2					
		23USA21GL02	Sanskrit - 2					
	2	23UEN22GE02	General English - 2	5	3	100	100	100
	3	23UBU23CC03	**Core Course - 3:** Human Resource Management	4	3	100	100	100
		23UBU23CC04	**Core Course - 4:** Marketing Management	4	3	100	100	100
		23UBU23CC05	**Core Course - 5**: Business Communication	3	2	100	100	100
		23UBU23AC02	**Allied Course - 2:** Business Mathematics and Statistics for Managers	6	4	100	100	100
	4	23UHE24VE02	**Value Education - 2:** Fundamentals of Human Rights*	2	1	50	50	50
		23UHE24AE01	**Ability Enhancement Compulsory Course - 2:** Environmental Studies*	2	1	50	50	50
		-	Extra Credit Courses (MOOC/Certificate Courses) - 1		(3)			
			Total	**30**	**20(3)**			
3	1	23UTA31GL03	General Tamil - 3	4	3	100	100	100
		23UFR31GL03	French - 3					
		23UHI31GL03	Hindi - 3					
		23USA31GL03	Sanskrit - 3					
	2	23UEN32GE03	General English - 3	5	3	100	100	100
	3	23UBU33CC06	**Core Course - 6:** Accounting for Managers - 2	6	5	100	100	100
		23UBU33CC07	**Core Course - 7:** TallyPrime	3	3	100	100	100
		23UBU33CP01	**Core Practical - 1:** TallyPrime - Software	4	2	100	100	100
		23UBU33AO01A	**Allied Optional - 1:** Organizational Behaviour	6	4	100	100	100
		23UBU33AO01B	**Allied Optional - 1**: Emotional Intelligence and Managerial Effectiveness					
	4	23UHE34VE03A	**Value Education - 3:** Social Ethics - 1*	2	1	50	50	50
		23UHE34VE03B	**Value Education - 3:** Religious Doctrine - 1*					
		-	Extra Credit Courses (MOOC/Certificate Courses) - 2		(3)			
			Total	**30**	**21(3)**			
4	1	23UTA41GL04C	General Tamil - 4 வணிகத் தமிழ் *(Business Tamil)*	4	3	100	100	100
		23UFR41GL04	French - 4					
		23UHI41GL04	Hindi - 4					
		23USA41GL04	Sanskrit - 4					
	2	23UEN42GE04	General English - 4	5	3	100	100	100
	3	23UBU43CC08	**Core Course - 8:** Operations Research for Managers	6	5	100	100	100
		23UBU43CC09	**Core Course - 9:** Business Analytics	3	3	100	100	100
		23UBU43CP02	**Core Practical - 2**: Business Analytics	4	2	100	100	100
		23UBU43AO02A	**Allied Optional - 2:** Entrepreneurial Development	6	4	100	100	100

		23UBU43AO02B	**Allied Optional - 2:** Management of Business Sustainability					
	4	23UHE44VE04A	**Value Education - 4:** Social Ethics - 2*	2	1	50	50	50
		23UHE44VE04B	**Value Education - 4:** Religious Doctrine - 2*					
		-	Extra Credit Courses (MOOC/Certificate Courses) - 3	-	(3)			
			Total	30	21(3)			
5	3	23UBU53CC10	**Core Course - 10:** Management Accounting	6	5	100	100	100
		23UBU53CC11	**Core Course - 11:** Legal Aspects of Business	4	3	100	100	100
		23UBU53CC12	**Core Course - 12:** Research Methods for Management	4	2	100	100	100
		23UBU53ES01A	**Discipline Specific Elective - 1:** Production and Material Management	5	3	100	100	100
		23UBU53ES01B	**Discipline Specific Elective - 1:** Strategic Management					
		23UBU53ES02A	**Discipline Specific Elective - 2:** Banking and Insurance Management	5	3	100	100	100
		23UBU53ES02B	**Discipline Specific Elective - 2:** Financial Planning and Investment Management					
		23UBU53IS01	Internship	-	1	100	-	100
		23UBU53SP01A	**Self-paced Learning:** Advertising and Sales Promotion*	-	2	50	50	50
		23UBU53SP01B	**Self-paced Learning:** Customer Relationship Management*					
	4	-	**Generic Elective - 1:** Refer ANNEXURE 2	4	2	100	100	100
		23USS54SE01	**Skill Enhancement Course - 2:** Soft Skills	2	1	100	-	100
		-	Extra Credit Courses (MOOC/Certificate Courses) - 4	-	(3)			
			Total	30	22(3)			
6	3	23UBU63CC13	**Core Course - 13:** Financial Management	7	5	100	100	100
		23UBU63CC14	**Core Course - 14:** International Business	7	5	100	100	100
		23UBU63ES03A	**Discipline Specific Elective - 3:** Services Marketing	5	3	100	100	100
		23UBU63ES03B	**Discipline Specific Elective - 3:** Logistics and Supply Chain Management					
		23UBU63ES04A	**Discipline Specific Elective - 4:** Industrial Relations and Labour Laws	5	3	100	100	100
		23UBU63ES04B	**Discipline Specific Elective - 4:** Leadership and Group Dynamics					
		23UBU63PW01	Project Work and Viva Voce	-	2	100	100	100
		23UBU63CE01	Comprehensive Examination*	-	2	50	50	50
	4	-	**Generic Elective - 2:** Refer ANNEXURE 3	4	2	100	100	100
		-	**Skill Enhancement Course - 3 (WS):** Refer ANNEXURE 4	2	1	100	-	100
		23UBU64SE02B	**Skill Enhancement Course - 3 (WS):** Export Management					
		-	Extra Credit Courses (MOOC/Certificate Courses) - 5	-	(3)			
			Total	30	23(3)			
2 - 6	5	23UCW65OR01	Outreach Programme (SHEPHERD)	-	4			
1 - 6			**Total (3 years)**	180	133(15)			

*- for grade calculation 50 marks are converted into 100 in the mark statements

Passed by	**Board of Studies held on 18.12.2023**
Approved by	**48th Academic Council Meeting held on 27.03.2024**

ANNEXURE 1
Skill Enhancement Course - 1: (Non-Major Elective)*

Department	Course Code	Title of the Course
Botany	23UBO14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Organic Farming
Computer Science	23UCS14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Office Automation
BCA	23UBC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Fundamentals of Information Technology
Mathematics	23UMA14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Mathematics for Competitive Examinations
Statistics	23UST14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Basics of Statistics
Vis Com	23UVC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Digital Storytelling and Scriptwriting
English	23UEN14SE01	Skill Enhancement Course - 1: (Non-Major Elective): English for Communication
History	23UHS14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Tourism
Tamil	23UTA14SE01	Skill Enhancement Course - 1: (Non-Major Elective): பேச்சுக்கலைத் திறன் (Oratory Skills)
B. Com	23UCO14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Accounting
	23UCO14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Consumer Protection and Rights
B. Com CA	23UCC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Entrepreneurship Skills
Economics	23UEC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Demography
Chemistry	23UCH14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Role of Chemistry in Daily Life
Electronics	23UEL14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Consumer Electronics
Physics	23UPH14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Physics for Everyday Life
	23UPH14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Home Electrical Installation

**Offered to students from other Departments*

ANNEXURE 2
Generic Elective - 1*

Department	Course Code	Title of the Course
Botany	23UBO54EG01	Generic Elective - 1: Landscape designing
Computer Science	23UCS54EG01	Generic Elective - 1: Ethical Hacking
BCA	23UBC54EG01	Generic Elective - 1: Fundamentals of Data Science
Mathematics	23UMA54EG01	Generic Elective - 1: Numerical Ability
Statistics	23UST54EG01	Generic Elective - 1: Actuarial Statistics
Vis Com	23UVC54EG01	Generic Elective - 1: Media Education
English	23UEN54EG01	Generic Elective - 1: Film Studies
History	23UHS54EG01	Generic Elective-1: Tamil Heritage and Culture
Tamil	23UTA54EG01	Generic Elective - 1: தமிழிலக்கியத்தில் மனித உரிமைகள் (Human rights in Tamil literature)
B.Com.	23UCO54EG01A	Generic Elective - 1: Computerised Accounting
	23UCO54EG01B	Generic Elective - 1: Basics of Excel
	23UCO54EG01C	Generic Elective - 1: Personal Investment Planning
B. Com CA	23UCC54EG01	Generic Elective - 1: E-commerce and E Business Management
Economics	23UEC54EG01	Generic Elective - 1: Principles of Economics
Chemistry	23UCH54EG01	Generic Elective - 1: Health Science
Electronics	23UEL54EG01A	Generic Elective - 1: Everyday Electronics
	23UEL54EG01B	Generic Elective - 1: Wireless Communication
Physics	23UPH54EG01A	Generic Elective-1: Everyday Physics
	23UPH54EG01B	Generic Elective-1: Renewable Energy Physics

**Offered to students from other Departments*

ANNEXURE 3
Generic Elective - 2*

Department	Course Code	Title of the Course
Botany	23UBO64EG02	Generic Elective - 2: Solid Waste Management
Computer Science	23UCS64EG02	Generic Elective - 2: 3D Printing and Design
BCA	23UBC64EG02	Generic Elective - 2: Industry 4.0
Mathematics	23UMA64EG02	Generic Elective - 2: Quantitative Techniques
Statistics	23UST64EG02	Generic Elective - 2: Applied Statistics
Vis Com	23UVC64EG02	Generic Elective - 2: Digital Media Production
English	23UEN64EG02	Generic Elective - 2: English for the Media
History	23UHS64EG02	Generic Elective - 2: Intellectual Revivalism in Tamil Nadu
Tamil	23UTA64EG02	Generic Elective - 2: தமிழர் மருத்துவம் (Tamil Medicine)
B. Com	23UCO64EG02A	Generic Elective - 2: Rural Marketing
	23UCO64EG02B	Generic Elective - 2: Entrepreneurship Development
	23UCO64EG02C	Generic Elective - 2: Digital Marketing
B. Com CA	23UCC64EG02	Generic Elective - 2: Total Quality Management
Economics	23UEC64EG02	Generic Elective - 2: Economics for Competitive Exams
Chemistry	23UCH64EG02	Generic Elective - 2: Solid Waste Management
Electronics	23UEL64EG02A	Generic Elective - 2: CCTV and Smart Security Systems
	23UEL64EG02B	Generic Elective - 2: Entrepreneurial Electronics
Physics	23UPH64EG02A	Generic Elective - 2: Laser Technology and its applications
	23UPH64EG02B	Generic Elective - 2: Physics of Earth

Offered to students from other Departments

ANNEXURE 4
Skill Enhancement Course - 3 (WS)*

School	Course Code	Title of the Course
SMS	23UCO64SE02A	Skill Enhancement Course - 3 (WS): MSMEs
	23UCO64SE02B	Skill Enhancement Course - 3 (WS): Digital Banking
	23UCO64SE02C	Skill Enhancement Course - 3 (WS): Relationship Marketing
	23UCC64SE02	Skill Enhancement Course - 3 (WS): Stress Management
	23UEC64SE02	Skill Enhancement Course - 3 (WS): Contemporary Issues in Economics

Offered to students from other Departments within School

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	**23UTA11GL01A**	**General Tamil - 1**	**5**	**3**

கற்றலின் நோக்கங்கள்
தமிழ்ச் செவ்வியல் இலக்கியங்களையும் காப்பியங்களையும் மாணவர்கள் அறிந்துகொள்ளல்
தமிழர் பேணி வளர்த்த அறம்சார் விழுமியங்களை மாணவர்கள் தம் வாழ்வில் பின்பற்றுதல்
தமிழில் பக்தியியக்கப் பங்களிப்பையும் பகுத்தறிவுச் சிந்தனை மரபையும் உணர்தல்
மாணவர்கள் தம் எழுத்தாற்றலையும் மொழிப்புலமையையும் வளர்த்தெடுத்தல்
போட்டித்தேர்வுகளை எதிர்கொள்ளும் வகையில் இலக்கணம், இலக்கியம் கற்றல்

அலகு - 1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம். **(10 மணி நேரம்)**

1. இலக்கணம் :

அ.தொல்காப்பியம், இறையனார் களவியல் உரை , நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை- நூல்கள்

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

*   வல்லினம் மிகும் இடங்கள்
*   வல்லினம் மிகா இடங்கள்
*   ஈரொற்று வரும் இடங்கள்
*   ஒரு, ஓர் வரும் இடங்கள்
*   அது, அஃது வரும் இடங்கள்
*   தான், தாம் வரும் இடங்கள்

பயிற்சி : வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல்.

2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு

3. அற இலக்கியம்-பதினெண்கீழ்க்கணக்கு நூல்கள்

4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்

5. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் -- பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

அலகு - 2 சங்க இலக்கியம் **(15 மணி நேரம்)**

எட்டுத்தொகை :

6. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்

7. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே

8. ஐங்குறுநூறு –நெல் பல பொலிக! பொன் பெரிது சிறக்க!' (முதல் பாடல்)-வேட்கைப் பத்து

9. கலித்தொகை- 51 - சுடர்த்தொடிஇக் கேளாய் -குறிஞ்சிக் கலி

10. புறநானூறு -189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187

பத்துப்பாட்டு:

முல்லைப்பாட்டு (முழுவதும்)

அலகு - 3 அற இலக்கியம் **(10 மணி நேரம்)**

12. திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம்

13. நாலடியார்-பாடல்: 131 (குஞ்சியழகும்)

14. நான்மணிக்கடிகை-நிலத்துக்கு அணியென்ப

15. பழமொழி நானூறு- தம் நடை நோக்கார்

16. இனியவை நாற்பது- 37. இளமையை மூப்பு என்று

அலகு - 4 காப்பிய இலக்கியம் **(20 மணி நேரம்)**

17. சிலப்பதிகாரம் – வழக்குரைகாதை

18. மணிமேகலை- பாத்திரம் பெற்ற காதை

19. பெரியபுராணம் - பூசலார் நாயனார்புராணம்

20. கம்பராமாயணம்- குகப் படலம்

21. சீறாப்புராணம் – மானுக்குப் பிணை நின்ற படலம்

22. இயேசு காவியம் -ஊதாரிப்பிள்ளை

அலகு - 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்   **(15 மணி நேரம்)**

23. **பக்தி இலக்கியம்:**

* திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும்

* மாணிக்கவாசகர் திருவாசகம் - நமச்சிவாய வாஅழ்க நாதன்தாள் வாழ்க முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை

* பொய்கையாழ்வார்-வையந் தகளியா வார்கடலே

* பூதத்தாழ்வார்-அன்பே தகளியா

* பேயாழ்வார்-திருக்கண்டேன் பொன்மேனி கண்டேன்

* ஆண்டாள் – திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்)

24. *பகுத்தறிவு இலக்கியம் :*

* திருமூலர் – திருமந்திரம் (270,271, 274, 275 285)

* பட்டினத்தார் -திருவிடை மருதூர் (காடே திரிந்து – எனத் தொடங்கும் பாடல்

* பா.எண்.279, 280)

* கடுவெளி சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்)

* இராவண காவியம் – **தாய்மொழிப் படலம் -** 18.   (ஏடுகை யில்லா ரில்லை முதல் - 22. செந்தமிழ் வளர்த்தார் வரை)

கற்பித்தல் முறை	**விரிவுரை** (Lecture), **காணொளிக் காட்சி** (Videos), **விளக்கக் காட்சி** (PPT presentation)

பாடநூல்

1. **பொதுத்தமிழ்-1 (தமிழ் இலக்கிய வரலாறு-1), தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி** – *620 002, முதற்பதிப்பு - 2023*

2. **பார்வை நூல்கள்**

3. *வரதராசன்.மு., தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி. 2021*

4. *விமலானந்தன். மது. ச., தமிழ் இலக்கிய வரலாறு, முல்லை நிலையம், சென்னை, 2019*

5. *தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, பாரி நிலையம், சென்னை, 2022*

6. *சிற்பி பாலசுப்பிரமணியன் & சேதுபதி.சொ., தமிழ் இலக்கிய வரலாறு, கவிதா வெளியீடு, சென்னை, 2015*

7. *சிற்பி பாலசுப்ரமணியம், & பத்மநாபன். நீல., புதிய தமிழ் இலக்கிய வரலாறு (3 தொகுதிகள்), சாகித்ய அக்காதெமி, புதுடெல்லி,2013*

8. *பெருமாள். அ.கா., தமிழ் இலக்கிய வரலாறு, சுதர்சன் புக்ஸ், நாகர்கோவில், 2014*

9. *ஏசுதாசன். ப.ச., தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சுரி புக் ஹவுஸ்,சென்னை, 2015*

10. *ஸ்ரீகுமார். எஸ்., தமிழ் இலக்கிய வரலாறு, ஸ்ரீசெண்பகா பதிப்பகம், சென்னை, 2014*

11. *பாக்கியமேரி எஃப்., வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, பூவேந்தன் பதிப்பகம், சென்னை,2022*

12. *சுப்புரெட்டியார்.ந., தமிழ் பயிற்றும் முறை, மணிவாசகர் நூலகம், சிதம்பரம், 1980*

Websites and eLearning Sources

1. https://www.chennailibrary.com/

2. https://www.sirukathaigal.com

3. https://www.tamilvirtualuniversity.org

4. https://www.noolulagam.com

5. https://www.katuraitamilblogspot.com

Course Outcomes		
CO No.	**CO-Statements** இப்பாடத்தின் நிறைவில் மாணவர்கள்	**Cognitive Levels (K - Level)**
CO1	சங்க இலக்கியங்கள்வழி பண்டைத்தமிழரின் வாழ்வியலையும் பண்பாட்டையும் அறிந்து கொள்வர்	**K1**
CO2	அற இலக்கியங்கள், காப்பியங்கள் வெளிப்படுத்தும் அறம்சார் விழுமியங்களைத் தம் வாழ்வில் பின்பற்றுவர்	**K2**
CO3	இலக்கணக் கோட்பாடுகளை இக்கால வாழ்வியலோடு பொருத்திப் பார்ப்பர்	**K3**
CO4	மொழியறிவோடு பெறுவர் திறன் பகுத்தாராயும் இலக்கியங்களைப்	**K4**
CO5	பக்தி இயக்கங்களின் செல்வாக்கையும், தமிழரின் பகுத்தறிவு மரபையும் மதிப்பிடுவர்	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**	
1	**23UTA11GL01A**		General Tamil - 1						**5**	**3**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	1	2	3	2	2	3	3	2	2	2	**2.2**
CO2	2	2	3	2	2	2	3	2	3	2	**2.3**
CO3	1	2	2	3	2	2	2	3	3	3	**2.3**
CO4	2	2	3	2	2	3	2	3	3	2	**2.4**
CO5	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/Week	Credits
1	23UFR11GL01	French - 1	5	3

Course Objectives
Identify the basic French sentence structure
Define and describe the various grammatical tenses and use them to communicate in French
Examine the various documents presented and discuss and reply to the questions asked on it
Analyze and interpret expressions used to convey the cause, the effect, the purpose, and the opposition in French
Evaluate the grammatical nature present in passages

UNIT I   (15 Hours)

- Salut ! Enchanté

UNIT II   (15 Hours)

- J'adore

UNIT III   (15 Hours)

- Tu veux bien ?

UNIT IV   (15 Hours)

- On se voit quand ?

UNIT V   (15 Hours)

- Bonne idée

Teaching Methodology	Videos, Audios, PPT presentation, Role-play, Quiz

Book for Study
1. Mérieux, R. & Loiseau, Y. (2017). *Latitudes* -1- (A1 /A2), méthode de français, Didier. (Units 1 - 6 only)

Books for Reference
1. P.Dauda,L.Giachino and C.Baracco, *Generation A1*, Didier, Paris 2020.
2. J.Girardet and J.Pecheur, *Echo A1*, CLE International, 2ᵉedition ,2017
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

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

	Course Outcomes	
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	On successful completion of this course, students will be able to	
CO1	recall and remember the usage of grammatical tenses in constructing sentences in a dialogue.	**K1**
CO2	apply the learnt grammar rules in practice exercises to improve their understanding	**K2**
CO3	explain the nuances in the usage of various grammatical tenses and their aspects	**K3**
CO4	demonstrate knowledge of various expressions used to express opinions, emotions, cause, effect, purpose, and hypothesis in French	**K4**
CO5	communicate in French and summarize a given text	**K5**

Relationship Matrix											
Semester	**Course Code**	**Title of the Course**					**Hours**			**Credits**	
1	**23UFR11GL01**	French - 1					**5**			**3**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	1	3	1	3	3	2	3	2	**2.4**
CO2	2	3	3	2	1	3	3	3	3	2	**2.5**
CO3	1	3	2	1	2	2	2	2	3	2	**2.0**
CO4	3	3	3	3	3	3	3	2	3	2	**2.8**
CO5	3	3	3	3	2	3	3	3	3	2	**2.8**
									Mean Overall Score		**2.5 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UHI11GL01	Hindi - 1	5	3

Course Objectives
To understand the basics of Hindi Language
To make the students to be familiar with the Hindi words
To enable the students to develop their effective communicative skills in Hindi.
To introduce the socially relevant subjects in Modern Hindu Literature
To empower the students with globally employable soft skills

UNIT I: Buniyadi Hindi (15 Hours)
- Swar
- Vyanjan
- Barah Khadi
- Shabd aur
- Vakya Rachna

UNIT II: Hindi Shabdavali (15 Hours)
- Rishto ke Naam
- Gharelu padartho ke Naam

UNIT III: Vyakaran (15 Hours)
- Sadharan Vakya aur Sangya
- Sarvanam
- Visheshan
- Kriya aadi shabdo ka prayog

UNIT IV: Chote Gadyansh ka pattan (15 Hours)
- Bacho ki Kahaniya
- Patra-Patrikao mein prakashit Gadyansho ka Pathan

UNIT V: Nibandh (15 Hours)
- Sant Tiruvalluvar
- E.V.R Thandai Periyar
- Naari Sashaktikaran
- Paryavaran Sanrakshan
- Vibhinna pratiyogi parikshao ke bare mein jaankari dena
- Pratiyogi priksha par adharit nibandho dwara bhasha ki kshamta badhane vale prashikshan kary.

Teaching Methodology	Videos, PPT, Quiz, Group Discussion, Project Work.

Books for Study
1. Gupth, M.K. (2020). *Hindi Vyakaran*, Anand Prakashan, Kolkatta.
2. Tripaty, V. (2018). *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi.
3. Jain, S.K. (2019). *Anuwad: Siddhant Evam Vyavhar*, Kailash Pustak Sadan, Madhya Pradesh.

Books for Reference
1. Abdul Kalam, A. P.J. (2020). *Mere sapnom ka Bharath*, Prabath Prakashan, Noida.
2. Singh, L.P. (2017). *Kavya ke sopan*, Bharathy Bhavan Prakashan.
3. Kumar, A. (2019). *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher.

4. (2018). *Adhunik Hindi Vyakaran our Rachana,* Bharati Bhavan Publishers & distributors.

5. Shukla, A.R. (2022). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

Websites and e-Learning Sources

1. https://learningmole.com/hindi-alphabet-letters-pronunciation-guide/
2. https://www.careerpower.in/hindi-alphabet-varnamala.html
3. https://www.youtube.com/watch?v=b0UvXnIC8qc
4. https://www.importanceoflanguages.com/learn-hindi-language-guide/
5. https://parikshapoint.com/hindi-sahitya/

<table>
<tr><th colspan="3">Course Outcomes</th></tr>
<tr><th rowspan="2">CO No.</th><th>CO-Statements</th><th rowspan="2">Cognitive Levels (K - Level)</th></tr>
<tr><th>On successful completion of the course, the student will be able to</th></tr>
<tr><td>CO1</td><td>Introduction to Hindi sounds</td><td>K1</td></tr>
<tr><td>CO2</td><td>Acquisition of Hindi Vocabulary</td><td>K2</td></tr>
<tr><td>CO3</td><td>Sentence formation in Hindi</td><td>K3</td></tr>
<tr><td>CO4</td><td>Reading of stories and other passages</td><td>K4</td></tr>
<tr><td>CO5</td><td>Modules to increase language ability through general essays based on competitive exams</td><td>K5</td></tr>
</table>

<table>
<tr><th colspan="11">Relationship Matrix</th></tr>
<tr><th>Semester</th><th colspan="2">Course Code</th><th colspan="5">Title of the Course</th><th>Hours</th><th colspan="2">Credits</th></tr>
<tr><td>1</td><td colspan="2">23UHI11GL01</td><td colspan="5">Hindi - 1</td><td>5</td><td colspan="2">3</td></tr>
<tr><th rowspan="2">Course Outcomes</th><th colspan="5">Programme Outcomes (POs)</th><th colspan="5">Programme Specific Outcomes (PSOs)</th><th rowspan="2">Mean Score of COs</th></tr>
<tr><th>PO1</th><th>PO2</th><th>PO3</th><th>PO4</th><th>PO5</th><th>PSO1</th><th>PSO2</th><th>PSO3</th><th>PSO4</th><th>PSO5</th></tr>
<tr><td>CO1</td><td>3</td><td>2</td><td>2</td><td>1</td><td>3</td><td>3</td><td>3</td><td>1</td><td>3</td><td>2</td><td>2.3</td></tr>
<tr><td>CO2</td><td>2</td><td>3</td><td>2</td><td>3</td><td>1</td><td>2</td><td>3</td><td>3</td><td>3</td><td>2</td><td>2.4</td></tr>
<tr><td>CO3</td><td>3</td><td>2</td><td>2</td><td>2</td><td>1</td><td>3</td><td>2</td><td>3</td><td>2</td><td>3</td><td>2.3</td></tr>
<tr><td>CO4</td><td>3</td><td>1</td><td>2</td><td>3</td><td>2</td><td>3</td><td>2</td><td>3</td><td>3</td><td>2</td><td>2.4</td></tr>
<tr><td>CO5</td><td>2</td><td>3</td><td>3</td><td>2</td><td>3</td><td>2</td><td>3</td><td>3</td><td>1</td><td>3</td><td>2.5</td></tr>
<tr><td colspan="10" align="right">Mean Overall Score</td><td>2.38 (High)</td></tr>
</table>

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23USA11GL01	Sanskrit - 1	5	3

Course Objectives
To help the students learn the alphabets of Sanskrit.
To understand the Sanskrit grammar and sabdas.
To have an idea of the epics.
To closely understand the literary works in Sanskrit with special reference toPancamahakavyas.
To understand the Raghuvasa Mahakava and Kalidasa.

