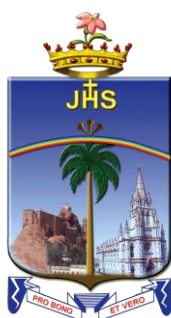


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LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE
WITH CHOICE BASED CREDIT SYSTEM (CBCS)



DEPARTMENT OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES
ST.JOSEPH'S COLLEGE (AUTONOMOUS)

Special Heritage Status Awarded by UGC
Accredited at A⁺⁺ Grade (IV Cycle) by NAAC
College with Potential for Excellence by UGC
DBT-STAR & DST-FIST Sponsored College
Tiruchirappalli - 620 002, Tamil Nadu, India

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

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

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

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

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

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

Human excellence in specialized areas

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

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

Credit system:

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

For PG courses, a student must earn a minimum of 110 credits as mentioned in the programme pattern table. The total number of minimum courses offered by the Department is given in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

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

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

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

Some important aspects of the Outcome Based Education

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

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

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

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

Programme Specific Outcomes (PSOs):

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

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

Some important terminologies repeatedly used in LOCF.

Core Courses (CC)

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

Discipline Specific Elective Courses (DSE)

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

DSE: Four courses are offered, one course each semester.

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 in semester two is offered as interdisciplinary/common course among the departments in a School (Common Core Course) at the PG level.

Generic Elective Courses

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

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

Two GE Courses are offered, one each in semesters II and III. The GE course offered in semester II is within the school level and the GE in semester III is Between Schools level

The Ability Enhancement Courses (AEC)

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

Skill Enhancement Courses (SECs)

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

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

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

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

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

Course Coding:

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

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

N:- Numerals X :- Alphabet

Part Category

CC - Core Theory

CP- Core Practical

IS- Internship

SP- Self Paced Learning

CE- Comprehensive Examination

PW- Project Work & viva-voce

Electives Courses

ES – Department Specific Electives

EG- Generic Electives

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

Ability Enhancement Courses

AE – Ability Enhancement Course

SE – Skill Enhancement Course – Soft skills

CW - SHEPHERD & Gender Studies (Outreach)

CIA AND SEMESTER EXAMINATION

Continuous Internal Assessment (CIA):

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

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective and Descriptive elements; with the existing question pattern PART-A; PART-B; PART-C and PART D.
2. One of the CIA Component II/III for UG & PG will be of 15 marks and compulsorily a online objective multiple choice question type.
3. The online CIA Component must be conducted by the Department / faculty concerned at a suitable computer centre.
4. The 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 parts
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

WEIGHTAGE of K – LEVELS IN QUESTION PAPER

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

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

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

Continuous Internal Assessment

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

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

QUESTION PATTERN FOR SEMESTER EXAMINATION for Quantitative Papers only	
SECTION	MARKS
SECTION–A No choice, One Mark TWO questions from each unit. (10x1 =10)	10
SECTION-B Either/or type, 6-Marks ONE questions from each unit. Three questions at K2 Level and two questions at K3 Level. (5x6 =30)	30
SECTION-C (4 out of 5) (15- Marks) ONE question from each unit One question at K3 Level and Three questions at K4,K5 &K6 Levels. (4x15 =60)	60
Total	100

SEMESTER EXAMINATION - for Quantitative Papers only							
DURATION: 3. 00 Hours				Max Mark : 100			
K- LEVELS	K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS							
SECTION –A (One Mark, No choice) Two questions from each unit (10x1=10)	10						10
SECTION-B (Either/or type) (6- Marks) One question from each unit (5x6=30)		3	2				30
SECTION-C (4 out of 5) (15 Marks) One question from each unit (4x15=60)			1	2	1		60
Total	10	18	27	30	15		100

MID/END TEST (For Quantitative Papers)								
DURATION: 2. 00 Hours.					Max Mark : 60			
	K- LEVELS	K1	K2	K3	K4	K5	K6	Total Marks
SECTION								
SECTION –A One Mark, No choice (9x 1 =9)	9							9
SECTION-B Either/or type (5 - Marks) (3x5=15)		2	1					15
SECTION-C (3 out of 4) (12 Marks) (3x12=36)			1		2			36
Total	9	10	17		24			60

Assessment pattern for two credit courses.

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

EVALUATION

GRADING SYSTEM

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

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

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

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

CLASSIFICATION OF FINAL RESULTS:

- i) The classification of final results shall be based on the CGPA, as indicated in Table-2.
- ii) For the purpose of Classification of Final Results, the candidates who earn the CGPA 9.00 and above shall be declared to have qualified for the Degree as 'Outstanding'. Similarly the candidates who earn the CGPA between 8.00 and 8.99, 7.00 and 7.99, 6.00 and 6.99 and 5.00 and 5.99 shall be declared to have qualified for their Degree in the respective programmes as 'Excellent', 'Very Good', 'Good', and 'Above Average' respectively.
- iii) A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.
- iv) Absence from an examination shall not be taken an attempt.

Table-1: Grading of the Courses

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

Table-2: Final Result

CGPA	Corresponding Grade	Classification of Final Result
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
Below 5.00	RA	Re-appearance

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

Declaration of Result

Mr./ MS. _____ has successfully completed the Post Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) is _____ and the class secured is _____ by completing the minimum of 110 credits.

The candidate has also acquired _____ (if any) extra by attending MOOC courses.

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

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

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

Mapping	<40%	$\geq 40\%$ and < 70%	$\geq 70\%$
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

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

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

VISION

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

MISSION

- Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.
- Nurturing comprehensive learning and best practices through innovative and value-driven pedagogy.
- Contributing significantly to Higher Education through Teaching, Learning, Research and Extension.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

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

PROGRAMME OUTCOMES (POs) PG

1. Graduates will be able to apply assimilated knowledge to evolve tangible solutions to emerging problems.
2. Graduates will be able to analyze and interpret data to create and design new knowledge.
3. Graduates will be able to engage in innovative and socially relevant research and effectively communicate the findings.
4. Graduates will become ethically committed professionals and entrepreneurs upholding human values.
5. Graduates groomed with ethical values and social concern will be able to understand and appreciate cultural diversity, promote social harmony and ensure sustainable environment.

PROGRAM SPECIFIC OUTCOMES (PSO) PG

On completion of the Programme, the Post Graduates will be able to;

1. Integrate and employ finance & accounting skills, entrepreneurship & managerial skills, leadership skills, investment skills, computing skills and digital skills for real time problem solving.
2. Analyse, Interpret and communicate comprehensive business strategies, financial modelling and accounting reports as an individual or group.
3. Evaluate the traditional and modern business trends to develop creative business models with changing times.
4. Apply statistical and forecasting techniques to make strategic business decision with ethical values and social responsibility.

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PROGRAMME STRUCTURE					
Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
I – IV	Core course: Theory	12	74	64	94
I – IV	Core course: Practical	2	4	4	
I - IV	Discipline Specific Elective	4	20	16	
VI	Project Work	1	6	4	
II	Self-Paced Learning	1	--	2	
III	Internship	1	--	2	
VI	Comprehensive Exam	1	--	2	
II,III,IV	Extra Credit courses (MOOC)	(3)	--	(6)	(6)
II, III	Generic Elective	2	8	6	16
I	AEC	1	4	3	
II	SEC – 1: Soft Skills	1	4	3	
1-IV	Outreach Programme	-	-	4	
	Total		120		110 (6)*

*** Extra Credit Courses**

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PROGRAMME PATTERN							
Course Details					Scheme of Exams		
Sem	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
I	21PCO1CC01	Advanced Corporate Accounting	7	6	100	100	100
	21PCO1CC02	Business Taxation	7	6	100	100	100
	21PCO1CC03	Strategic Management	7	6	100	100	100
	21PCO1ES01A	DSE-1: NGO Management	5	4	100	100	100
	21PCO1ES01B	DSE-1: Digital Business and Marketing					
	21PCO1AE01	AEC: Personal Financial Management	4	3	50	50	50
	Total		30	25			
II	21PCO2CC04	Research Methodology	6	5	100	100	100
	21PCO2CC05	Cost System and Cost Control	6	5	100	100	100
	21PCO2CC06	Financial Services	5	5	100	100	100
	21PCO2SP01A	Self Paced Learning: Customer Relationship Management	-	2	50	50	50
	21PCO2SP01B	Internet and E-Commerce					
	21SMS2ES02	DSE-2: (Common Core) Human Resource Management	5	4	100	100	100
	21PSS2SE01	SEC-1: Soft Skills	4	3	100	-	100
	21PCO2EG01	GE-1 (WS): Supply Chain Management	4	3	100	100	100
		Extra Credit Courses (MOOC)-1	-	(2)			
	Total		30	27 (2)			
III	21PCO3CC07	Quantitative Techniques	7	6	100	100	100
	21PCO3CC08	Advanced Computerised Accounting	5	4	100	100	100
	21PCO3CP01	Core Practicals-1: Advanced Computerised Accounting	2	2	100	100	100
	21PCO3CC09	Behavioural Finance	7	5	100	100	100
	21PCO3ES03A	DSE-3: Goods and Services Tax	5	4	100	100	100
	21PCO3ES03B	DSE-3: Intelligence for Excellence					
	21PCO3EG02	GE-2 (BS): Basics of Taxation	4	3	100	100	100
	21PCO3IS01	Internship	-	2	100	-	100
		Extra Credit Courses (MOOC)-2		(2)			
	Total		30	26(2)			
IV	21PCO4CC10	Strategic Financial Management	7	6	100	100	100
	21PCO4CC11	Business Ethics and Corporate Social Responsibility	6	5	100	100	100
	21PCO4CC12	Business Analytics	4	4	100	100	100
	21PCO4CP02	Core Practicals -2: Business Analytics	2	2	100	100	100
	21PCO4ES04A	DSE-4: MSMEs and Entrepreneurship	5	4	100	100	100
	21PCO4ES04B	DSE-4: International Finance and Trade					
	21PCO4PW01	Project work & Viva Voce	6	5	100	100	100
	21PCO4CE01	Comprehensive Exam	-	2	50	50	50
		Extra Credit Courses (MOOC)-3	-	(2)			
	Total		30	28 (2)			
IV	21PCW4OR01	Outreach Programme (SHEPHERD)		4			
Total (Four Semesters)			120	110(6)			

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCO1CC01	CORE-1: ADVANCED CORPORATE ACCOUNTING	7	6

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand and apply the principles, concepts and provisions relating to select corporate accounting domains.	K1
CO–2	express the uniqueness of special accounts like Farm, Hotel and Hospital accounting.	K2
CO–3	prepare and explore insurance and banking company accounts with due regard to the circumstances and requirements.	K3
CO–4	evaluate the consolidated balance sheet in proper format to provide relevant interpretation.	K4 & K5
CO–5	specify amalgamation accounts as per AS-14 and apply the same in real life situation.	K6

Unit – I: Amalgamation As Per AS 14

(21 Hours)

Amalgamation as merger & Amalgamation as Purchase - Calculation of Purchase Consideration under various methods - Realization of Assets and Liabilities - Closure of books of Transferor Company - Accounting treatment as per AS 14 in the books of Transferee Company.

Unit – II: Consolidated Balance Sheet As Per AS 21

(21 Hours)

Consolidated Balance Sheet as per AS 21 in the books of holding companies - Calculation of Goodwill, capital Reserve, Minority Interest, Unrealized Profit, Capital and Revenue Profits - Mutual Owings.

Unit – III: Accounts of Insurance and Banking Companies

(21 Hours)

Accounts of Insurance Companies - Final Accounts and Balance sheet of Life Insurance and General Insurance Businesses - Accounts of Banking Companies - Final accounts and Balance Sheet – Provisions for NPA

Unit – IV: Special Accounting

(21 Hours)

Farm Accounting, Hotel accounting, and Hospital accounting.

Unit – V: Emerging Accounting Practices

(21 Hours)

Inflation Accounting and Human Resource Accounting - Summaries of International Accounting Standards (IAS) 1, 2, 7, and 8 - Introduction to IFRS.

Theory 20%, Problems 80%

Books for Reference:

1. Shukla M C, Grewal T S & Gupta S C, 18th Edition, 'Advanced Accounts' Volume II, S. Chand and Company Ltd., New Delhi, 2021.
2. R. L Gupta and Radhasamy, *Advanced Accountancy Volume I & II* - Sultan Chand and Sons, New Delhi, 2020
3. Jain S. P. and Narang K. L, *Advanced Accountancy Vol. 1 & 2*, Kalyani Publishers, New Delhi, 2020.
4. Maheswari S.N. and Suneel K Maheshwari, 5th Edition, *Corporate Accounting* - Vikas Publishing House, New Delhi, 2020.
5. T.S. Reddy & A. Murthy, *Corporate Accounting*, Margham Publications, Chennai, 2020.

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

Semester	Course code	Title of the Course									Hours	Credits
I	21PCO1CC01	CORE-1: ADVANCED CORPORATE ACCOUNTING									7	6
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	3	2	2	2	2.3	
CO-2	2	3	3	2	2	3	3	2	2	2	2.4	
CO-3	3	2	3	3	2	2	3	2	2	3	2.5	
CO-4	3	3	2	2	2	2	2	2	2	3	2.3	
CO-5	2	3	2	2	2	2	3	2	2	3	2.3	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21PC01CC02	CORE-2: BUSINESS TAXATION	7	6

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the Concepts and principles of Income Tax Act 1961.	K1
CO–2	explain the provisions relating to income from business or profession.	K2
CO–3	calculate Income from House property and taxable salary.	K3
CO–4	classify and compute taxable capital gains and income from Other Sources.	K4
CO–5	assess incomes of various forms of individual and organizational assessee.	K5 & K6

Unit – I: Concepts of Income Tax and Taxable Salary (21 Hours)

Basic concepts of Income Tax – Incomes Exempted – Components of income from salary and Deductions from Salary - Income from Salary – Allowances - Valuation and Taxability of Perquisites - Deductions from Salary — Computation of Taxable salary.

Unit - II: Income from House property, Business and Profession (21 Hours)

(A) Income from House property - Meaning of GAV and NAV – Deductions under Sec 24 - Basic Principles of Computing Business/ professional Income - Specific Deductions & Specific Disallowances under the Act - Income from House property - Meaning of GAV and NAV – Deduction Sec 24 - Computation of Income from House Property - Basic Principles for Computing Business Income - Specific Deductions under the act, Specific Disallowances under the Act - Computation of Income from Business or profession - Chapter IV A - Introduction to DTAA.

Unit - III: Capital gain and Income from Other source (21 Hours)

Meaning of Capital Gain – Types of Capital Gain - Exemption of capital gains – Components of Income from other Sources - Exemptions of Capital gains - Meaning of Long Term and Short Term - Capital Gain - Computation of Capital Gain.

Unit – IV: Tax liability and Tax planning for Individuals (21 Hours)

Deductions for individuals under section 80s - Gross qualified amount - Net qualified amount - Tax rate – liability - Tax planning - Computation of Taxable individual's income – Deductions for individuals - U/S 80s - Tax liability – Tax Planning.

Unit – V: Tax liability for various persons & GST (21 Hours)

Concepts and rules of Assessment of Firms, companies & Co-operative societies - Basics of GST - Assessment of Firms – Assessment of companies – Assessment of Cooperative Societies.

(Theory 20%; Problem 80%)

Books for References:

1. Dr. Vinod K Singhania, '*Direct Taxes*', Taxman Publications Pvt. Ltd, New Delhi (Latest)
2. Bagavathi Prasad, '*Direct Taxes*', Wishwa Prakasam Publications, New Delhi (Latest)
3. Reddy and Hari Prasad Reddy, '*Income Tax*', Margham Publications, Chennai. (Latest)

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

Semester	Course code		Title of the Course						Hours		Credits	
I	21PCO1CC02		CORE-2: BUSINESS TAXATION						7		6	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	2	3	3	2	2	3	2	2.4	
CO-2	3	3	3	2	2	3	3	2	3	2	2.6	
CO-3	2	2	2	3	2	3	3	2	3	3	2.5	
CO-4	2	2	3	3	3	3	2	3	2	1	2.4	
CO-5	2	2	2	3	2	3	3	2	2	2	2.3	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCO1CC03	CORE-3: STRATEGIC MANAGEMENT	7	6

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	define and describe the concept of strategic management.	K1
CO-2	interpret the adopted strategies and their outcomes.	K2
CO-3	apply corporate policies on company's internal and external environment.	K3
CO-4	compare and contrast companies' strategic strengths and weaknesses.	K4 & K5
CO-5	infer response options available to companies.	K6

Unit – I: Introduction to Strategic Management (21 Hours)

Strategic Management: Definition and meaning, Strategic Management Process - Forming Vision, Setting objectives, Crafting a Strategy, Implementation and Evaluation, Characteristics, Benefits of strategic management - Strategic Planning in practice.

Unit – II: Industry Analysis (21 Hours)

Industry analysis and its environment: Analysis of Macro environment: Demographic, political, social, cultural, technological and global environment – Recent trends in macro environment; Analysis of Micro environment: The five forces of competition, new entrants, direct competition, buyers, suppliers and substitutes - Rivalry in the industry - Recent trends in micro environment.