UNIT I (15 Hours)

Introduction to Sanskrit (Alphabets, Two letter words and three letter words)
Grammar:

akārāntaḥpuṁliṅgaḥśabda-s - 1. बाल (*Bāla*) and 2. देव (*Deva*) *ākārāntaḥstrīliṅgaḥśabda-s* - 1. बाला (*Bālā*) and 2. लता (*Latā*)*akārāntaḥnapuṁsakaliṅgaḥśabda-s* -

1. फल (*Phala*) and 2. वन (*Vana*)

UNIT II (15 Hours)

Introduction to *Rāmāyana,Kālidāsa* and his poetic works
Text: *Raghuvaṁśa* (Canto I) Verses 1-15

UNIT III (15 Hours)

Introduction to the works of *Bhāravi* -
Text: *Raghuvaṁśa* (canto I) Verses 16-30

UNIT IV (15 Hours)

Introduction to the works of *ŚrīHarṣha* -
Text: *Raghuvaṁśa* (Canto I) Verses 31-45

UNIT V (15 Hours)
Grammar:
Conjugations -*Laṭlakāra-s* – (Present tense)

(i) गच्छतत (*Gacchati*) (ii) ततष्ठतत (*Tiṣṭhati*) (iii) पठतत (*Paṭhati*)

(iv) नृत्यतत (*Nṛtyati*) (v) कुप्यतत (*Kupyati*) (vi) कथयतत (*Kathayati*)

(vii) गणयतत (*Gaṇayati*) (viii) अततत (*Asti*)

(ix) करोतत (*Karoti*) (x) शृणोतत (*Śṛṇoti*)

Indeclinables (Avyayaani) - अतप (*api*), कदा (*kadā*), च (*ca*), अद्य (*adya*), तवना (*vinā*),सह (*saha*), तत्र (*tatra*), ककम (*kim*), यकद (*yadi*) - तरह (*tarhi*), यथा (*yathā*) - तथा (*tathā*) Prefixes (Upasargas) - आङ् (*āṅ*), तव (*vi*), परर (*pari*), अनु (*anu*),

अति (*adhi*), उत् (*ut*), प्रतत (*prati*), उप (*upa*), प्र (*pra*) तनर् (*nir*)

Teaching Methodology	Videos, PPT, demonstration.

Book for Study
1. Murugan, C., et al. (eds.). (2022). *Kalasala Samskrta Sukha Bodhini I* (for under graduate foundation course) Published by University of Madras.

Book for Reference
1. Vadhyar, R.S. (2017). *Shabdha manjari*, R.S. Vadyar & Sons, Palakkad.

Websites and e-Learning Sources
1. https://www.arlingtoncenter.org/Sanskrit%20Alphabet.pdf

2. https://courses.lumenlearning.com/suny-hccc-worldcivilization/chapter/sanskrit/
3. https://www.newworldencyclopedia.org/entry/Sanskrit_literature
4. https://archive.org/details/AShortHistoryOfsanskritLiterarure
5. https://archive.org/details/raghuvamsha_with_sanjivini_edited_by_mr_kale

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	remember the usage of grammatical tenses inconstructing sentences in dialogue.	**K1**
CO2	apply the rules of usage in practice exercises and identify errors	**K2**
CO3	explain the nuances in the usage of various grammatical tenses and aspects	**K3**
CO4	demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesisin French	**K4**
CO5	communicate in French and summarize the given text	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**23USA11GL01**		Sanskrit - 1							**5**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	1	3	2	3	1	3	2	3	2	2	**2.1**
CO2	2	3	2	3	1	2	2	3	2	3	**2.5**
CO3	3	2	2	2	2	2	3	2	3	2	**2.1**
CO4	3	2	3	2	2	3	3	2	3	2	**2.4**
CO5	3	2	3	3	2	2	3	2	3	3	**2.3**
										Mean Overall Score	**2.34 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN12GE01	General English - 1	5	3

Course Objectives
To enable learners to acquire self awareness and positive thinking required in various life situations
To help them acquire the attribute of empathy
To assist them in acquiring creative and critical thinking abilities
To enable them to learn the basic grammar
To assist them in developing LSRW skills

UNIT I: Self-awareness ELF-A (WHO) & Positive Thinking (UNICEF)　　　**(15 Hours)**
Life Story
1. Chapter 1 from Malala Yousafzai, I am Malala
2. An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K. Gandhi

Poem
3. Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore
4. Love Cycle – Chinua Achebe

UNIT II: Empathy　　　**(15 Hours)**
Poem
5. Nine Gold Medals – David Roth
6. Alice Fell or poverty – William Wordsworth
Short Story
7. The School for Sympathy – E.V. Lucas
8. Barn Burning – William Faulkner

UNIT III: Parts of Speech　　　**(15 Hours)**
9. Articles
10. Noun
11. Pronoun
12. Verb
13. Adverb
14. Adjective
15. Preposition

UNIT IV: Critical & Creative Thinking.　　　**(15 Hours)**
Poem
16. The Things That Haven't Been Done Before – Edgar Guest
17. Stopping by the Woods on a Snowy Evening – Robert Frost
Readers Theatre
18. The Magic Brocade – A Tale of China
19. Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School" by Louis Sachar)

Unit V: Paragraph and Essay Writing　　　**(15 Hours)**
20. Descriptive
21. Expository
22. Persuasive
23. Narrative
24. Reading Comprehension

Teaching Methodology	Interactive methods, and multimedia presentations

Books for Study
1. Yousafzai, M. (2013). *I am Malala, Little.* Brown and Company.
2. Gandhi, M. K. (2011). *An Autobiography or The Story of My Experiments with Truth (Chapter - I).* Rupa Publications.
3. Tagore, R. (1913). *"Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali.* MacMillan.
4. Shepard, A. (2017). *Stories on Stage.* Shepard Publications.

Books for Reference
1. Krishnasamy. N. (1975). *Modern English: A Book of Grammar, Usage and Composition.* Macmillan.
2. Nesfield, J. C. (2019). *English Grammar Composition and Usage.* Macmillan.

Websites and eLearning Sources
1. https://archive.org/details/i-am-malala
2. https://www.indiastudychannel.com/resources/146521- Book-Review-An- Autobiography-or-The-story-of-my-experiments-with-Truth.aspx
3. https://www.poetryfoundation.org/poems/45668/gitanjali-35
4. https://amzn.eu/d/9rVzlNv
5. https://archive.org/details/in.ernet.dli.2015.44179

	Course Outcomes	
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	discover self awareness and positive thinking required in various life situations	**K1**
CO2	classify the attributes of empathy	**K2**
CO3	apply creative and critical thinking skills	**K3**
CO4	focus on grammar for functional purposes	**K4**
CO5	integrate the LSRW skills for effective communication	**K5**

Relationship Matrix										
Semester	**Course Code**	**Title of the Course**					**Hours**		**Credits**	
1	23UEN12GE01	General English - 1					5		3	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	3	3	3	3	3	3	**3**
CO2	2	3	3	3	2	3	3	3	3	3	**2.5**
CO3	3	3	3	2	3	3	3	3	3	2	**2.8**
CO4	3	3	3	3	3	3	3	3	3	3	**3**
CO5	3	2	3	3	3	3	3	3	3	3	**2.8**
								Mean Overall Score			**2.82 (High)**

Semester	Course Code	Title of the Course	Hours/ Week	Credits
1	23UBU13CC01	**Core Course - 1:** Principles of Management	4	3

Course Objectives
To impart knowledge about evolution of management
To provide understanding on planning process and importance of decision making in organization
To learn the application of principles in organization
To familiarize students about direction and co-ordination
To study the process of effective controlling in organization

UNIT I: Management Concept (12 Hours)

Management: Importance - Definition - Nature and Scope of Management - Process - Role of a manager - Functions of Management - Levels of Management - Development of Management thoughts - Fayol's 14 principles of Management.

UNIT II: Planning (12 Hours)

Planning: Nature - Importance - Forms - Types - Steps in Planning - Objectives - Policies - Procedures and Methods - Natures and Types of Policies - Decision -making - Process of Decision - making - Types of Decision.

UNIT III: Organizing (12 Hours)

Organizing: Types of Organizations - Organization Structure - Span of Control and Committees - Departmentalization - Informal Organization- Authority - Delegation - Decentralization - Difference between Authority and Power - Responsibility.

UNIT IV: Directing & Coordinating (12 Hours)

Direction - Nature and Purpose. Co- ordination - Need, Type and Techniques and requisites for excellent Co-ordination

UNITV: Controlling (12 Hours)

Controlling - Meaning and definition - Importance - Types of control - Techniques of control - Control Process - Effective controlling measures.

Teaching Methodology	PPTs, Role Play, Management Games

Books for Study
1. Stoner, J. A. F., Freeman, R. E & Gilbert, D. R. (2004). *Management.* (6th Ed.). Pearson Education.
2. Griffin, T. O. (2014). *Management*. Houghton Mifflin Company.
3. Robbins, S. A., Decenzo, D. A. & Coulter, M. (2011). *Fundamentals of Management.* (7th Ed.). Pearson Education.
4. Stoner, J. A. F., Freeman, R. E & Gilbert, D. R. (2014). *Management.* (6th Ed.). Prentice Hall.
5. Robbins, S., Coulter, M., Sidani, D. & Jamali, D. (2014). *Management: Arab World Edition*. Pearson.

Books for Reference
1. Tripathi P. C. & Reddy, P. N (2017). *Principles of Management.* (6th Ed.). Sultan Chand& Sons.
2. Prasad, L. M. (n.d). *Principles & Practice of Management.* (8th ed.). Sultan Chand & Sons.
3. Robbins, S. A., Decenzo, D. A. & Coulter, M. (2017). *Fundamentals of Management.* (13th Ed.). Pearson Education.
4. Gupta, C. B. (n.d). *Principles of Management.* (3rd Ed.). Sultan Chand& Sons.
5. Koontz, H., Weihrich, H. & Aryasri, A. R. (2015). *Principles of Management.* (2nd Ed.). McGraw-Hill.

Websites and eLearning Sources
1. https://www.toolshero.com/management/14-principles-of-management/
2. https://open.umn.edu/opentextbooks/textbooks/693

3. https://open.umn.edu/opentextbooks/textbooks/34
4. https://openstax.org/subjects/business
5. https://blog.hubspot.com/marketing/management-principles

	Course Outcomes	
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, the students will be able to	
CO1	describe nature, scope, role, levels, functions and approaches of management	**K1**
CO2	apply planning and decision making in management	**K2**
CO3	identify organization structure and various organizing techniques	**K3**
CO4	understand Direction, Co-ordination & Control mechanisms	**K4**
CO5	relate and infer ethical practices of organisation.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**23UBU13CC01**		**Core Course - 1:** Principles of Management							**4**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	3	2	2	2	2	2	2	**2.2**
CO2	3	2	2	2	2	2	3	2	3	3	**2.4**
CO3	2	3	2	3	2	3	2	3	3	3	**2.6**
CO4	2	2	2	1	2	2	2	1	2	2	**1.8**
CO5	3	2	3	3	1	3	1	3	2	1	**2.2**
										Mean Overall Score	**2.2 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU13CC02	**Core Course - 2:** Accounting for Managers - 1	4	3

Course Objectives
To impart knowledge about basic concepts of accounting its applications
To analyze and interpret financial reports of a company
To understand the gross profit and net profit earned by organization
To foster knowledge of Non-Profit Organization
To understand the procedures of Accounting under Single entry system.

UNIT I: Introduction to Financial Accounting (12 Hours)

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting - Accounting Transactions - Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance

UNIT II: Subsidiary Books (12 Hours)

Subsidiary books - Preparation of cash Book - Bank reconciliation statement

UNIT III: Preparation of Final Accounts (12 Hours)

Adjustments - Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT IV: Accounts of Non-Profit Organization (12 Hours)

Meaning of Non-profit Organization- Receipts and Payments Account- Income and Expenditure Account- Difference Between Receipts and Payments Account- Balance SheetSimple Problems

UNIT V: Single Entry System (12 Hours)

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System - Statement of Affairs Method - Conversion Method

Teaching Methodology	Problem solving

Books for Study

1. Goel, D. K. & Goel, S. (2018). *Financial Accounting.* (2nd Ed.). Arya Publications.
2. Jain, S. P. & Narang, K. (1999).*Financial Accounting.* (4th Ed.). Kalyani Publishers.
3. Shankar, R. R. & Manikandan, S. (n.d). *Financial Accounting.* (3rd Ed.). SCITECH.
4. Shukla & Grewal. (2002). *Advanced Accounting.* (15th Ed.). Sultan Chand &Sons.
5. Tulsian, P. C. (2006). *Financial Accounting*. Pearson Education.

Books for Reference

1. Ganesan, K. & Begam, S. U. S. (n.d). *Accounting for Managers.* (Volume 1), Charulatha Publications.
2. Reddy, T. S. & Murthy, A. (2019). *Financial Accounting.* (6th Ed). Margham Publications.
3. Kolitz, D. (2017). *Financial Accounting*. Taylor and Francis group.
4. Arora, M. N. (2019). *Accounting for Management*. Himalaya Publications House.
5. Maheswari, S. N. (2018). *Financial Accounting*. Vikas Publishing House.
6. Charles, T. H., Gary, L. S. & John, A. E. (207). *Introduction to Financial Accounting*. Pearson Publications.

Websites and eLearning Sources

1. https://ebooks.lpude.in/management/mba/term_1/
2. DMGT403_ACCOUNTING_FOR_MANAGERS.pdf
3. https://www.drnishikantjha.com/booksCollection/
4. Accounting%20for%20Management%20for%20MBA%20.pdf
5. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
6. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\
7. https://www.profitbooks.net/what-is-depreciation

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, the students will be able to	
CO1	prepare Journal, ledger, trial balance and cash book	**K1**
CO2	classify Subsidiary Books	**K2**
CO3	prepare final accounts with adjustments	**K3**
CO4	prepare Receipts & Payments Account. Income & Expenditure Account	**K4**
CO5	prepare single and double entry system of accounting.	**K5**

Relationship Matrix											
Semester	**Course Code**	**Title of the Course**								**Hours**	**Credits**
1	**23UBU13CC02**	**Core Course - 2:** Accounting for Managers - 1								**4**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	3	3	3	3	3	2	2	1	**2.5**
CO2	3	3	2	2	2	3	2	2	2	1	**2.3**
CO3	3	3	3	2	2	2	2	2	2	2	**2.3**
CO4	2	3	3	3	3	2	3	2	3	2	**2.6**
CO5	2	2	2	2	2	3	2	2	3	2	**2.2**
									Mean Overall Score		**2.3 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU13AC01	**Allied Course - 1:** Managerial Economics	6	4

Course Objectives
To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving
To Understand the optimal point of cost analysis and production factors of the firm
To Provide insights to the various market structures in an economy
To describe the pricing methods and strategies that are consistent with evolving marketing needs

UNIT I: Concept of Managerial Economics (18 Hours)

Nature and scope of managerial economics - definition of economics - important concepts of economics - relationship between micro, macro and managerial economics - nature and scope - objectives of firm.

UNITII: Concept and Types of Demand (18 Hours)

Demand analysis -- Marginal utility analysis - indifference curve analysis Meaning of demand - Law of demand - Types of demand-Determinants of demand - Elasticity of demand - Demand forecasting.

UNITIII: Cost Analysis (18 Hours)

- Cost Concepts - Law of variable proportion - Law of return to scale and economics of scale - cost analysis - Different types of cost- Cost output relationship short run and long run - Revenue curves of firms -Break-Even Analysis.

UNIT IV: Market Structure (18 Hours)

Market classification - Perfect competition - Monopoly - Monopolistic competition - Duopoly - Oligopoly .

UNIT V: Pricing (18 Hours)

Pricing methods and strategies - Objectives - Factors - General consideration of pricing - methods of pricing - Dual pricing - Price discrimination - National Income Concepts.

Teaching Methodology	PPTs, Graphs, Reading NewsPapers Papers and Magazines

Books for Study
1. Mehta, P. L. (2016). *Managerial Economics.* Sultan Chand & Sons.
2. Varshney, R. L. & Maheswari, K. L (n.d).*Managerial Economics*. Sultan Chand & Sons.
3. Journal of Economic Literature - American Economic Association.
4. Mithani, D. M. (2016). *Managerial Economics*. Himalaya Publishing House.

Books for Reference
1. Sankaran, S. (n.d). *Managerial Economics*. Margham Publication.
2. Ahuja, H. L. *Managerial Economics*. S. Chand& Sons.

Websites and eLearning Resources
1. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/

Course Outcomes

CO No.	CO-Statements On successful completion of this course, the students will be able to	Cognitive Levels (K-Level)
CO1	analyze & apply the various managerial economic concepts in individual & business decisions.	K1
CO2	explain demand concepts, underlying theories and identify demand forecasting techniques.	K2
CO3	employ production, cost and supply analysis for business decision making	K3
CO4	classify market structures under competitive scenarios	K4
CO5	identify pricing strategies	K5

Relationship Matrix

Semester	Course Code	Title of the Course							Hours	Credits
1	23UBU13AC01	Allied Course - 1: Managerial Economics							6	4

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	2	3	2	1	2	2.0
CO2	2	2	2	2	3	3	2	2	1	2	2.1
CO3	2	2	3	2	2	2	2	3	2	3	2.3
CO4	2	3	2	2	3	2	3	2	1	3	2.3
CO5	3	3	2	3	3	3	3	2	1	3	2.6
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	**23UBU14FC01**	**Foundation Course:** Computer Applications in Business	**2**	**1**

Course Objectives
To build skills in Ms-Word
To build basic skills in Ms-Excel
To build advanced skills in Ms-Excel
To build skills in Ms- Power Point
To familiarize students with google forms for students with relevance in business scenario and its applications

UNIT I: Introduction About MS-Excel (6 Hours)

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Printing Documents.

UNIT II: Basics in MS-Excel (6 Hours)

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns

UNIT III: Advance MS-Excel (6 Hours)

Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization

UNIT IV: Presentation (6 Hours)

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts

UNIT V: Preparation of Google Forms (6 Hours)

Use Google forms to develop & share questionnaire.

Teaching Methodology	PPTs, Videos, Practical Exercises

Books for Study
1. Ahmed, P. R. (2019). *Computer Application in Business*. Margham Publications.
2. Paramaeswaran, R. (n.d). *Computer Application in Business*

Books for Reference
1. Shrivatsava, S. S. (2015). Ms-Office (1st Ed.). Laxmi Publications.
2. Bucki, L. A., Walkenbach, J., Wempen, F. & Alexander, M. (2013). *Microsoft Office* 2013 BIBLE, Wiley.

Websites and eLearning Sources
1. https://byjus.com/govt-exams/microsoft-word
2. https://www.microsoft.com/en-us/microsoft-365/blog

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K-Level)**
CO1	demonstrate hands on experience with Ms-word for business activities	**K1**
CO2	demonstrate hands on experience with basic Ms-Excel skills for business activities	**K2**
CO3	demonstrate hands on experience with advanced Ms-Excel skills for business activities	**K3**
CO4	demonstrate hands on experience with Ms-power point for business activities	**K4**
CO5	demonstrate hands on experience with Google forms for creating questionnaire and survey.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**23UBU14FC01**		**Foundation Course:** Computer Applications in Business							**2**	**1**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	3	3	3	2	2	2	2	**2.5**
CO2	2	2	2	3	3	2	2	2	2	2	**2.2**
CO3	3	3	2	2	3	3	2	2	1	2	**2.3**
CO4	3	3	2	2	3	2	3	2	2	2	**2.4**
CO5	3	3	1	3	3	2	3	3	2	2	**2.5**
									Mean Overall Score		**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UHE14VE01	**Value Education - 1:** Essentials of Humanity	2	1

Course Objectives
To identify one's own potentials, strengths and weaknesses
To identify various challenges (physical, emotional, and social) in adolescence
To consciously overcome one's challenges and move towards self-esteem
To maximize one's own potential in enabling a holistic development
To assimilate human values comprehensively

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: Development of Human Personality (6 Hours)
Personality: Introduction, Theories, Integration & Factors influencing the development of personality - SEL Series - Discovering self - Defence 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 - Crimens against Women - Women rights - Time-line of Women achievements in India

Teaching Methodology	Chalk and Talk, Power point

Book for Study
1. Department of Human Excellence. (2021). *Essentials of Humanity.* St. Joseph's College.

Books for Reference
1. Xavier, A. (2012). *You Shall Overcome,* (6th Ed.). ICRDE Publication.
2. Alex, K. (2009). *Soft Skills.* S. Chand.
3. Kalam, A.A. P. J. (2012). *You Are Unique.* Punya Publishing.

Websites and eLearning Sources
1. http://livingvalues.net. Accessed 05 March 2021.
2. http://www.apa.org/topics/personality#. Accessed 05 March 2021.
3. http://www.peacecorps.gov/educators/resources/global-issues-gender-equaligy-and-womens-empowerment/. Accessed 05 March 2021.

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	On successful completion of this course, students will be able to	
CO1	recall the prescribed values and their dimensions.	**K1**
CO2	examine themselves by learning the developmental changes happening in the course of their lifetime.	**K2**
CO3	Apply the trained values in the day-to-day life.	**K3**

Relationship Matrix												
Semester	**Course Code**	**Title of the Course**									**Hours**	**Credits**
1	**23UHE14VE01**	**Value Education - 1:** Essentials of Humanity									**2**	**1**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO 4**	**PSO5**		
CO1	3	3	3	3	2	3	3	2	3	3	**2.8**	
CO2	3	2	2	3	3	2	3	3	2	2	**2.5**	
CO3	2	3	3	3	2	3	3	3	3	3	**2.8**	
									Mean Overall Score		**2.7 (High)**	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	**Ability Enhancement Compulsory Course - 1:** Communicative English	6	3

Course Objectives
To recognize and identify the components of a formal letter.
To summarize the main points of a given letter and identify the intended meaning.
To use appropriate grammatical structures in context within their own writing.
To compare and contrast the elements of successful and unsuccessful letters.
To create well-structured letters with clear purpose and effectively evaluate and revise their own writing.