Unit - III: Company Analysis (21 Hours)

Evaluating company through SWOT: Identifying company's strengths and resource capabilities - Identifying company's weaknesses and resource deficiencies, identifying company's competencies and capabilities, identifying a company's market opportunities, identifying threat to a company's future profitability (SWOT Analysis). Strategic options for achieving cost competitiveness. The value chain - Analyzing competitive advantage and profitability – sustaining competitive advantage.

Unit – IV: Corporate Strategy (21 Hours)

Strategy and competitive advantage - Low Cost Leadership strategies, differentiation Strategies and Focus strategies. Merger and acquisition - Vertical integration strategies. First - Mover advantages and disadvantages. Balanced Score Card – Mckinsey 7s frame work as Horizontal and vertical integrations

Unit – V: Change Management**(21 Hours)**

Responding to shifts in competitive advantages - New developments affecting competitive advantage - New technology - New distribution channel, Economic shifts - Change in the neighboring industries and change in government regulations. Response options - Prospecting, Defending, and Harvesting. Uncertainty - Impact of environmental development and ability to adjust.

Books for Reference:

1. Arthur A. Thompson, Jr. and A.J Strickland 111,(2003), *Strategic Management - Concepts and cases*, Tata Mcgraw Hills Co., New Delhi, 2003.
2. John A. Pearce 11 and Richard B. Robinson, Jr, *Strategic Management-Strategy Formulation and implementation*, Tata Mcgraw Hills Co., New Delhi, 2008.
3. Varahan & Rinky, *Strategic Management*, Himalaya Publication House Pvt. Ltd, New Delhi, 2014.
4. Robert A. Pitts and David Lei, *Strategic Management- Building and Sustaining Competitive Advantage*, Published by South - Western, Thomas Learning Inc. New Delhi, 2014.

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

Semester	Course code	Title of the Course							Hours	Credits	
I	21PCO1CC03	CORE-3: STRATEGIC MANAGEMENT							7	6	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	3	3	2	2	2	2	2	2.3
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	2	2	3	2	2	2	2	3	3	3	2.4
CO-4	2	3	2	3	3	3	2	2	2	2	2.4
CO-5	2	2	2	2	2	2	3	2	1	3	2.1
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCO1ES01A	DSE-1: NGO MANAGEMENT	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the genesis, growth and development of NGO in India and at global level.	K1
CO-2	observe the administration, organisation and management of NGOs.	K2
CO-3	identify the source of fund mobilizations, grants, writing project proposal, FCRA and maintenance & audit of accounts.	K3
CO-4	explain project proposal formulation and management and evaluate projects.	K4 & K5
CO-5	summarise NGO tax laws, exemption to donors under Section 34 A & B – Section 80 G.	K6

Unit – I: Introduction

(15 Hours)

Introduction: NGOs - Definition - Meaning – Characteristics - Advantages - Limitations; formation of NGOs Genesis and Growth; Scope of Operation; Skills Required; Collaboration with Government.

Unit – II: Organisation and Management of NGOs

(15 Hours)

Organizations and Management: Administration and Management – Levels of Organization Governing body - Function – By - law - Policies Making; Committees - Scope and Function; Membership - Types - Qualification - Disqualification; Meeting - Quorum - Minutes.

Unit – III: Marketing and Financial Management of NGOs

(15 Hours)

Marketing and Financial Management of NGOs: Marketing Strategy for NGOs - Project Mix - Project Addition - Project elimination; Promotion - Need - Methods - Fund Management - Sources; Grants/Scheme from Government – eligibility - Procedure; Funds from abroad – Procedural guidelines - FCRA - Micro Finance; Maintenance of Accounts - Audit of Accounts.

Unit – IV: Project Management

(15 Hours)

Project Management: Projects - Definition - Meaning - Objectives - Types; Process of Project Development - Project Writing - Problems in Project Formulation and Management - Evaluation of Projects - Project Audit.

Unit – V: NGOs and Tax Laws

(15 Hours)

NGOs and Tax Laws: Income tax 1961 - Income - Persons - Assessment year - Previous year; Section 11 (General Deductions) - Section 13 (Forfeiture of Exemption) - Section 34 A & B – Section 80G - TDS; Indirect tax liabilities.

Book for References:

1. Dr. S. Joseph Xavier, '*Organization and Management of NGO*', Educreation Publishing, New Delhi, 2019.
2. Dr. John Santiago Joseph & Louis Manohar, '*Practical Guide to Participative NGO Man*', KIDS Trust Publications, 2017.
3. Anitha Abraham, '*Formation and Management of NGOs: Non –governmental Organizations*', Universal Law Publishing Co Pvt Ltd., New Delhi, 2019.

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21PCO1ES01A		DSE-1: NGO MANAGEMENT					5		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	3	3	3	2	2	2	2.4
CO-2	2	2	2	2	2	3	3	2	2	2	2.2
CO-3	2	2	3	2	2	2	2	3	3	3	2.4
CO-4	2	3	2	3	3	3	2	2	2	2	2.4
CO-5	3	2	2	2	2	2	2	2	2	2	2.1
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCO1ES01B	DSE-1: DIGITAL BUSINESS AND MARKETING	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	examine the quality of E-Customer Relationship Management.	K1
CO-2	explore the E-Marketing methods and techniques.	K2
CO-3	apply E-Marketing concepts in real time.	K3
CO-4	establish cognitive knowledge of the skills required to conduct online research.	K4
CO-5	assess and relate the confluence of marketing operations.	K5 & K6

Unit – I: E-Marketing (15 Hours)

E-Marketing - An Overview – Introduction, Objectives, Definition, History and Features of E-Marketing, Scope, Benefits and Problems, E-marketing Techniques, Internet Marketing, Digital Marketing. Components of E-Marketing - Impulsive, Patient and Analytical Sellers and Products, Infrastructure: Building a Product System, Intermediaries, Other Business Partners, Support Services, Digital Products. Types of E - Market – E - Malls, E - Storefront, E-Marketplace.

Unit – II: E-Customers (15 Hours)

E-Customers - Introduction, Objectives, Definition of E-Customers, Dealing with Customers' Motivations and Expectations, Fears and Phobias of Online Customers, Online Buying Process. Marketing Tools - E-Mail Marketing, Creating a Website, Social Media Marketing, Pay-Per-Click Advertising, Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising. E-Marketing Plan - Situational Analysis, Setting Objectives, Marketing Mix Decision, Budget Allocation, Action Plan, Measuring Success

Unit – III: E-Marketing Mix Strategy (15 Hours)

E-Marketing Mix Strategy - 7Ps in E-Marketing, Applications of E-Marketing - Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium. Strategic Advantages of E-Marketing – Creating New Sources of Competitive Advantage, Direct Distribution Model, Re-engineering the Supply Chain, Targeting Underserved Segments, Lower Price Barrier, Delivery Systems for Digital Products, Creates an Efficient Marketplace, Creates a Virtuous Cycle.

Unit – IV: Methods and Techniques of E-Marketing (15 Hours)

Methods and Techniques of E-Marketing - Advertising Techniques, Selling Methods, Sales Promotion, Public Relations. Methods and Techniques of E-Marketing II - Sponsorship

Techniques, Direct Marketing Techniques, Merchandising Techniques, Online Seminar Techniques, Word-of-Mouth Marketing Techniques. E-Metrics - Introduction, Objectives, Monitoring E-Marketing Activities, User Surveys and Usability Testing, Tracking and Site Analysis Tools

Unit – V: E-Customer Relationship Management (15 Hours)

E-Customer Relationship Management – Concept of E-CRM, Prerequisites for the Implementation of E-CRM, Transition from CRM to E-CRM, E-CRM and Community Building, E-CRM and Customer Lifecycle, E-CRM versus E-Loyalty, Conversion Optimization. Legal and Ethical Issues in E-Marketing – Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues.

Books for Reference:

1. The Beginner's Guide to Digital Marketing. Digital Marketer. Pulizzi J.(2014) Epic Content Marketing, Mcgraw Hills Education, New Delhi, 2015.
2. Dave Chaffey, *E-Business and E-Commerce Management*, Pearson Education, New Delhi, 2018.
3. Ryan, D, *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page Limited, New Delhi, 2018.

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

Semester	Course code		Title of the Course						Hours		Credits	
I	21PCO1ES01B		DSE-1: DIGITAL BUSINESS AND MARKETING						5		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	2	2	2	3	3	2	2.2	
CO-2	2	2	2	2	2	3	3	2	2	2	2.2	
CO-3	2	2	3	2	2	2	2	3	3	3	2.4	
CO-4	2	3	2	3	3	3	2	2	2	2	2.4	
CO-5	2	2	2	3	3	3	2	3	3	3	2.6	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21PCO1AE01	AEC: PERSONAL FINANCIAL MANAGEMENT	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe personal financial planning process and goals.	K1
CO-2	Identify and Explain a suitable plan for retirement and budget.	K2
CO-3	compute and Analyse money value, return on investments and the risk associated.	K3
CO-4	compare different avenues of investment.	K4 & K5
CO-5	construct an optimal portfolio of investment.	K6

Unit – I: Personal Financial Planning (12 Hours)

Personal Financial Planning - Steps of Financial Planning - Factors affecting personal financial planning. Opportunity cost associated with personal financial decisions. Types of personal financial goals. Strategies for achieving financial goals at different stages of life. How to cope in times of financial difficulty like Covid-19.

Unit – II: Understanding Risk (12 Hours)

Understanding risk: inflation risk, Interest rate risk, income risk, personal risk, liquidity risk. Risk Vs. Return. Inflation Effects on Investments. Savings - Saving strategies - Time is money - Time value of money - Simple and compound interest - Power of compounding.

Unit – III: Managing Money (12 Hours)

Managing Money - Budgeting – steps in preparing personal monthly budget, Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme. Will: Writing of will, Common mistakes while writing a will.

Unit – IV: Managing Loans and Borrowings (12 Hours)

Managing Loans and Borrowing - secured and unsecured loans - credit cards - Risk Management - Protection – Life insurance - Medical Insurance - Cyber Security - Personal Identity Protection

Unit – V: Saving Vs. Investment (12 Hours)

Saving Vs. Investment. Investment Vehicles: Equity products, Mutual Funds, Insurance Products - Real Estate – gold and precious metals - relative merits and demerits of each avenue of investment. Investment and Wealth building strategies - Systematic Investment

Plan - Career in in Personal Finance - Wealth manager - investment advisor - insurance advisor - tax planner – financial planner - personal banker. Portfolio construction.

Books for References:

1. Pandit, Amar , *The Only Financial Planning Book that You Will Ever Need*, Network 18 Publications Ltd., 2018.
2. *Personal Finance with Connect Plus*, 10th Edition, Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, TMH, 2017.
3. Jack Kapoor and Les Dlabay and Robert J. Hughes and Melissa Hart, *Personal Finance*, Tata McGraw Hill Publications, 2019.
4. *Introduction to Financial Planning*– Indian Institute of Banking & Finance, 2018.

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21PCO1AE01		AEC: PERSONAL FINANCIAL MANAGEMENT					4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	3	3	3	2	2	3	3	2	2.7
CO-2	3	3	2	3	3	3	3	2	2	2	2.6
CO-3	3	2	3	2	2	2	2	3	3	3	2.5
CO-4	2	3	2	3	3	3	2	2	2	2	2.4
CO-5	2	2	2	3	3	3	3	2	2	2	2.4
Mean overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCO2CC04	CORE-4: RESEARCH METHODOLOGY	6	5

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	define the need, importance and dimensions of research.	K1
CO-2	examine the types, designs and techniques of research.	K2
CO-3	apply research methods relevant to commerce and business researches.	K3
CO-4	justify the use of various tools and techniques for research and analysis.	K4 & K5
CO-5	associate and Construct a model research with the help of primary and secondary data.	K6

Unit – I: Introduction to Research

(18 Hours)

Meaning, objectives, reasons, benefits, importance, significance, types, approaches, process, methods Vs methodology, criteria and qualities for a good researcher, opportunities and challenges for researchers in India and scope of research in commerce.

Unit – II: Research problem and Hypothesis

(18 Hours)

Research problem, design and hypothesis – meaning, selection of research problem, necessity to define, techniques involved, research design – meaning, need, features, importance, types. Hypothesis – meaning, types and forming of hypothesis.

Unit – III: Sampling and Data collection

(18 Hours)

Sampling and Data collection – populations, census, sample survey, sample size, criteria for sample, factors of sample, sources of data, primary and secondary data , collection and methods of primary and secondary data.

Unit – IV: Data Analysis

(18 Hours)

Data Analysis – data editing, validation, tabulation, types of table, analysis and presentation, testing of hypothesis, statistical treatment, descriptive statistics, Z Test, T Test, X2 Test, ANOVA, correlation, regression and use of statistical packages – [SPSS]

Unit – V: Interpretation and Reporting

(18 Hours)

Interpretation and reporting - meaning, need, techniques, precautions, significance of report writing, steps, layout, types–Plagiarism and Code of Ethics in Research

Books for Reference:

1. Kothari, C.R, and Garuva Garg, *Research Methodology Methods and Techniques*, New Age International, New Delhi, 2019.
2. Devendra Thakur, (latest Edition), *Research Methodology in Social Sciences*, Deep and Deep, New Delhi. 2020.
3. M. Ranganatham& Dr. O.R. Krishnaswamy, *Methodology of Research in social sciences*, Himalaya Publishing Houses, Mumbai, 2019.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21PCO2CC04		CORE-4: RESEARCH METHODOLOGY						6		5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	3	3	3	2	2	3	3	2	2.6	
CO-2	3	3	2	3	3	3	3	2	2	2	2.6	
CO-3	3	3	2	2	2	2	3	3	2	2	2.4	
CO-4	3	2	2	2	2	2	2	2	2	2	2.1	
CO-5	2	2	2	3	3	3	3	2	2	2	2.4	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCO2CC05	CORE-5: COST SYSTEM AND COST CONTROL	6	5

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	define the Principles, concepts and conventions in cost system and cost control.	K1
CO-2	explain the activity based costing and target costing.	K2
CO-3	ascertain and classify the variances in the elements of cost through comparison and analyse the cause of such variances.	K3
CO-4	evaluate process cost accounts to arrive at pricing decisions.	K4 & K5
CO-5	relate the results of marginal costing for making managerial decisions.	K6

Unit – I: Costing system and Cost sheets

(18 Hours)

(A) (OOC based course, theory only): Costing System : Meaning - Characteristics of Ideal costing system - installation of a costing system - steps - practical difficulties in installing a costing system - cost control - meaning - MIS - role and relevance

(B) Cost sheets - preparation of cost sheets – tenders - Reconciliation of Cost and Financial accountings - Introduction to Cost Accounting Standards.

Unit – II: Process Costing:

(18 Hours)

Process Costing - Normal Loss - Normal Gain - Abnormal Loss – Abnormal Gain - Equivalent production (FIFO method) - Equivalent production with opening stock - Equivalent production (Average Method) Inter Process Profits - Joint products and By - products.

Unit - III: Standard Costing

(18 Hours)

Standard Costing and Variance Analysis - Material Variance – Labour variance - Overhead variance - Sales variance.

Unit – IV: Marginal Costing

(18 Hours)

Marginal Costing, break even analysis, cost volume profit analysis, break even charts, Application of marginal costing - differential and direct cost. Total Quality Management: Introduction - Operationalizing TQM - Six Sigma - Overcoming total quality paralysis - The missing link of TQM.

Unit – V: Activity based costing

(18 Hours)

Activity Based Costing: Meaning – calculations of profit and selling price based on traditional costing and activity based costing - Target costing - Basics of Transfer pricing - Relevant costing.

Books for Reference:

1. Alex K, *Cost Accounting*, Pearson Education, New Delhi, 2012.
2. Jain S.P. and Narang K. L, *Advanced Cost Accounting*, Kalyani Publishers, New Delhi, 2019.
3. Pillai R.S.N. and Bagavathi V. *Cost Accounting* –S. Chand& Company Ltd, New Delhi, 2020.
4. T.S. Reddy &Y. Hari Prasad& Reddy, *Cost Accounting*, Margham Publications, Chennai, 2020.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21PCO2CC05		CORE-5: COST SYSTEM AND COST CONTROL						6		5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	3	2	2	2.5	
CO-2	2	2	2	3	2	3	2	2	2	3	2.3	
CO-3	3	2	3	2	3	3	3	3	2	2	2.6	
CO-4	2	2	2	3	2	2	3	2	2	2	2.2	
CO-5	3	2	2	2	2	2	2	2	2	2	2.1	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCO2CC06	CORE-6: FINANCIAL SERVICES	5	5

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	examine and Elaborate the operations of Indian Financial System	K1
CO-2	determine the legal framework of merchant banking	K2
CO-3	discover the mechanism of factoring and forfeiting	K3
CO-4	analyse and explain the schemes and reforms in housing finance and insurance	K4 & K6
CO-5	evaluate the methods of credit rating on corporate deposits and debts	K5

Unit – I: Indian Financial System

(15 Hours)

Indian Financial System – Overview - Constituents - Evolution and Environment - Banking and Non-Banking Financial Companies - Regulating Authorities - Financial Services – Meaning - Features and Functions - Recommendations of A C Shah, Kalyansundaram, Narasimhan, Raghuram Rajan and the latest NBFC’s Committee Report.

Unit – II: Merchant Banking

(15 Hours)

Merchant Banking - Meaning - Scope, Functions and Issues – Regulations Governing Merchant Banking Activities - Lease Financing - Concepts and Classifications, Significance and Limitations – Funding aspects of Leasing - ICAI Guidelines. Hire Purchase Financing and Consumer Credit - Meaning –Types - Legal frame Work.

Unit – III: Factoring and Forfeiting

(15 Hours)

Factoring and Forfeiting - Meaning and Mechanism - Types of Factoring - Evaluation of Factoring business in India – Forfeiting - Meaning – Scope and Characteristics -Venture Capital Financing - Meaning and Types - SEBI Guidelines.

Unit – IV: Housing Finance

(15 Hours)

Housing Finance - NHB Directions and Guidelines - Housing Finance Scheme – Housing finance contracts - Funding of HFCs - Insurance Services - Major Players – Reforms in insurance sector - Malhotra Committee Frame Work

Unit – V: Indian stock markets

Credit Rating – Meaning - Purpose and Process - Credit Rating Services in India - Depositories in India – NSDL & CSDL; Depository participants (DPs) - Stock Broking - types, sub-brokers; stock broking in India e-broking Stock Markets - Primary Market and Secondary Market – OTCEI – NSE – BSE - Share Market Indices.

Books for Reference:

1. Khan M.Y, *Financial Services*, Tata McGraw Hill Company Ltd, Noida, 2015.
2. Gordon & Natarajan, *Financial Market & Services*, Himalaya publications house Pvt Ltd, New Delhi, 2017.
3. Santhanam B, *Financial Services*, Margham Publications, Chennai, 2019.

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

Semester	Course code		Title of the Course					Hours		Credits	
II	21PCO2CC06		CORE-6: FINANCIAL SERVICES					5		5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	3	2	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	2	2	2	1	2.3
CO-3	2	2	2	2	3	2	3	2	2	2	2.2
CO-4	3	2	2	2	2	2	2	2	2	2	2.1
CO-5	3	3	3	2	2	2	3	2	2	1	2.3
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCO2SP01A	SELF PACED LEARNING: CUSTOMER RELATIONSHIP MANAGEMENT	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	explain the basic nuances of CRM.	K1
CO–2	realize the importance of Enterprise Marketing Automation.	K2
CO–3	analyse the activities of Call Centres.	K3
CO–4	evaluate the customers satisfaction and its importance.	K4
CO–5	differentiate the role of employees in CRM.	K5 & K6

Unit – I: Introduction to CRM

Customer - CRM - CRM technology - component - customer life style - customer interaction. Difference between CRM and e-CRM - features of e-CRM- Sales Force Automations (SFA) Definition and need of SFA – barriers to successful SFA - functionality, technological aspect of SFA, data synchronization - flexibility and performance, reporting tools.

Unit – II: Enterprise Marketing Automation (EMA)

Enterprise Marketing Automation (EMA) - Components of EMA, marketing campaign, campaign planning - and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

Unit - III: Call Centres

Call Centres - Types of Call Centre - Meaning, customer interaction, the functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web enabling the call center, automated intelligent call routing, logging & monitoring.

Unit – IV: Customer Satisfaction and Service Quality

Customer Satisfaction - Meaning - Definition - Importance - Components - Customer Satisfaction models - Customer Satisfaction Practices. Service quality: Meaning - Definition - Types - Dimensions - Gaps – Measurement Scales.

Unit – V: Employees in CRM

CRM & Employees - Customer Linkage - Factors effecting Employees’ Customers oriented behaviours - Service failure - Service recovery management - Customer recall management - Customer experience management.

Books for References:

1. Alok Kumar Rai, *Customer Relationship Management – Concepts and cases*, PHI Learning Pvt Ltd., J Reinartz, WILRY India edition, 2017.
2. *Customer Relationship Management* by Kristin Anderson and Carol Kerr, TM, 2016.

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

Semester	Course code		Title of the Course						Hours		Credits
II	21PCO2SP01A		SELF PACED LEARNING: CUSTOMER RELATIONSHIP MANAGEMENT						-		2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	3	3	2	2	2	2	2	2.3
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	2	2	3	2	2	2	2	3	3	3	2.4
CO-4	2	3	2	3	3	3	2	2	2	2	2.4
CO-5	2	2	2	2	2	2	3	2	1	3	2.1
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCO2SP01B	SELF PACED LEARNING: INTERNET AND e-COMMERCE	-	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	explain the need of Internet and e-Commerce.	K1
CO-2	explore the Types of e-Commerce platforms.	K2
CO-3	recognise the Networking System in e-Marketing.	K3
CO-4	practice online banking facilities.	K4
CO-5	analyse the effectiveness of e-Security.	K5 & K6

Unit – I: Introduction to Internet and e-Commerce

Internet- Evolution-Applications – services - World Wide Web & its origin - Types of web pages - URL - DNS; e-Commerce - applications – advantages & disadvantages; Introduction to Mobile Commerce - its applications.

Unit – II: Types of e-Commerce Business

Models for e-Commerce - Based on the relationship of transaction parties - Based on the relationship of transaction types - Introduction to ECRM, ESCM & E-logistics.

Unit-III: e-Marketing

e-Marketing Vs Traditional marketing - e-Marketing Value Chain - Browsing behavior model of e-Commerce online marketing & its advantages – e-Advertising: Various means of e-Advertising - e-Branding: Elements of Branding - Spiral branding - Marketing Strategies (Permission marketing, Affiliate marketing & Viral marketing).

Unit – IV: e-Payment Systems and e-Banking

e-Payment systems - Requirements - Digital Token - Credit Card – Smart Card - e-cash - e-cheque - Mobile Payments - Micro payment systems -Risk in e-payments system; e-banking - Online financial services in India - Features of e-banking in India.

Unit – V: e-Security

e-Security; Network and website security risk - Types of Cybercrimes – e-Business risk management issues - firewall concepts - enterprise wide security framework, cryptographic; Encryption techniques - Digital signature; Private and Public key.

Books for Reference:

1. David Whitely, *e-commerce, Strategy, technologies and Applications*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2016.
2. K.Abirami Devi & Dr. M. Alagammai, *E-Commerce*, Margham Publications, Chennai, 2017.
3. Kamalesh N. Agarwala, Business on the net, *An introduction to the 'Whats' and 'Hows' of e-commerce* macmilan india Limited, New Delhi, 2018.
4. Brian Mennecke and Troy Strader, "*Mobile Commerce: Technology, Theory and Applications*", Idea Group, 2013.

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

Semester	Course code		Title of the Course					Hours		Credits	
II	21PCO2SP01B		SELF PACED LEARNING: INTERNET AND e-COMMERCE					-		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	2	3	3	2	2.2
CO-2	2	2	2	2	2	3	3	2	2	2	2.2
CO-3	2	2	2	2	2	2	2	3	3	3	2.3
CO-4	2	3	2	3	3	3	2	2	2	2	2.4
CO-5	2	2	3	2	2	2	2	2	2	2	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21SMS2ES02	DSE-2: (Common Core) HUMAN RESOURCE MANAGEMENT	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the principles of Human resource management.	K1
CO–2	explain the features of Job evaluation techniques, compensation policies and procedures.	K2
CO–3	illustrate various methods of recruitment, training and development.	K3
CO–4	analyze and interpret the factors influencing employee relations and grievance handling mechanisms	K4
CO–5	recognize the Employee empowerment in Indian and Global Scenario.	K5 & K6

Unit – I: Introduction to Human Resource Management (15 Hours)

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

Unit – II: Human Resource Planning & Recruitment (15 Hours)

HR planning - job analysis – job specification and job description. Recruitment – sources, characteristics and types. Selection process, types of tests and interviews. Induction programme. Promotion and transfers, demotions, separations and employee mobility.

Unit – III: Strategic HRM & Performance Appraisal (15 Hours)

Role of HRM in corporate goal setting, levels and models of strategic HRM, applications of strategic HRM. Performance appraisal – purpose, methods, factors, problems. Performance appraisal and potential appraisal. Performance management systems.

Unit – IV: Training & Development (15 Hours)

Training – need, importance, steps, methods. Training needs assessment. Management development programme – significance and methods. Stages of career planning and development, career counseling and employee counselling.

Unit – V: Compensation Administration (15 Hours)

Compensation plan – Incentives - individual and group. Benefits – bonus and fringe benefits. Developing a sound compensation plan, wage policy, types of wage and emoluments. Executive compensation – factors and issues. HRM in virtual organisations.

Books for Study:

1. Pravin Durai, *Human Resource Management*, Pearson Education Books, New Delhi, 2010. (Unit-1 & Unit-3- Chapter 16, 19, 23)
2. Prasad L.M, *Human resource management*, Sultan Chand and Sons, New Delhi, 2017. Unit 2- Chapter 5 and 7) (Unit 4- Chapter 8,9 and 10) (Unit 5- Chapter 11,15 and 25)

Books for Reference:

1. VSP Rao, *Human Resource Management: Text & Cases*, Excel Books, New Delhi, 2002.
2. Edwin Flippo, *Personnel Management*, Tata McGraw Hill, New Delhi, 2020.
3. Gary Dessler, *Human Resources Management* (ed.15). Pearson Publisher, United Kingdom, 2016.
4. Mamoria C. B. & Gankar S. V, *Human Resource management*, Himalaya Publishing House, New Delhi, 2018.
5. Monappa A and Saiyadain, M, *Personnel management*, Mc-Graw Hill Education, New Delhi, 2019.
6. DeCenzo, D.A. & Robbins, S.P, *Fundamentals of Human Resource Management*, John Wiley and Sons, New Delhi, 2001.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21SMS2ES02		DSE-2: (Common Core) HUMAN RESOURCE MANAGEMENT						5		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	3	3	2	3	3	2	2.7	
CO-2	3	3	3	2	2	3	3	3	2	2	2.6	
CO-3	3	3	3	3	2	3	3	2	3	3	2.8	
CO-4	3	3	2	3	2	3	3	2	2	2	2.5	
CO-5	3	3	3	2	2	3	3	3	2	3	2.7	
Mean overall Score											2.7 (High)	

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

Programme Specific outcomes (PSOs)

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

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

Course outcomes (COS)

Upon completion of this course, students will:

- be exposed and trained in various nuances of Soft Skills in a Professional manner responding to the requirements of national and international market
- be able to synthesize the knowledge and practical skills learnt to be personal effective in any managerial positions
- be equipped to construct plans and strategies to work for better human society
- be able to illustrate the problems at work and home and design solutions and maintain a balance of work and home• be able to connect on a continuum and maintain growth and sustainability and creativity in employment that increases in productivity, profit for individuals and the society.

Module 1: Effective Communication & Professional communication

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

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

Module II. Resume Writing & Interview Skills

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

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

Module III: Group Discussion & Team Building

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

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

Module IV: Personal Effectiveness

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

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

Stress Management: Identifying stress, Symptoms of stress, Responding to Stress, Sources of stress, Coping with stress and Managing stress.

Module V: Numerical Ability

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

Module VI: Test of Reasoning

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

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

Text cum Exercise book

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

References

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

Other Text Books

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

Semester	Course Code	Title of the Course	Hours	Credits
II	21PCO2EG01	GE-1 (WS): SUPPLY CHAIN MANAGEMENT	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	tabulate the functions and policies involved in purchase management.	K1
CO-2	explain the elements and philosophy of supply chain management.	K2
CO-3	identify the models and sub-system in logistics and SCM.	K3
CO-4	illustrate & Explore the techniques associated with inventory management.	K4
CO-5	evaluate and summarise the practices and performances of SCM at global level.	K5 & K6

Unit – I: Concepts and features of SCM (12 Hours)

Introduction Basic concept & Philosophy of Supply Chain Management: Essential features, Varieties flows (cash, value and information) Key Issues in SCM, benefits and limitations.

Unit – II: Logistics and SCM (12 Hours)

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and out bound logistics, bullwhip effect logistics, Distribution and warehousing management. (Case Study).

Unit - III: Purchase management and SCM (12 Hours)

Purchasing and Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies, Use of mathematical model for vendor rating/evaluation, single vendor concept, management of stores, accounting for materials. (Case Study).

Unit – IV: Inventory Management and SCM (12 Hours)

Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock (tradeoff between stock out/ working capital cost), lead time reduction , reorder point / re-order level fixation, exercise - numerical problem solving, ABC, SDE, VED Analysis, Just in Time & Kanban System of Inventory management. (Case Study).

Unit – V: Operational Integration, Global Strategic Positioning, Network Integration, Relationship Development and Management (12 Hours)

Why Integration Creates Value - Systems Concept And Analysis - Logistical Integration Objectives - Enterprise Integration - Supply Chain Processes - Sales And Operations Planning (S & OP) - Supply Chain Planning Considerations - Pricing. : Global Supply Chain

Integration - Supply Chain Security Enterprise Facility Network - Warehouse Requirements - Total Cost Integration - Formulating Logistical Strategy Development and Management Of Internal Logistics Relationships - Development. (Case Study).

Books for Reference:

1. G. Raghuram, MM Srinivasan and N. Rangaraj, *Supply chain management for Competitive Advantage: Concepts and cease*, Tata McGraw-Hill Education (India) Pvt Ltd., Noida, 2019.
2. L. Natarajan, *Logistics and Supply chain management*, Margham Publications, Chennai, 2018.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21PCO2EG01		GE-1 (WS): SUPPLY CHAIN MANAGEMENT						4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	3	2	2	2	2	2	2.2	
CO-2	3	2	2	2	2	2	3	2	2	2	2.2	
CO-3	2	2	3	2	3	2	3	2	2	2	2.3	
CO-4	3	2	2	2	2	2	2	2	2	2	2.1	
CO-5	2	2	3	3	3	2	3	3	2	2	2.5	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCO3CC07	CORE-7: QUANTITATIVE TECHNIQUES	7	6

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	define and Describe the concepts of operations research and decision making.	K1 & K2
CO-2	solve transportation problems regarding determination of supply to various destinations.	K3
CO-3	assign work to suitable person, machine or process.	K4
CO-4	analyse different models and techniques available to solve inventory problems.	K5
CO-5	formulate optimum replacement policy and suitable quantitative techniques to solve business problems.	K6

Unit – I: Introduction to Operation Research and LPP (21 Hours)

Operation Research - Origin and Development - Role in decision making – Characteristics - Phases - General approaches. Linear Programming Problem - Applications and limitations – Formulation of LPP - Graphical and Simplex Method.

Unit – II: Transportation and Assignment problems (21 Hours)

Transportation and Assignment models - Advantages & Disadvantages - Transportation Problems – Balanced and Unbalanced Transportation Problems - Methods for Initial Basic Feasible solution – Degenerate or non-degenerate solution - Moving towards Optimal solutions – MODI method. Assignment Problems – Hungarian Algorithm.

Unit – III: Inventory Management and Queuing theory (21 Hours)

Inventory Management - Types of inventory - Need for Inventory Control. Economic Order Quantity: Basic Model- EOQ for Production lots – EOQs with Quantity Discount - EOQ with Shortage costs, Safety Stock and uncertainty - Queuing theory.

Unit – IV: Replacement Decisions (21 Hours)

Replacement – meaning – Reasons for Replacement – types of replacement. Replacement Decision - Replacement Policy with or without change in money value. Replacement of items that fail completely (Individual and Group replacement).

Unit – V: Tools for Decision Analysis (21 Hours)

Decision Analysis – Different tools for Decision Analysis – Advantages and limitations
Decision analysis - The EMV Criterion - EOL and EVPL Decision Tree Analysis - PERT/CPM (Without crash) - Construction of net work diagram - Simple CPM Calculation.