Basic Level

UNIT I (18 Hours)

1) A letter to avail college hostel
2) A requisition letter to provide fee concession
3) A requisition letter to provide Bonafide certificate
4) A letter to avail resources in college library
5) An On Duty Permission Letter
6) Nouns
7) Pronouns
8) Adjectives
9) Verbs
10) Adverbs

UNIT II (18 Hours)

11) A letter to provide conduct certificate
12) A letter to provide new ID card
13) A Permission letter for Name Correction in Mark sheet
14) A permission letter for Sports Events
15) A letter to avail permission for the Shepherd programme
16) Prepositions
17) Conjunctions
18) Articles
19) Conjugation of present form 'Be' verbs
20) Conjugation of past form 'Be' verbs

UNIT III (18 Hours)

21) A letter to avail the College Hostel
22) A permission letter to join the sport team
23) A request letter to access college Wi-Fi
24) A letter to vice principal requesting to change Elective course
25) A permission letter for project extension
26) Conjugation of future form 'Be' verbs
27) Conjugation of present continuous 'Be' verbs
28) Conjugation of Past continuous 'Be' verbs
29) Conjugation of Future continuous 'Be' verbs
30) Conjugation of Present Perfect 'Be' verbs

UNIT IV (18 Hours)

31) An apology letter to Dean for using mobile phone
32) A request letter to repair fan and tube light

33) A letter to invite Chief guest for Bibliophile Club meeting
34) A requisition Letter to issue the Transfer certificate
35) A permission letter for group exam coaching class
36) Conjugation of Past Perfect 'Be' verbs
37) Conjugation of Future Perfect 'Be' verbs
38) Conjugation of Present Perfect Continuous 'Be' verbs
39) Conjugation of Past Perfect Continuous 'Be' verbs
40) Conjugation of Future Perfect Continuous 'Be' verbs

UNIT V   (18 Hours)

41) A letter seeking help to find the missing laptop
42) A letter to the editor regarding frequent power cut
43) A medical leave letter
44) A requesting OD Letter to issue invitation to other colleges
45) A requisition letter to change Shift
46) Conjugation of present form 'Action' verbs
47) Conjugation of past form 'Action' verbs
48) Conjugation of Present form 'do verbs
49) Conjugation of Past form 'do' verbs
50) Conjugation of Future form 'have' verbs

Teaching Methodology	Chalk and Talk, discussion, Training

Book for Study

1. Jayapaul, V.L. (2023). *Begin to Learn English.* St. Joseph's College (Autonomous), Tiruchirappalli.

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	On successful completion of this course, students will be able to	
CO1	compose various types of letters (request, permission, and apology) demonstrating clarity, coherence, and correctness.	**K1**
CO2	exhibit a sound understanding of nouns, pronouns, adjectives, verbs, and adverbs, utilizing them accurately in written and spoken English.	**K2**
CO3	apply language skills in real-life college scenarios, gaining confidence in communicating effectively with peers, faculty, and administrative staff.	**K3**

Relationship Matrix										
Semester	**Course Code**	**Title of the Course**				**Hours**		**Credits**		
1	**23UEN14AE01**	Ability Enhancement Compulsory Course - 1: Communicative English				**6**		**3**		
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	3	2	3	2	**2.4**
CO2	2	2	3	2	3	3	2	3	2	2	**2.3**
CO3	2	3	2	3	2	2	3	2	3	2	**2.4**
								Mean Overall Score			**2.37 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	**Ability Enhancement Compulsory Course - 1:** Communicative English	6	3

Course Objectives
To recognize and identify common punctuation marks and their usage in paragraphs.
To summarize the main topics introduced in a paragraph and demonstrate understanding.
To apply the learned concepts to construct paragraphs that convey ideas effectively.
To analyze paragraphs to identify the role of prefixes, suffixes, and noun types in enhancing meaning.
To synthesize information to create paragraphs, evaluate their own writing, and engage in role-playing scenarios to demonstrate understanding.

Intermediate Level

UNIT I (18 Hours)
1) Paragraph Punctuation
2) Introducing a Topic
3) Rhyming Words
4) Word Association
5) Going To
6) What Will Happen

UNIT II (18 Hours)
7) Every Drop Counts
8) Prefix
9) Suffix
10) Comprehending Characters
11) Complimenting & Thanking
12) Proper & Common Nouns

UNIT III (18 Hours)
13) Noun Substitution Table
14) A, Some
15) Visual Comprehension
16) Singular to Plural
17) Making & Responding
18) Pronoun Classification

UNIT IV ` (18 Hours)
19) Pronoun I, Me, He, Him, She, Her, We.
20) Singular to Plural
21) Responding
22) Pronoun Classification
23) Using Preposition of Movement
24) Preposition: Visual Talk

UNIT V (18 Hours)
25) Prepositional Phrases
26) Storytelling
27) Asking For Opinion
28) Using Things Creatively
29) Transition Sequencing
30) Role Play

Book for Study
1. Joy, J. L. (2020). *Learning to Communicate*. St. Joseph's College (Autonomous), Tiruchirappalli.

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	demonstrate proficiency in paragraph construction, rhyming words, and the use of prefixes and suffixes.	**K1**
CO2	apply advanced grammar rules, including proper/common nouns and pronoun usage, in both written and spoken communication.	**K2**
CO3	express opinions, compliments, and gratitude effectively, showcasing an enhanced ability to articulate thoughts and emotions.	**K3**

Relationship Matrix										
Semester	**Course Code**	**Title of the Course**						**Hours**		**Credits**
1	**23UEN14AE01**	**Ability Enhancement Compulsory Course - 1:** Communicative English						**6**		**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	3	2	3	2	**2.4**
CO2	2	2	3	2	3	3	2	3	2	2	**2.3**
CO3	2	3	2	3	2	2	3	2	3	2	**2.4**
Mean Overall Score											**2.37 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	**Ability Enhancement Compulsory Course - 1:** Communicative English	6	3

Course Objectives
To recognize and demonstrate basic self-introduction strategies.
To summarize information from listening and reading exercises, demonstrating understanding.
To apply learned concepts to construct essays, actively contribute to group discussions, and create coherent narratives.
To analyze reviews to understand how different elements contribute to a comprehensive evaluation.
To synthesize information to create compelling presentations, actively participate in debates, interviews, and assess their own communication proficiency.

Advance Level

UNIT I (18 Hours)
1) Self Introduction
2) Listening
3) Reading

UNIT II (18 Hours)
4) Essay Writing
5) Group Discussion
6) Story Building, Story Writing & Story Narration

UNIT III (18 Hours)
7) Book Review
8) Film Review

UNIT IV (18 Hours)
9) News Paper Reading and Analysis
10) Public speaking: Drafting and Speaking

UNIT V (18 Hours)
11) Debate
12) Interview Skills

Websites and eLearning Resources
1. https://ielts-up.com/listening/ielts-listening-practice.html
2. https://www.bestmytest.com/ielts/speaking
3. https://ielts-up.com/speaking/ielts-speaking-practice.html
4. https://learnenglishteens.britishcouncil.org/skills/writing/a2-writing/film-review

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	On successful completion of this course, students will be able to	
CO1	exhibit high-level language skills in self-introduction, listening, reading, and diverse writing tasks such as essay writing and storytelling.	**K1**
CO2	critically evaluate and analyze literature through book reviews, film reviews, and newspaper reading, demonstrating an ability to articulate informed opinions.	**K2**
CO3	showcase proficiency in public speaking, group discussions, debates, and interviews, reflecting a comprehensive mastery of advanced communication skills.	**K3**

Relationship Matrix										
Semester	**Course Code**	**Title of the Course**						**Hours**		**Credits**
1	**23UEN14AE01**	**Ability Enhancement Compulsory Course - 1:** Communicative English						**6**		**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	3	2	3	2	**2.4**
CO2	2	2	3	2	3	3	2	3	2	2	**2.3**
CO3	2	3	2	3	2	2	3	2	3	2	**2.4**
									Mean Overall Score		**2.37 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	**23UTA21GL02**	General Tamil - 2	**4**	**3**

கற்றலின் நோக்கங்கள்
தமிழ் இலக்கிய வரலாற்றை அறிதல்.
எழுத்து, சொல் இலக்கணங்களின் அடிப்படைகளைக் கண்டறிதல்.
அயலகக் கவிதை வடிவங்களை விளங்கிக் கொள்ளுதல்.
மொழிபெயர்ப்புக் கவிதைகளின் வாயிலாக மொழிபெயர்ப்புத் திறனை வளர்த்தெடுத்தல்.
போட்டித் தேர்வுகளை எதிர்கொள்வதற்கான இலக்கண அறிவு பெறுதல்.

அலகு – 1 (12 மணிநேரம்)
பாரதியார் கவிதைகள் – குயில்பாட்டு (குயில் தன் பூர்வ ஜென்மக் கதை உரைத்தல்)
பாரதிதாசன் கவிதைகள் – சஞ்சீவி பர்வதத்தின் சாரல்
நற்றமிழ்க்கோவை – முதல் மூன்று கட்டுரைகள்

அலகு - 2 (12 மணிநேரம்)
வெ.இராமலிங்கனார் – சொல், தமிழன் இதயம்
முடியரசனார் – உயிர் வெல்லமோ, மனத்தூய்மை
பெருஞ்சித்திரனார் – அஞ்சாதீர், மொழி,இனம்,நாடு
பட்டுக்கோட்டை கலியாண சுந்தரனார் – வருங்காலம் உண்டு, உழைக்காமல் சேர்க்கும் பணம்
இலக்கணம் – எழுத்து
இலக்கிய வரலாறு – புதுக்கவிதை, தமிழில் புதிய கவிதை வடிவங்கள்

அலகு–3 (12 மணி நேரம்)
சுரதா - நல்ல தீர்ப்பு
கண்ணதாசன் - ஒரு பானையின் கதை
அப்துல் ரகுமான்- வீடு
மேத்தா - ஒரேகுரல்
இலக்கிய வரலாறு – தமிழ்ச்சிறுகதைகள், இருபதாம் நூற்றாண்டு உரைநடை வளர்ச்சி
சிறுகதை – முதல் மூன்று சிறுகதைகள்

அலகு – 4 (12 மணிநேரம்)
அரசியல் கவிதைகள்
ஈரோடு தமிழன்பன்- அகல் விளக்காக இரு
ஆதவன் தீட்சண்யா– இன்னும் இருக்கும் சுவர்களின் பொருட்டு
சுகிர்தராணி– என் கண்மணியே இசைப்பிரியா
சக்தி ஜோதி – யுகாந்திர உறக்கம்
பழநி பாரதி- வெள்ளைக்காகிதம்
லிவிங்ஸ்மைல் வித்யா – நினைவில் பால்யம் அழுத்தம்
இலக்கணம் - சொல்

அலகு – 5 (12 மணிநேரம்)
அயலகக் கவிதைகள்
ஓசேரிசால் (தமிழில் நெய்தல்)- விடைகொடு என்தாய் மண்ணே
ஹைபுன் கவிதைகள்
சிறுகதை – நான்கு முதல் ஆறு சிறுகதைகள்
நற்றமிழ்க் கோவை – நான்கு முதல்ஆறு கட்டுரைகள்

கற்பித்தல் முறை **(Teaching Methodology)**	விரிவுரை (Lecture), *காணொளிக் காட்சி* (Videos), *விளக்கக் காட்சி* (PPT presentation)

பாடநூல்கள்
1. தமிழாய்வுத்துறை (2023). பொதுத்தமிழ் -2, தூய வளனார் தன்னாட்சிக் கல்லூரி.

2. தமிழாய்வுத்துறை (2021). *நற்றமிழ்க் கோவை, தூய வளனார் தன்னாட்சிக் கல்லூரி.*

Websites and eLearning Sources

1. https://www.chennailibrary.com/bharathiyar/kuyilpattu.html
2. www.tamildigitallibrary.in
3. https://eluthu.com/kavithai
4. https://podhutamizh.blogspot.com/2017/09/blog-post_42.html
5. https://thamizhsudar.com
6. https://ta.wikipedia.org/wiki

<table>
<tr><td colspan="3" align="center">Course Outcomes</td></tr>
</table>

CO No.	CO-Statements இப்பாடத்தின் நிறைவில் மாணவர்கள்	Cognitive Levels (K - Level)
CO1	தமிழ் இலக்கிய நூல்கள் பற்றிய அறிவைப் பெறுவர்.	**K1**
CO2	தமிழ் இலக்கண வளர்ச்சியைப் புரிந்து கொள்வர்.	**K2**
CO3	பிழையின்றி எழுதும் திறன் பெறுவதோடு கற்றல் திறனையும் வளர்த்துக்கொள்வர்.	**K3**
CO4	பிற கவிதை வடிவங்களைக் கையாளும் திறன் பெறுவர்.	**K4**
CO5	போட்டித் தேர்வுகளை எதிர்கொள்ளும் திறனைப் பெறுவர்.	**K5**

Relationship Matrix										

Relationship Matrix

Semester	Course Code		Title of the Course						Hours	Credits
2	**23UTA21GL02**		General Tamil - 2						**4**	**3**

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	2	2	3	3	3	2	3	2	**2.3**
CO2	2	1	2	2	2	3	2	2	2	2	**2.0**
CO3	2	1	2	2	3	3	3	2	3	2	**2.3**
CO4	1	2	1	2	2	3	2	2	3	2	**2.0**
CO5	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/Week	Credits
2	**23UFR21GL02**	French - 2	**4**	**3**

Course Objectives
To construct simple phrases with pronominal verbs
To apply the different types of articles
To understand the usage of pronouns
To analyse the French culture through French culinary art
To evaluate and compare the French fashion in current scenario

UNIT I   (12 Hours)

- <u>TITRE</u>: Les Loisirs
- <u>GRAMMAIRE</u> : les adjectifs interrogatifs, les nombres ordinaux, les verbes pronominaux
- <u>LEXIQUE</u> : les différentes activités quotidiennes, les loisirs, les activités quotidiennes, les matières
- <u>PRODUCTION ORALE</u> : parler sur votre passe-temps
- <u>PRODUCTION ECRITE</u> : décrire sa journée

UNIT II   (12 Hours)

- <u>TITRE</u>: La routine
- <u>GRAMMAIRE</u> : les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre
- <u>LEXIQUE</u> : exprimer ses goûts et ses préférences, le temps, l'heure, la fréquence
- <u>PRODUCTION ORALE</u> : savoir comment dire l'heure
- <u>PRODUCTION ECRITE</u> : écrire vos préférences en quelques lignes

UNIT III   (12 Hours)

- <u>TITRE</u>: Où Faire Ses Courses?
- <u>GRAMMAIRE</u> : les articles partitifs, le pronom en (la quantité), très ou beaucoup
- <u>LEXIQUE</u> : inviter et répondre à une invitation, les commerces et les commerçants, demander et dire le prix, les quantités
- <u>PRODUCTION ORALE</u> : faire des courses pour une soirée
- <u>PRODUCTION ECRITE</u> : écrire un message en acceptant l'invitation

UNIT IV   (12 Hours)

- <u>TITRE</u>: Découvrez et Dégustez
- <u>GRAMMAIRE</u> : l'impératif, il faut, les verbes devoir, pouvoir, savoir, vouloir
- <u>LEXIQUE</u> : Commander et commenter sur un plat de la carte, les aliments, les services, les moyens de paiement
- <u>PRODUCTION ORALE</u> : Jeu de rôle – au restaurant (entre vous et le garçon)
- <u>PRODUCTION ECRITE</u> : faire une comparaison avec la carte française et indienne

UNIT V   (12 Hours)

- <u>TITRE</u>: Tout le monde s'amuse/ les ados au quotidien
- <u>GRAMMAIRE</u> : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé composé, les verbes en –yer, voir et sortir
- <u>LEXIQUE</u> : 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

Teaching Methodology	Chalk and talk, visual cues like flashcards, one to one conversation

Book for Study
1. Dauda, P., Giachino, L. & Baracco, C. (2016). *Generation A1*. Didier.

Books for Reference
1. Girardet, J. & Pecheur, J. (2017). *Echo A1*. CLE International, (2nd Ed.).
2. Mérieux, R. & Loiseau, Y. (2012). *Latitudes A1*. Didier.
3. Fournier, I. (2011). *Talk French*. Goyal Publishers.

Websites and eLearning Sources

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/

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	relate pronominal verbs in expressing one's day today activity	**K1**
CO2	compare the different types of articles – article partitif and contracte	**K2**
CO3	construct texts using pronouns – passages and dialogues	**K3**
CO4	discover the food habits of the French culture	**K4**
CO5	appraise the French fashion	**K5**

Relationship Matrix										
Semester	**Course Code**	**Title of the Course**							**Hours**	**Credits**
2	**23UFR21GL02**	French - 2							**4**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	1	3	1	2	2	2	**2.2**
CO2	2	1	2	3	2	3	1	2	2	2	**2.0**
CO3	3	2	3	2	2	3	3	1	3	2	**2.4**
CO4	3	2	2	1	3	3	3	1	1	3	**2.2**
CO5	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/Week	Credits
2	23UHI21GL02	Hindi - 2	4	3

Course Objectives
To understand the basics of Hindi Language
To make the students to be familiar with the Hindi words
To enable the students to develop their effective communicative skills in Hindi
To introduce the socially relevant subjects in Modern Hindi Literature
To empower the students with globally employable soft skills

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
- Sandhi
- Letter Writing - Nagarpalika Ko Patra
- Bakthikal - Visheshathayem

Teaching Methodology	Peer Instruction Exercise, Videos, PPT, Quiz, Group Discussion

Books for Study
1. Viswanath Tripaty. (2018). *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd.
2. Kamathaprasad Gupth, M. (2020). *Hindi Vyakaran*. Anand Prakashan.
3. Sadananth Bosalae. (2020). *kavya sarang*, Rajkamal Prakashan.

Books for Reference

1. Acharya Ramchandra Shukla. (2021). *Hindi Sahitya Ka Itihas*. Prabhat Prakashan.
2. Krishnakumar, G. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.
3. Aravind Kumar. (2019). *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher.
4. Lakshman Prasad Singh. (2017). *Kavya ke sopan*. Bharathy Bhavan Prakashan.

Websites and e-Learning Sources

1. https://hindigrammar.in/sandhi.html
2. https://www.successcds.net/class10/hindi/samas-in-hindi
3. https://mycoaching.in/kriya-ke-bhed-verb-in-hindi
4. https://namastesensei.in/adverb-in-hindi-examples/
5. https://viahindi.in/hindi-vyakaran/sandhi-paribhasha-prakar-or-udaharan

<table>
<tr><th colspan="3">Course Outcomes</th></tr>
<tr><td rowspan="2">CO No.</td><td>CO-Statements</td><td rowspan="2">Cognitive Levels (K - Level)</td></tr>
<tr><td>On successful completion of the course, the student will be able to</td></tr>
<tr><td>CO1</td><td>find out the Terms & Expressions related to letter writing.</td><td>K1</td></tr>
<tr><td>CO2</td><td>explain the works of Hindi writers.</td><td>K2</td></tr>
<tr><td>CO3</td><td>complete the sentences in Hindi using basic grammar.</td><td>K3</td></tr>
<tr><td>CO4</td><td>analyze the social & political conditions of Devotional period in Hindi Literature.</td><td>K4</td></tr>
<tr><td>CO5</td><td>justify the human values stressed on the works of the following authors "Premchand, Nirala, etc.".</td><td>K5</td></tr>
</table>

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**				**Hours**		**Credits**	
2	23UHI21GL02		Hindi - 2				4		3	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	3	2	2	3	3	3	2	2	**2.5**
CO2	1	3	1	2	2	3	3	3	2	3	**2.3**
CO3	3	2	3	2	2	3	2	3	2	2	**2.4**
CO4	2	3	3	1	3	2	3	2	1	2	**2.2**
CO5	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/Week	Credits
2	23USA21GL02	Sanskrit - 2	4	3

Course Objectives
To bring out the salient aspects of classical Sanskrit poetry
To introduce court epics in Sanskrit
To train students in declensions of pronouns in Sanskrit
To coach the students in the conjugation patterns of verbs in Sanskrit
To offer coaching in morpho-phonemic rules and their applications in Sanskrit

UNIT I (12 Hours)

Asmathi usmath tat kim (MFN) sarvanaam asabdaha

UNIT II (12 Hours)

Sandhi Niyamaah Abhyaash (Guna , Visarga , Dirgha , Vrddhi)

UNIT III (12 Hours)

Lang lakaarah Kriyapadaani Prayoga Vivaranam

UNIT IV (12 Hours)

Raguvamsaha Pratama sargaha   (1 -15 slokas)

UNIT V (12 Hours)

Suvacanani Vakya Prayoga Vivaranam

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises

Books for Study
1. Saralasamkritham Skisha. (2021).
2. Dhaatu Manjari. (2021).

Books for Reference
1. Paindrapuram Ashram, Srirangam. (2019).
2. Vadhyar, R. S., & Sons, Book - Seller and Publishers. (2021).
3. Kulapthy, K. M. (2018). *Saral Sanskrit Balabodh*. Bharathiys Vidya Bhavan.

Websites and eLearning Sources
1. https://www.meritnation.com
2. https://www.aplustopper.com
3. https://mycoaching.in/lang-lakar
4. https://sanskritdocuments.org/sites/giirvaani/giirvaani/rv/sargas/01_rv.htm
5. https://resanskrit.com/blogs/blog-post/sanskrit-shlok-popular-quotes-meaning-hindi-english

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	remembering names of different objects, remembering different verbal forms and sandhi	**K1**
CO2	contrast different verbal forms Explain good sayings, Relate good saying to life.	**K2**
CO3	apply and build small sentences	**K3**
CO4	analyze different forms of Verbs and nouns	**K4**
CO5	appreciate subhashitas and Sanskrit poetry	**K5**
Relationship Matrix		

Semester	Course Code	Title of the Course								Hours	Credits
2	23USA21GL02	Sanskrit - 2								4	3

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	3	2	2	2	3	3	2	1	2.1
CO2	3	2	3	2	2	3	2	3	3	2	2.5
CO3	2	2	3	2	2	2	2	3	3	1	2.1
CO4	3	2	3	3	1	2	3	3	3	1	2.4
CO5	3	2	2	2	3	2	2	3	3	1	2.3
									Mean Overall Score		2.28 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UEN22GE02	General English - 2	5	3

Course Objectives
To develop an expanded and specialised vocabulary related to diverse themes such as education, entertainment, career, and society through activities like word grids, reading, and discussions.
To enhance problem-solving abilities through activities like debates, role-playing, and scenario analysis.
To enable students to express ideas with precision and clarity by practising different forms of expressing quality, comparison, and actions in various contexts.
To equip students with language skills relevant to professional settings.
To encourage students to explore language as a tool for creative expression and communication.

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
49. Emailing an Application
50. Mock Interview

UNIT V (15 Hours)

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

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method

Book for Study
1. Joy, J.L. & Peter, F.M. (2014). *Let's Communicate 2*, Trinity Press.

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

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

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	write paragraphs with apt punctuation marks	**K1**
CO2	discuss basic issues with friends, relatives and members of the family	**K2**
CO3	use polite expressions in appropriate ways	**K3**
CO4	evaluate the language and communication aspects of the topics	**K4**
CO5	create and produce various forms of communication, including professional documents like resumes and cover letters, debates	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**
2	**23UEN22GE02**		General English - 2					**5**		**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	3	2	3	2	**2.4**
CO2	2	2	3	2	3	3	2	3	2	2	**2.3**
CO3	2	3	2	3	2	2	3	2	3	2	**2.4**
CO4	2	2	3	2	3	3	2	3	2	3	**2.5**
CO5	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/Week	Credits
2	23UBU23CC03	**Core Course - 3:** Human Resource Management	4	3

Course Objectives
To learn the concepts of HRM
To know the functions of HRM
To study the different types of recruitment and selection process
To observe the problems of current trends of HRM
To know the global thinking of HRM

UNIT I: Introduction to HRM (12 Hours)

HRM - Definition - Objectives - Importance - Functions and Process - HR Manager - Duties and Responsibilities

UNIT II: Human Resource Planning (12 Hours)

Definition - Meaning - Importance - Benefits - Recruitment- Meaning - Methods of Recruitment. Selection - Meaning - Steps in Selection Process - Problems Involved in Placement.

UNIT III: Training and Development (12 Hours)

Meaning, objective and purpose - Training Need Analysis - benefits, methods of training. Executive development - methods

NIT IV: Performance Appraisal (12 Hours)

Introduction - Meaning, Definition - Objectives - Methods of Performance Appraisal -Uses and limitations of Performance Appraisal- Promotion - Transfer - Separation - Meaning-Objectives.

UNIT V: Recent trends in HRM (12 Hours)

Contemporary Challenges in Human Resource Management- HRIS - Outsourcing HR Activities - Making HR Activities Ethical - Managing Diversity - Knowledge Management.

Teaching Methodology	Multimedia Presentations, Case studies, Role Play

Book for Study

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

Books for Reference

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

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K- Level)**
CO1	define the various functionalities of HRM and thereby assume the roles / responsibilities of a HR manager.	**K1**
CO2	develop HR plans / policies to derive recruitment & selection strategies to solve problems involved with placement and attrition.	**K2**
CO3	compare employee performance and analyse the needs for training in an organization.	**K3**
CO4	analyse compensation structure to motivate employees and enhance workforce productivity.	**K4**
CO5	reframe human resource issues with transnational (or) multinational business organizations and offer solutions.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
2	**23UBU23CC03**		**Core Course - 3:** Human Resource Management							**4**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	1	2	2	3	2	1	2	1	1.9
CO2	3	3	2	2	2	3	1	2	2	1	2.1
CO3	3	2	2	2	1	3	2	2	2	1	2
CO4	3	2	2	2	3	2	2	2	2	3	2.3
CO5	2	1	2	2	3	3	1	2	3	1	2
										Mean Overall Score	**2.06 (Medium)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23CC04	**Core Course - 4:** Marketing Management	**4**	**3**

Course Objectives
To learn the fundamental knowledge of marketing and its function, Environment and Marketing segmentation.
To understand the influence of consumer buying behaviour in Decision Process.
To articulate the marketing mix concepts, product life cycle strategies and construct a new product development.
To illustrate the different types of Pricing and Physical distribution and to know about the effectiveness of channel conflict management.
To review the categories of promotional mix and emerging trends.