(Theory 20%: Problems 80%)

Books for Reference:

1. Gupta PK & Man Mohan, *Problems in Operations Research*, Sultan Chand & Sons, New Delhi, 2018.
2. Kapoor V.K, *Operations Research*, Sultan Chand & Sons, New Delhi, 2019.
3. Kalavathy. S, *Operations Research*, Vikas Publishing House Pvt Ltd, New Delhi, 2019.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21PCO3CC07		CORE-7: QUANTITATIVE TECHNIQUES						7		6	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	3	2	3	3	2	3	2	2.7	
CO-2	3	3	3	2	2	3	3	2	3	2	2.6	
CO-3	3	3	3	2	2	3	2	3	2	2	2.5	
CO-4	3	3	2	2	2	3	3	2	2	3	2.5	
CO-5	3	2	3	2	3	3	3	3	2	2	2.6	
Mean overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCO3CC08	CORE-8: ADVANCED COMPUTERISED ACCOUNTING	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the concepts of accounting and tally.	K1
CO–2	relate tools in TallyPrime for Management of Accounts payable and Receivable and maintenance of cost centres.	K2
CO–3	employ TallyPrime to maintain records in Accounts and Inventory mode.	K3
CO–4	recommend TallyPrime models for payroll and GST.	K4 & K5
CO–5	formulate worksheet models for various forms of business applications.	K6

Unit – I: Introduction to TallyPrime

(15 Hours)

TallyPrime: Introduction - Data Path - Company Menus (F3): Creation, alteration, deletion, select company and shut company: Features - Accounts only Company - Menus in Gateway of Tally (Accounts only Mode) Masters: (Create, alter and Chart of accounts Groups): Primary and Secondary Groups in TallyPrime: Creation, alteration and deletion of User Defined Groups; Ledger: Default ledgers - Creation, alteration and deletion of ledgers - Extraction of Financial statements and ratios for given ledger balances and adjustments - Recording Day to Day Transactions in TallyPrime - Introduction - Business Transactions - Accounting Vouchers - Receipt, Contra, Payment, Purchase, Sales, Debit Note, Credit Note, Journal - Activation of inactive vouchers. Extraction of Day Book and Trial Balance

Unit – II: Accounts Payable & Receivable

(15 Hours)

Accounts Receivable and Payable Management in TallyPrime - Maintenance of Bill wise details and activation of interest calculation in TallyPrime - Enabling Features and Configurations - activating Bill-wise maintenance and Interest calculation for Ledgers - Method of adjustments in Bill-wise details in Recording transactions - Extracting Reports on Outstanding and Interest Calculations - Recording interest payable/receivable through credit note/debit note voucher. Maintenance of Cost Centres - Enabling Features and Configurations Creation of Cost Categories, Cost Centres and Cost Centre Class Recording Transactions with cost centre allocations. Extracting Cost Category Summary and Cost Centre Breakups - Creation of Group-wise and ledger-wise budgets - Viewing variances in financial statements and Trial Balance

Unit – III: Accounts with Inventory**(15 Hours)**

Maintenance of Accounts with Inventory: Inventory Features: Inventory Masters: Creation of Units of measure, Stock Group, Stock Category, Stock Item with or without opening balances. Maintenance of Multiple Godowns: Creation of Godowns - Multiple Price Levels - Batch-wise Details - Creation of Goods related Accounting vouchers with Inventory and Godowns – Inventory Vouchers: Stock Journal, Physical Stock Journal, Receipt Note, Delivery Note, Rejection in and Rejection out Recording internal transfer of goods using stock journal - recording stock after physical verification - Purchase orders and Sales orders processing - Recording Transactions using Orders, Accounting and Inventory vouchers - Extraction of Inventory Reports.

Unit – IV: Payroll Preparation**(15 Hours)**

Maintenance of Payroll - Creation of Payroll Masters: Employee Group – Employee – Units - Attendance/Production type - Pay heads: Payroll Statutory details - Creation of Payroll vouchers for payroll transactions: Attendance and Payroll - Activation of TDS in TallyPrime - TDS & TCS Masters - Configuring TDS and TCS at Group level and Ledger level – Recording TDS related Expenses and TCS related sales in Accounting Vouchers - TDS Report - Form 26Q export to IT portal for TDS return filing. GST in TallyPrime - Enabling GST - Defining Tax Rates at Master and Transaction Levels - Hierarchy of applying Tax rate details – Recording GST applied Transactions in Accounting Vouchers - Tally Audit - Banking Reconciliation Statement. Split of Company Data – Backup and Restore of Data. Transactions related to Multiple Currencies.

Unit – V: Spreadsheet**(15 Hours)**

Spreadsheet: Calculation of Depreciation using functions and without using functions - Simple Interest rate calculation - Compounded Interest - Calculation of Net Present Value - Present Value - Preparation of financial statements - Preparation of Profit and Loss Statement - Calculation of Ratios.

Books for Reference:

1. Nandhini A.K and Nandhini K.K, *Implementing Tally*: BPB Publications, New Delhi, 2018.
2. S. Palanivel (2019), *Tally Accounting Software*, Margham Publications, Chennai, 2019.

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

Semester	Course code	Title of the Course					Hours	Credits			
III	21PCO3CC08	CORE-8: ADVANCED COMPUTERISED ACCOUNTING					5	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	2	2	2	2	2
CO-2	2	3	3	3	3	2	2	2	3	2	2.5
CO-3	2	2	2	3	3	3	2	3	3	3	2.6
CO-4	2	3	3	2	2	2	3	3	3	2	2.5
CO-5	3	3	3	2	3	2	3	2	2	3	2.6
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCO3CP01	CORE PRACTICALS-01: ADVANCED COMPUTERISED ACCOUNTING	2	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the concepts of accounting and tally.	K1
CO–2	relate tools in TallyPrime for Management of Accounts payable and Receivable and maintenance of cost centres.	K2
CO–3	employ TallyPrime to maintain records in Accounts and Inventory mode.	K3
CO–4	recommend TallyPrime models for payroll and GST.	K4 & K5
CO–5	formulate worksheet models for various forms of business applications.	K6

Experiments:

1. Creation, alteration and deletion of companies and user defined Accounting groups.
2. Creation, alteration and deletion of ledgers and final accounts and balance sheet preparations.
3. Voucher entries in double entry mode.
4. Voucher entries in single entry mode.
5. Voucher entries using Cost Centres and Cost Categories.
6. Creation and alteration of budgets and variance analysis.
7. Voucher entries Applying GST, TDS and TCS.
8. Creation, alteration and deletion of inventory masters & accounting voucher entries using stock items.
9. Order processing and voucher entries using accounting and inventory vouchers.
10. Payroll preparation and applying TDS and TCS.
11. Voucher entries using bill wise details, interest calculation and multiple currencies.
12. Generation of Accounting and Inventory Reports.

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

Semester	Course code		Title of the Course					Hours		Credits	
III	21PCO3CP01		CORE PRACTICALS-01: ADVANCED COMPUTERISED ACCOUNTING					2		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	2	3	3	2	2.2
CO-2	2	2	2	2	2	3	3	2	2	2	2.2
CO-3	2	2	3	2	2	2	2	3	3	3	2.4
CO-4	2	3	2	3	3	3	2	2	2	2	2.4
CO-5	2	2	2	3	3	3	2	3	3	3	2.6
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCO3CC09	CORE-9: BEHAVIOURAL FINANCE	7	5

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define & Describe the exciting new and fast growing areas in business.	K1 & K2
CO–2	construct a model theory through primary and secondary information.	K2
CO–3	examine and explain the investment decision and investor behavior.	K3 & K4
CO–4	justify the use of behavioural and risk factors influencing human psychology.	K5
CO–5	integrate the foundation and building blocks of behavioural finance.	K6

Unit – I: Introduction to Behavioral finance (21 Hours)

Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception – Peculiarities (biases) of quantitative and numerical information perception – Representativeness – Anchoring Exponential discounting and hyperbolic discounting.

Unit – II: Utility / Preference Function (21 Hours)

Expected Utility Theory [EUT] and Rational Thought, Decision making under risk and uncertainty – Expected utility as a basis for decision - making, Theories based on Expected Utility Concept – Investor rationality and market efficiency.

Unit – III: Behavioral Factors and Financial Markets (21 Hours)

The Efficient Markets Hypothesis – Fundamental Information and Financial Markets – Information available for Market Participants and Markets Efficiency – Market Predictability – The Concept of limits of Arbitrage Model – Asset management and behavioural factors – Active Portfolio Management: return statistics and sources of systematic underperformance – Fundamental information and technical analysis – the case for psychological influence.

Unit – IV: Behavioral Corporate Finance (21 Hours)

Behavioral factor and Corporate Decision on Capital Structure and Dividend Policy – Capital Structure dependence on Market Timing – Systematic approach to using behavioural factors in corporate decision making. External Factor and Investor Behaviour: Mechanisms of the External Factor influence on risk perception and attitudes – Connection to human psychology and emotional regulation, Active portfolio management – the source of the systematic underperformance.

Unit –V: Emotions and Decision Making**(21 Hours)**

Experimental measurement of risk – related – Measuring Risk – Emotional mechanisms in modulating risk taking attitude – Neurophysiology of risk taking Personality traits and risk attitudes in different domains.

Books for Reference:

1. Lucy Ackert, *Understanding Behavioural Finance*, Cengage Learning, New Delhi, 2019.
2. M MSulphey, *Behavioural Finance*, Prentice Hall Learning, New Delhi, 2017.
3. Prasanna Chandra, *Behavioural Finance*, McGraw Hill, New Delhi, 2017.

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

Semester	Course code		Title of the Course					Hours	Credits		
III	21PCO3CC09		CORE-9: BEHAVIOURAL FINANCE					7	5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	2	2	2	3	3	2	2.3
CO-2	3	2	3	2	2	3	3	2	2	2	2.4
CO-3	3	2	3	2	2	2	2	3	3	3	2.5
CO-4	3	3	2	3	3	3	2	3	2	2	2.6
CO-5	3	2	3	2	2	2	2	2	2	2	2.2
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCO3ES03A	DSE-3: GOODS AND SERVICES TAX	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	state the definitions of goods and service tax.	K1
CO-2	describe the provisions of GST Act 2017.	K2
CO-3	prepare and group GST returns with time and place of supply.	K3
CO-4	assess tax liability and input tax credit under GST Act.	K4, K5
CO-5	summarise the provisions for registrations.	K6

Unit – I: Introduction

(15 Hours)

GST Introduction - What is GST? - Need for GST - Dual GST Model. Definitions [Section 2(13) to Section 2(108)] - Audit – Business – Consideration - Electronic Commerce Operator – Goods – India - Non Taxable Supply – Person - Principal Supply – Recipient - Reverse charge – Services – Supplier - Taxable Person - Taxable Supply - Extent & Commencement of CGST Act/ SGST Act/ UTGST Act/IGST Act - Goods and Services Tax Council (GST Council) - Goods & Services Tax Network (GSTN).

Unit – II: Levy and Collection of Tax

(15 Hours)

Charge of GST - Inter-State supply and Intra-State supply - Levy and Collection GST - Illustrative list of Rates for Goods and Services - Composition levy (Section 10 of CGST Act) - Negative list of GST - Power to Grant Exemption - Exemptions under GST – Goods and Services Provisions applicable related to Supply of Services - Renting, Agriculture, Educational Institutions, Commission Agents, Healthcare Services, Financial and Banking Services.

Unit – III: Concept of Supply

(15 Hours)

Concept of Supply (Section 7 of CGST Act) - Taxable event under GST - Place of Supply (Section 10 and Section 12 of IGST Act) - Time of Supply (Section 12 and Section 13 of CGST Act) - Value of Supply (Section 15 of CGST Act) (Rules for valuation of Supply of Goods).

Unit – IV: Input Tax Credit & Payment of Tax

(15 Hours)

Eligibility for taking Input Tax Credit - Input Tax Credit in Special Circumstances Computation of Tax Liability - Payment of Tax (Section 49 and Section 50 of CGST Act)

Unit – V: Registration under GST Law**(15 Hours)**

Persons liable for Registration - Persons not liable for Registration - Compulsory Registration
 - Persons not liable for Registration - Procedure for Registration - Amendment of Registration - Cancellation of Registration - Revocation of cancellation of Registration.

Books for Reference:

1. Datey V S, *GST Laws and Practice with Customs and Foreign Tax Practice*, Taxman Publications, New Delhi, 2020.
2. Dr .Vinod K .Singhania & Monica Singhania (Latest Edition) , *Students' Guide to Income Tax*, Taxmann Publications, New Delhi.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21PCO3ES03A		DSE-3: GOODS AND SERVICES TAX						5		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	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											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCO3ES03B	DSE-3: INTELLIGENCE FOR EXCELLENCE	5	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the fundamentals of intelligence for excellence.	K1
CO-2	identify the dimensions of multiple intelligence.	K2
CO-3	apply the element of interpersonal intelligence.	K3
CO-4	examine and differentiate social intelligence from spiritual intelligence.	K4
CO-5	summarize the essential of environment intelligence.	K5 & K6

Unit – I: Self & Emotional Intelligence

(15 Hours)

Self Intelligence: Intelligence: Definition and Meaning – Intelligence cycle – Major theories of Intelligence; Self Intelligence: Personality - Strategic thinking – Lateral Thinking; Emotional Intelligence: Self awareness - Motivation – Self regulation- Social awareness – Empathy – Decision making: meaning, methods, types and steps in making effective decision making

Unit – II: Multiple Intelligence

(15 Hours)

Multiple Intelligence: Meaning and types of multiple intelligence; Successful Intelligence: Meaning and types of Successful Intelligence: Creative Intelligence, Practical Intelligence Analytical Intelligence.

Unit – III: Interpersonal Intelligence

(15 Hours)

Interpersonal intelligence: Definition, Meaning and development of interpersonal intelligence – Interpersonal intelligence and career advancement; Negotiation: Definition and meaning – Principles involved in negotiation – methods of negotiation; Conflict: Definition and meaning – sources of conflicts – types of conflicts - conflict management; Change: Definition and meaning - Theories of change – Types of change – Handling of change – Balancing work and Life

Unit – IV: Social Intelligence

(15 Hours)

Social Intelligence: Meaning and Dimensions of Social Intelligence: Situation – Presence – Authenticity – Clarity - Empathy; Spiritual Intelligence: Meaning – Competencies and skills of spiritual intelligence

Unit – V: Natural Resources & Sustainable Development (15 Hours)

Understanding and caring of Natural Resources: Food, Land, Forest, Mineral, Water and Energy; Pollution: Types: Air Pollution, Water Pollution, Noise Pollution, Thermal and Radiation; Specific Absorption Rate (SAR) values; Issues affecting environment: Population growth – Deforestation - Globalization - Sustainable development: meaning, process, concrete action plans for sustainability.

Books for Reference:

1. Daniel Goleman., “*Emotional Intelligence*”, Bantom Books, New Delhi, 2018.
2. Department of Foundation Courses: “*Environmental Studies*”, St Joseph’s College, 2019.
3. Dorathy A Sisk., and Dr Paul Torrence “*Spiritual Intelligence*” Creative Education Foundation, 2017.
4. Karl Albrecht., “*Social Intelligence*”, John Wiley & Sons, New Delhi, 2016.
5. Robert J Sternberg., “*Successful Intelligence*” Magna Publishing Co Ltd, 2015.

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

Semester	Course code					Title of the Course					Hours	Credits
III	21PCO3ES03B					DSE-3: INTELLIGENCE FOR EXCELLENCE					5	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	3	2	2	3	2	1	2	2.1	
CO-2	2	2	2	2	3	3	2	2	1	2	2.1	
CO-3	2	2	3	2	2	2	2	3	2	3	2.3	
CO-4	2	3	2	2	3	2	3	2	1	3	2.3	
CO-5	3	2	2	1	2	2	3	2	1	3	2.1	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21PCO3EG02	GE-2 (BS): BASICS OF TAXATION	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the basic Concepts of Income Tax Act 1961.	K1
CO–2	explain the provisions relating to income from business or profession.	K2
CO–3	calculate Income from House property.	K3
CO–4	classify and compute taxable capital gains and income from other sources.	K4
CO–5	determine the components of taxable salary and plan the income tax.	K5 & K6

Unit – I: Introductory Concepts to Income Tax (12 Hours)

Basic Concepts of income tax - Incomes exempted from Tax Under Section 10 - Previous Year, Assessment Year, Persons, Assessee, Residential status and Incidence of Tax.

Unit – II: Taxable Salary Income (12 Hours)

Components of Salary – allowances – Perquisites - Salary - Allowances – HRA – Educational & Hostel Allowance - Valuation of rent free accommodation - Deductions U/Sec 18 - Computation of Taxable salary.

Unit – III: Income from House Property (12 Hours)

Meaning of GAV and NAV - Types of House Properties – Deductions u/s 24 – Computation of Income from House Property.

Unit – IV: Income from Business and Profession (12 Hours)

Business Income - inadmissible expenses - allowable expenses – Computation of Income from profession.

Unit – V: Income from Capital Gain (12 Hours)

Capital Gain - Cost of Acquisitions - Cost of improvement - Long Term and Short Term Capital Gain - Computation of Capital Gain - Computation of Income from other Sources.

Books for References:

1. Dr. Vinod Singhania, “*Students Guide to Income Tax*”, Taxmann Publications Pvt Ltd, New Delhi. (Latest Edition).
2. Mariyappan, *Income Tax*, Himalaya Publication House Pvt Ltd, New Delhi, (Latest Edition).

3. Reddy TS and Hari Prasad Reddy Y, “*Income Tax Theory, Law and Practices*”, Margham Publications, Chennai, (Latest Edition).

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21PCO3EG02		GE–2 (BS): BASICS OF TAXATION						4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5		
CO–1	3	2	2	2	2	2	2	3	3	2	2.3	
CO–2	3	2	3	2	2	3	3	2	2	2	2.4	
CO–3	2	3	3	3	3	3	3	3	3	3	2.9	
CO–4	3	3	2	3	3	3	2	3	2	2	2.6	
CO–5	3	2	3	3	3	3	3	3	2	2	2.7	
Mean overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCO4CC10	CORE-10: STRATEGIC FINANCIAL MANAGEMENT	7	6

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the concept and purpose of Business valuation and International Financial Management.	K1 & K2
CO–2	compute net worth of a business by valuing tangibles and intangibles.	K3
CO–3	analyse the results of business valuation from the perspective of Mergers and acquisitions and distressed sales.	K4
CO–4	formulate decision models for international capital investments.	K5
CO–5	evaluate the effect of fluctuations in Foreign exchange in working capital.	K6

Unit – I: Business Valuation (21 Hours)

Business Valuation – Purpose of Business Valuation – International Valuation Standards - Valuation guidelines Resources in India - Business Valuation models - Determination of Business Net Worth - Valuation of Tangibles and Intangibles.

Unit – II: Accounting for Share based Payment (21 Hours)

Accounting for Share based Payment - Valuation during Mergers & Acquisitions - Valuation of Various Magnitudes of Business Organisations - Valuation of Business during distressed Sales - Business Modelling – Business Modelling analysis.