UNIT I: Introduction to Marketing (12 Hours)

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

UNIT II: Consumer Buying Behaviour (12 Hours)

Definition - Consumer Behaviour and Factors influencing consumer behaviour - Types - general consumers, industrial consumers, online consumers - Buying Behaviour - Factors - Buying Motives - Stages of Buying Decision Process.

UNIT III: Product (12 Hours)

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

UNIT IV: Pricing & Physical Distribution (12 Hours)

Price - Definition - Pricing objectives - Pricing policies - Methods of pricing - Factors influencing Pricing Decisions - New Product Development - Psychological aspects in Pricing - Channel of Distribution - Types - Channel Members - Channel conflict management.

UNIT V: Promotion and Emerging trends in Marketing (12 Hours)

Definition - Promotional Mix - Advertisement- Features - advantages - disadvantages-types- Sales promotion - Forms, -Publicity - Personal selling - E-Marketing - Green Marketing - Niche Marketing - Social Media Marketing - Influencer Marketing.

Teaching Methodology	PowerPoint Presentations, Practical Exercises, Analysis of advertisements

Book for Study

1. Gupta, C. B., & Nair, N. R. (2020). *Marketing Management*. (19th Ed.). Sultan Chand & Sons.

Books for Reference

1. Kotler, P. (2016). *Marketing Management*. (16th Ed.).Prentice Hall of India Pvt Ltd.
2. Chernev, A. (2014). *Strategic Marketing Management*. Cerebellum Press, Inc.
3. Scott, D. M. (2007). *The New Rules of Marketing*. P.R. John Wiley & Sons, Inc.
4. Ottman, J. (2017). *The New Rules of Green Marketing*. Routledge, Green Key Publishing Ltd.

5. Pillai, R.S.N., & Bhagavathy. (2010). *Marketing Management*, S. Chand Publishing.

Websites and eLearning Sources

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

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	list and identify the core concepts of marketing	**K1**
CO2	outline the nature of consumer behaviour, product, PLC	**K2**
CO3	ascertain the use of product mix and channel of distribution in marketing	**K3**
CO4	analyze the appropriate pricing methods	**K4**
CO5	assess the sales force and its applications	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**
2	**23UBU23CC04**		**Core Course - 4:** Marketing Management					**4**		**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	2	2	2	2	2	1	2	3	**2.0**
CO2	2	3	2	3	2	2	2	3	2	2	**2.3**
CO3	3	2	2	3	2	2	3	2	3	2	**2.4**
CO4	3	3	3	2	2	1	3	2	2	2	**2.3**
CO5	2	2	3	2	3	2	2	3	2	2	**2.4**
								Mean Overall Score			**2.28 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23CC05	**Core Course - 5:** Business Communication	3	2

Course Objectives
To educate students role & importance of communication skills
To build their listening, reading, writing & speaking skills.
To introduce the techniques of modern communication for managers.
To equip them with the skills required for facing interview.
To introduce the students to the concept of Corporate Communication.

UNIT I: Introduction to Business Communication (9 Hours)

Definition - classification - purpose , process and importance of communication in management, - barriers and gateway in communication - Effective listening, Oral & written communication Verbal & non-verbal communication, Body language, facial expressions and Paralanguage.

UNIT II: Business Letters (9 Hours)

Introduction to business letters - Business Enquiries - Types of business letter, Layout of business letter, -Letters of Complaints-Collection Letters.

UNIT III: Interview Skills (9 Hours)

Writing CVs and Application Letter, Group discussions, interview, types of interview.

UNIT IV: Modern Business Communication (9 Hours)

Business etiquette's - netiquettes, Intranet, Internet, teleconferencing, video conferencing, E-mail, MMS etc.

UNIT V: Corporate Communication (9 Hours)

Definition, scope, importance and components of corporate communication, professional communicator responsibilities, corporate communication and Public Relation, role of social media in communication. Recent trends in communication;

Teaching Methodology	Group Presentations, Individual Presentations, Role play

Books for Study
1. Sehgal, M. K., & Khetrapal, V. *Business Communication*. Excel Books.
2. Rai, U. *Business Communication*. Himalaya Publishing House.

Books for Reference
1. Pal, R. *Business Communication*. Sultan Chand and Sons Publication.
2. Lesikar, R. V., & Pettit Jr., J. D. *Basic Business Communication: Theory and Application* (10th Ed.). Tata McGraw-Hill.
3. Bisen, & Priya *Business Communication*. New Age International Publication.
4. Chaturvedi, P. D. *Business Communication* (3rd Ed.). Pearson Education.
5. Sharma, R. C., & Krishna, M. *Business: Correspondence and Report Writing* (3rd Ed.). Tata McGraw-Hill.

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On Successful completion of this course, students will be able to	
CO1	recognize the concepts and principles for effective oral and written communication.	**K1**
CO2	interpret strategies to adopt and develop communication skills in various models of work place.	**K2**
CO3	use skills relating to speaking, writing, and listening in order to maximize confidence and core strengths.	**K3**
CO4	correlate leadership skills and make use of opportunities for career growth.	**K4**
CO5	enable students appraise and plan modern communication methods related to the corporate world.	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**
2	**23UBU23CC05**		**Core Course - 5:** Business Communication					**3**		**2**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	3	2	3	2	**2.5**
CO2	3	2	3	2	2	3	2	3	2	3	**2.5**
CO3	2	3	2	2	3	2	3	2	3	2	**2.4**
CO4	3	2	3	2	3	3	2	2	2	3	**2.5**
CO5	2	3	2	3	2	2	3	3	3	2	**2.5**
Mean Overall Score											**2.48 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23AC02	**Allied Course - 2:** Business Mathematics and Statistics for Managers	6	4

Course Objectives
To illustrate the basic calculation about matrices.
To identify the objectives and uses of derivatives function.
To apply the Measures of Central Tendency and measures of dispersion in business.
To examine the application of correlation and regression
To understand Index Numbers and analyze time Series

UNIT I: Matrices (18 Hours)

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

UNIT II: Differentiation (18 Hours)

Differential Calculus - Applications - Rules of Differentiation - Simple differentiation of algebraic function - First & second order differentiation - Maxima & Minima of Algebraic functions

UNIT III: Measures of Central Tendency (18 Hours)

Measures of Central Tendency - Mean Median, Mode - Measures of Dispersion: Range, Quartile Deviation- Mean Deviation - Standard Deviation and Co-efficient of variation.

UNIT IV: Correlation and Regression (18 Hours)

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

UNIT V: Time series and Index numbers (18 Hours)

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

Teaching Methodology	Problem solving, Case studies, Group Projects

Book for Study
1. Gupta, P. K., & Gupta, S. P. (2022). *Business Statistics and Business Mathematics.* Sultan Chand & Sons.

Books for Reference
1. Vittal, P. R. (2001). *Business Statistics*. Margham Publications.
2. Vohra, N. D. (2021). *Quantitative Techniques in Management.* Tata McGraw-Hill Education Private Limited.
3. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of Mathematical Statistics*. Sultan Chand & Sons.

Course Outcomes		
CO No.	**CO-Statements** On Successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	understand the basic calculation about matrices.	**K1**
CO2	solve applied problems in derivative function.	**K2**
CO3	examine the basic statistical techniques used in business.	**K3**
CO4	recognize the usage of correlation and regression to find relationship between variables.	**K4**
CO5	determine the application of statistics and its use in business forecasting.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
2	**23UBU23AC02**		**Allied Course - 2:** Business Mathematics and Statistics for Managers						**6**		**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	1	2	1	3	3	3	2	2	**2.3**
CO2	2	2	2	2	2	2	3	3	3	2	**2.4**
CO3	2	2	1	2	1	2	2	3	2	1	**2.1**
CO4	2	2	2	2	1	2	2	3	2	2	**2.1**
CO5	2	1	1	2	2	2	1	2	1	1	**2.1**
									Mean Overall Score		**2.2 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UHE24VE02	**Value Education - 2:** Fundamentals of Human Rights	2	1

Course Objectives
To sensitize students about various human rights and their importance
To empower them with the right understanding of human rights
To enable them to understand the Fundamental rights and the duties in the constitution of India
To help them comprehend the background, principles and the articles of UDHR
To make them involved in activities to defend human rights

UNIT I: Human Rights - An Introduction (6 Hours)

Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights - 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- Preamble to Indian Constitution - 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 - NHRC - SHRC.

Teaching Methodology	Chalk and Talk, Power point, Handouts and Group discussion

Book for Study
1. Department of Human Excellence, (2021). *Techniques of Social Analysis: Fundamentals of Human Rights.*

Books for Reference
1. Venkatachalem. (2005). *The Constitution of India*, *Giri Law House.*
2. Naik, V. & Shany, M. (2011). *Human rights education and training*, Crescent Publishing Corporation.
3. Neera, B. (2011). *Human Rights Content and Extent.* Swastika Publications.

Websites and eLearning Sources
1. https://www.un.org/en/universal-declaration-human-rights/
2. https://www.ilo.org/global/lang--en/
3. https://www.amnesty.org/en/

Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	identify the importance and the values of human rights	K1
CO2	understand the historical background and the development of Human Rights and the related organizations	K2
CO3	apply the provisions of National and International human rights to themselves and the society	K3

Relationship Matrix

Semester	Course Code	Title of the Course		Hours	Credits
2	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights		2	1

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	2	2	2	2.1
CO2	3	2	1	2	2	3	2	2	2	2	2.1
CO3	3	2	2	2	2	2	3	2	1	2	2.1
Mean Overall Score											2.1 (Medium)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UHE24AE01	**Ability Enhancement Compulsory Course - 2:** Environmental Studies	2	1

Course Objectives
To enable students connect themselves with nature
To Impart knowledge of the concept of Biodiversity
To create awareness of the causes and consequences of various pollution
To help them recognize the available natural resources and the need to sustain them
To enable them to Identify the environmental problems and offer alternatives by making interventions both individually and collectively

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 - Issues deals with Population growth.

Teaching Methodology	Chalk and Talk, Power point and Field visit

Book for Study
1. Department of Human Excellence, (2021). *Environmental Studies.*

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

Websites and eLearning Sources
1. https://www.unep.org/
2. http://moef.gov.in/en/
3. https://www.ipcc.ch/reports/

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	On successful completion of this course, students will be able to	
CO1	identify the concepts related to global ecology and the environment	**K1**
CO2	comprehend the natural resources and environmental organizations	**K2**
CO3	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	**K3**

Relationship Matrix											
Semester	**Course Code**	**Title of the Course**							**Hours**	**Credits**	
2	**23UHE24AE01**	**Ability Enhancement Compulsory Course - 2:** Environmental Studies							**2**	**1**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	1	2	2	3	2	2	2	2	**2.1**
CO2	3	2	1	2	2	3	2	2	2	2	**2.1**
CO3	3	2	2	2	2	2	3	2	1	2	**2.1**
								Mean Overall Score			**2.1 (Medium)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UTA31GL03	General Tamil - 3	4	3

கற்றலின் நோக்கங்கள்
தனிப்பாடல்களின் பாடற்பொருளை அறிதல்
சிற்றிலக்கியங்களின் வகைகளையும் வகைமைகளையும் அறிதல்
இடைக்காலப் புலவர்களின் பங்களிப்பை உணர்தல்
சிற்றிலக்கியங்களின் பாடுபொருள், தனித்தன்மை, மரபு ஆகியவற்றை அறிதல்
சிற்றிலக்கியங்கள்வழி தமிழின் வளர்ச்சி நிலையை அறிதல்

அலகு – 1   (12 மணி நேரம்)

ஒளவையார்

காவிரியே தார்வேந்தன் (16)   கற்றது கைமண்ணளவு (39)   மதியாதார் முற்றம் (42)
இனியது கேட்கின் (55)   தாயொடு அறுசுவை (64)

காளமேகப் புலவர் -

நஞ்சிருக்குத் தோலுரிக்கு நாதர்முடி (4)   ஓடுஞ் சுழிசுத்த முண்டமாகும் (16)
அடிநந்தி சேர்தலால் ஆகம் (22)   செருப்புக்கு வீரரைச் சென்றுழக்கும் (52)
துதிவாணி வீரம் (80)

இராமச்சந்திர கவிராயர் – வஞ்சகர்பா நடந்தலைந்த - 19
பொற்களந்தைப் படிக்காசுத் தம்பிரான் – குட்டுதற்கோபிள்ளைப் பாண்டிய - 21
தமிழ்விடுதூது,- கண்ணிகள் 19 முதல் 62 வரை
கலிங்கத்துப்பரணி -தேவியைப் பரவியது, பாடல் 121 முதல் 134 வரை

அலகு - 2   (12 மணி நேரம்)

முக்கூடற்பள்ளு –நாட்டுப்படலம் பாடல்கள் 19 –முதல் 27 வரை
முத்துகுமாரசாமி பிள்ளைத்தமிழ் – அம்புலிப்பருவம் முதல் 5 பாடல்கள்
அறிஞர் அண்ணா – வேலைக்காரி நாடகம்

அலகு - 3   (12 மணி நேரம்)

திருக்குற்றாலக்குறவஞ்சி – மலைவளம் (6 பாடல்கள்)
இலக்கியவரலாறு – சிற்றிலக்கியங்கள்
நற்றமிழ்க்கோவை கட்டுரைகள் 7, 8, 9

அலகு - 4   (12 மணி நேரம்)

தாயுமானவர் திருப்பாடல்கள் – பராபரக்கண்ணி 7 முதல் 30 வரை உள்ள கண்ணிகள்
இலக்கணம் – அணிகள்
குணங்குடி மஸ்தான் சாகிபு – குறை இரங்கி உரைத்தல் – 7 பாடல்கள்

அலகு – 5   (12 மணி நேரம்)

திருவருட்பா – திருக்கதவம் திறத்தல்
இலக்கிய வரலாறு – இடைக்காலப் புலவர்கள், நாடகத்தமிழ்
நற்றமிழ்க்கோவை -கட்டுரைகள் – 10, 11, 12

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)

பாட நூல்கள்

1. தமிழாய்வுத்துறை (2023), பொதுத்தமிழ்-3, தூய வளனார் கல்லூரி
2. தமிழாய்வுத்துறை (2021), நற்றமிழ்க்கோவை, தூய வளனார் கல்லூரி

பார்வை நூல்கள்

1. செயராமன் ந.வீ. (1967),சிற்றிலக்கியச் செல்வம், மணிவாசகர் பதிப்பகம்
2. பொன்னுசாமி (2023), சிற்றிலக்கிய வரலாறு, இரண்டு தொகுதிகள்,பாரிநிலையம்
3. சண்முகம் பிள்ளை மு. (2022), சிற்றிலக்கிய வகைகள், மணிவாசகர் பதிப்பகம்

Websites and eLearning Sources

1. https://ta.wikipedia.org/wiki/
2. https://www.britannica.com/science/Siddha-medicine

3. https://nischennai.org/main/siddha-medicine/
4. https://tamil.hindustantimes.com/
5. https://www.tamiluniversity.ac.in/english/library2-/digital-library/
6. https://www.tamilelibrary.org/
7. www.projectmadurai.or
8. http://www.tamilvu.org/ta/library-libcontnt-273141
9. https://www.tamildigitallibrary.in/
10. https://noolaham.org/

Course Outcomes		
CO No.	**CO-Statements** இப்பாடத்தின் நிறைவில் மாணவர்கள்	**Cognitive Levels (K - Level)**
CO1	இடைக்காலப் புலவர்களின் பாட்டுதிதிறனை அறிந்து கொள்வர்	**K1**
CO2	சிற்றிலக்கிய வகைகளையும் வகைமைகளையும் அறிந்து கொள்வர்	**K2**
CO3	பள்ளு, பரணி, பிள்ளைத்தமிழ், குறவஞ்சி போன்ற இலக்கியங்கள் வழி வீரம், பக்தி, காதல் உணர்வை அறிந்து கொள்வர்	**K3**
CO4	சிற்றிலக்கியங்களின்அமைப்பு பாட்டு வடிவங்களை அறிந்து கொள்வர்	**K4**
CO5	இடைக்காலத் தமிழ் வளர்ச்சி நிலையை அறிந்து கொள்வர்	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	**23UTA31GL03**		General Tamil - 3							**4**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	3	2	3	2	3	3	2	**2.5**
CO2	2	2	2	3	3	2	2	3	3	2	**2.4**
CO3	3	3	2	3	3	2	2	3	3	3	**2.7**
CO4	3	2	2	3	2	3	2	3	2	3	**2.5**
CO5	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/Week	Credits
3	23UFR31GL03	French - 3	4	3

Course Objectives
To analyse the French clothing with respect to its culture
To apply prepositions and understand its usages
To analyse a contemporary text in present tense
To evaluate the French festivals and compare with their own cultural context
To apply the past tense using simple conversation

UNIT I   (12 Hours)

- TITRE: Vivre la ville
- 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: Félicitations! / 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

Teaching Methodology	PPT Presentation, Seminar, Video Assignments

Book for Study
1. Dauda, P., Giachino, L., & Baracco, C. (2016). *Generation A1*. Didier.

Books for Reference
1. Girardet, J., & Pecheur, J. (2017). *Echo A1*. (2nd Ed.). CLE International.
2. Mérieux, R., & Loiseau, Y. (2012). *Latitudes A1*. Didier.
3. Fournier, I. (2011). *Talk French.* Goyal Publishers.

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

	Course Outcomes	
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	relate colours, materials and shapes to the french clothing.	**K1**
CO2	select appropriate prepositions in giving directions.	**K2**
CO3	construct a text in present tense using different verbs.	**K3**
CO4	examine the travel manners and celebrations of the French.	**K4**
CO5	justify the usage of past tense in a biography.	**K5**

	Relationship Matrix										
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	**23UFR31GL03**		French - 3							**4**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	1	2	2	3	2	3	1	2	3	**2.1**
CO2	3	2	3	3	1	2	1	2	2	3	**2.2**
CO3	2	1	3	2	2	3	1	3	2	2	**2.1**
CO4	3	1	3	2	3	3	3	1	2	3	**2.4**
CO5	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/Week	Credits
3	23UHI31GL03	Hindi - 3	4	3

Course Objectives
To appreciate the features of Modern Hindi Prose
To understand the Hindi literature in association with the contemporary requirements
To enable the students to develop their effective communicative skills in Hindi
To strengthen the language competence among the students
To empower the students with globally employable soft skills

UNIT I (12 Hours)
- Tera Sneh Na Khooon
- Samband Bodak
- Reethikal - Namakarn
- Tense

UNIT II (12 Hours)
- Himadri Thung Sring Se
- Paribakshik Shabdavali
- Smuchaya 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
- Bahoo Ki Vidha (One Act Play)

Teaching Methodology	Videos, PPT, Quiz, Group Discussion, Case Based Problem Solving

Books for Study
1. Jain, S.K. (2019). *Anuwad: Siddhant Evam Vyavhar*. Kailash Pustak Sadan.
2. Gupth, K. M. (2020). *Hindi Vyakaran*, Anand Prakashan.
3. Bosalae, S. (2020). *kavya sarang*. Rajkamal Prakashan.

Books for Reference
1. Ramdev. (2016). *Vyakaran Pradeep*. Hindi Bhavan.

2. Singh, L.P. (2017). *Kavya Ke Sopan*. Bharathy Bhavan Prakashan.

3. Shukla, A.R. (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

4. Gosamy, K. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.

Websites and eLearning Sources

1. https://www.hindwi.org/poets/jaishankar-prasad/all

2. https://youtu.be/e9wK-pYfVPc

3. https://www.amarujala.com/kavya/sahitya/sumitranandan-pant-best-hindi-poems

4. https://mycoaching.in/samuchchay-bodhak-kya-hai

5. https://www.subhshiv.in/2021/06/avikari-shabd.html

Course Outcomes		
CO No.	**CO-Statements** On successful completion of the course, the student will able to	**Cognitive Levels (K - Level)**
CO1	find out the dialects of Hindi language.	**K1**
CO2	compare the poems of Sumithra Nandanpanth, Prasad & Bachan in Context with their experience of life.	**K2**
CO3	illustrate the importance given to family ethics by the youth in the modern period according to "Bahoo Ki vidha" One Act play.	**K3**
CO4	categorize the poetics in some selective poems.	**K4**
CO5	justify the social & political conditions of Devotional period in Hindi Literature.	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**				**Hours**		**Credits**	
3	23UHI31GL03		Hindi - 3				4		3	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	3	3	2	3	2	1	3	2	**2.4**
CO2	3	2	3	2	2	3	2	3	2	3	**2.5**
CO3	3	2	2	3	1	3	2	3	2	3	**2.4**
CO4	2	3	3	2	3	2	3	3	2	1	**2.4**
CO5	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/Week	Credits
3	23USA31GL03	Sanskrit - 3	4	3

Course Objectives
To introduce simple poetry in Sanskrit
To give an exposure to the Vedas and Vedangas
To acquaint students with epics and puranas
To train students in conjugation of verbs in future tense
To introduce Upasarga-s and their role in verb formations

UNIT I (12 Hours)
Ramodantam , Balakandam (1-15 verses)

UNIT II (12 Hours)
Ramodantam, Balakandam (15-30 verses)

UNIT III (12 Hours)
Vedas - Vedangas vivaranam

UNIT IV (12 Hours)
Asta dasha Purana and Dashopanishads

UNIT V (12 Hours)
Upasargas and Bhavishyat Kaalah Vakya Prayoga

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises

Books for Study
1. Vedic literature
2. Ramodantam

Books for Reference
1. Parameshwara. (2018). *Ramodantam*. LIFCO Chennai.
2. Vadhyar, R. S., & Sons. (2019). *History of Sanskrit Literature*, Book - sellers and publishers , Kalpathu ,Palghat, Kerala , south India.
3. Kulapathy, K.M Saral *Sanskrit Balabodh, Bharathita vidya bhavan*, Munshimarg.

Websites and eLearning Sources
1. https://www.scribd.com/doc/210917188/Sri-Ramodantam-Sanskrit-Text-With-English-Translation
2. http://www.sushmajee.com/ms-ppp/text/ved-notes.pdf
3. https://occr.org.in/publication/Vedanga.pdf
4. https://www.forgottenbooks.com/en/download/TheThirteenPrincipalUpanishadsTranslatedFromtheSanskrit_10017247.pdf
5. https://www.learnsanskrit.org/guide/uninflected-words/the-upasarga/

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	Remember Characters and events of Ramayana	K1
CO2	Understand social ethics and moral duties.	K2
CO3	Apply the values learnt, in day to day life	K3
CO4	Appreciate the Vedic Philosophy	K4
CO5	Evaluate and create new words with upasargas	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	**23USA31GL03**		Sanskrit - 3							**4**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	1	2	2	3	3	3	3	3	2	1	2.3
CO2	3	3	2	3	3	2	2	3	3	3	2.7
CO3	3	3	1	3	3	1	1	3	3	3	2.4
CO4	2	2	1	2	3	2	2	3	2	1	2.0
CO5	3	3	2	3	2	2	3	3	3	2	2.6
									Mean Overall Score		**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UEN32GE03	General English - 3	5	3

Course Objectives
To develop strategies to enhance reading skills through teacher-led practices, promoting comprehension, critical analysis, and creative engagement with various genres.
To strengthen informal and formal letter writing skills.
To analyze and appreciate different literary forms, including anecdotes, biographies, poems, and prose, fostering critical thinking and creative expression.
To practice applying grammatical structures, including the simple future and future continuous tenses, in writing tasks.
To engage in critical discussions through reading and writing about societal issues.

UNIT I: Suggestions to Develop Your Reading Habit (13 Hours)
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

UNIT II: The Secret of Success: An Anecdote (13 Hours)
1.9 Introduction
2.0 Objectives
2.1 Listening and Reading Skills through Teacher-led Reading Practice
2.2 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

UNIT III: The Impact of Liquor Consumption on the Society (13 Hours)
2.9 Introduction
3.0 Objectives
3.1 Listening and Reading Skills through Teacher-led Reading Practice
3.2 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

UNIT IV: Dr. A.P.J. Abdul Kalam: A Short Biography   (12 Hours)

3.9 Introduction
4.0 Objectives
4.1 Listening and Reading Skills through Teacher-led Reading Practice
4.2 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

UNIT V: Golden Rule: A Poem   (12 Hours)

4.9 Introduction
5.0 Objectives
5.1 Listening and Reading Skills through Teacher-led Reading Practice
5.2 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

UNIT VI: Hygiene   (12 Hours)

5.9 Introduction
6.0 Objectives
6.1 Listening and Reading Skills through Teacher-led Reading Practice
6.2 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

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method

Book for Study

1. Jayraj., & Arul, S.J. et al. (2016). *Trend-Setter*: *An Interactive General English Textbook for Undergraduate Students*. Trinity.