Unit – III: FOREX Management (21 Hours)

FOREX Management: NOSTRO, LORO and VOSTRO accounts – FOREX rates – Determination – Forecasting – Exchange Rate Theories and Forecasting – Foreign Exchange Market - Foreign Exchange Exposure - Hedging Currency risk – Methods – Forward Contracts: Fate of Forward contracts - Future Contracts and Options Contracts – SWAP Contracts.

Unit – IV: International Financial Management (21 Hours)

International Financial Management: International Capital Budgeting – Problems affecting Foreign Investment analysis - Project and Parent Cash flows - Discounting Rate - Adjusting Cash Flows - Adjusted Present Value - International Source of Finance: FCCBs, ADRs, GDRs and EDRs.

Unit – V: International Working Capital Management (21 Hours)

International Working Capital management: International cash Management: accelerated Cash flows – Managing Blocked funds – Leading and Lagging Strategy - International Transfer Pricing - Netting – Investing Excess Cash - International Inventory Management – International Receivables Management.

Theory 60% | Problems 40%

Book for Study:

Prasanna Chandra, *Strategic Financial Management*, McGraw Hill Publications, New Delhi, 2017.

Books for Reference:

1. CMA Kalyani Karna, *Strategic Financial Management*, Corporate Plus Publication (P) Ltd, New Delhi, 2019.
2. Rajni Sofat & Preeti Hiro, *Strategic Financial Management*, PHI Learning, New Delhi, 2016.
3. Dr. Ritu Wadhwa, *Strategic Financial Management*, Kojo Press, New Delhi, 2018.

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

Semester	Course code		Title of the Course						Hours		Credits
IV	21PCO4CC10		CORE-10: STRATEGIC FINANCIAL MANAGEMENT						7		6
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	1	3	2	3	3	2	2	2	2.1
CO-2	3	3	3	2	2	3	2	2	3	2	2.1
CO-3	3	2	3	2	2	2	2	3	2	3	2.3
CO-4	2	3	2	2	2	2	2	2	1	2	2.3
CO-5	3	2	2	2	2	2	2	2	2	3	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCO4CC11	CORE-11: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	6	5

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe and Explain the theories and standards in business ethics.	K1 & K2
CO-2	discover the ethics involved in the realm of marketing.	K2
CO-3	classify the relationship between ethics and HRM.	K3
CO-4	identify the fraudulent activities in the financial sector.	K4
CO-5	justify and generalize the requirements and ethical aspects in CSR for social development.	K5 & K6

Unit – I: Introduction to Business Ethics (18 Hours)

Introduction to Business Ethics Concepts, and Theories of Business Ethics - Meaning Definition and Principles of Personal Ethics - Professional ethics - Business Ethics, Management and Ethics - Ethical theories in Relation to Business - Ethical decision making - Benefits from managing Ethics in Organisation - Characteristics of an Ethical Organisation - Recognizing Ethical Organization - Relationship between law and Moral standards.

Unit – II: Human Resources Management and Ethics (18 Hours)

Ethical issues in Human Resources Management- definition- growth of human resource management – scope of human resources management- emerging challenges of HRM-ethical issues - discriminations- suppression of democracy in work place - privacy issues- recruitment and selection – performance tracking – privacy issues of computerised employee records- electronic surveillance – safety and health – performance appraisals –role of HRM in creating ethical organisation - compensation ethics.

Unit - III: Marketing and Ethics (18 Hours)

Ethics in Marketing – Definition, Ethical issues in Marketing Strategy – Ethical Issues in Marketing Mix – Product – Price – Promotion – Place – Process – People – Physical evidence – Ethical issues and Consumerism - Consumer Protection – Consumer Welfare – Consumer delight – Consumer Rights - Ethics in market research.

Unit – IV: Finance and Ethics (18 Hours)

Ethical Issues in Finance – Introduction – Significance of Financial Management – Role of Finance Manager – Ethical Issues in financial Market - Ethical Issues in Financial Services

Industry – Frauds in Banks – Measures against Bank Frauds – Frauds in the Insurance Sector – Frauds in Non Life Insurance Sector – Ethics in auditing - Money laundering.

Unit – V: Corporate Social Responsibility (18 Hours)

Corporate Social Responsibility – Introduction, Importance of Social responsibility of Business- Definitions of CSR – Models of implementation of CSR – CSR as a business Strategy – Advantages of CSR I - Scope of CSR – Steps to Attain CSR – External Standards on CSR – Ethics and Social responsibility of Business – Environmental Ethics – Environmental Issues in India – Green Initiative – Waste Management .

Books for Reference:

1. AC Fernando, '*Business Ethics - An Indian Perspective*', Pearson Education, New Delhi, 2019.
2. *Business Ethics and Corporate Governance*, ICFAI Center for Management Research, Hyderabad, 2013.
3. John R Boatright, *Ethics and the conduct of Business*, Pearson Education (Singapore) Pvt.Ltd, Indian Branch, Delhi, 2009.
4. Prabhakaran Paleri, *Corporate Social Responsibility: Concept, Cases and Trends*, Cengage Learning, New Delhi, 2019.

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

Semester	Course code		Title of the Course						Hours		Credits
IV	21PCO4CC11		CORE-11: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY						6		5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	2	2	2	2	3	2	2	2	2.2
CO-2	2	3	3	2	2	2	2	2	2	2	2.2
CO-3	2	2	2	3	3	3	2	2	2	2	2.3
CO-4	3	3	2	2	2	2	2	2	2	2	2.2
CO-5	3	3	2	2	3	2	2	2	2	2	2.3
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCO4CC12	CORE-12: BUSINESS ANALYTICS	4	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	explain concepts and applications of Business Analytics and Data Mining.	K1 & K2
CO-2	apply R language Programming skills in Business Analytics.	K3
CO-3	analyse data using tools in Excel.	K4
CO-4	evaluate Data of Financial, Marketing and HR activities through analytical tools.	K5
CO-5	construct appropriate business analytics models.	K6

Unit –I: Introduction to Business Analytics

(12 Hours)

What is business analytics? – Why do we need Business analytics? – Challenges of Business analytics - Defining, communicating, delivering and measuring values – Quantifying value of business analytics – Benefits Vs Values- Data mining – Process/Stages of Data mining – Concepts of Data warehouse.

Unit – II: R Language and Data Analytics

(12 Hours)

R language – Data types – variables – operators – Built in statistical and Graphical Functions – User defined functions in R - Conditional and loop statements – Data analysis models using R - Measure of Central Tendency model - Multiple Correlation model – Simple and Multiple regression model – time series models - Extraction of Charts

Unit – III: Modelling with Excel Sheets

(12 Hours)

Formatting Excel sheets - Data formatting and Data Validation – Naming single cell and group of cells – Filter and Chart options – Statistical and Financial functions – What - if analysis: Goal Seek, Data table and Scenario Manager - Pivot table and Pivot charts – Data analysis tool – Designing Spread sheet statistical and financial models.

Unit – IV: Accounting and Finance Analytics and HR Analytics

(12 Hours)

Accounting and Finance Analytics: Purchase to Payment – Order to cash – Financial Risk Management - Forecasting future revenues – Capital Budgeting Models - Fraud Detection in Financial Statements through Benford's law and Beneish score HR analytics: Different types of HR analytics - Metrics of HR analytics – HRIS - HR analytics models

Unit –V: Marketing Analytics

(12 Hours)

Segmentation, Marketing Mix Optimization, Competitor Analysis, Channel Analysis, Ma Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting Customer

analytics: Loyalty Analytics - Customer Life Time Value, Propensity Analytics, Churn Analytics, Customer - Analytics Customer Segmentation, Cross - Sell or Upsell Models Click Analytics, Customer Lifecycle Analytics, Social Media Analytics: Sentiment Web Analytics, Online Traffic Analytics, Conversion Analytics.

Books for Reference:

1. Ramesh Soundararajan and Kuldeep Singh, *Winning on HR Analytics, Leveraging data for competitive advantage*, Sage Publications, 2016.
2. Jac Fitz-enz, *The new HR analytics: Predicting the economic value of your company's human Capital investments*, AMACOM, New York, 2010.
3. Ashok Charan, *Marketing Analytics A Practitioner's guide to Marketing Analytics and Research method*, World Scientific Publishing Co. Pte. Ltd, Chennai, 2015.
4. Marshall Sponder & Gohar F. Khan, *Digital Analytics for Marketing*, Routledge, New York, 2018.
5. Jim Lindell, *Analytics and Big data for Accountants*, AICPA (USA), 2017.
6. A. Ohri, *R for Business Analytics*, Springer, New York, 2012.
7. PurbaHalady Rao, *Business Analytics an application focus*, PHI Learning Private Limited, Delhi, 2013.
8. Danielle Stein Fairhurst, *Using Excel for Business Analytics, A guide to Financial Modelling Fundamentals*, John Wiley & Sons Singapore Pte. Ltd, Singapore, 2015.
9. Wayne L. Winston, *Marketing Analytics- Data Driven Techniques with Microsoft Excel*, John Wiley & Sons Singapore Pte. Ltd, Singapore, 2014.

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

Semester	Course code		Title of the Course					Hours	Credits		
IV	21PCO4CC12		CORE-12: BUSINESS ANALYTICS					4	4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	1	2	2	3	2	1	2	2	1.9
CO-2	3	3	2	2	2	3	3	3	2	2	2.5
CO-3	3	3	3	2	2	3	3	3	2	2	2.6
CO-4	3	3	3	2	2	3	3	3	2	2	2.6
CO-5	3	3	3	2	2	3	3	2	2	2	2.5
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCO4CP02	CORE PRACTICALS-02: BUSINESS ANALYTICS	2	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	enumerate and Explain the functions and tools of R language and MS Excel from analytics perspective.	K1 & K2
CO–2	apply ‘R’ language and Excel tools for analyzing data.	K3
CO–3	analyse data pertaining to Finance, HR and Marketing Activities.	K4
CO–4	estimate and Forecast the trends of Financial, HR and Marketing performances.	K5
CO–5	develop Business Analytics Models.	K6

Experiments

1. Simple data analysis programs in R Language by directly feeding data.
2. Simple data analysis programs in R Language by getting input through variables (Single and Array)/CSV files
3. Formatting Excel spreadsheets
4. Writing formulas using financial and statistical functions to work with the data in the worksheet.
5. Using data filter and sorts in Worksheet.
6. Creation of Charts and graphs in Worksheet.
7. Creation of Pivot tables and Pivot Charts and generation of reports for analysis.
8. Financial statement analysis through worksheet/R Language using Statement of Profit and loss a/c, Balance sheet and Ratios for given years through
9. Forecasting future cash flows through previous years cash flows using Spreadsheet / R language.
10. Risk and Return analysis through Spreadsheet/ R language
11. Recruitment and Training analysis through Spreadsheet/ R language
12. Talent and Human resource retention analysis through Spreadsheet/ R language
13. Sales performance and Campaign analysis through Spreadsheet/ R language

14. Supply and demand analysis and Inventory analysis through Spreadsheet/ R language

15. Loyalty and buying behavioural pattern analysis through Spreadsheet/R language.

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

Semester	Course code		Title of the Course					Hours		Credits	
IV	21PCO4CP02		CORE PRACTICALS-02: BUSINESS ANALYTICS					2		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	2	3	3	2	2.2
CO-2	2	2	2	2	2	3	3	2	2	2	2.2
CO-3	3	2	2	2	2	2	2	3	3	3	2.4
CO-4	3	3	2	3	3	2	3	2	2	2	2.5
CO-5	3	2	3	2	2	3	3	2	2	2	2.4
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCO4ES04A	DSE-4: MSMEs AND ENTREPRENEURSHIP	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe and Explain the nuance of entrepreneurship and MSMEs.	K1 & K2
CO–2	formulate project reports for government clearance.	K3
CO–3	identify the challenges involved in MSMEs.	K4
CO–4	evaluate the government policies and support for MSMEs.	K5
CO–5	design suitable measures to tackle industrial sickness.	K6

Unit – I: Introduction to MSMEs (15 Hours)

What is MSME? Definition of MSMEs – Features - Needs for MSMEs - Forms of MSMEs - Role of MSMEs in Emerging economies - SWOT analysis on MSMEs - Establishing MSMEs: Environmental Scanning: political, legal, economic, social, Technological and global environment. - Market Assessment, Technology, Selection of Site - Developing effective business plan.

Unit – II: Industrial Policies & MSMEs (15 Hours)

Policy Environment for Small Scale Sector, Pre and Post 1991 Industrial Policy, New Policy Measures, Reports of various Working Groups on SSIs: Kothari Committee 2,000, Ganguly Committee 2004. Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006, Objective, Definition, Provisions pertaining to promotion and development of MSMEs.

Unit – III: Financial Supports for MSMEs (15 Hours)

Sources of finance and methods of financing SMEs, relevance of quasi capital and own money in business - Venture Capital, Hybrid Capital, special financial products for SMEs, Assessment of Term Finance / Working Capital for SMEs - Credit Risk Management of SMEs - Appraisal, assessment, collaterals, documentation, inspection, follow-up and monitoring and review, Credit Scoring models, Standing and liquidity assessment, Credit pricing of SMEs, Micro Enterprise finance, P.S. guidelines related to MSME, Mudra Bank, Factoring, Structure Approach to financing - Institutions for Financing MSMEs.

Unit – IV: Business Development (15 Hours)

Business Development Service Providers - Role & Responsibilities - Improving Competitiveness of SMEs through Enhancing Productivity - Market Promotion and Development - technological Development in SMEs - Environmental Impact Assessment,

Modernisation issues (technological and quality up gradation), Role and Functions of Credit Guarantee Trust for small industries (CGTSI), CGTMSE, PMEGP, TUFS, NEF. – Cluster Development: Setting up Clusters: Role of clusters in economic development - Critical success factors.

Unit – V: Rehabilitation & Linkages (15 Hours)

Sickness - symptoms, warning signals, diagnosis and prescriptions, rehabilitation, restructuring, holding on operations, work out, NPA management, recovery options, legal aspects / options, securitization and exit options / alternatives. Future of MSMEs - Micro Finance Approach to MSMEs - Linkages with Agriculture and industry - IT and SMEs - Relationship banking and its impact in SME development - WTO issues, impact on SMEs - BASEL-II – globalization issues, impact, intermediation opportunities and Emerging issues affecting SMEs. Challenges & opportunities of MSME under current scenario.

Books for Reference:

1. Gordon E, Natarajan K, *Entrepreneurship Development*, Himalaya Publishing House, Mumbai, 2020.
2. Jayashree Suresh, *Entrepreneurial Development*, Margham Publications, Chennai, 2018.
3. Raj Shankar, *Essentials of Entrepreneurship*, Vijay Nicole Imprints Pvt Limited, Chennai, 2017.
4. Khanaka S S, *Entrepreneurial Development*, S. Chand Publishing, Chennai, 2017.

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21PCO4ES04A		DSE-4: MSMES AND ENTREPRENEURSHIP						5		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	2	2	3	3	2	2.3	
CO-2	3	2	3	2	2	3	3	2	2	2	2.4	
CO-3	2	2	2	2	2	2	3	3	3	3	2.4	
CO-4	3	3	2	3	3	3	2	3	2	2	2.6	
CO-5	3	2	3	2	2	2	3	3	2	2	2.4	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21PCO4ES04B	DSE-4: INTERNATIONAL FINANCE AND TRADE	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the practical implications of EXIM policy, FDI regulations, role of trade credit agencies and FEMA.	K1
CO–2	explain the fundamental theories and concepts of international trade and finance.	K2
CO–3	apply the concepts of trade documentation in international business with respect to foreign trade.	K3
CO–4	analyze and explain the impacts of changes in commercial payments, trade and non-tariff barriers, taxes and subsidies.	K4 & K5
CO–5	outline the effect of various regional or bilateral trade agreements and schemes have on the competitiveness of businesses.	K6

Unit – I: International Trade

(15 Hours)

International Trade – Meaning and Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current Trends in India – Barriers to International Trade – WTO – Indian EXIM Policy. Free Trade Theory - Absolute advantage, comparative advantage & opportunity cost, Modern theories of international trade: Theorem of factor price equalization, H-O Theory, Kravis & Linder theory of trade.

Unit – II: Export and Import Finance

(15 Hours)

Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.,) – Payment Terms – Letters of Credit – Pre Shipment and Post Shipment Finance – Forfaiting – Deferred Payment Terms – EXIM Bank and policy – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods. Tariff, Quotas & non-tariff barriers – implication.

Unit – III: Forex Management

(15 Hours)

Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting.

Unit – IV: Documentation in International Trade

(15 Hours)

Export Trade Documents: Financial Documents – Bill of Exchange – Type - Commercial Documents - Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of Inspection, Health certificate. Transport Documents - Bill of Lading,

Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.

Unit – V: Export Promotion Schemes

(15 Hours)

Government Organizations Promoting Exports – Export Incentives: Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts in Export Promotion – EPZ – EQU – SEZ and Export House.

Books for Reference:

1. Paul Krugman and Maurice Obstfeld, *International Economics: Theory & Policy*, 8th edition (2008, or 2009, Pearson International Edition)
2. Useful Websites: *The Economist*, WTO, IMF, World Bank, China's Ministry of Commerce
3. *Website of Indian Government on EXIM policy*.

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21PCO4ES04B		DSE-4: INTERNATIONAL FINANCE AND TRADE						5		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	2	2	3	3	2	2.3	
CO-2	3	2	2	2	2	2	2	2	2	2	2.1	
CO-3	2	3	3	3	3	3	3	3	3	3	2.9	
CO-4	2	2	2	2	2	2	2	3	2	2	2.1	
CO-5	2	2	2	2	2	2	2	2	3	2	2.1	
Mean overall Score											2.3 (High)	

VALUE ADDED COURSES

Course Code	Title of the Course	Course Duration
21COVAC01	EXCEL FOR BUSINESS	40 Hours

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the various options in MS excel for business applications.	K1
CO–2	construct formula to analyse the numerical data using MS Excel.	K2
CO–3	apply MS excel for financial accounting.	K3
CO–4	present analysed data in desired format using tables and charts.	K4
CO–5	apply Excel tools for interpretation and business decision making.	K4 & K5

Unit – I: Introduction to MS Excel

MS Excel Introduction - Interface - Selecting Columns & Rows, Changing Column Width & Row Height - Auto fitting Columns & Rows – Hide / Unhide Columns & Rows - Inserting & Deleting Columns & Rows - Cell address of a cell, Components of a cell – Format, value, formula, Use of paste and paste special - cell styles - Data types - Data Validation - Name managers - Conditional formatting - Autofill.

Unit – II: Formula & Functions

Excel Formula Basics - Constituents of Excel Formula, Operators in Formula - arithmetical - logical, Entering Formula, Editing Formula, Absolute/Relative Cell References, Copying/Pasting Formula – Formula Auditing and Debugging. Text Functions: LEFT - RIGHT - MID - LEN - LOWER - PROPER - UPPER - FIND - REPLACE - SUBSTITUTE - TEXT. Date and Time Functions: DATE – DATEDIF – DATEVALUE – DAY – DAYS - DAYS360 – EDATE – EOMONTH – HOUR – ISOWEEKNUM – MINUTE – MONTH – NETWORKDAYS - NETWORKDAYS.INTL – NOW – SECOND -TIME–TIMEVALUE – TODAY – WEEKDAY – WEEKNUM – WORKDAY - WORKDAY.INTL – YEAR – YEARFRAC. Logical Functions: AND, OR, NOT, TRUE, FALSE, IF, IFERROR, IS.,

Unit – III: Math & Statistical Functions

Math Functions: INT, MOD, RAND, RANDBETWEEN, ROUND, SUM, SUMIF, SUMIFS, SUMPRODUCT - POWER FUNCTIONS.

Statistical Functions: AVERAGE - AVERAGEIF - AVERAGEIFS - COUNT - COUNTA - COUNTBLANK - COUNTIF - COUNTIFS - LARGE - SMALL - RANK - MAX - MIN - CORRELATION - TIME SERIES - FORECAST - Symmetry, Skewness and Kurtosis.

Lookup and Reference Functions: VLOOKUP, HLOOKUP, INDEX, MATCH, OFFSET, INDIRECT, ROW, ROWS, COLUMN, COLUMNS.

Unit – IV: Charts and Graphs

Creating Charts - Different types of chart - Formatting Chart Objects - Changing the Chart Type - Showing and Hiding the Legend - Showing and Hiding the Data Table. Sorting, Filter, Text to Column, Creating Pivot Tables - Manipulating a Pivot Table - Using the Pivot Table Toolbar - Changing Data Field – Properties - Displaying a Pivot Chart - Setting Pivot Table Options - Adding Subtotals to Pivot Tables. Moving between Spreadsheets - Selecting Multiple Spreadsheets - Inserting and Deleting Spreadsheets Renaming Spreadsheets - Splitting the Screen - Freezing Panes - Copying and Pasting Data between Spreadsheets - Hiding, Protecting worksheets.

Unit – V: Finance Functions

Calculation of Depreciation using functions and without using functions - Simple Interest rate calculation - Compounded Interest - Calculation of Net Present Value - Present Value - Preparation of financial statements - Preparation of Profit and Loss Statement - Calculation of Ratios.

Theory 50%, Practical 50%

Book for Study:

Michael Alexander, “*Microsoft Excel 2019 Bible*”, Wiley, New Delhi (2019)

Books for Reference:

1. Lokesh Lalwani, “*Excel 2019 All-in-One: Master the new features of Excel 2019/ Office 365*”, BPB Publications, New Delhi, 2020.
2. Naveen Mishra, “*Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel*”, Penman Books, Bangalore, 2019.
3. Timothy R. Mayes, “*Financial Analysis with Microsoft Excel*”, Cengage India Private Limited; New Delhi, 2017.

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

Course code			Title of the Course						Course Duration		
21COVAC01			EXCEL FOR BUSINESS						40 Hours		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	3	3	2	2	3	3	2	2	2.5
CO-2	3	2	2	3	3	3	2	2	3	2	2.5
CO-3	2	3	2	2	2	2	2	3	3	3	2.4
CO-4	2	3	3	2	1	2	2	2	3	3	2.3
CO-5	3	2	3	2	2	2	3	2	2	3	2.4
Mean overall Score											2.42 (High)

Course Code	Title of the Course	Course Duration
21COVAC02	RESEARCH METHODS & SPSS	40 Hours

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the basics and various approaches to research.	K1
CO-2	discuss appropriate method to accomplish research studies in the fields of marketing, HR and Finance.	K2
CO-3	examine the research, sources of data and select appropriate method of sampling and analysis.	K3
CO-4	analyze research problems in the current scenario of business.	K4
CO-5	point-out the critical approach in decision making and forward planning.	K4

Unit – I: Introduction to Research

Research methodology: Meaning, objectives, types and significance, process of research and criteria of a good research.

Unit – II: Problems and Sampling

Research problems: Meaning of research problem, defining the research problem and selecting the problem. Sample design: Meaning, sample selection, sample size, types of samples and methods involved in sample design.

Unit – III: Data Collection and Analysis

Data Collection: Meaning, sources of data - primary and secondary data, Collection of data - questionnaire, interview schedule, Google forms for data, Data analysis, methods of analysing the data.

Unit – IV: SPSS Functions

SPSS – SPSS file creation, data file with name, type, width, decimal, label and values. Feeding data in to the data files, use of descriptive statistics to create frequency tables and cross tables, simple bar diagrams and multiple bar charts, pie charts, etc., simple correlations.

Unit – V: Report Writing

Report writing: types of report, contents of report, steps in drafting report, model research reports.

Book for Study:

Singh G.B, *Research Methodology with SPSS*, Paradise Publications, New Delhi, 2015.

Books for Reference:

1. C.R.Kothari, *Research Methodology: Methods And Techniques* (Multi Colour Edition), New Age International Publishers, 2019.
2. Sanjay Tak, *Research Methodology*, D & D Publications, Jaipur, 2015.
3. Saravanavel, *Research Methodology*, KitabMahal Publishers, New Delhi, 2010.
4. Khan J.A, *Research Methodology*, APH, New Delhi, 2010.

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

Course code			Title of the Course							Course Duration	
21COVAC02			RESEARCH METHODS & SPSS							40 Hours	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	1	2	1	1	3	2	3	1	1.8
CO-2	3	3	2	2	1	3	2	2	3	2	2.2
CO-3	1	2	2	1	2	3	3	2	2	2	2.1
CO-4	2	3	2	2	2	3	3	2	2	2	2.2
CO-5	3	3	2	2	1	3	3	2	3	2	2.4
Mean overall Score											2.3 (High)

COMMERCE

(M.Com.)

SYLLABUS - 2018

SCHOOLS OF EXCELLENCE

with

CHOICE BASED CREDIT SYSTEM (CBCS)



SCHOOL OF MANAGEMENT STUDIES

St. JOSEPH'S COLLEGE (Autonomous)

Special Heritage Status Awarded by UGC

Accredited at 'A' Grade (3rd cycle) by NAAC

College with Potential for Excellence Conferred by UGC

DBT-STAR & DST-FIST Sponsored College

TIRUCHIRAPPALLI - 620 002, INDIA

SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS)

POSTGRADUATE COURSES

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

Each School integrates related disciplines under one roof. The school system allows the enhanced academic mobility and enriched employability of the students. At the same time this system preserves the identity, autonomy and uniqueness of every department and reinforces their efforts to be student centric in curriculum designing and skill imparting. These five schools will work concertedly to achieve and accomplish the following objectives.

- Optimal utilization of resources both human and material for the academic flexibility leading to excellence.
- Students experience or enjoy their choice of courses and credits for their horizontal mobility.
- The existing curricular structure as specified by TANSCH and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice-based credit system.
- Human excellence in specialized areas
- Thrust in internship and / or projects as a lead towards research and
- The multi-discipline nature of the newly evolved structure (School System) caters to the needs of stake-holders, especially the employers.

What is Credit system?

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

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

POSTGRADUATE COURSE PATTERN (June 2018 onwards)

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

IDC : Inter-Departmental Courses

BS : Between School

WS : Within School

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

Course Pattern

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

Core Courses

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

Inter-disciplinary Core

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

Core Elective

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

Extra Credit Courses

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

Inter-Departmental Courses (IDC)

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

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

Subject Code Fixation

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

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

For Example :

IMCom - Commerce, first semester 'Advanced Corporate Accounting'

The code of the paper is **18PCO1101**.

Thus, the subject code is fixed for other subjects.

Specification of the Part

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

EXAMINATION

Continuous Internal Assessment (CIA):

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

Mid-Semster & End-Semester Tests

Centralised – Conducted by the office of Controller of Examinations

1. Mid-Semester Test & End-Semester Test: (2 Hours each); will have Objective + Descriptive elements; with the existing question pattern PART-A; PART-B; and PART-C
2. CIA Component III for UG & PG will be of 15 marks and compulsorily objective multiple choice question type.
3. The CIA Component III must be conducted by the department / faculty concerned at a suitable computer centres.

- The 10 marks of PART-A of Mid-Semester and End-Semester Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS; TRUE / FALSE; and FILL-IN BLANKS.
- 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.
- English Composition once a fortnight will form one of the components for UG General English

SEMESTER EXAMINATION

Testing with Objective and Descriptive questions

Part-A: Objective MCQs only (30 Marks)

Answers are to be marked on OMR score-sheet. The OMR score-sheets will be supplied along with the Main Answer Book. 40 minutes after the start of the examination the OMR score-sheets will be collected

Part-B & C: Descriptive (70 Marks)

Part-B: 5 x 5 = 25 marks; inbuilt choice;

Part-C: 3 x 15 = 45 marks; 3 out of 5 questions, open choice.

The Accounts Paper of Commerce will have

Part-A: Objective = 25 marks

Part-B: 25 x 3 = 75 marks

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

EVALUATION

Percentage Marks, Grades & Grade Points (Passing minimum 50 Marks)

Qualitative Assessment	Grade Points	Grade	Mark Range (%)
Exemplary	10	S	90 & above
Outstanding	9	A+	85-89.99
Excellent	8	A	80-84.99
Very Good	7	B	70-79.99
Good	6	C	60-69.99
Pass (PG)	5	D	50-59.99
Reappear (PG)	4	RA	<50

CGPA- Calculation

Grade Point Average for a semester is calculated as indicated here under:

$$\frac{\text{Sum total of weighted Grade Points}}{\text{Sum of Credits}}$$

Weighted Grade Points is **Grade points x Course Credits**. The final CGPA will only include: Core, Core Electives & IDCs.

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

Continuous Internal Assessment (CIA):

Postgraduate		
Class	Mark Range (%)	
	Arts Subjects	Science Subjects
Distinction	75 & above (First attempt)	80 & above (First attempt)
First	60 to 74.99	60 to 79.99
Second	50 to 59.99	50 to 59.99

Declaration of Result:

Mr./Ms. _____ has successfully completed the Post Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) is _____ and the class secured _____ by completing the minimum of 110 credits.

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

M.Com.
Course Pattern - 2018 Set

Sem	Code	Course	Hr	Cr
I	18PCO1101	Advanced Corporate Accounting	7	6
	18PCO1102	Business Taxation	7	6
	18PCO1103	Advertisement & Sales Promotion	6	5
	18PCO1104	Strategic Management	6	5
	18PCO1201A	Core Elective I : Supply Chain Management (or)	4	4
	18PCO1201B	Core Elective I : Waste Management		
	18PCO1401	Extra Credit Course- I	-	(2)
Total for Semester I			30	26
II	18PCO2105	Research Methodology	6	5
	18PCO2106	Cost System & Cost Control	6	6
	18PCO2107	Financial Services	5	4
	18PCO2108	NGO Management	5	4
	18PCO2109A	Self-Paced Learning I: Customer Relationship Management (or)	-	2
	18PCO2109B	Self-Paced Learning II: Entrepreneurial Development (or)		
	18PCO2109C	Self-Paced Learning III: Internet and Ecommerce (or)		
	18PCO2109D	Self-Paced Learning IV: Commerce for Competitive Examination		
	18PCO2202	Core Elective II: Export and Import Management (WS) (or)	4	4
	18PEC2202	Core Elective II: Labour Economics (WS) (or)		
	18PHR2202	Core Elective II: Managerial Effectiveness (WS)		
	18PSS2301	Inter-disciplinary Core-I: Soft Skills	4	4
Total for Semester II			30	29
III	18PCO3110	Quantitative Techniques	7	5
	18PCO3111	Business Analytics	3	2
	18PCO3112	Software lab for Business Analytics	2	2
	18SMS3101	Interdisciplinary Core: Human Resource Management	6	5
	18PCO3203	Core Elective III: Portfolio Management (WS) (or)	4	4
	18PEC3203	Core Elective III: Indian Economy (WS) (or)		
	18PHR3203	Core Elective III: Compensation Management (WS)		
	18PCO3301	IDC-I: Financial and Management Accounting (WS)(or)	4	4
	18PEC3301	IDC-I: Indian Economy (WS) (or)		
	18PHR3301	IDC-I: Organisational Behaviour (WS)		
	18PCO3302	IDC (BS): Basics of Taxation	4	4
	18PCO3113	In-Plant Training (Documentation & Presentation)	-	2
	18PCO3402	Extra Credit Course- II	-	(2)
Total for Semester III			30	28
IV	18PCO4114	Advanced Financial Management	7	4
	18PCO4115	Business Ethics	7	4
	18PCO4116	Advanced Computerized Accounting	4	2
	18PCO4117	Software Lab for Advanced Computerized Accounting	2	2
	18PCO4118	Intelligence for Excellence	6	4
	18PCO4119	Comprehensive Examination	-	2
	18PCO4120	Project Work	4	4
Total for Semester IV			30	22
I-IV	18PCO4501	Outreach Programme (SHEPHERD)		5
Grand Total			120	110

Programme Outcomes (POs):

1. Graduates are prepared to be creators of new knowledge leading to innovation and entrepreneurship employable in various sectors such as Private, Government, and Research Organizations.
2. Graduates are trained to evolve/adopt new technologies in their own discipline.
3. Graduates are groomed to engage in lifelong learning process by exploring their knowledge independently.
4. Graduates are framed to design and conduct experiments /demos/create models to analyze and interpret data.
5. Graduates ought to have the ability of effectively communicating the findings of management studies to incorporate with existing knowledge.

Programme Specific Outcomes (PSOs):

1. This programme has been designed to develop critical, analytical, cognitive skills among the students.
2. The concepts, process and the requirements for starting up and carrying on a business or a profession are incorporated in the courses to develop entrepreneurial qualities among the students.
3. Employability skills required to make the students efficient and disciplined employees in business and professional organizations are embedded in the courses of this programme.
4. Opportunities are created through the courses to enhance the communication and presentation skills among the students.
5. The methods of teaching and learning the courses will lead the students in building up the teamwork skills necessary for the students to work as a team of administrators, managers and employees.
6. Courses have been prepared to infuse the sense of social responsibilities and to apply in business and professions the principles of ethics.
7. Application of concepts, process and methods learnt in class rooms and practical learning are provided through courses and internships in this programme.
8. Leadership qualities are enhanced by making the students organize events learnt and understood through the courses in the programme.

**Semester I
18PCO1101**

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

ADVANCED CORPORATE ACCOUNTING

Course Outcomes:

1. Understand the various aspects of amalgamation and apply the same in real life situation with due regard to the type and circumstances of amalgamation.
2. Apply the provisions of AS14 in solving exercises in amalgamation.
3. Prepare Consolidated Balance Sheet as per AS 21.
4. Prepare the profit and loss account and balance sheet of Insurance Companies
5. draft profit and loss a/c and balance sheet of Banking companies
6. Have an overview of Farm accounting and the procedure involved in its preparation.
7. Comprehend the uniqueness of Inflation accounting and Human resource accounting and receive exposure to a few International Accounting standards.
8. Gains exposure in the accounting system of hotels. and hospitals

Unit-I: Amalgamation as per AS 14 (23 hr)

Amalgamation as merger & Amalgamation as Purchase -Calculation of Purchase Consideration under various methods - Realization of Assets and Liabilities - Closure of books of transferor company - Accounting treatment as per AS 14 in the books of transferee company.

Unit-II: Consolidated Balance sheet As per AS 21 (23 hr)

Consolidated Balance Sheet as per AS 21 in the books of holding companies - Calculation of Goodwill, capital Reserve, Minority Interest, Unrealized Profit, Capital and Revenue Profits - Mutual Owings.