Course Outcomes		
CO No.	**CO-Statements** On completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	recall and explain the fundamental components of English language and grammar.	**K1**
CO2	demonstrate their understanding of various texts by summarizing, paraphrasing, and interpreting the contents.	**K2**
CO3	apply their language and comprehension skills to create written communication.	**K3**
CO4	critically analyze the texts presented in the course.	**K4**
CO5	synthesize the language and grammar knowledge to compose creative tasks	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**	
3	**23UEN32GE03**		General English - 3					**5**		**3**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	3	2	3	2	**2.4**
CO2	2	2	3	2	3	3	2	3	2	2	**2.3**
CO3	2	3	2	3	2	2	3	2	3	2	**2.4**
CO4	2	2	3	2	3	3	2	3	2	3	**2.5**
CO5	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/Week	Credits
3	23UBU33CC06	**Core Course - 6:** Accounting for Managers - 2	6	5

Course Objectives
To Understand the Cost concepts and Elements of cost
To study the various methods of cost Accounting for production or render services
To Apply the techniques of Cost Accounting and control the cost of Material, Labour and Overhead.
To recognize different methods of costing like Batch, Job, Contract Costing and Process costing for different industries.
To prepare a Cost statement fix the selling price and calculate the profit of the business.

UNIT I: Basic Concept of Costing (18 Hours)

Meaning - objectives and scope of cost accounting - cost concepts - cost accounting Vs financial accounting - Elements of cost -Classification of cost - types of costing - Methods of Costing -Preparation of cost sheet

UNIT II: Material Control (18 Hours)

Meaning - objectives of material control - stores record - bin card, stores ledger, Various Levels of stock - Maximum Level, Minimum Level, Re-order Level, Danger Level, Average Level -EOQ - ABC Analysis - Perpetual Inventory system, Valuation of material -FIFO - LIFO - simple average - weighted average method.

UNIT III: Labour and Overheads (18 Hours)

Labour cost - types - methods of wage payment - Time Rate -Straight, and differential piece rate. Premium and bonus plans - Halsey, Halsey-weir and Rowan. OVERHEADS- Primary and secondary Apportionment and Allocation of overheads - Step ladder methods- repeated distribution Method-Machine hour rate (Simple problems)

UNIT IV: Job and Contract Costing (18 Hours)

Job costing- Batch Costing- Contract Costing - systems of contract costing -Profit or loss on contracts-Escalation clause - Cost plus contract. (Simple Problem)

UNIT V: Process Costing (18 Hours)

Process costing -Characteristics and features of process costing -Process losses- Normal loss, Abnormal loss and Abnormal gain- Computation of process costing (Simple Problems)

Teaching Methodology	Problem Solving. Peer Learning, PPTs.

Book for Study

1. Jain, S. P., & Narang, K. L. (2016). *Cost Accounting Principles and Practices*. Kalyani Publishers.

Books for Reference

1. Maheswari, S.N., & Mittal, S. N. (2021). *Cost Accounting, Principles & Practices*. A Mahavir Publication.
2. Shukla, M. C, Grewal, T. S., & Guptha, M. P. (2007). *Cost Accounting Text and Problems.* S.Chand
3. Iyengar, S. P. *Cost Accounting*. Sultan Chand & Sons
4. Reddy, T. S., & Reddy, Y. H. P. *Cost Accounting*. Mahargam Publication.

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, students will be able to	
CO1	understand the Cost concepts and Elements of Cost	**K1**
CO2	classify the types of cost and the Methods of costing	**K2**
CO3	apply the cost accounting concepts and Control Material, Labour and Over Head Costs	**K3**
CO4	connect the concepts and Methods of Costing prepare the statement of cost and fix the selling price	**K4**
CO5	defend the Methods of costing to help the Management in formulating Business Policy to Maximize the Profit and Minimize the cost	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	23UBU33CC06		Core Course - 6: Accounting for Managers - 2							6	5
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	2	1	2	2	3	2	2	3	**2.1**
CO2	2	2	1	3	3	3	2	3	2	2	**2.3**
CO3	3	2	3	2	3	2	2	2	3	3	**2.5**
CO4	2	2	2	1	2	2	2	1	2	2	**1.8**
CO5	2	2	2	3	2	3	3	2	2	2	**2.3**
										Mean Overall Score	**2.2 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UBU33CC07	**Core Course - 7:** TallyPrime	3	3

Course Objectives
To understand the basic concepts of Tally.
To know the procedure to create voucher.
To familiarize various stock groups.
To learn the methods of creating budgets.
To study and apply the concepts of GST.

UNIT I: Creation of company (9 Hours)

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

UNIT II: Creation of Vouchers (9 Hours)

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

UNIT III: Preparation of stock groups (9 Hours)

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

UNIT IV: Creation of budgets (9 Hours)

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

UNIT V: Preparation for GST (9 Hours)

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

Teaching Methodology	Multimedia Presentations, Problem solving

Book for Study
1. AK Nadhani. (2017). Simple Tally 9. BPB Publications.

Books for Reference
1. Vishnu, P. S. (2012). Tally ERP 9. Computech Publications Ltd.
2. Nadhani, A. K & Nadhani, K. K. (2005). Implementing Tally. BPB Publications.
3. Srinivasa Valaban. (2012). Computer applications in Business. Sultan & Sons.
4. Rizwan Ahmed. (2016). Margham Publication.

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	understanding the fundamental and key components of computerized accounting software	**K1**
CO2	create ledgers and groups in various modes.	**K2**
CO3	sketch the purchase and sales order and describe the fundamentals of GST.	**K3**
CO4	analyse inventory transactions in inventory vouchers.	**K4**
CO5	create the voucher entries for the transactions as financial reports	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	**23UBU33CC07**		**Core Course - 7:** TallyPrime							**3**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	2	3	3	3	1	2	**2.6**
CO2	2	1	2	2	2	2	1	1	1	2	**1.6**
CO3	2	2	2	2	1	1	2	3	3	3	**2.1**
CO4	2	2	2	2	2	3	3	3	3	2	**2.4**
CO5	3	2	3	3	3	3	3	3	3	2	**2.8**
									Mean Overall Score		**2.3 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UBU33CP01	**Core Practical - 1:** TallyPrime - Software	4	2

Course Objectives
To understand the basic concepts of Tally.
To know the procedure to create voucher.
To familiarise various stock groups.
To learn to create budget.
To study and apply the concepts of GST.

Practical Exercise

1. Creation of a company.
2. Alteration and deletion of company.
3. Creation of primary groups, single group and sub - groups.
4. Preparation of voucher entries for the given transactions.
5. Preparation of Trial Balance.
6. Treatment of closing stock, cash.
7. Treatment of outstanding expenses, prepaid expenses.
8. Preparing final accounts.
9. Formation of stock category, stock groups, and units of measure.
10. Creation and alteration of budget.
11. Generating report on trial balance.
12. Generating report on budget.
13. Generating report on final accounts.
14. Creation of payroll.
15. Prepare inter- intra state purchase and sales order transaction under GST.

Teaching Methodology	Multimedia Presentations, Problem solving.

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	understanding the fundamental and key components of tally prime	K1
CO2	create ledgers and groups in various modes.	K2
CO3	record inventory transactions in inventory vouchers.	K3
CO4	generate various financial reports.	K4
CO5	prepare purchase and sales order and describe the fundamentals of GST	K5

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
3	23UBU33CP01		**Core Practical - 1:** TallyPrime - Software						4	2
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	2	1	2	2	3	2	2	3	2.1
CO2	2	2	1	3	3	3	2	3	2	2	2.3
CO3	3	2	3	2	3	2	2	2	3	3	2.5
CO4	2	2	2	1	2	2	2	1	2	2	1.8
CO5	2	2	2	3	2	3	3	2	2	2	2.3
									Mean Overall Score		**2.2 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UBU33AO01A	**Allied Optional - 1:** Organisational Behaviour	6	4

Course Objectives
To know the concepts of Organization behaviour
To study the individual behavioural of the person
To develop the personality of a person
To know the causes of stress and manage it
To manage the organizational change

UNIT I: Introduction to OB   (18 Hours)

Introduction to Organizational Behavior: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - Various Disciplines contributing to OB.

UNIT II: Individual-Behaviour& Personality   (18 Hours)

Individual Behaviour: Personality & Perception: Meaning of personality, Determinants & Types-Development of personality - Theories of personality- Perception- Meaning - Perceptual Process

UNIT III: Motivation   (18 Hours)

Motivation: Definition, Importance, Motives - Characteristics, Classification of motives - Primary & Secondary motives. Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory. Morale - Definition and relationship with productivity - Morale Indicators.

UNIT IV: Group Dynamics & Conflict Management   (18 Hours)

Group Dynamics: Concept of Group - Theories of Group Formation - Formal and Informal Groups. Conflict Management: Definition. Traditional Vs Modern view of conflict - Types of conflict - Intrapersonal, Interpersonal, and Organizational. Constructive and Destructive conflict.

UNIT V: Stress Management & Organisational Change   (18 Hours)

Stress management: Definition, Symptoms, Measurement of Stress- Sources and consequences of stress-Stress and task performance- Strategies for coping with stress- Organisational Change: Concept of change, Why organizational change- Resistance to Change-Managing Resistance.

Teaching Methodology	Multimedia Presentations, Case studies, Role play.

Book for Study
1. K. Aswathappa. (2007). *Organizational Behaviour.* (7th Ed.). Himalaya Publishing House.

Books for Reference
1. Stephen, P. R (2005). *Organisational Behaviour.* (11th Ed.). Pearson Education India.
2. Fred Luthans. (2010). *Organisational Behaviour.* (12th Ed.). Tata McGraw Hill.
3. UMA Sekaran. (2012). *Organizational Behaviouir.* Tata MrGraw Hill.
4. Bhattacharya. (2016). *Organization Behaviour*. Oxford University Press.
5. S. S. Khanka. (2013). *Organisational Behaviour.* (4th Ed.). S Chand & Co Ltd.

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	identify and learn the fundamental concepts of Organization behaviour	K1
CO2	relate the behavioural concepts in organization	K2
CO3	discover the leadership skills	K3
CO4	connect the knowledge about organizational Climate and change	K4
CO5	reframe the contemporary changes of organizational behaviour.	K5

										Relationship Matrix

Semester	Course Code	Title of the Course							Hours	Credits
3	23UBU33AO01A	Allied Optional - 1:Organisational Behaviour							6	4

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	3	3	2	2	2	2.4
CO2	3	3	2	2	2	3	3	1	2	1	2.2
CO3	2	3	3	3	1	2	3	3	3	1	2.4
CO4	3	3	3	2	2	2	2	2	3	3	2.5
CO5	3	2	2	2	3	3	3	2	2	3	2.5
									Mean Overall Score		2.4 (High)

Semester	Course Code	Title of the Course	Hours/week	Credits
3	23UBU33AO01B	**Allied Optional - 1:** Emotional Intelligence and Managerial Effectiveness	6	4

Course Objectives
To understand the basic and secondary emotions.
To apply core emotional intelligence competencies for achieving results.
To develop greater self-awareness and consciously use emotional data to create productive workplace relationships.
To recognize and use emotions intelligently for gaining managerial effectiveness.
To build leadership skills and maintain an emotionally intelligent team.

UNIT I: Emotional Intelligence **(18 Hours)**

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

UNIT II: Components of Emotional Intelligence **(18 Hours)**

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

UNIT III: Introduction to concepts of Emotional Literacy **(18 Hours)**

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

UNIT IV: Emotional Intelligence and Managerial Effectiveness **(18 Hours)**

Emotional Intelligence at workplace- Emotional learning in organizations-Training of EI in organizations- Concept of Managerial Effectiveness - 7 Habits of highly effective people

UNIT V: Leadership and Emotional Intelligence. **(18 Hours)**

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

Teaching Methodology	Multimedia Presentations, Case studies, Role play.

Books for Study
1. Goleman Daniel. *Working with Emotional Intelligence*. Bantam Books.
2. Stephen, R. C. *7 Habits of Highly Effective People*.

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

Journals
1. Human Resource Development Quarterly
2. Journal of Applied Social Psychology
3. Journal of Managerial Psychology

Websites and eLearning Sources
1. http://www.unh.edu/emotional_intelligence/ei%20Reprints/ELpubs%201990-1999.htm
2. http://www.emotionalintelligencecourse.com/eq-blog/

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	relate the concepts of Emotional Intelligence with Emotions.	**K1**
CO2	illustrate the components of Emotional Intelligence and Emotional Competency.	**K2**
CO3	demonstrate the application of cognitive and behavioural skills in their personal and professional life.	**K3**
CO4	analyse Emotional training and learning methods at workplace to enhance personal and Managerial effectiveness	**K4**
CO5	interpret Emotional Learning and Leadership styles.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	**23UBU33AO01B**		**Allied Optional - 1:** Emotional Intelligence and Managerial Effectiveness							**6**	**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	3	3	2	3	3	3	2	2	**2.6**
CO2	2	3	2	3	2	2	3	3	3	2	**2.5**
CO3	2	2	2	1	2	2	2	2	1	2	**1.8**
CO4	2	3	2	3	2	3	3	3	2	3	**2.6**
CO5	2	3	3	1	3	1	2	1	2	1	**1.9**
									Mean Overall Score		**2.28 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UHE34VE03A	**Value Education - 3:** Social Ethics - 1	2	1

Course Objectives
To gain a comprehensive understanding of the principles advocated in social ethics.
To examine the different types of political systems in a thorough manner.
To comprehend the role and obligations of the educated youth.
To evaluate the conduct of the elected representatives in a detailed manner.
To thoughtfully analyze the various forms of cyber crime.

UNIT I: Introduction to Social Ethics (6 Hours)

Social ethics, social ethics and social responsibility, social ethics play an important role on the areas, religion influences social changes and vice versa, 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

Book for Study
1. Department of Human Excellence. (2021). *Formation of Youth*, St Joseph's College (Autonomous), Tiruchirappalli.

Books for Reference
1. Arora, R.K. (2014). *Ethics, Integrity and Values*. Public Service Paperback.
2. Cunningham, D. (2004). *There's something happening here: The new left, the Klan, and FBI counterintelligence*. Berkeley: University of California Press.
3. Mali, P. (2017). *Cyber law & Cyber Crimes simplified*. Cyber Info media Paperback.
4. Richardson, M. (2019). *Cyber Crime: Law and Practice Hardcover - Import*.

Websites and eLearning Sources
1. https://cybercrime.gov.in/
2. https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/

3. https://www.esv.org/resources/esv-global-study-bible/social-ethics/
4. https://en.wikipedia.org/wiki/Political_system

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	On successful completion of this course, students will be able to	
CO1	know the responsibility of the educated youth.	**K1**
CO2	understand the values prescribed under social ethics.	**K2**
CO3	apply their minds critically to the various types of cyber crime.	**K3**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	**23UHE34VE03A**		**Value Education - 3:** Social Ethics - 1							**2**	**1**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	2	3	2	2	3	3	**2.7**
CO2	3	2	2	2	3	2	2	3	2	2	**2.3**
CO3	2	3	3	3	2	3	3	3	3	3	**2.8**
									Mean Overall Score		**2.6 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UHE34VE03B	**Value Education - 3:** Religious Doctrine - 1	2	1

Course Objectives
To impart knowledge to students about Salvation History
To familiarize students with the life and mission of Jesus Christ
To help Students understand the Holy Spirit
To empower students on Gospel Values
To equip the students about Mother Mary

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: Gospel Values   **(6 Hours)**

UNIT V: Mary, the Mother of God   **(6 Hours)**

Teaching Methodology	Chalk and Talk, Power point, Assignment and Group discussion

Book for Study
1. Department of Human Excellence. (2022). *Fullness of Life.* St. Joseph's College, Tiruchirappalli.

Books for Reference
1. (1994). *Compendium: Catechism of the Catholic Church.* Bengaluru: Theological Publications in India.
2. Holy Bible (NRSV).

	Course Outcomes	
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	understand the Salvation History	**K1**
CO2	grasp to the life and purpose of Jesus Christ	**K2**
CO3	live out the teachings of the Gospel	**K3**

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
3	23UHE34VE03B		**Value Education - 3:** Religious Doctrine - 1						2	1
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	2	3	2	2	3	3	**2.7**
CO2	3	2	2	2	3	3	3	3	2	2	**2.5**
CO3	2	2	3	3	2	2	3	3	3	3	**2.6**
									Mean Overall Score		**2.6 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	**23UTA41GL04C**	**General Tamil - 4: வணிகத் தமிழ்** *(Business Tamil)*	**4**	**3**

கற்றலின் நோக்கங்கள்
வணிகம் அன்றாட வாழ்வில் செலுத்தும் தாக்கத்தைக் கண்டறிதல்
பண்டைத்தமிழர் வாழ்வில் இடம்பெற்ற வணிகத்தின் சிறப்பைக் கற்றுக்கொள்ளுதல்
பழந்தமிழகம் உலக நாடுகளுடன் கொண்ட வணிக மேலாண்மையை அறிந்துகொள்ளுதல்
திறனாய்வு நோக்கில் வணிகவியலை ஆராய்தல்
இலக்கியங்கள்வழி வணிகம்சார் விழுமியங்களைக் கண்டுணர்தல்

அலகு 1 (12 மணி நேரம்)

பட்டினப்பாலை

மாஅகாவிரிமணம் கூட்டும் (116-125) வான் முகந்தநீர் மலை (126-141)
சேவடிச் செறிகுறங்கின் (146-158) செல் கதிர் நுழையாச் செழுநகர் (183-193)
நெடுநுகத்துப் பகல் போல (206-218)

உரைநடைக்கட்டுரை: சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

அலகு 2 (12 மணி நேரம்)

அவரோவாரார், முல்லையும் பூத்தன (குறுந்தொகை- 221)
முள்ளெயிற்றுப் பாண்மகள் (ஐங்குறுநூறு (மருதத்திணை) - புலவிப்பத்து 47)
கான் உறைவாழ்க்கை (புறநானூறு 33: 1-7)
சிறுகுழை துயல்வரும் காதில், பணைத்தோள் (பெரும்பாணாற்றுப்படை, 161-168)
தேனெய்யொடு கிழங்குமாறியோர் (பொருநராற்றுப்படை, 214-221)

உரைநடைக்கட்டுரை : சங்க இலக்கியங்களில் பண்டமாற்று

அலகு 3 (12 மணி நேரம்)

திருக்குறள் (2 அதிகாரங்கள்): வினைத்திட்பம், பொருள்செயல்வகை உரைநடைக்கட்டுரை: பண்டையதமிழர்களின் பிறநாட்டுவணிகத் தொடர்பும், துறைமுகங்களும்

அலகு 4 (12 மணி நேரம்)

புதினம் - கோலங்களும் கோடுகளும் - ராஜம் கிருஷ்ணன் வணிகக் கடிதங்கள் - பொதுஅமைப்பு மற்றும் படிவங்கள் - தகவல் தொடர்புப் பதிவேடுகளை உருவாக்குதல், பராமரித்தல் உரைநடைக்கட்டுரை: பண்டைய தமிழர்களின் வணிக மேலாண்மை

அலகு 5 (12 மணி நேரம்)

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

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)

பாட நூல்கள்

1. தமிழாய்வுத்துறை. (2021). வணிகத்தமிழ். தூய வளனார் தன்னாட்சிக் கல்லூரி.
2. ராஜம் கிருஷ்ணன். (2021). கோலங்களும் கோடுகளும். தூய வளனார் தன்னாட்சிக் கல்லூரி.
3. மூர்த்தி அ. கி. (1994). வணிகவியல் அகராதி. மணிவாசகர் பதிப்பகம்.

பார்வை நூல்கள்

1. ஜெயமோகன். (2022). வணிக இலக்கியம். விஷ்ணுபுரம் பதிப்பகம்.
2. நரசய்யா. (2005). கடல்வழி வணிகம். பழனியப்பா பிரதர்ஸ்.
3. மயிலை சீனி வேங்கடசாமி. (1978). பழங்காலத் தமிழர் வாணிகம். நியூ செஞ்சுரிபுக் ஹவுஸ்.

Websites and eLearning Sources

1. www.creativecommons.org

2. www.tamildigitallibrary.in
3. https://www.tamiluniversity.ac.in/english/library2-/digital-library/
4. https://www.tamilelibrary.org/

	Course Outcomes	
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	பண்டைய தமிழர்களிடம் மேலோங்கியிருந்த வணிகவியல் சிந்தனைகளை அறிந்துகொள்வர்.	**K1**
CO2	பண்டைய இலக்கியங்களுள் வெளிப்படும் வணிகவியல் மேலாண்மைத் தொடர்புகளை அறிந்துகொள்வர்.	**K2**
CO3	வணிகக்கடிதங்கள், பொதுஅமைப்பு மற்றும் படிவங்கள், பதிவேடுகளை உருவாக்குதல், பராமரித்தல் ஆகியவற்றைக் கற்றுக்கொள்வர்	**K3**
CO4	புத்திலக்கியங்களுள் வணிகவியல் கூறுகள் பெற்றுள்ள இடத்தை ஆய்ந்து அறிவர்	**K4**
CO5	வணிகவியல் கலைச்சொற்களைத் தமிழில் கற்றுக் கொண்டு வணிகத்தமிழ்த்துறை வளரத் துணைபுரிவர்	**K5**

	Relationship Matrix										
Semester	**Course Code**		**Title of the Course**				**Hours**		**Credits**		
4	**23UTA41GL04C**		General Tamil - 4: வணிகத் தமிழ் *(Business Tamil)*				**4**		**3**		
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	1	2	3	2	2	3	3	2	2	2	**2.2**
CO2	2	2	3	2	2	2	3	2	3	2	**2.3**
CO3	1	2	2	3	2	2	2	3	3	3	**2.3**
CO4	2	2	3	2	2	3	2	3	3	2	**2.4**
CO5	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/Week	Credits
4	23UFR41GL04	French - 4	4	3

Course Objectives
To analyse the French clothing with respect to its culture
To apply prepositions and understand its usages
To analyse a contemporary text in present tense
To evaluate the French festivals and compare with their own cultural context
To apply the past tense using simple conversation

UNIT I   (12 Hours)

- <u>TITRE</u>: On fait le mélange!
- <u>GRAMMAIRE</u> : le présent progressif, les pronoms possessifs, la phrase négative
- <u>LEXIQUE</u> : décrire les étapes d'une action, la maison, les taches ménagères
- <u>PRODUCTION ORALE</u> : comprendre le récit d'un voyage
- <u>PRODUCTION ECRITE</u> : raconter ses actions quotidiennes

UNIT II   (12 Hours)

- <u>TITRE</u>: à propos de logement
- <u>GRAMMAIRE</u> : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre
- <u>LEXIQUE</u> : la localisation et le logement, les pièces, meubles et équipement
- <u>PRODUCTION ORALE</u> : jeu de rôle –votre ami et vous s'installe dans un nouveau meuble
- <u>PRODUCTION ECRITE</u> : décrire votre maison/appartement

UNIT III   (12 Hours)

- <u>TITRE</u>: Tous en forme!
- <u>GRAMMAIRE</u> : le passé composé et l'imparfait, le passé récent, l'expression de la durée
- <u>LEXIQUE</u> : un souvenir et les événements du passées, le corps humain : extérieur, le corps humain : intérieur
- <u>PRODUCTION ORALE</u> : échanger sur ses projets de vacances
- <u>PRODUCTION ECRITE</u> : raconter un souvenir

UNIT IV   (12 Hours)

- <u>TITRE</u>: Accidents et catastrophes
- <u>GRAMMAIRE</u> : les adjectifs et les pronoms indéfinis : rien/ personne/aucun, les verbes dire, courir et mourir
- <u>LEXIQUE</u> : savoir les mots et les expressions des catastrophes naturelles, les maladies et les remédies, les accidents, les catastrophes naturelles
- <u>PRODUCTION ORALE</u> : comprendre des personnes qui expriment leur accord ou leur désaccord selon un thème donné
- <u>PRODUCTION ECRITE</u> : écrivez sur une catastrophe naturelle en articulant la cause et la conséquence

UNIT V   (12 Hours)

- <u>TITRE</u>: Faire ses études a l'étranger/ bon voyage/ la météo
- <u>GRAMMAIRE</u> : 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, la météo
- PRODUCTION ORALE : exprimer son opinion sur la météo/parler de l'avenir
- PRODUCTION ECRITE: comparer le système scolaire français et indien

Teaching Methodology	Workshop, group activity, Sharing contemporary french cultural videos

Book for Study
1. Dauda, P., Giachino, L., & Baracco, C. (2016). *Generation A1*. Didier.