Unit-III: Accounts of Insurance and banking companies (23 hr)

Accounts of Insurance Companies - Final Accounts and Balance sheet of Life Insurance and General Insurance Businesses- Accounts of Banking Companies-Final accounts and Balance Sheet – Provisions for NPA

Unit-IV: Special Accounting (23 hr)

Farm Accounting, Hotel accounting, and Hospital accounting.

**Unit-V: Emerging Accounting Practices (OOC based learning, theory only)
(13 hr)**

Inflation Accounting and Human Resource Accounting - Summaries of International Accounting Standards (IAS) 1, 2,7, and 8 - Introduction to IFRS.

Text Books:

1. Shukla M C, Grewal T S & Gupta S C, 18th Edition, 'Advanced Accounts' Volume II, S. Chand and Company Ltd., New Delhi.
2. R. LGupta and Radhasamy, (2014), Advanced Accountancy Volume I & II - Sultan Chand and Sons, New Delhi.

Books for References:

1. Jain S. P. and Narang K. L, (2014), Advanced Accountancy Vol. 1 & 2, Kalyani Publishers, New Delhi.
2. Maheswari S.N. and Suneel K Maheshwari, 5th Edition, Corporate Accounting - Vikas Publishing House, New Delhi.
3. T.S. Reddy & A. Murthy (2013), Corporate Accounting, Margham Publications, Chennai.

Theory 20%, Problems 80%

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

Semester I	Code 18PCO1101	Title of the Paper ADVANCED CORPORATE ACCOUNTING												Hours 7	Credits 6
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	4	3	2	3	4	4	4	3	2	3	4	3	3.230	
CO2	4	4	3	3	3	3	4	4	4	3	3	4	3	3.461	
CO3	4	3	2	3	4	3	4	5	3	3	4	3	3	3.384	
CO4	4	3	3	4	4	5	3	5	3	4	3	3	4	3.692	
CO5	4	3	3	3	4	5	5	4	3	3	4	3	3	3.615	
CO6	3	4	3	4	3	4	5	4	4	3	3	4	3	3.615	
CO7	4	4	3	3	3	4	4	4	4	3	4	3	3	3.538	
CO8	4	4	4	3	4	4	4	3	4	3	3	4	3	3.615	
Overall Mean Score for COs														3.518	

Result: The Score for this Course is 3.5 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I
18PCO1102**

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

BUSINESS TAXATION

Course Outcomes:

1. Demonstrate knowledge of the concepts, principles, and rules of taxation of individuals and businesses;
2. Prepare tax forms for individuals and firms;
3. Recognize tax planning opportunities and recommend appropriate tax-saving strategies for decision making;
4. Address tax situations for a variety of taxpayers, such as salaried persons, owners of business, professionals, investors, home and rental property owners.
5. Computing income from salary and the tax liability of individuals, computing income from house property and the tax liability.
6. Computing income from business / profession and capital gains.
7. Calculate the tax liability of firms and cooperative societies.
8. Introduce GST and its implication on individuals and business with regard to taxation.

Unit-I: Concepts of Income Tax and Taxable Salary (21 hr)

- (A) Basic concepts of Income Tax – Incomes Exempted – Components of income from salary and Deductions from Salary
- (B) Income from Salary – Allowances- Valuation and Taxability of Perquisites- Deductions from Salary— Computation of Taxable salary.

Unit-II: Income from House property, Business and Profession (21 hr)

- (A) Income from House property- Meaning of GAV and NAV - Deductions under Sec 24 - Basic Principles of Computing Business/ professional Income - Specific Deductions & Specific Disallowances under the Act
- (B) Income from House property- Meaning of GAV and NAV - Deduction Sec 24 - Computation of Income from House Property- Basic Principles for Computing Business Income - Specific Deductions under the act, Specific Disallowances under the Act -Computation of Income from Business or profession -Chapter IV A - Introduction to DTAA.

Unit-III: Capital gain and Income from Other source (21 hr)

- (A) Meaning of Capital Gain –Types of Capital Gain - Exemption of capital gains – Components of Income from other Sources

- (B) Exemptions of Capital gains - Meaning of Long Term and Short Term Capital Gain -Computation of Capital Gain.

Unit-IV: Tax liability and Tax planning for Individuals (21 hr)

- (A) Deductions for individuals under section 80s - Goss qualified amount- Net qualified amount-Tax rate –liability- Tax planning
(B) Computation of Taxable individual's income – Deductions for individuals U/S 80s-Tax liability— Tax Planning

Unit-V: Tax liability for various persons & GST (21 hr)

- (A) Concepts and rules of Assessment of Firms, companies & Co-operative societies - Basics of GST
(B) Assessment of Firms –.Assessment of companies – Assessment of Co-operative societies

*(A) in each Unit - OOC based learning

Text book:

1. Dr. Vinod K Singhania, 'Direct Taxes', Taxman Publications Pvt. Ltd, New Delhi (Latest)

Books for References

1. Bagavathi Prasad, 'Direct Taxes', Wishwa Prakasam Publications, New Delhi (Latest)
2. Reddy and Hari Prasad Reddy, 'Income Tax', Margham Publications, Chennai. (Latest)

Theory 20%; Problems 80%

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

Semester I	Code 18PCOI102	Title of the Paper BUSINESS TAXATION													Hours 7	Credits 6
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	5	5	4	5	5	5	5	5	5	5	5	4.923		
CO2	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000		
CO3	5	5	5	5	5	5	5	5	5	5	4	5	4	4.846		
CO4	5	5	3	5	5	5	5	5	5	5	5	5	5	4.923		
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000		
CO6	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000		
CO7	5	5	5	5	5	4	5	5	5	5	5	5	5	4.923		
CO8	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000		
Overall Mean Score for COs															4.951	

Result: The Score for this Course is 4.9 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester I
18PCO1103

Hours/Week: 6
Credits : 5

ADVERTISEMENT AND SALES PROMOTION

Course Outcomes:

1. Identify and demonstrate the terms and concepts that are commonly used in promotion and advertising, as indicated by performance on tests, projects, and assignments.
2. Articulate the value of an ethical approach to promotion and advertising activities.
3. Demonstrate a knowledge of international promotion and advertising functions with due respect to diverse cultural dissimilarities.
4. Exemplify the media types depending on reach and appeal of the Advertisement.
5. Know the importance Sales promotions and salesmanship in Marketing.
6. Understand consumer buying behavior.
7. Realize the competitiveness of online trading.
8. Highlight the significance of CRM.

Unit-I: Introduction to Advertisement (18hr)

Introduction to Advertisement, Features, Scope, Need, Purpose, Classifications— The Role of Ad Agencies—Ethical Issues in Advertising— Cultural Sensitivity and Hofstede's Dimensions of Culture – PESTLE Analysis in Advertising

Unit-II: Advertising process and strategy (18 hr)

The Advertising Process—Advertising Strategy—Psychology of Target Audience—AIDAS formula—Economic aspects of Advertising—Evaluating the Effectiveness of Advertising—Buying Behaviour—Audience Perception—Brand Power and Loyalty in Advertising—Setting Advertising Objectives—Advertisement Planning and Organizing

Unit-III: Advertising Media (18 hr)

Advertising Media—Role of Media—Criteria for Selection of apt Media— Various Types of Media and Channels— Types of Advertisements— Appeals in Advertising—Reliability of Advertisement— Media Research— Media Selection—Advertising Budget—Media Testing—Case Studies on Advertising

Unit-IV: Sales promotion (18 hr)

Sales Promotion, Objectives, Need, Scope, Functions, Importance - Sales Promotions Methods - Retail Marketing - Online Sales Promotions - Public Relations - CRM - Designing Sales Promotions Campaigns

Unit-V: Salesmanship (OOC based learning) (18 hr)

Salesmanship - Salesmanship Recruitment and Training - Skills required in good salesmanship - Motivation, Evaluation and Rewarding Sales Personnel

Text Books:

1. P. Saravanel (2013). Advertisement and Salesmanship, Margham Publications. Chennai

Books For References:

1. Philip Kotler et al. (2013). Marketing Management, Pearson Education. New Delhi
2. Rathore (1990). Advertising Management, Himalaya Publishing House. New Delhi
3. Mahendra Mohan (2008). Advertising Management, Tata McGraw Hill Publishing Co. Ltd. New Delhi

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

Semester I	Code 18PCO1103	Title of the Paper ADVERTISEMENT AND SALES PROMOTION												Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	5	4	5	5	4	4	5	4	4	4	5	4.461	
CO2	5	4	4	4	4	5	4	4	5	5	4	4	5	4.384	
CO3	3	4	5	3	5	5	4	5	5	4	5	5	5	4.076	
CO4	3	4	4	4	4	5	4	4	5	4	5	5	5	4.230	
CO5	4	4	5	3	4	5	4	5	5	4	4	4	5	4.230	
CO6	4	4	4	4	5	5	4	4	4	4	5	5	5	4.384	
CO7	5	4	5	4	4	5	4	5	5	4	5	4	5	4.538	
CO8	4	4	5	4	4	5	4	5	5	4	3	4	4	4.230	
Overall Mean Score for COs															4.316

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Result: The Score for this Course is 4.3 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
18PCO1104

Hours/Week: 6
Credits : 5

STRATEGIC MANAGEMENT

Course Outcomes:

1. Learn the basic concepts of strategic management process.
2. Inherit skills required to analyse the industry.
3. Acquire nuances of company analysis.
4. Get acquainted with different forms of strategies
5. Learn how firms formulate, implement and evaluate corporate business strategies.
6. Acquire skills for analyzing an industry formulating vision and mission for organization.
7. Understand the effect of change in the organization and business scenario
8. Learn the methods of responding to the changes and adapt an appropriate method of change.

Unit-I: Introduction to Strategic Management (18 hr)

Strategic Management: Definition and meaning, Strategic Management Process - Forming Vision, Setting objectives, Crafting a Strategy, Implementation and Evaluation, Characteristics, Benefits of strategic management -Strategic Planning in practice.

Unit-II: Industry Analysis (18 hr)

Industry analysis and its environment: Analysis of Macro environment: Demographic, political, social, cultural, technological and global environment—Recent trends in macro environment; Analysis of Micro environment: The five forces of competition, new entrants, direct competition, buyers, suppliers and substitutes - Rivalry in the industry -Recent trends in micro environment.

Unit-III: Company Analysis (18 hr)

Evaluating company through SWOT: Identifying company's strengths and resource capabilities - Identifying company's weaknesses and resource deficiencies, identifying company's competencies and capabilities, identifying a company's market opportunities, identifying threat to a company's future profitability (SWOT Analysis). Strategic options for achieving cost competitiveness. The value chain - Analyzing competitive advantage and profitability – sustaining competitive advantage.

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Unit-IV: Corporate Strategy (18 hr)

Strategy and competitive advantage - Low Cost Leadership strategies, differentiation Strategies and Focus strategies. Merger and acquisition - Vertical integration strategies. First-Mover advantages and disadvantages. Balanced Score Card – McKinsey 7s framework as Horizontal and vertical integrations

Unit V: Change Management (OOC based learning) (18 hr)

Responding to shifts in competitive advantages - New developments affecting competitive advantage - New technology - New distribution channel, Economic shifts - Change in the neighboring industries and change in government regulations. Response options - Prospecting, Defending, and Harvesting. Uncertainty - Impact of environmental development and ability to adjust.

Text Book:

1. Robert A. Pitts and David Lei, (2007), Strategic Management- Building and Sustaining Competitive Advantage, Published by South - Western, Thomas Learning Inc. New Delhi.

Books for References:

1. Arthur A. Thompson, Jr. and A.J Strickland 111,(2003), Strategic Management - Concepts and cases, Tata McGrawHill Co., New Delhi.
2. John A.Pearce 11 and Richard B.Robinson,Jr, (2008), Strategic Management-Strategy Formulation and implementation, Tata McGraw Hill Co., New Delhi.
3. Varahan & Rinky (2014), Strategic Management Himalaya publication house Pvt. Ltd, New Delhi.

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

Semester I	Code 18PCOI104	Title of the Paper STRATEGIC MANAGEMENT												Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	4	4	4	3	4	4	4	4	5	4	5	4	4.000	
CO2	3	3	3	3	3	4	4	4	5	4	4	5	4	3.769	
CO3	3	4	3	3	4	4	4	5	5	5	4	5	4	4.016	
CO4	3	4	4	4	4	4	5	5	5	4	4	4	4	4.153	
CO5	3	5	5	4	4	4	4	4	4	5	4	4	4	4.153	
CO6	3	4	5	4	4	5	4	4	4	5	4	5	4	4.230	
CO7	3	5	5	4	4	4	4	4	4	5	4	4	4	4.153	
CO8	3	4	5	4	4	5	4	4	4	5	4	5	4	4.230	
Overall Mean Score for COs														4.087	

Result: The Score for this Course is 4.0 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
18PCO1201A

Hours/Week: 4
Credits : 4

Core Elective-I
SUPPLY CHAIN MANAGEMENT

Course Outcomes:

1. Explain basic theory and techniques of supply chain Management.
2. Be aware of Concepts and applications of supply chain Management.
3. Understand the effectiveness of application of logistics in SCM.
4. Analyze the significance of the various utilities associated with the inventory Models.
5. Learn how firms formulate, implement and evaluate corporate business strategies.
6. Examine various issues and problems associated with supply chain in a changing business environment.

Unit-I: Concepts and features of SCM (12 hr)

Introduction Basic concept & Philosophy of Supply Chain Management: Essential features, Varieties flows (cash, value and information) Key Issues in SCM, benefits and limitations.

Unit-II: Logistics and SCM (12 hr)

Logistics Management : Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and out bound logistics, bullwhip effect logistics, Distribution and warehousing management.

Unit-III: Purchase management and SCM (12 hr)

Purchasing and Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies .,Use of mathematical model for vendor rating/evaluation, single vendor concept, management of stores, accounting for materials.

Unit-IV: Inventory Management and SCM (12 hr)

Inventory Management: Concept , various costs associated with inventory, various EOQ models, buffer stock (tradeoff between stock out/ working capital cost), lead time reduction , reorder point / re-order level fixation, exercise- numerical problem solving, ABC,SDE,VED Analysis, Just in Time & Kanban System of Inventory management

Unit-V: Operational Integration, Global Strategic Positioning, Network Integration, Relationship Development and Management (12 hr)

Why Integration Creates Value- Systems Concept And Analysis-Logistical Integration Objectives-Enterprise Integration - Supply Chain Processes-Sales And Operations Planning (S & OP) - Supply Chain Planning Considerations-Pricing. : Global Supply Chain Integration - Supply Chain Security Enterprise Facility Network- Warehouse Requirements - Total Cost Integration-Formulating Logistical Strategy Development And Management Of Internal Logistics Relationships-Development

Text Book:

1. Sunil Chopra and Peter Meindl (2013). Supply chain management, 6th Edition, Pearson Education, New Delhi

Books for References:

1. G. Raghuram, MM Srinivasan & N Rangaraj (2011). Supply Chain Management for Competitive Advantage: Concepts and Cases. Tata McGraw-Hill Education (India) Pvt Ltd, Noida
2. Agarwall D.K. (2003). A text Book of Logistics and supply chain management. Macmillan Education India, Noida
3. Sahay B.S. (2007). Supply Chain Management. Macmillan Education India, Noida.
4. L. Natarajan (2013). Logistics & Supply Chain management, Margham Publications, Chennai.

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

Semester I	Code 18PCO1201A	Title of the Paper Core Elective-I: SUPPLY CHAIN MANAGEMENT												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	4	4	4	4	4	4	4	4	4	4	3.92	
CO2	4	4	3	4	4	4	4	4	4	4	4	4	4	3.92	
CO3	4	4	4	4	4	4	4	4	4	4	4	4	4	4.00	
CO4	4	4	4	3	4	4	4	4	4	4	4	4	4	3.92	
CO5	4	4	3	4	4	4	3	3	4	4	3	4	4	3.69	
CO6	5	4	5	4	4	4	4	4	4	4	4	4	4	4.15	
Overall Mean Score for COs														3.93	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I
18PCO1201B**

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

Core Elective-I WASTE MANAGEMENT

Course Outcomes:

1. Understand different sources of solid wastes and mechanism to handle them.
2. Comprehend the adverse impacts of hazardous wastes.
3. Familiarize with the management and handling of biomedical and chemical wastes.
4. Acquaint various techniques and models available for Solid waste management.
5. Apply different techniques in the disposal of solid wastes.
6. Formulate strategies to effectively manage wastes and protect environment

Unit-I: Solid Wastes (12 hr)

Municipal solid waste: Definition - Sources and types of solid waste - Composition and its determinants of Solid waste - Factors influencing generation - Quantity assessment of solid wastes. Collection and Transfer of Solid waste- Factors affecting collection - Analysis of collection system- Collection routes - Preparation of master schedules. Transfer and Transport of wastes - Methods.

Unit-II: Hazardous wastes (12 hr)

Sources of hazardous wastes - Effects on community - Terminology and classification - Storage and collection of hazardous wastes - Problems in developing countries - Protection of public health and the environment.