Books for Reference
1. Girardet, J., & Pecheur, J. (2017). *Echo A1*. (2nd Ed.). CLE International.
2. Mérieux, R., & Loiseau, Y. (2012). *Latitudes A1*. Didier.
3. Fournier, I. (2011). *Talk French.* Goyal Publishers.

Websites and eLearning Sources
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

	Course Outcomes	
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	recall the vocabulary pertaining to dwelling place.	K1
CO2	outline crisis management in France.	K2
CO3	develop a travel diary of your own.	K3
CO4	simplify the French education system.	K4
CO5	interpret past tenses in a text.	K5

			Relationship Matrix								
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
4	23UFR41GL04		French - 4							4	3
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	1	3	2	2	3	2	1	2	2	2.1
CO2	3	1	2	3	3	3	2	1	3	1	2.2
CO3	3	2	3	2	2	3	2	1	3	2	2.3
CO4	3	1	2	2	3	3	3	1	3	3	2.4
CO5	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/Week	Credits
4	23UHI41GL04	Hindi - 4	4	3

Course Objectives
To strengthen the language competence among the students
To equip students with cinematic perspective by comparative studies of Hindi literature
To enable the students to develop their effective communicative skills in Hindi
To strengthen the language competence among the students
To incept research-oriented aspirations among students

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

Teaching Methodology	Debate Participation, Videos, PPT, Quiz, Project Work

Books for Study
1. Bosalae, S. (2020). *kavya sarang*. Rajkamal Prakashan.
2. Gupth, M. K. (2020). *Hindi Vyakaran*. Anand Prakashan.
3. Jain, S.K. (2019). *Anuwad: Siddhant Evam Vyavhar.* Kailash Pustak Sadan.

Books for Reference
1. Chaturvedi, R.P. (2015). *Hindi vyakarana*. Upakar Prakashan.
2. Ramdev. (2016). *Vyakaran Pradeep*. Hindi Bhavan.
3. Gosamy, K. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.
4. Shukla, A. R (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

Websites and eLearning Sources

1. https://youtu.be/xmr-DaQ3LhA
2. https://mycoaching.in/adhunik-kaal
3. https://m.sahityakunj.net/entries/view/bhartiya-sahitya-mein-anuvad-kee-bhoomika
4. https://mycoaching.in/upsarg-in-hindi
5. https://kalingaliteraryfestival.com/speakers/mamta-kalia/

CO No.	Course Outcomes	
	CO-Statements	**Cognitive Levels (K - Level)**
	On successful completion of the course, the student will able to	
CO1	list out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	K1
CO2	discuss the dialects of Hindi language.	K2
CO3	illustrate the works of some eminent Hindi Writers related to society.	K3
CO4	analyze the human values expressed in life and literature of Hindi Novelist "Mamatha Kaliyah".	K4
CO5	evaluate the film & Literary works in Hindi.	K5

Relationship Matrix

Semester	Course Code		Title of the Course				Hours		Credits
4	23UHI41GL04		Hindi - 4				4		3

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	3	2	3	2	3	1	2.4
CO2	3	2	3	3	2	3	2	3	1	2	2.4
CO3	3	2	2	3	2	2	1	3	2	3	2.3
CO4	3	2	3	1	3	3	2	3	3	2	2.5
CO5	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/Week	Credits
4	23USA41GL04	Sanskrit - 4	4	3

Course Objectives
To give an exposure to Sanskrit drama in general
To showcase the structure of pre-kalidasan plays in Sanskrit
To coach students in Sanskrit morphology
To acquaint students with the structures of Sanskrit syntax
To impart communicative skills in Sanskrit by training in the functional aspects of the language

UNIT I (12 Hours)

Samskrita Vyavahara sahasri vakiya Prayogaha

UNIT II (12 Hours)

Lot Lakaarah, Prayaogh Kartari Vaakyaani

UNIT III (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Suffixs

UNIT IV (12 Hours)

Karnabhaaram , Naatakasya Visistyam

UNIT V (12 Hours)

Samskrita Racanani Vubhavoga

Teaching Methodology	Videos, PPt, Blackboard, Demonstration, Exercises

Books for Study
1. *Karnabhavam & Literature Language*
2. *Dhaatu Manjari*
3. Samskrita Vyavahara Sahasri (*A Collection of One Thousand Sentences*), Samskrita Bharati, Delhi.

Books for Reference
1. Vadhyar, R.S. & Sons. (2019). *History of Sanskrit Literature.* Book - sellers and publishers , Kalpathu ,Palghat, Kerala, south India,
2. Kulapathy, Saral, K.M. (2018). *Sanskrit Balabodh , Bharathita vidya bhavan* , Munshimarg.
3. Bharathi. (2019). *Vadatu sanskritam - Samaskara Binduhu.* S. Aksharam 8th cross, 2nd phase Giri nagar Bangalore.

Websites and eLearning Sources
1. https://sanskritdocuments.org/doc_z_misc_major_works/daily.pdf
2. https://www.learnsanskrit.org/guide/verbs-1/karmani-and-bhave-prayoga/
3. https://ia902903.us.archive.org/7/items/in.ernet.dli.2015.102820/2015.102820.The-Sanskrit-Drama-In-Its-Origin-Development-Theory-And-Practice.pdf
4. https://archive.org/details/oafI_karna-bharam-karnas-burden-of-bhasa-with-dr.-sudhakar-malaviya-gokuldas-sanskrit
5. https://sanskritwisdom.com/composition/essays/sanskrit-language/

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	On successful completion of this course, students will be able to	
CO1	understand human behaviors by studying dramas	**K1**
CO2	remember and identifying Mahabharata characters and events	**K2**
CO3	apply the morals learnt in day to day life	**K3**
CO4	appreciate ancient Sanskrit dramas	**K4**
CO5	create new conversational sentences and to Improve self-character (Personality Development)	**K5**

Relationship Matrix												
Semester	**Course Code**		**Title of the Course**								**Hours**	**Credits**
4	23USA41GL04		Sanskrit - 4								4	3
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**		
CO1	2	2	2	2	3	3	3	3	3	2	2.4	
CO2	2	2	3	3	2	3	2	3	3	2	2.5	
CO3	3	3	2	3	2	1	1	3	3	3	2.4	
CO4	2	2	3	2	3	3	3	3	2	3	2.6	
CO5	2	3	3	3	2	1	3	3	3	2	2.5	
									Mean Overall Score		2.48 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
4	23UEN42GE04	General English - 4	5	3

Course Objectives
To develop and enhance language proficiency in listening, reading, and writing skills through teacher-led reading practice, and comprehension exercises.
To encourage creative thinking through creative tasks and essay writing.
To foster effective communication skills by engaging in tasks that require note-taking, note-making, précis writing, paragraph writing, and the synthesis of information from different sources.
To strengthen grammatical skills by focusing on the application of different tenses and to emphasise grammatical accuracy in various writing tasks.
To encourage students to critically engage with media content and evaluate information.

UNIT I: Women Through the Eyes of Media (13 Hours)

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: Writing Minutes of a Meeting
1.8 Grammar: Present Perfect Tense

UNIT II: Effects of Tobacco Smoking (13 Hours)

1.9 Introduction
2.0 Objectives
2.1 Listening and Reading Skills through Teacher-led Reading Practice
2.2 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 Skill: Note-Taking
2.8 Grammar: Present Perfect Continuous Tense

UNIT III: Short Message Service (SMS) (13 Hours)

2.9 Introduction
3.0 Objectives
3.1 Listening and Reading Skills through Teacher-led Reading Practice
3.2 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 Skill: Note-Making
3.8 Grammar: Past Perfect Tense

UNIT IV: An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report (12 Hours)
3.9 Introduction
4.0 Objectives
4.1 Listening and Reading Skills through Teacher-led Reading Practice
4.2 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: Précis Writing
4.8 Grammar: Past Perfect Continuous Tense

UNIT V: Traffic Rules (12 Hours)
4.9 Introduction
5.0 Objectives
5.1 Listening and Reading Skills through Teacher-led Reading Practice
5.2 Glossary
5.3.1 Words
5.3.2 Phrases
5.4 Reading Comprehension
5.5 Critical Analysis
5.6 Creative Task
5.7 General Writing Skill: Paragraph Writing
5.8 Grammar: Future Perfect Tense

UNIT VI: A Handful of Answers: A Zen Tale (12 Hours)
5.9 Introduction
6.0 Objectives
6.1 Listening and Reading Skills through Teacher-led Reading Practice
6.2 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 Short Essays on Current Issues/General Topics
6.8 Grammar: Future Perfect Continuous Tense

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method

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

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	identify and explain key concepts and topics discussed in the course.	**K1**
CO2	understand the content by summarising, paraphrasing, and interpreting the materials presented.	**K2**
CO3	apply their knowledge to create various forms of written communication, such as meeting minutes, notes, précis, paragraphs, and essays.	**K3**
CO4	analyse the application of different tenses in various texts.	**K4**
CO5	synthesise their knowledge by creating creative tasks, including short essays on current issues and general topics	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
4	**23UEN42GE04**		General English - 4						**5**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	3	2	3	2	**2.4**
CO2	2	2	3	2	3	3	2	3	2	2	**2.3**
CO3	2	3	2	3	2	2	3	2	3	2	**2.4**
CO4	2	2	3	2	3	3	2	3	2	3	**2.5**
CO5	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/Week	Credits
4	**23UBU43CC08**	**Core Course - 8:** Operations Research for Managers	**6**	**5**

Course Objectives
To introduce Operations Research concepts and essentials features of Linear Programming Problem.
To formulate of Transportation problem and find initial basic feasible solution.
To discover the significance of queuing theory.
To examine Game Theory and its applications.
To analyse Network models and construct network- critical path.

UNIT I: Linear Programming Problem (18 Hours)

Definition - Importance and Applications of Operations Research - Linear Programming - Mathematical formulation of a problem - Graphical solutions - Standard forms of LPP for maximization and minimization problems.

UNIT II: Transportation and assignment problem (18 Hours)

Initial basic feasible solution - NWC method - Least cost method - Vogel's Approximation method - Assignment problem- Hungarian method.

UNIT III: Queuing theory and simulation (18 Hours)

Queuing theory- Applications - Single server model - Monte-Carlo Simulation.

UNIT IV: Game theory (18 Hours)

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

UNIT V: Network Analysis (18 Hours)

Basic Difference between PERT and CPM - Drawing of Arrow diagram - Critical path method - Total, free float and independent float - Determination of project completion time using PERT.

Teaching Methodology	Problem solving, Case studies, Quiz, Group Assignments.

Book for Study
1. Kapoor, V. K. (2014). *Operation research- concepts, problems and solutions*. Sultan Chand & Sons.

Books for Reference
1. Dr. P. Mariappan. (2013). *Operations research - An Introduction*. Pearson Education.
2. Hamdy, A. T. (2017). *Operation Research: An Introduction.* (10th Ed.). Prentice Hall.
3. Kanti Swarup. (2010). *Manmohan and Gupta, Operations Research*. Sultan Chand & Sons.

Course Outcomes		
CO No.	**CO-Statements** On Successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	solve linear programming problems using appropriate techniques	**K1**
CO2	find initial basic feasible Transportation and assignment problems	**K2**
CO3	estimate service performance and waiting time by analysing Queuing models	**K3**
CO4	model competitive real-world phenomena using concepts from game theory and analyse pure and mixed strategy games	**K4**
CO5	formulate Network models and apply operations research techniques to solve Network problems	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
4	23UBU43CC08		Core Course - 8: Operations Research for Managers							6	5
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	2	3	3	3	2	2	2.6
CO2	2	3	2	3	2	2	3	3	3	2	2.5
CO3	2	2	2	1	2	2	2	2	1	2	1.8
CO4	2	3	2	3	2	3	3	3	2	3	2.6
CO5	2	3	3	1	3	1	2	1	2	1	1.9
									Mean Overall Score		2.28 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43CC09	**Core Course - 9:** Business Analytics	3	3

Course Objectives
To introduce the students to MS - Excel.
To handle and format spreadsheets
To equip them on how to customise and format charts in Excel.
To impart students with the knowledge of Business Analytics.
To enable them identify the application of Business Analytics in various sectors.

UNIT I: Introduction to MS-Excel (9 Hours)

Understanding Microsoft Excel, Excel Workbook Windows, Basic Spreadsheet Skills, Excel Help System, Opening and Closing Workbooks, Understanding Workbook File Formats, Creating New Workbooks, Understanding Worksheets. Editing, Copying and Moving cells, Managing Windows

UNIT II: Charts and Tables (9 Hours)

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

UNIT III: Scenario Analysis, Formulas & Function (9 Hours)

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

UNIT IV: Business Analytics-Introduction (9 Hours)

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

UNIT V: Applications-of-Business-Analytics (9 Hours)

Analytics in Business Support Functions, Analytics in Industries - Telecom, Retail, Healthcare, Governance, Supply Chain, Marketing, Finance, Retail & Human Resource, Sports Analytics, Social Media Analytics and Social Networking Analytics.

Teaching Methodology	Multimedia Presentations, Case studies, Problem solving.

Books for Study

1. Akaiwa, F., Nordquist, K., & Gross. D. (2016). *Succeeding in Business with Microsoft Excel 2013* - A Problem Solving Approach. *Delmar Cengage Learning*.
2. Joyce Cox, Curtis Frye, M.Dow Lambert , Steve Lambert, John Pierce &Joan Preppernau. *Step By Step 2007 Microsoft Office System*, (2016). PHI Learning Private Limited.

Books for Reference

1. AitJohri. (2016). *Business Application Software,* (1st Ed.). Himalaya Publication House. (2016). *Introduction to Information Technology*. ITL Education Solutions Limited, Research And development Wing.Pearson Education
2. Gary Shelly, Thomas, J. C. & Misty Vermaat. (2007). *Microsoft Office 2007: Introductory Concepts and Techniques.* Thomson Learning publishers.
3. James Evans. (2016). *Business Analytics.* (2nd Ed.). Pearson Publishers.

Website and eLearning Sources

1. www.tutorialspoint.com/advanced_excel/index.htm

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	recall the Basic knowledge of Business analytics	**K1**
CO2	interpret the basic concepts and terminologies in business analytics.	**K2**
CO3	build MS Excel skills.	**K3**
CO4	analyse data visualization tools to present information for decision makers	**K4**
CO5	evaluate the Data with the use of MS Excel.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**	
4	23UBU43CC09		Core Course - 9: Business Analytics					3		3	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	3	2	2	3	3	2	1	2	**2.2**
CO2	3	2	1	1	1	2	1	1	2	1	**1.5**
CO3	2	1	1	2	2	2	2	2	2	2	**1.8**
CO4	2	2	2	2	2	3	3	3	3	2	**2.4**
CO5	3	2	3	3	3	3	3	3	3	2	**2.8**
									Mean Overall Score		**2.14 (Medium)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43CP02	**Core Practical - 2:** Business Analytics	4	2

Course Objectives
To handle data and prepare pay bills and invoice reports.
To prepare charts and graphs
To learn the various formulae and other built-in functions.
To use a range of lookup and reference functions.
To apply excel techniques to perform practical business analysis tasks.

Practical Exercises

1. Data Sorting-Ascending and Descending (both numbers and alphabets)
2. Individual Pay Bill preparation.
3. Invoice Report preparation.
4. Drawing Graphs. Take your own table.
5. Usage of Formulae and Built-in Functions
6. Usage of Auto Formatting
7. Create Hlookup and Vlook up Functions
8. Use IF, AND, OR Functions
9. Creating Pivot Tables and Pivot Charts
10. Descriptive Business Analytics Using Excel
11. Time Series Models in Business
12. Mathematics for Business Analytics
13. Data Visualisation and Descriptive Statistics
14. Predictive Analytics
15. Google Analytics

Teaching Methodology	Multimedia Presentations, Practical sessions.

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	launch Excel and navigate the worksheet.	**K1**
CO2	build worksheets and Enhance worksheets	**K2**
CO3	create charts and share information, sort, and filter lists.	**K3**
CO4	increase productivity with macros, templates, and custom toolbars and menus.	**K4**
CO5	use problem-solving tools and Summarize data with data analysis, PivotTables, and Pivot Charts.	**K5**

Relationship Matrix										
Semester	**Course Code**			**Title of the Course**					**Hours**	**Credits**
4	23UBU43CP02			**Core Practical - 2:** Business Analytics					4	2
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	3	2	2	2	2	2	2	**2.2**
CO2	3	2	2	2	2	2	3	2	3	3	**2.4**
CO3	2	3	2	3	2	3	2	3	3	3	**2.6**
CO4	2	2	2	1	2	2	2	1	2	2	**1.8**
CO5	3	2	3	3	1	3	1	3	2	1	**2.2**
									Mean Overall Score		**2.24 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43AO02A	**Allied Optional - 2:** Entrepreneurial Development	6	4

Course Objectives
To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
To discuss the role of financial institutions in developing entrepreneurship.
To know the various ideas and implementation of business plan.
To understand the significance of Government in entrepreneurship development
To Identify the driving forces of new venture success and to develop skills in innovation and business planning for entrepreneurial ventures

UNIT I: Introduction to Entrepreneurship (18 Hours)

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

UNIT II: Financial institutions supporting entrepreneurs (18 Hours)

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

UNIT III: Project Management (18 Hours)

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

UNIT IV: Entrepreneurial Development (18 Hours)

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

UNIT V: Entrepreneurial ventures (18 Hours)

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

Teaching Methodology	Multimedia Presentations, Case studies, Role play

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

Books for Study
1. Dr. Gupta, C. B. & Dr. Srinivasan, N. P. (2016). *Entrepreneurial Development*. Sultan Chand & Sons.

Books for Reference
1. Gardon, E & Natarajan, K. (2012). *Entrepeneurship development*. Himalaya Publishing House.
2. Desai, V. (2016). *Project Management.* (2nd Ed.). Himalaya Publishing House.
3. Hisrich, Robert, D., Manimala, J., Mathew, Peters, Michael. P. & Shepherd, Dean A. (2015). *Entrepreneurship*. Tata-McGraw-Hill.
4. Desai, V. (2014). *The Dynamics of Entrepreneurial Development and Management,* (6th Ed.). Himalaya Publishing House.

5. David, H. (2013). *Entrepreneurial Development,* (5th Ed.). Prentice Hall.

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

	Course Outcomes	
	CO-Statements	**Cognitive Levels (K-Level)**
CO No.	On Successful completion of this course, students will be able to	
CO1	identify the Knowledge of the nature of entrepreneurship.	**K1**
CO2	find out the role of financial institutions supporting entrepreneurs	**K2**
CO3	apply knowledge to write the the business plans and implementation.	**K3**
CO4	understand the concepts of Entrepreneurship development.	**K4**
CO5	develop the awareness about various schemes and subsidies of government for entrepreneurial development.	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
4	**23UBU43AO02A**		**Allied Optional - 2:** Entrepreneurial Development						**6**	**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	3	1	3	2	2	1	2	**2.2**
CO2	2	3	2	1	3	2	3	1	2	3	**2.2**
CO3	3	2	2	2	2	2	2	2	2	2	**2.1**
CO4	2	3	2	3	2	3	1	1	2	2	**2.1**
CO5	3	2	3	3	2	2	3	3	3	2	**2.6**
									Mean Overall Score	**2.24 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43AO02B	**Allied Optional - 2:** Management of Business Sustainability	6	4

Course Objectives
To understand the concept of Business Sustainability in MSMEs.
To aware of the Business Environment and Market Assessment.
To know about the Sustainable Production Locations.
To Analyze Resource Life Extension in sustaining the business environment.
To create sustainable report and business networks.

UNIT I: Role of MSMEs (18 Hours)

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

UNIT II: Environment and Market Assessment (18 Hours)

Environmental scanning- Market Assessment - Organizational Structure- Introduction to sustainability Evolution-Principles-Dimensions of sustainability Social-Environmental, Economic and Financial Sustainability.

UNIT III: Sustainable Production Locations (18 Hours)

Concept of Environment - Environmental Audits - Types - Sustainable Production Locations - Eco-industrial Park - Clean Production and Water Reduction - Eliminating Waste at Work.

UNIT IV: Resource Life Extension (18 Hours)

Establishing sustainability as an objective - Achieving Optimal Objectives - Resource Life Extension - Principles - Benefit Perception and Service.

UNIT V: Sustainable Report (18 Hours)

Pre-requisite of a sustainable report—Structure of a sustainable report-Writing and Designing report - Cooperative Networking - Meaning - Getting over the hurdle - Advantages & Disadvantages of Business Networks.

Teaching Methodology	Multimedia Presentations, Case studies, Group Discussions.

Books for Study
1. Stead, J. G. & Stead, E. *Sustainable Management.* M.E. Sharpe & Co.

Books for Reference
1. Rogers, Jalal & Boyd. (2015). *An Introductions to sustainability Development*. PHI
2. Singh. (2014). *Triple Bottom Reporting and Corporate Sustainability.* PHI learning.
3. Jonathan, T. S. (2013). *The Sustainable Business.* (2nd Ed.). Greenleaf Publishing Ltd. UK.

Website and eLearning Sources
1. https://www.globalreporting.org/reporting/reportingframeworkoverview/Pages/default.aspx
2. http://www.susreport.org/business/report/intro.html
3. www.epa.gov

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	overview of sustainability Development Goals of United Nations	K1
CO2	familiarized with the basis of sustainability Goals Index of India	K2
CO3	analyze the need and importance of sustainable Business Practices in India	K3
CO4	evaluate the nature of rights and duties of stakeholders with regards to sustainable Business.	K4
CO5	prepare Sustainable Reports and Implement Sustainable Business Practices.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4	23UBU43AO02B	Allied Optional - 2: Management of Business Sustainability								6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	1	3	2	2	1	2	2.2
CO2	2	3	2	1	3	2	3	1	2	3	2.2
CO3	3	2	2	2	2	2	2	2	2	2	2.1
CO4	2	3	2	3	2	3	1	1	2	2	2.1
CO5	3	2	3	3	2	2	3	3	3	2	2.6
									Mean Overall Score		2.24 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UHE44VE04A	**Value Education - 4:** Social Ethics - 2	2	1

Course Objectives
To understand the significance of natural resources and strive to coexist harmoniously with nature.
To implement strategies for disaster management within the community.
To evaluate the significance and distinctions between science and religion.
To recognize the importance of maintaining a healthy lifestyle.
To utilize counseling techniques to address and resolve individuals' issues.

UNIT I: Harmony with Nature (6 Hours)

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. 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, Technology and 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 - 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 IV: Disaster Management (6 Hours)

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 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
1. Department of Human Excellence. (2021). *Formation of Youth*, St Joseph's College (Autonomous), Tiruchirappalli.

Books for Reference
1. Albert, D., & Steinberg, L. *Judgment and decision making in adolescence*: Journal of Research on Adolescence, page no: 211-224 (2011).
2. Larry, R. C. (2000). *Disaster Management and Preparedness,* Lewis Publications.
3. Hurlock, E.B. (2001). *Developmental Psychology: A: Life-Span Approach*. (5th Ed.). Tata McGraw-Hill.
4. Sangha., & Kamaljit. (2015). *Ways to Live in Harmony with Nature: Living Sustainably and Working with Passion.* Australia, Woodslane Pty Limited.

Websites and eLearning Sources

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

CO No.	CO-Statements	Cognitive Levels (K - Level)
	Course Outcomes	
	On successful completion of this course, students will be able to	
CO1	Know the value of natural recourses and to live in a harmony with nature.	K1
CO2	Apply the plans of disaster management in the society.	K2
CO3	Analyse the importance and differences of science and religion.	K3

Relationship Matrix										
Semester	**Course Code**	**Title of the Course**							**Hours**	**Credits**
4	23UHE44VE04A	Value Education - 4: Social Ethics - 2							2	1
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	2	3	3	2.8
CO2	3	2	2	3	3	2	3	3	2	2	2.5
CO3	2	3	3	3	2	3	3	3	3	3	2.8
								Mean Overall Score			2.7 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UHE44VE04B	**Value Education - 4:** Religious Doctrine - 2	2	1

Course Objectives
To explore the rich historical background of the Catholic Church
To explore and comprehend the Sacraments practiced by the Catholic Church
To incorporate Christian Prayer into daily routines
To reflect on personal growth through the lens of Sacraments and Christian Prayer
To promote unity by embracing universal values from various religions

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   The Christian Prayer   **(6 Hours)**

UNIT V   Harmony of Religions   **(6 Hours)**

Teaching Methodology	Chalk and Talk, Power point, assignment and Group discussion

Book for Study
1. Department of Human Excellence (2022). Fullness of Life, St Joseph's College (Autonomous), Tiruchirappalli.

Book for Reference
1. (1994). *Compendium: Catechism of the Catholic Church.* Bengaluru: Theological Publications in India.
2. Holy Bible (NRSV).

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	understand the history of the Catholic Church	**K1**
CO2	examine and grasp the Sacraments of the Catholic Church	**K2**
CO3	apply the Christian Prayer to their everyday life	**K3**

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	23UHE44VE04B		Value Education - 4: Religious Doctrine - 2							2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	2	3	3	2.7
CO2	3	2	2	2	3	3	3	3	2	2	2.5
CO3	2	2	3	3	2	2	3	3	3	3	2.6
								Mean Overall Score			2.6 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53CC10	**Core Course - 10:** Management Accounting	6	5

Course Objectives
To understand the techniques of Management Accounting for Better Decision Making
To Plan and formulate policies related to Management accounting
To   Interpret the Financial Information based on the Financial statements.
To Assist the Management in directing and Controlling the operational activities of the business.
To Evaluate the efficiency and effectiveness of the policies.

UNIT I: Introduction and concepts of Management Accounting   (18 Hours)

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

UNIT II: Ratio Analysis   (18 Hours)

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

UNIT III: Fund flow and cash flow statement   (18 Hours)

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

UNIT IV: Marginal costing   (18 Hours)

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

UNIT V: Budgetary control   (18 Hours)

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

Theory -20% Problem 80%

Teaching Methodology	Problem solving, Peer Learning, Seminars, PPTs.

Book for Study
1. Dr. Maheswari, S.N. (2014). *Principles of Management Accounting*. S. Chand & Sons Publications.

Books for Reference
1. Pillai, R.S.N. & Bagavathi. *Management Accounting.* S.Chand & Sons Publications 2006 Edition.
2. Reddy, T.S. & Reddy, H. P. (2016). *Management Accounting.* Margam Publications.

Website and eLearning Sources
1. https://www.accounting.com
2. https://corporatefinanceinstitute.com
3. https://www.topper.com

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	define the objectives of Management Accounting and know the techniques of Management Accounting.	**K1**
CO2	analyse the Financial Statements and interpret the results thereof.	**K2**
CO3	study the cause-and-effect relationship by analyzing the different variables affecting the profits and profitability of the business.	**K3**
CO4	examine the Financial Statements and Estimate the future Proposals	**K4**
CO5	apply different techniques of Management Accounting to formulate the policies.	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
5	**23UBU53CC10**		**Core Course - 10:** Management Accounting						**6**	**5**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	2	2	3	2	**2.3**
CO2	3	2	3	2	3	2	2	3	3	2	**2.5**
CO3	2	3	3	3	3	2	3	2	2	3	**2.7**
CO4	3	2	3	4	4	3	2	3	4	2	**3.0**
CO5	2	3	3	4	4	2	3	3	4	2	**3.5**
									Mean Overall Score		**2.8 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53CC11	**Core Course - 11:** Legal Aspects of Business	4	3

Course Objectives
To enlighten the students on the basic principles and legal aspects of business laws
To promote the understanding of various legislations relating to contracts
To make them acquire knowledge on Indian Partnership Act
To learn the mechanism for prompt action on complaints, protect customers as per Consumer Protection Act.
To acquire knowledge of the regulatory framework of companies with reference to various provisions of Companies Act

UNIT I: Indian Contract Act 1872 (12 Hours)

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

UNIT II: Sale of Goods Act (12 Hours)

Indemnity and Guarantee - Bailment and Pledge -Sale of goods Act - Definitions - Goods, Sale, Agreement to sell - Conditions and Warranties - Doctrine of Caveat Emptor Rights and remedies in case of breach - Rights of Unpaid Seller.

UNIT III: Indian Partnership Act, 1932 (12 Hours)

Indian Partnership Act,1932, Amended up to act 34 of 2019: Partnership-Definition-Formation - Types -Partnership at will - Particular Partnership - Rights & Duties of Partners. -Dissolution of Partnership firm.

UNIT IV: Consumer Protection Act 1986 (12 Hours)

Consumer Protection Act 1986: Back ground - Definitions - consumer, consumer dispute, Complaint Procedure, defect, deficiency, and service, Remedies, Consumer Protection Council.

UNIT V: Companies Act 2013. (12 Hours)

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

Teaching Methodology	Multimedia Presentations, Case studies.

Book for Study
1. Kapoor, N. D. (2019). *Business Laws.* S. Chand & Company Ltd.

Books for Reference
1. Shukla, M. C. (2004). *A Manual of Mercantile law*. (13th Ed.). S.Chand& Company Ltd.
2. Kaur, H. (2013). *Business and Corporate Laws.* Lexis Nexis.
3. Sundaram, S. M. (2006). *Industrial Law.* (5th Ed.). Sree Meenakshi Publications.

Course Outcomes		
	CO-Statements	**Cognitive Levels (K-Level)**
CO No.	On successful completion of this course, students will be able to	
CO1	define the law of contract and relate the important business laws in India to manage the businesses efficiently.	**K1**
CO2	relate the concepts of Business Law to familiarize the students with the legal scenario of doing business in India.	**K2**
CO3	use the concepts of Business law while carrying on day to day business activities	**K3**
CO4	analyse the Law of contract, sale of goods Act, Partnership Act and Companies Act and simplify the Business.	**K4**
CO5	Evaluate the analytical skills of students on their understanding of the concepts of Legal Aspects of Business.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
5	**23UBU53CC11**		**Core Course - 11:** Legal Aspects of Business						**4**		**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	3	2	2	3	2	2	3	2	**2.3**
CO2	3	2	2	3	2	2	2	3	3	2	**2.4**
CO3	2	3	2	3	2	3	3	2	2	3	**2.5**
CO4	2	2	3	2	3	2	2	2	3	2	**2.3**
CO5	3	3	2	2	2	3	2	2	2	3	**2.4**
									Mean Overall Score		**2.38 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	**23UBU53CC12**	**Core Course - 12:** Research Methods for Management	**4**	**2**

Course Objectives
To know what is management research
To study the types of research
To develop the knowledge to conduct the research
To learn the method of writing a research report
To develop the presentation skills

UNIT I: Introduction to research methodology (12 Hours)

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

UNIT II: Data collection (12 Hours)

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

UNIT III: Hypothesis testing (12 Hours)

Hypothesis - meaning - types - Scaling techniques- meaning, types of scales nominal, ordinal - Sampling design - meaning. Concepts, steps in sampling - criteria for good sample design - types of sample designs, probability and non-probability sample.

UNIT IV: Test of significance (12 Hours)

Test of significance Mean, Median, Mode - Assumptions about parametric and non parametric tests.

UNIT V: Interpretation and report writing (12 Hours)

Interpretation - Techniques of interpretation, writing report- significance- and steps - layout of report - types of reports - oral presentation - norms for using tables, chart and diagrams, - Appendix- norms for using Index and Bibliography.

Teaching Methodology	Multimedia Presentations, Case studies, Problem solving

Book for Study
1. Sekaran, U. (2009). *Research Methods for Business*. (4th Ed.). Wiley India Publications.

Books for References
1. Korthari, C. R. (2012). *Research methodology*. Wiswaprakasan.
2. Tirupathi, P. C. (2014). *A textbook of research methodology in social sciences*.
3. Rajkumar. (2014). *methodology and social science*. Book enclave.
4. William, G. Z. (2006). *Business Research Methods*. (1st Ed.). Cengage Learning India Pvt Ltd.

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	relate theoretical and practical background of research in Business Management	**K1**
CO2	solve business problems by means of scientific inquiry	**K2**
CO3	use analytical skills and sketch research design.	**K3**
CO4	devise strategies to conduct research	**K4**
CO5	plan and prepare systematic business research reports	**K5**

										Relationship Matrix
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
5	**23UBU53CC12**		**Core Course - 12:** Research Methods for Management						**4**	**2**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	2	3	3	3	1	2	**2.6**
CO2	2	1	2	2	2	2	1	1	1	2	**1.6**
CO3	2	2	2	2	1	1	2	3	3	3	**2.1**
CO4	2	2	2	2	2	3	3	3	3	2	**2.4**
CO5	3	2	3	3	3	3	3	3	3	2	**2.8**
									Mean Overall Score		**2.3 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	**23UBU53ES01A**	**Discipline Specific Elective - 1:** Production and Material Management	**5**	**3**

Course Objectives
To provide comprehensive outlook on the basic concepts and practices of production.
To understand types of layout facilities
To analyse work study methods and know the importance of material management
To enable the students to gain knowledge on Inventory control and Vendor rating
To give insight on Purchase management and quality control

UNIT I: Introduction to production management (15 Hours)

Nature& scope of Production - Production system - Production function - Types of production system - Role and responsibility of a production manager - Recent trends in Production management- Characteristics of Modern Manufacturing.

UNIT II: Plant location and layout (15 Hours)

Plant location - Meaning - Definition - Factors affecting plant Location decision - Plant layout - Essentials of good plant Layout - Types of Layout.

UNIT III: Material handling (15 Hours)

Introduction -Elements of Material Handling System - Principles of Material Handling System- Unit Load Concept - Selection of Material Handling System - Types of Material Handling Equipment - Work study - Method study and Work Measurement - Production Planning and Control.

UNIT IV: Vendor rating and stores management (15 Hours)

Purchase Cycle - Functions and Purchase Policies - Vendor rating - Objectives - Vendor Rating Methods - Stores management - Stores Location - Stores Layout - Stock Verification - Documents pertaining to purchase and stores management.

UNIT V: Inspection and quality control (15 Hours)

Statistical Quality Control - Inspection and Quality Control - Types of Control Charts for Variables and Attributes -Basic Concepts in TQM- TQM implementation is Manufacturing and service sectors-Need for ISO

Teaching Methodology	Multimedia Presentations, Case studies.

Books for Study
1. Aswathappa, K. & K. Shridhara Bhat. (2014). *Production and Operations Management*. Himalaya Publishing House. (UNIT - I, II, IV and V).
2. Ulrich, Karl, T., Eppinger, Steve, D., & Yang Maria, C. (2019). *Product Design and Development* (7th Ed.). McGraw-Hill Education. (UNIT III)

Books for Reference
1. Paneerselvam, R. (2013). *Production and Operations Management*. PHI Learning Private limited.
2. Saravanavel, P. & Sumathi, S. (2010). *Materials Management*. Margham publishers.
3. Sarangi, S. k. (2011). *Production Management and Materials Management: Text & Cases*. Asian Books Pvt.Ltd.
4. Ankita Agarwal. (2022). *Production and Materials Management*. Horizon Press.

Course Outcomes		
CO No.	**CO-Statements** On Successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	find a comprehensive outlook on basic concepts, and practices of production management.	**K1**
CO2	identify right plant location and plant layout industries.	**K2**
CO3	know work study, method study, its procedure & importance of material handing	**K3**
CO4	outline inventory control concepts and identify vendor rating mechanisms	**K4**
CO5	evaluate quality control techniques	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
5	**23UBU53ES01A**		**Discipline Specific Elective - 1:** Production and Material Management						**5**		**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	3	3	2	3	2	2	2	3	**2.5**
CO2	2	3	2	2	3	2	3	3	2	2	**2.4**
CO3	2	2	3	3	2	2	3	2	2	3	**2.4**
CO4	3	2	2	2	3	2	2	3	3	2	**2.4**
CO5	3	2	3	3	2	3	2	2	3	2	**2.5**
									Mean Overall Score		**2.44 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53ES01B	**Discipline Specific Elective - 1:** Strategic Management	5	3

Course Objectives
To introduce the basic concepts of strategic management.
To provide knowledge on strategic decision making.
To understand the types of strategies.
To study the process of strategic implementation.
To analyse the strategic evaluation and control process.

UNIT I: Introduction to Strategic management (15 Hours)

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

UNIT II: Strategic Decision Making (15 Hours)

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

UNIT III: Types of Strategies (15 Hours)

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

UNIT IV: Strategy Implementation (15 Hours)

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

UNIT V: Strategy Evaluation and Control (15 Hours)

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

Teaching Methodology	Multimedia Presentations, Case studies.

Book for Study
1. Prasad, L. M. (2016). *Strategic Management*. Sultan Chand & Sons.

Books for Reference
1. Kazmi, A. *Strategic Management And Business Policy*. Tata McGraw Hill Publication.
2. Ghosh, P. K. *Strategic Planning and Management*. Sultan Chand & Sons.
3. Hill, C & Gareth, R. J. *Strategic Management: An Integrated Approach*. Biztantra.
4. Thomas, L. W. & J. David Hunger. (2016). *Strategic Management and Business policy*. (12th Ed.).

Course Outcomes		
CO No.	**CO-Statements** On Successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	define the various strategies used in different business and service sectors	**K1**
CO2	relate strategies according to the business policy	**K2**
CO3	make use of the business environment for implementing the strategies	**K3**
CO4	analyse the strategies implemented for effective performance of the business	**K4**
CO5	recommend solutions for the business problems using strategic decision making skills	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**
5	**23UBU53ES01B**		**Discipline Specific Elective - 1:** Strategic Management					**5**		**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	3	2	2	2	2	2	2	**2.2**
CO2	3	2	2	2	2	2	3	2	3	3	**2.4**
CO3	2	3	2	3	2	3	2	3	3	3	**2.6**
CO4	2	2	2	1	2	2	2	1	2	2	**1.8**
CO5	3	2	3	3	1	3	1	3	2	1	**2.2**
								Mean Overall Score			**2.24 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53ES02A	**Discipline Specific Elective - 2:** Banking and Insurance Management	5	3

Course Objectives
To familiarize the basic concepts of banking.
To provide understanding about commercial banking.
To foster knowledge on recent trends in banking.
To impart knowledge on concepts of insurance.
To understand the types of insurance.

UNIT I: Introduction to Banking (15 Hours)

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

UNIT II: Commercial Banking (15 Hours)

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

UNIT III: Recent trends in Banking (15 Hours)

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

UNIT IV: Introduction to Insurance (15 Hours)

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

UNIT V: Types of Insurance (15 Hours)

Life Insurance-Marine insurance-fire Insurance- Miscellaneous Insurance -Health Insurance.

Teaching Methodology	Multimedia Presentations, Case studies.

Books for Study
1. Sundharam & Varshney. (2010). *Banking theory Law and Practice*. S.Chand&sons.
2. M. N. Mishra & S. B. Mishra. *Insurance -Principles and Practices*. S.Chand

Books for Reference
1. B. S. Raman. (2010). *Banking Theory Law and Practice*.
2. Dr. L. P.Gupta .*India Insurance Guide*.
3. Dr. SunilKumar. *Essentials of Banking and Insurance*. JSR Publishing House.
4. Michelle, A. G. *Understanding Health Insurance, A Guide to Billing and Reimbursment*.
5. Martin Sterling. (2012). *Life Insurance Made Easy-A Quick guide-whole life Insurance*.

Website and eLearning Sources
1. https://m.rbi.org.in
2. https://finmin.nic.in
3. https://www.nibminindia.org
4. https://datacatalog.worldbank.org
5. https://www.irjet.net
6. https://thefinancialbrand.com
7. https://www.researchgate.net
8. https://www.irdai.in
9. https://www.naic.org
10. http://content.naic.org

Course Outcomes		
CO NO.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	define and tell the Banking and Insurance system in India	**K1**
CO2	classify the types of Banks and explain its Functions.	**K2**
CO3	apply the Knowledge in Banking and Insurance Sector	**K3**
CO4	analyse the Information regarding Banking and Insurance and decide the Investment opportunities	**K4**
CO5	evaluate the recent changes in Banking and Insurance sector.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**	
5	**23UBU53ES02A**		**Discipline Specific Elective - 2:** Banking and Insurance management						**5**	**3**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	3	2	2	2	3	2	**2.3**
CO2	2	2	2	2	2	2	2	3	2	2	**2.1**
CO3	2	2	3	3	2	2	3	2	2	3	**2.4**
CO4	2	2	3	3	4	3	2	3	4	2	**2.8**
CO5	2	2	3	4	4	2	3	3	4	2	**2.9**
									Mean Overall Score		**2.5 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53ES02B	**Discipline Specific Elective - 2:** Financial Planning and Investment Management	5	3

Course Objectives
To inculcate knowledge on financial planning and investments.
To provide information on the various kinds of investment avenues.
To introduce the students to various financial regulatory authorities.
To impart knowledge on Stock Markets.
To provide insight on Portfolio construction and management.

UNIT I: Introduction to Financial Planning (15 Hours)

Financial Planning - Importance of financial planning- Financial planning process-Smart Goals - Risk Vs Return - Saving Vs Investment. Investment - principles - various kinds of investment - Investment Strategies and sources of Investment information.

UNIT II: Introduction to Stock Exchanges and SEBI (15 Hours)

Securities and Exchange Board of India- Objectives-Functions- SEBI Guidelines. Functions of New Issue Market - Methods of Floating of New Issues - Operators in the New Issue Market - Listing of Securities. Secondary Market- National Stock Market System - Over the Counter Markets - SHCIL - Stock Exchange - Derivatives.

UNIT III: Classification of Stock Markets (15 Hours)

Classification of Stock Markets - Listed Shares - Procedure for Buying and Selling Shares - Steps in Buying and Selling - Types of Delivery - Transfer of Securities -Stock Market Index - Insider Trading.

UNIT IV: Options and Future Trades (15 Hours)

Option - Meaning - Types - Option Trading- Future contracts - Future Markets - Spot prices- Forward prices Vs Future Prices- Future Vs Options.

UNIT V: Introduction to Portfolio Analysis (15 Hours)

Portfolio analysis meaning and concepts - Portfolio Construction & Management - Portfolio Evaluation.

Teaching Methodology	Multimedia Presentations, Case studies, Problem solving, stock market analysis.

Action Plan (Practical Work)
1. Identify the types of Deposits, Government Schemes, Bonds, debentures, Mutual fundsand Insurance policies
2. Practical Learning in the field of Capital and Money Market
3. Day To-Day Practices of Stock Market
4. Model Demo of Share Trading
5. Online Trading
6. Spot Trading and DMA

Book for Study
1. Khan, M. Y. (2016). *Indian Financial System*. Tata Mc-Graw Hill.

Books for Reference
1. Rustagi, R. P. (2010). *Financial Analysis and Financial Management*.
2. Gupta, L. C. *Export Study of Tracking in Shares and Stock exchange*.
3. *Report on Currency and Finance* - RBI.
4. Varshney, P. N. & Mittal, D. K. *Indian Financial System*. Sulthan Chand & Sons.
5. Machiraju, H. R. *Indian Financial Sysem*. Vikas Publishing House.
6. Online Trading: Http://virtualstocks.icicidirect.com / Gamesite/ customer/ login.aspx
7. Gomez, C. (2012). *Financial Markets, Institutions and Financial Services*. PHI Learning Private Limited.

8. Bhalla, V. K. (2012). *Investment & Securities markets in India*. Himalaya Publishing House.

Website and eLearning Sources

1. www.sebi.gov.in
2. www.rbi.org.in
3. www.amfindia.com
4. www.mcx-sx.com
5. www.investor.sebi.gov.in
6. www.nseindia.com
7. www.federalreserve.gov.in
8. www.bseindia.com

Course Outcomes		
CO No.	**CO-Statement**	**Cognitive Levels (K-Level)**
	On successful completion of this course, students will be able to	
CO1	identify investment and financial market and identifying new investment opportunities	**K1**
CO2	classify the Primary and secondary security markets	**K2**
CO3	discover the trading mechanism process and developing investment practices in the stock market	**K3**
CO4	take part in secondary market and experimenting with daytoday trading	**K4**
CO5	plan and adapt investment ideas and re frame the portfolio.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
5	**23UBU53ES02B**		**Discipline Specific Elective - 2:** Financial Planning and Investment Management							**5**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	3	3	2	2	3	3	3	2	**2.6**
CO2	3	2	3	3	3	3	3	3	2	2	**2.7**
CO3	3	3	3	3	3	3	2	3	3	3	**2.9**
CO4	3	2	2	3	2	2	2	3	3	2	**2.4**
CO5	3	3	2	3	3	3	3	2	3	2	**2.7**
									Mean Overall Score		**2.66 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53SP01A	**Self-paced Learning:** Advertising and Sales Promotion	-	2

Course Objectives
To introduce the basic concepts of strategic management.
To provide knowledge on strategic decision making.
To understand the types of strategies.
To study the process of strategic implementation.
To analyse the strategic evaluation and control process.

UNIT I: Introduction to Advertising

Definition - Advertising - Meaning, objectives - role and functions - Advertising in Marketing Mix - Advertising decisions - Types of Advertising - economic, social and ethical issues - DAGMAR approach - Integrated Marketing Communication - strategic integration of marketing functions and promotional functions - relationship between product mix and promotion mix.

UNIT II: Advertising Media

Definition - Media types -characteristics - Merits and limitation - Types of media - press and broadcasting - outdoor and other media. Response Process in Advertising - Consumer and mental process in buying, AIDA model - Hierarchy of effects model, Information processing model - Brand and Brand Equity - definition of branding - Characteristics of a good brand.

UNIT III: Construction of an Advertisement

Definition - Advertisement visualization - copy - basic approaches to copy writing - types of copies - types of headlines - types of illustrations - types of layout - principles governing copywriting. Advertising Budget - Top down and Build up approach, methods of advertising - Advertising Creativity- meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copy writing.

UNIT IV: Media Planning Strategy

Media planning and scheduling strategy -media planning parameters - media mix, media characteristics, selection of media, evaluation of media, media scheduling strategy - Evaluation of advertising effectiveness - Need and purpose of evaluation, pre-testing and post - testing techniques. Advertising agencies - Importance, role and functions - Organizational structure - advertising department - agency commission and fee - types of ad agencies.

UNIT V: Sales Promotion Concepts

Sales Promotion - Definition, Nature, Objectives and significance of sales promotion - Promotional Mix - Consumer oriented - Trade Oriented -Promotional Tools - reason for its rapid growth, promotional strategy, types and techniques of sales promotion - Concepts and Case Study Analysis.

Teaching Methodology	Multimedia Presentations, Case studies, Assignments.

Books for Study

1. Chunawalla, Kumar, Sethuia & Subramanian-Suchau. (2004). *Advertising theory & Practice.* Himalaya publishing House. (UNIT - I, II and III).
2. *Advertising & Sales Promotion.* Belch & Belch, TMH (UNIT - IV).
3. *Advertising Management.* M.V.Kulkarni, EPH (UNIT - V).

Books for Reference

1. *Advertising & Sales Promotion.* Kazmi & Batra. Excel Books
2. *Advertising Management - Concept & Cases.* Manendra Mohan. TMH

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	to inculcate the habit of relating the basic concepts in Advertising management with practical situations and to give more insights about this subject.	**K1**
CO2	to understand the planning, implementation, and evaluation process of Advertising & other forms of marketing communications.	**K2**
CO3	to promote the understanding of major concepts relating to Advertising and Sales Promotion and its emerging trends in the Indian Marketing Communication Industry by mapping consumer behaviour and the media.	**K3**
CO4	to equip students with in-depth understanding of contemporary issues in services Management and apply expert knowledge on marketing of various services	**K4**
CO5	to evaluate the role of the promotional mix in the development of strategic/ tactical marketing plans so as to practice how the Advertisement process influences consumer decision making.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
5	**23UBU53SP01A**		**Self - paced Learning:** Advertising and Sales Promotion							**-**	**2**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	3	2	2	3	2	3	3	**2.5**
CO2	3	2	2	2	3	3	2	3	2	2	**2.4**
CO3	2	2	3	3	2	2	3	2	2	3	**2.4**
CO4	3	2	3	2	2	2	2	2	3	2	**2.3**
CO5	2	3	2	3	3	2	2	3	3	2	**2.5**
									Mean Overall Score		**2.42 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53SP01B	**Self-paced Learning:** Customer Relationship Management	-	2

Course Objectives
To understand the nuances of customer relationship management
To familiarize with the knowledge of Customer Information Database.
To impart the students the importance of Customer Value.
To learn the process of CRM
To understand the role of technologies in the customer relationship management

UNIT I: Introduction to CRM

Definitions - Concepts and Context of relationship Management - Origin - Role of CRM - Models of CRM- Types - Relationship management theories - CRM as a strategic marketing tool - CRM significance to the stakeholders.

UNIT II: Customer Information Database

Customer information Database - Customer Profile Analysis - Customer perception, Expectations analysis - Customer behavior in relationship perspectives; individual and group - Customer lifetime value - Selection of Profitable customer segments.

UNIT III: Customer Value

Understanding value - Sources of customer value - value proposition - Customer value estimates - Value assessment

UNIT IV: Process of CRM

Elements of CRM - CRM Process - Strategies for Customer acquisition - Business strategy - Aligning business strategy and customer strategy - customer based marketing - CRM road map for business applications.

UNIT V: Analytical Tools of CRM

Technical barriers in CRM - Analytical tools - Customer profiling & profitability analysis - Selecting a CRM solution - An introduction to CRM software packages.

Teaching Methodology	Multimedia Presentations, Case studies.

Books for Study
1. Francis Butlle. (2009). *Customer Relationship Management*, *Concepts and Technologies*. (2nd Ed.). Elsevier, (UNIT - I - III)
2. G. Shainesh, Jagdish, N.Sheth, *Customer Relationships Management Strategic Prespective, Macmillan* (2005). (UNIT - IV)
3. Adrian Payne. (2005). *Handbook of* CRM. Elsevier. (UNIT - V)

Books for Reference
1. H. Peeru Mohamed & A. Sahadevan. (2005). *Customer Relation Management*. Vikas Publishing.
2. Catheart, J. (2005). *The Eight Competencies of Relationship selling*. Macmillan India.
3. Assel. *Consumer Behavior.* Cengage Learning. (6th Ed.).
4. Kumar. (2007). *Customer Relationship Management - A Database Approach*. Wiley India.

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, students will be able to	
CO1	define the need for and importance of maintaining a good customer relationship.	**K1**
CO2	demonstrate the various aspects of CRM the benefits delivered by CRM.	**K2**
CO3	implement the Knowledge on customer data for business modelling.	**K3**
CO4	analyse CRM practices and technologies to enhance the achievement of organizational goals.	**K4**
CO5	evaluate the customer relationship management strategies for the long-term sustainability of the Organizations.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
5	**23UBU53SP01B**		**Self-paced Learning:** Customer Relationship Management						**-**		**2**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	3	3	2	2	3	3	2	2	**2.5**
CO2	3	3	2	2	2	2	2	3	2	2	**2.4**
CO3	3	3	3	3	1	1	3	3	2	2	**2.4**
CO4	3	3	3	3	2	2	3	3	2	2	**2.6**
CO5	3	3	3	1	1	2	2	2	2	2	**2.1**
									Mean Overall Score		**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	**23USS54SE01**	**Skill Enhancement Course - 2:** Soft Skills	**2**	**1**

Course Objectives
To help students understand, practice, and improve their communication skills
To enable students with effective presentation skills
To help students attend interviews confidently and participate effectively in group discussions
To make students realise their potential and excel on personal as well as professional grounds
To develop the thinking skills of students for better performance in competitive exams, interviews and group discussions

UNIT I: Communication Skills

Basics of Communication: Importance of Good Communication Skills, Types of Communication Skills, Verbal Communication, Non-verbal Communication, Tips for Improving Nonverbal Communication, Communication Styles, Barriers to Communication, Ways To Improve Communication Skills, Practicum

Professional Grooming: How to Create the Impact for that First Impression, Presentation Skills, Developing Handouts, Developing Notes, Adding Visual and Audio Effects, Practicum

UNIT II: Resume Writing & Interview Skills

*Resume Writing***:** The Purpose of a Resume, Finding a Job & Making a Career, Length of Resume, Order of Resume, Tailoring the Resume, What your Resume should include, Some Tips for Listing a Bachelor's degree on Your Resume, What NOT to put on your Resume, Formatting Resume, Difference between Resume, Biodata and Curriculum Vitae, Preparation of a Resume

*Interview Skills***:** Meaning of Interview, Types of Interviews, How to get ready for the big day?, Appropriate Attire, Etiquette, Mastering the Art of Meet and Greet, Resume – Points to Remember, Practicum

Group Discussion: Why is GD Essential?, Factors that influence GD, Outcome of GD, Tips for participation in a GD, Useful phrases for GD, Success Tips in GD, Practicum

UNIT III: Personal Effectiveness

Self-Discovery: Characteristics of Personality, Kinds of Self, Who am I?, Personality Inventory Table
Goal Setting: Why do Goal Setting?, Goal Setting Process, Smart Goals

UNIT IV: Numerical Ability

Average, Simple Interest, Compound Interest, Profit and Loss, Area, Volume and Surface Area

UNIT V: Test of Reasoning

*Verbal Reasoning***:** Series Completion, Analogy. *Non-Verbal Reasoning*

Book for Study
1. Balaiah, J., & Joy, J. L. (2024). *Straight from the Traits: Securing Soft Skills*, (Revised 3rd Ed.). St. Joseph's College, Tiruchirappalli.

Books for Reference
1. Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non-Verbal Reasoning*, S. Chand.
2. Balaiah, J. & Joy, J. L. (2018). *Winners in the Making: A primer on soft skills*. St. Joseph's College, Tiruchirappalli.
3. Covey S. R. (2004). *The 7 Habits of Highly Effective People: Restoring the Character Ethic* (Rev. ed.). Free Press.
4. Egan, G. (1994). *The Skilled Helper* (5th Ed.). Pacific Grove, Brooks/Cole.

5. Khera, S. (2014). *You Can Win*. Macmillan Books.
6. Martin, Y. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*, (5th Ed.). Adams Media.
7. Sankaran, K., & Kumar, M. (2010). *Group Discussion and Public Speaking*, (5th Ed.). M.I. Publishers.
8. Trishna. (2012). *How to do well in GDs & Interviews*, (3rd Ed.). Pearson Education.

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	analyse problems directed at testing their cognitive abilities	**K3**
CO2	present the best of themselves as job seekers and communicate effectively in all contexts	**K4**
CO3	assess themselves, set goals, and manage conflicts that are expected of a good leader	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**	
5	**23USS54SE01**		**Skill Enhancement Course - 2:** Soft Skills						**2**	**1**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	2	2	2	2	3	2	3	**2.5**
CO2	2	3	3	2	3	3	2	3	2	2	**2.5**
CO3	2	2	3	3	2	3	3	3	2	2	**2.5**
									Mean Overall Score		**2.5 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63CC13	**Core Course - 13:** Financial Management	7	5

Course Objectives
To provide insights on financial management.
To describe the concepts of working capital.
To analyse the cost of capital.
To learn the capital structure.
To study the concept of capital budgeting.

UNIT I: Introduction to Financial Management (21 Hours)

Finance- Meaning & Objectives of financial management-Profit Maximization-Wealth Maximization - Scope of Financial Management-Importance of Financial Management- Methods Of financial Management-Organization of Finance Function-Role of Finance manager-Time value of Money (Theory Only)

UNIT II: Financial Planning& Working Capital (21 Hours)

Meaning of Financial Planning- Principles governing financial planning-Estimating Capital requirements- Fixed Capital- Working Capital-Concept of working Capital-Need of Working capital-Types of Working Capital-Management of working capital-Estimation of working capital. (simple problems)

UNIT III: Cost of Capital (21 Hours)

Concept of cost of capital-Importance of cost of Capital-Classification of cost of capital-Approaches to cost of capital-Determination of cost of capital-Computation of cost of capital -Cost of Debt- Cost of Preference Shares- Cost of Equity- Cost of Retained earnings-Weighted Average cost of capital-Meaning of Leverage- Types of leverages-operating, financial and combined leverage (Simple Problems)

UNIT IV: Capital Structure (21 Hours)

Meaning of Capital Structure-Capital structure and financial structure-Pattern of capital structure-Optimum capital structure-Factors determining capital structure- Capital structure theories-NI Approach- NOI Approach- MM Approach-Traditional Approach- .(Theory Only)

UNIT V: Capital Budgeting Techniques (21 Hours)

Concept of capital budgeting-Importance of capital budgeting-Factors affecting capital investment decision Capital Budgeting Appraisal Method-pay-back period, Average rate of return, NPV method-Profitability Index- IRR method (simple problems)

Teaching Methodology	Problem solving, Lectures, Group Discussion, Case study Analysis.

Book for Study
1. Maheswari, **S**. N. (2014). *Elements of Financial Management.* Sultan Chand & sons.

Books for Reference
1. Chandra, P. (2020). *Fundamentals of Financial Management*. (7th Ed.). Tata McGraw Hill.
2. Khan, M. Y. & Jain, P. K. (2018). *Financial Management. (Text, Problems and Cases)*. Tata McGraw Hill
3. Ponday, I. M. (2015). *Financial Management*. (11th Ed.).
4. Murtthy. A. (2013). *Financial Management*. Margam Publications.

Course Outcomes		
CO No.	**CO-Statements** On Successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	define the basic concepts and objectives Financial Management	**K1**
CO2	demonstrate, Explain and Interpret Finance decision	**K2**
CO3	applying acquired knowledge and Make use of the techniques	**K3**
CO4	analyse and Examine the Methods of Financial Management.	**K4**
CO5	invent the Analytical skills which would facilitate them to take finance decision	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
6	**23UBU63CC13**		**Core Course - 13:** Financial Management							**7**	**5**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	3	3	3	3	4	4	**3.2**
CO2	3	3	3	4	4	3	3	3	3	4	**3.3**
CO3	3	3	3	3	4	3	3	4	4	4	**3.4**
CO4	3	3	3	3	4	3	3	3	4	3	**3.2**
CO5	3	3	3	4	4	3	3	3	4	3	**3.3**
									Mean Overall Score		**3.028 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
6	23UBU63CC14	**Core Course - 14:** International Business	7	5

Course Objectives
To familiarize students with basic concepts of International Business
To impart knowledge about the international Business Environment and its influence on business.
To understand the barriers to international trade
To get an idea of international marketing.
To assess the activities of global financial institutions.

UNIT I: Introduction to International Business (21 Hours)

International Business - Definition - Advantages - Features - Scope - Factors causing globalization of business - Changing Scenario of International Business - Stages of internationalization - Approaches to International Business - Theories of International Business - Difference between domestic and international Business.

UNIT II: International Business Environment (21 Hours)

International business environment - Country attractiveness - Factors affecting international business environment - Political, legal, economic, social cultural, technological environment and their impact on International Business.

UNIT III: Barriers to International Trade (21 Hours)

World trade in goods and services - Major trends and developments - World trade and protectionism - Tariff and non- tariff barriers - Foreign investments - Pattern, structure and effects, Movements in foreign exchange and interest rates and their impact on trade and investment flows.

UNIT IV: International Marketing (21 Hours)

International Product Policy and Planning - International Promotion - Advertising - Distribution - Sales Promotion - International Pricing - Export Management.

UNIT V Global Financial Institutions (21 Hours)

Promotion of global business - The role of GATT - WTO - IMF - UNCTAD - NAFTA - EU - SAARC - Multilateral trade negotiation and agreements -Challenges for global business - Global trade and investment - Need for global competitiveness.

Teaching Methodology	PPT Presentations, Case studies, News Reading, Seminars.

Books for Study
1. Cherunilam, F. (2020). *International Business - Test and cases*. (6th Ed.). PHI Learning Pvt. Ltd.
2. Sankaran, S. (2014). *International Business & Environment*. Margham Publications.

Books for Reference
1. Aswathappa, K. (2015). *International Business*. (6th Ed.). Tata Mc Graw Hill.
2. Charles, W. I. H. & Arun Kumar Jain. (2010). *International Business*. (6th Ed.). Tata Mc Graw Hill.
3. John, D. D. & Lee, H. R. (2010). *International Business*. (12th Ed.). Pearson Education Asia.
4. Michael, R. C., Ilkka, A. R. & Michael, H. M. (2010). *International Business*. (7th Ed.). Cengage Learning.

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On Successful completion of this course, students will be able to	
CO1	discuss the modes of entry to International Business	**K1**
CO2	outline the Global Business Environment	**K2**
CO3	explain international trade barriers & foreign investment pattern	**K3**
CO4	understand international marketing mix	**K4**
CO5	identify the relevance of international institutions in trading	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**	
6	23UBU63CC14		Core Course - 14: International Business					7		5	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	1	3	2	3	3	1	2.4
CO2	3	3	2	2	2	2	3	3	2	2	2.4
CO3	3	3	3	3	1	3	3	3	3	2	2.7
CO4	3	2	3	3	2	2	2	3	3	1	2.4
CO5	2	3	2	3	2	3	2	2	2	2	2.3
									Mean Overall Score		**2.44 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63ES03A	**Discipline Specific Elective - 3:** Services Marketing	5	3

Course Objectives
To recall the basic concepts of Services Marketing.
To know the Marketing Mix in Service Marketing.
To examine effectiveness of Service life cycle
To discuss on delivering Quality Service.
To analyze the types of Services.

UNIT I: Introduction to Services Marketing (15 Hours)

Meaning and definition of service - Service economy - services marketing - Nature and scope - Unique characteristics - evolution and growth of service sector - classification of services - difference between goods and service - significance - impact of social environment on the growth of services marketing in India - Challenges and issues.

UNIT II: Service Design and Process (15 Hours)

Service design - expanded Marketing Mix - Service process -factors to be considered in designing service process - Relationship between services and goods - Consumer Service -Buyer Behaviour - Decision making process - types of service layout - service benchmarking - market segmentation, targeting and positioning.

UNIT III: Service Life Cycle (15 Hours)

Service Life Cycle - New service development - Service Blue Printing - GAP's model of service quality - Measuring service quality - SERVQUAL - Service Quality function development - service product concept - pricing in service - pricing methods - service promotion.

UNIT IV: Service Intermediaries (15 Hours)

Location of service and channel of distribution - classification of location - factors governing location - role of service intermediaries - Franchising - Agent Brokers - Quality of service - Service marketing triangle - Integrated Service marketing communication.

UNIT V: Types of Services (15 Hours)

Marketing of Service - Financial services, Banking, Insurance, Health services, Hospitality -Tourism, Logistics, Education, Entertainment sectors, Professional or consultancy - Telecommunication services.

Teaching Methodology	Multimedia Presentations, Case studies.

Books for Study
1. Balaji, B. *Service Marketing and Management*. S. Chand & Co.
2. Christopher, H. L. & Wirtz, J. (2004). *Services Marketing*. Pearson Education.
3. Venugopal, V. & Raghu, V. N. *Services Marketing*. Himalaya Publishing House.

Books for Reference
1. Palmer, Adrian. *Principles of Services marketing*. McGraw Hill.
2. Natarajan, L. *Services Marketing*. Margham Publications
3. Valarie Zeithaml. *et al*. (2010). *Services Marketing*, (5th Ed.). Tata McGraw Hill.
4. *Managing Services Marketing*. E. G. Bateson - Text & Reading. Dryden Press.
5. Balaji. *Services Marketing*. Himalya Publications.
6. S.M. Jha. *Services Marketing*. Himalaya Publications
7. Thomson & Hoffman. *Services Marketing*. Southwestern Publications

Website and eLearning Sources
1. https://www.mayple.com/blog/service-marketing
2. https://thriveagency.com/digital-marketing-services/

CO No.	CO-Statements	Cognitive Levels (K-Level)
	Course Outcomes	
	CO-Statements	
	On Successful completion of this course, students will be able to	
CO1	define and understand the concepts of Services Marketing.	K1
CO2	examine and apply Marketing Mix in Service Marketing.	K2
CO3	analyze and design various strategies in the field of Services Marketing.	K3
CO4	evaluate the role of delivering Quality Service.	K4
CO5	understand the marketing of various services	K5

		Relationship Matrix				
Semester	**Course Code**	**Title of the Course**			**Hours**	**Credits**
6	23UBU63ES03A	**Discipline Specific Elective - 3:** Services Marketing			5	3

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	2	3	2	3	3	2.5
CO2	3	2	3	2	3	3	2	3	2	3	2.6
CO3	2	2	3	3	2	2	3	2	2	3	2.4
CO4	3	2	3	2	3	2	2	2	3	2	2.4
CO5	2	3	2	3	3	2	2	3	3	2	2.5
Mean Overall Score											**2.48 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63ES03B	**Discipline Specific Elective - 3:** Logistics and Supply Chain Management	5	3

Course Objectives
To understand the important concepts in Logistics
To educate about various distribution channels.
To provide knowledge regarding Inventory management.
To familiarise with the aspects of e-Financial Supply Chain.
To Become familiar with current supply chain management trends.

UNIT I: Introduction to Logistics (15 Hours)

Fundamentals of Logistics- Definition - Activities-Aims and importance-Progress in Logistics and Current Trends-Organization and Achieving Integration- Value Added Logistics Services - .Role of Logistics in Competitive Strategy and Customer Service.

UNIT II: Distribution Channels (15 Hours)

Definition - Logistics Strategy-Implementing the Strategy-Locating Facilities-Planning Resources - Controlling Material Flow - Distribution channel structure, channel members and channel strategy - Role of logistics and support in distribution channels.

UNIT III: Inventory Management (15 Hours)

Definition - Procurement- Inventory Management-Warehousing and Material Handling Transport-Global Logistics- Logistics outsourcing - catalysts, benefits, value proposition. Third and fourth party logistics. - Selection of service provider.

UNIT IV: Supply Chain Management (15 Hours)

Definition - Basic Concepts of supply Chain Management-Planning and Sourcing-Making and Delivering-Returns-It and Supply Chain Management- Port Management.

UNIT V: Financial Supply Chain (15 Hours)

Definition - 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.

Teaching Methodology	Multimedia Presentations, Case studies.

Book for Study
1. Bowersox, D. J., Closs, D. J., Cooper, M. B. & Bowersox, J. C. (2013). *Supply Chain Logistics Management*. (4th Ed.). McGraw Hill/Irwin.
2. Agrawal, D. K. *Distribution and Logistics Management: A Strategic Marketing Approach*. Macmillan publishers India

Books for Reference
1. Ruston, A., Crouches, P. & Baker, P. *The Handbook of Logistics and Distribution Management*. kogan page
2. Shah, J. (2016). *Supply chain management: Text and Cases* (2e). Pearson Education India
3. Hugos, M. H. (2007). *Essentials of Supply chain Management*, (3rd Ed.). Wiley.
4. Coyle, J. J., Langley Jr. C.J., Novack, R. A. & Gibson, B. J. (2013). *Managing supply chains-A logistics approach*. (9th Ed.). Cengage Learning.

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Level (K-level)**
	On successful completion of this course, students will be able to	
CO1	identify the knowledge on logistic and supply chain management in the current business Scenario	**K1**
CO2	interpret Logistics & Supply chain management concepts	**K2**
CO3	use the principles of Inventory management and Logistics effectively	**K3**
CO4	illustrate strategies for effective supply chain management	**K4**
CO5	appraise on the perspective of E-Finance and its Legal Aspect	**K5**

Relationship Matrix											
Semester	**Course Code**	**Title of the Course**							**Hours**		**Credits**
6	**23UBU63ES03B**	**Discipline Specific Elective - 4:** Logistics And Supply Chain Management							**5**		**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	1	3	3	1	1	3	3	3	2	**2.3**
CO2	2	2	3	1	2	3	3	3	2	2	**2.3**
CO3	2	2	1	2	2	1	3	2	2	3	**2**
CO4	2	1	2	1	2	2	1	1	2	2	**1.6**
CO5	2	2	2	3	2	2	2	1	1	2	**1.9**
								Mean Overall Score			**2.02 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63ES04A	**Discipline Specific Elective - 4:** Industrial Relations and Labour Laws	5	3

Course Objectives
To define the concepts related to industrial relations.
To educate about Trade Unions
To provide knowledge about maintaining harmonious relations in India and to resolve disputes
To devise strategies to handle labour issues through grievance redressal mechanisms.
To design mechanisms for the safety and welfare of employees based on legal provisions.

UNIT I: Introduction to Industrial Relations (15 Hours)

Meaning Definition - objectives - Need for IR - Theories of IR - ILO and Industrial relations - Overview of labour laws.

UNIT II: Trade Union (15 Hours)

History and growth of Trade Union - Purpose and functions - Objectives - Trade Unions and economic developments - Types of Union - The Trade Unions Act, 1926.

UNIT III: Industrial Disputes (15 Hours)

Industrial disputes: Meaning and causes-Types - Importance of labour management relations - Disputes settlement machineries, Awards and settlements, Strike and lockout, Lay-off and retrenchment - Role of ILO in industrial relations.

UNIT IV: Grievance Redressal (15 Hours)

Meaning Definition - Principles, Procedure - Disciplinary Procedure - Red hot stove rule - Collective Bargaining - Negotiation and its procedure - The Industrial Employment Standing Orders.

UNIT V: Health and Safety Measures (15 Hours)

Factories Act, 1948- Health and Safety, Occupational Hazards - Industrial Counselling - Statutory Provisions - Constitutional measures for workers.

Teaching Methodology	Multimedia Presentations, Case studies, Role play, Case Analysis, Industrial Visit.

Books for Study
1. Tripathi, P.C. (2013). *Personnel Management and Industrial Relations*. Sultan Chand & Sons.
2. Memoria, C. B. & Rao, V. S. P. (2019). *Personnel Management*. Himalaya Publishing House Ltd.

Books for Reference
1. Kumar, N. & Mittal, R. (2001). *Personnel Management And Industrial Relations*. Anmol Publications Pvt. Ltd.
2. Monappa, A., Nambudiri, R & Selvaraj, P. (2017). *Industrial Relations and Labour Laws*. McGraw Hill Education.
3. Yoder, Dale & others. (1999). *Personnel Management and Industrial Relations*. Prentice Hall.
4. Bhatia, S. K. (2003). *Constructive Industrial Relations and Labour Laws*. Deep and Deep.

Course Outcomes		
CO No.	**CO-Statements** On Successful completion of this course, students will be able to	**Cognitive Levels (K-Level)**
CO1	understand the role and importance of Industrial Relations	**K1**
CO2	identify the concepts of Trade Union	**K2**
CO3	evaluate the concepts of industrial Disputes and settlement.	**K3**
CO4	summarize the importance grievance redressal and collective bargaining	**K4**
CO5	find out the health and safety measures to be applied in industries	**K5**

Relationship Matrix											
Semester	**Course Code**			**Title of the Course**						**Hours**	**Credits**
6	**23UBU63ES04A**			**Discipline Specific Elective - 4:** Industrial Relations and Labour Laws						**5**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	3	2	2	2	2	2	2	3	**2.3**
CO2	2	3	2	2	3	2	3	3	2	1	**2.3**
CO3	2	2	3	3	2	2	2	2	3	1	**2.2**
CO4	2	3	3	3	1	2	3	3	3	3	**2.6**
CO5	3	3	2	3	1	3	3	2	2	2	**2.4**
									Mean Overall Score		**2.36 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63ES04B	**Discipline Specific Elective - 4:** Leadership and Group Dynamics	5	3

Course Objectives
To learn the concept of leadership
To analyze the various theories of leadership for their applicability
To demonstrate understanding of emotional intelligence and Cultural issues.
To provide insight into the concepts of Group Dynamics.
To familiarize the students with the functioning of individuals in group situations and the need for training.

UNIT I: Introduction to Leadership (15 Hours)

Leadership Attributes - Styles - Theories of Effective Leadership - charismatic leader, transformational leader.

UNIT II: Personality and Leadership (15 Hours)

Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.

UNIT III: Emotional Intelligence (15 Hours)

Factors influencing Leadership Behaviour II: Emotional Intelligence - skills for Emotional intelligence - Cultural - formation - changing culture, Organizational and Situational Factors.

UNIT IV: Group Dynamics (15 Hours)

Understanding Groups, Phases of Group Development - Group Cohesion and Alienation - Conformity and Obedience. Group and its formation - Formal and Informal Groups.

UNIT V: Training for Group Dynamics (15 Hours)

Training for Effective Group Membership - T-Group Training or Sensitivity Training - Process of Decision Making in Groups - Problems and Approaches for 'Consensus' formation - Effective Meetings.

Teaching Methodology	Multimedia Presentations, Case studies.

Book for Study
1. Stephen, P. R. & Timothy, A. J. (2015). *Organizational Behavior*. (16th Ed.). Pearson Education.

Books for Reference
1. Jan Carmichael. *et.al.* (2016). *Leadership and Management Development*. Oxford Publications.
2. Uday Kumar Haldar. (2016). *Leadership And Team Building*. Oxford Publications.
3. Chandra Mohan. (2016). *Leadership and Team Management*. Himalaya Publishing House.
4. Luthans, F. (2017). *Organizational Behavior: An Evidence - Based Approach*. (12th Ed.) McGraw Hill Education**.**

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, the students will be able to	
CO1	define the different attributes of leadership	K1
CO2	interpret the type of personality of an individual	K2
CO3	discover various organizational and cultural factors influencing The workplace	K3
CO4	relate the concepts of group dynamics	K4
CO5	reframe the training methods for effective group formation	K5

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
6	**23UBU63ES04B**		**Discipline Specific Elective - 4:** Leadership and Group Dynamics						**5**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	2	1	3	3	2	2	3	**2.2**
CO2	2	3	2	1	2	3	3	2	2	3	**2.3**
CO3	1	2	3	2	3	2	3	2	3	2	**2.3**
CO4	1	2	2	3	1	2	3	2	2	3	**2.1**
CO5	1	2	2	2	3	1	3	2	2	3	**2.1**
								Mean Overall Score			**2.2 (High)**