Unit-III: Biomedical and chemical wastes (12 hr)

Biomedical and chemical wastes: Biomedical wastes - Types - Management and handling - Control of biomedical wastes. Chemical wastes - Sources - Domestic and Industrial - Inorganic pollutants - Environmental effects - Need for control - Treatment and disposal techniques - Physical, chemical and biological processes - Health and environmental effects.

Unit-IV: Solid Waste Management (12 hr)

Sustainable Techniques for Municipal Solid Waste Management: Introduction Segregation-Sorting-Composting-Vermi composting- Home composting- Recycling and Reuse- Incineration method-Scientific Land

filling-Energy development . Composting, Incineration and Land filling: Definition and concepts-Palacode Model-Namakkal Model - ThudiyalurModel -Anthiyur Model - Mohanur Model - Exnora Method - CEE method in Bangalore-Coimbatore Corporation Model in Vellalore - Bio medical systemin Coimbatore.

Unit-V: Disposal of Solid wastes (OOC based Learning) (12 hr)

Disposal of Solid Wastes: Refuse disposal - Various methods - Incinerations- Principle features of an incinerator - Site selection and plant layout of an incinerator - Sanitary landfill- Methods of operation - Advantages and disadvantages of sanitary land fill - Site selection - Reactions accruing in completed landfills - Gas and leachate movement and control – Equipments necessary.

Books for References

1. Techobanoglous Thiesen Ellasen; Solid Waste Engineering Principles and Management, McGraw - Hill 1997.
2. A.D. Bhide and B.B. Sundaresan, “Solid Waste Management - Collection, Processing and Disposal” Mudrashilpa Offset Printers, Nagpur, 2001.
3. Biomedical waste (Management and Handling) Rules, 1998.

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

Semester I	Code 18PCO1201B	Title of the Paper Core Elective-I: WASTE MANAGEMENT												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	3	3	3	3	4	3	4	4	4	4	4	4	3.53	
CO2	4	4	4	4	4	3	3	3	3	4	3	3	3	3.46	
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00	
CO4	4	4	4	4	4	4	4	4	4	3	4	4	4	3.92	
CO5	4	4	3	4	4	4	4	4	3	4	4	4	4	3.85	
CO6	4	4	4	4	4	4	3	4	4	4	4	4	4	3.92	
Overall Mean Score for COs														3.61	

Result: The Score for this Course is 3.6 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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RESEARCH METHODOLOGY

Course Outcomes:

1. Understand the basic concepts of research.
2. Be familiar with identification of Research problems and formulation of research design.
3. Comprehend the sample surveys and sampling procedures.
4. Use suitable method of primary data collection and frame questionnaire and interview schedule.
5. Apply statistical tools for analysis.
6. Infer and interpret data appropriately.
7. Learn the dynamics of different types of research reports and acquire skills of report writing.
8. Execute research projects in commerce.

Unit-I: Introduction (25 hr)

Meaning of research - Objectives of research – Reasons for doing research - Benefits, Importance and significance of research -Types of research - Research approaches - Research methods Versus methodologies - Research process - Criteria of a good research – Qualities of a good researcher - Opportunities and challenges for researchers from Indian perspective- Scope of research in commerce

Unit-II: Research Problem, Design and Hypothesis (23 hr)

Research Problem - Meaning- Selecting the research problem - Necessity of defining the research problem - Techniques involved in defining a research problem – Research Design - Meaning - Need for Research design - Features of a good design - Important concepts of research design - Types of Research Designs -Hypothesis- Types of hypotheses - Framing of hypotheses.

Unit-III: Sampling and Data Collection (25 hr)

Population of the study -Census and sample surveys – Sample size- Criteria for determining sample size- Sampling-Types of sampling - Principles and characteristics of Sampling -Criteria for selecting sampling– factors influencing inference of data from sample - Source of data- Primary source and secondary source- Collection of primary data - Observation method- Interview method - questionnaire method - Difference between questionnaire and schedule - other methods of data collection –Collection of secondary data.

Unit-IV: Data Analysis (25 hr)

Data Editing - data validation -Tabulation - Types of Tables. Data processing, analysis and presentation - Testing of hypotheses - Statistical treatment - Descriptive, Z test, T-test, X²- test, ANOVA, Correlation and Regression - Use of Statistical Packages - Entering data using Spreadsheet - Functions and Formulae.

Unit-V: Interpretation and Reporting (OOC based Learning) (22 hr)

Interpretation & Report writing - Meaning of interpretation - Need for interpretation - techniques of interpretation - Precaution in interpretation - Significance of report writing - Different steps in writing report - Layout of the research report - Types of reports - Mechanics of writing a research report - Precautions while writing research reports.

Text Book:

1. Kothari, C.R, and Gaurav Garg (2014), Research Methodology Methods and Techniques, New Age International, New Delhi.

Books for references:

1. Wilkinson and Bhandarkar, (1999), Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai.
2. M. Ranganatham & Dr. O.R. Krishnaswamy(2014), Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai.
3. Devendra Thakur, (Latest Edition), Research Methodology in Social Sciences, Deep and Deep, New Delhi.
4. Gopal Lal Jain, (Latest Edition), Research Methodology, Mangal Deep, Jaipur.
5. Bhome Sharadha (2014), Research Methodology, Himalaya publication house Pvt.Ltd, New Delhi

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

Semester II	Code 18PCO2105	Title of the Paper RESEARCH METHODOLOGY												Hours 8	Credits 6
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	5	5	5	5	5	4	5	5	4	5	4.769	
CO2	5	5	4	5	5	5	5	5	5	5	5	4	5	4.846	
CO3	5	5	5	5	4	5	5	5	5	4	5	5	5	4.846	
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000	
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000	
CO6	5	5	5	5	5	5	5	4	5	5	5	5	5	4.923	
CO7	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000	
CO8	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000	
Overall Mean Score for COs														4.923	

Result: The Score for this Course is 4.9 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCO2106**

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

COST SYSTEM AND COST CONTROL

Course Outcomes:

1. Understand the importance of cost system and cost control to organizations.
2. Be familiar with cost accounting principles and concepts and prepare cost sheets.
3. Reconcile costing profits with financial profits and integrate cost accounting with financial accounting.
4. Apply the concepts relating to process cost and compute the cost each stage of production.
5. Identify the variances in the elements of cost through comparison and analyze the cause of such variances.
6. Understand the relevance, applicability and procedure involved in the preparation of marginal costing.
7. Learn the nuances of Marginal costing and identify the appropriate situations for its applications.
8. Have an overview of the growing relevance of newer costing concepts like Activity Based Costing and Target Costing.

Unit-I: Costing system and Cost sheets (25 hr)

(A) (OOC based course, theory only): Costing System : Meaning - Characteristics of Ideal costing system - installation of a costing system - steps - practical difficulties in installing a costing system - cost control - meaning - MIS - role and relevance

(B) Cost sheets - preparation of cost sheets-tenders- Reconciliation of Cost and Financial accountings -Introduction to Cost Accounting Standards.

Unit-II: Process Costing (27 hr)

Process Costing - Normal Loss - Normal Gain - Abnormal Loss – Abnormal Gain -Equivalent production (FIFO method) - Equivalent production with opening stock - Equivalent production (Average Method) Inter Process Profits- Joint products and By-products.

Unit-III: Standard Costing (20 hr)

Standard Costing and Variance Analysis - Material Variance – Labour variance - Overhead variance - Sales variance.

Unit-IV: Marginal Costing (28 hr)

Marginal Costing, break even analysis, cost volume profit analysis, break even charts, Application of marginal costing - differential and direct cost. Total Quality Management: Introduction - Operationalising TQM - Six Sigma-Overcoming total quality paralysis - The missing link of TQM.

Unit-V: Activity based costing (20 hr)

Activity Based Costing: Meaning – calculations of profit and selling price based on traditional costing and activity based costing - Target costing - Basics of Transfer pricing - Relevant costing.

Text Book:

1. Alex K (2012), Cost Accounting, Pearson Education, New Delhi.

Books for references:

1. Jain, S.P. and Narang, K.L. (2013), "Advanced Cost Accounting", Kalyani Publishers, New Delhi.
2. Charles T. Horngren, "Cost Accounting - A Managerial Emphasis" (19th edition) Prentice Hall of India (P) Ltd., New Delhi.
3. Ratnam, P.V., "Rathnam's Costing Adviser Problems and Solutions, Kitap Mahal, Allahabad.
4. Nigam Sharma, "Advanced Cost Accounting", Himalaya Publishing House, New Delhi.
5. Pillai, R.S.N. and Bagavathi, V. (2010), Cost Accounting, S. Chand & company Ltd., New Delhi.
6. Pandit. B & Bootwala 2012, Cost Accounting, Himalaya Publication House Pvt. Ltd, New Delhi.
7. T.S. Reddy & Y. Hari Prasad & Reddy (2013), Cost Accounting, Margham Publications, Chennai.

Theory 20%; Problem 80%

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

Semester II	Code 18PCO2106	Title of the Paper COST SYSTEM AND COST CONTROL														Hours 8	Credits 6
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	3	4	2	1	3	3	3	4	2	1	2	4	2	2.615			
CO2	4	3	3	1	2	4	4	4	2	1	3	3	3	3.076			
CO3	3	4	4	2	3	3	4	4	3	2	3	3	3	3.153			
CO4	4	3	4	2	4	4	3	3	4	3	4	3	3	3.384			
CO5	3	3	4	3	3	4	4	3	3	4	3	3	3	3.307			
CO6	4	4	4	2	4	4	5	5	3	3	4	4	3	3.769			
CO7	4	4	4	3	3	4	4	4	4	3	4	4	2	3.615			
CO8	5	5	3	4	3	3	4	4	4	3	3	3	3	3.615			
Overall Mean Score for COs															3.316		

Result: The Score for this Course is 3.3 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester II
18PCO2107

Hours/Week: 5
Credits : 4

FINANCIAL SERVICES

Course Outcomes:

1. Focus light on the working of financial system in India.
2. Clarify the ideas on merchant banking.
3. Present case studies on Merger and Acquisitions.
4. Focus on Mudra - Micro unit Development and refinance agency -2015.
5. Insight on Factoring and Forfaiting.
6. Bring out the application of merchant banking activities.

Unit-I: Indian Financial System (23 hr)

Indian Financial System- Overview- Constituents - Evolution and Environment -Banking and Non-Banking Financial Companies - Regulating Authorities- Financial Services - Meaning - Features and Functions.

Unit-II: Merchant Banking (18 hr)

Merchant Banking - Meaning -Scope, Functions and Issues - Regulations Governing Merchant Banking Activities -Lease Financing - Concepts and Classifications, Significance and Limitations - Funding aspects of Leasing - ICAI Guidelines. Hire Purchase Financing and Consumer Credit - Meaning - Types - Legal frame Work.Merger and Acquisitions - latest Merger and Acquisitions cases.

Unit-III: Factoring and Forfaiting (23 hr)

Factoring and Forfaiting- Meaning and Mechanism- Types of Factoring - Evaluation of Factoring business in India - Forfaiting- Meaning - Scope and Characteristics - Venture Capital Financing Meaning and Types -SEBI Guidelines Mudra - Micro unit Development and refinance agency, 2015 - Recommendations of Kalyansundaram Committee Report.

Unit-IV: Housing Finance (23 hr)

Housing Finance -NHB Directions and Guidelines-Housing Finance Scheme - Housing finance contracts - Funding of HFCs - Housing for all by 2022 - Insurance Services - Major Players - Reforms in insurance sector Malhotra Committee Frame Work

Unit-V: Indian stock markets (OOC Based learning) (18 hr)

Credit Rating - Meaning- Purpose and Process- Credit Rating Services in India - National Depository System- Stock Markets-Primary Market and Secondary Market - OTCEI - NSEBSE- Share Market Indices.

Text Book:

1. Joseph Anbarasu et.al, (2008), Financial Services, Sultan Chand and Sons, New Delhi.
2. Clifford Gomez, Financial Market, Institutions and Financial Services, PHI Learning Pvt Ltd New Delhi

Books for References:

1. Khan M.Y. (2015), Financial Services, Tata McGraw Hill Company Ltd, Noida.
2. Gordon & Natarajan (2013) Financial Market& Services, Himalaya publications house Pvt Ltd, New Delhi.
3. Santhanam B (2013) Financial Services, Margham Publications, Chennai.
4. P.N.Varshney &D.K.Mittal (2015), Indian Financial System, Sultan Chand & Sons.

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

Semester II	Code 18PCO2107	Title of the Paper FINANCIAL SERVICES										Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	4	4	5	5	4	3	4	4	4	3	4	5	4
CO2	4	3	4	4	4	4	3	4	4	3	4	4	4
CO3	5	4	3	4	4	4	4	5	4	4	3	3	4
CO4	4	4	4	4	3	4	4	3	4	3	4	4	4
CO5	5	5	4	3	4	3	3	4	4	4	4	4	4
CO6	4	3	4	4	4	4	3	4	4	3	4	4	4
Overall Mean Score for COs											3.86		

Result: The Score for this Course is 3.86 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs =	Total of Values Total No. of POs & PSOs	Mean Overall Score for COs =	Total of Mean Scores Total No. of COs
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Semester II
18PCO2108

Hours/Week: 5
Credits : 4

NGOMANAGEMENT

Course Outcomes:

1. Understand the history, growth and the challenges of NGOs
2. Develop projects for NGOs
3. Market NGOs activities.
4. Apply the provisions of legislations related to NGOs
5. Apply strategies to raise funds for NGOs.
6. Understand the HR aspects in running NGOs

Unit-I: Introduction (20 hr)

Introduction: NGOs - Definition - Meaning - Characteristics- Advantages - Limitations; formation of NGOs Genesis and Growth; Scope of Operation; Skills Required; Collaboration with Government.

Unit-II: Organisation and Management of NGOs (22 hr)

Organizations and Management: Administration and Management – Levels of Organization Governing body - Function - By-law - Policies Making; Committees - Scope and Function; Membership - Types - Qualification - Disqualification; Meeting - Quorum - Minutes.

Unit-III: Marketing and Financial Management of NGOs (21 hr)

Marketing and Financial Management of NGOs: Marketing Strategy for NGOs - Project Mix - Project Addition - Project elimination; Promotion - Need - Methods - Fund Management - Sources; Grants/Scheme from Government - eligibility- Procedure; Funds from abroad – Procedural guidelines - FCRA - Micro Finance; Maintenance of Accounts - Audit of Accounts.

Unit-IV: Project Management (20 hr)

Project Management: Projects - Definition - Meaning -Objectives - Types ; Process of Project Development - Project Writing - Problems in Project Formulation and Management - Evaluation of Projects - Project Audit.

Unit-V: NGOs and Tax Laws (OOC based Learning) (22 hr)

NGOs and Tax Laws: Income tax 1961 - Income - Persons -Assessment year - Previous year; Section 11 (General Deductions) -Section 13 (Forfeiture of Exemption) - Section 34 A & B - Section80G - TDS; Indirect tax liabilities.

Text Book:

1. Dr. John Santiago Joseph & Louis Manohar, 'Practical Guide to Participative NGO Management', KIDS Trust Publications, TN, India.

Books for References:

1. Snehlata Chandra: (2008), Non-Governmental Organizations - Structures, Relevance and function: Kanishka Publishing Distributors, New Delhi.
2. Goyal O.P. (2008), Strategic Management and Policy Issues, Isha Books, NGOs Publisher, Jaipur.
3. Ravi Shankar Kumar Singh: (2008), Role of NGOs in Socio – Economic Development: Abhijeet Publications, New Delhi.
4. Goel. S.L. Kumar R. (2008), Administration and Management of NGOs - Text and case Studies. Deep and Deep PVT Ltd., New Delhi.
5. Anita Abraham. (2011), Formation and Management of NGOs: Non-governmental Organisations, Universal Law Publishing Co. Pvt Ltd., 2011, Third Edition, New Delhi – 110033, ISBN 978 -93-5035-012-6

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

Semester III	Code 18PCO3109	Title of the Paper NGO MANAGEMENT										Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	4	3	4	4	4	3	3	4	4	4	5	4	4
CO2	4	3	4	4	4	3	3	4	4	4	5	4	4
CO3	4	3	4	4	4	3	3	4	4	4	5	4	4
CO4	4	3	4	4	4	3	3	4	4	4	5	4	4
CO5	4	3	4	4	4	3	3	4	4	4	5	4	4
CO6	4	3	4	4	4	3	3	4	4	4	5	4	4
Overall Mean Score for COs													3.846

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester II
18PCO2109A

Hours/Week: -
Credits : 2

Self-paced Course-I:
CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes:

1. Understand the basic nuances of CRM.
2. Realise the importance of Enterprise Marketing Automation.
3. Understand the concept of Call Centres.
4. Comprehend customer satisfaction.
5. Develop scale to measure customer satisfaction.
6. Appreciate the role of employees in CRM.

Unit-I: Introduction to CRM

Customer - CRM - CRM technology - component - customer life style - customer interaction. Difference between CRM and eCRM - features of eCRM - Sales Force Automations (SFA) Definition and need of SFA - barriers to successful SFA - functionality, technological aspect of SFA, data synchronization - flexibility and performance, reporting tools.

Unit-II: Enterprise Marketing Automation (EMA)

Enterprise Marketing Automation (EMA) - Components of EMA, marketing campaign, campaign planning - and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

Unit-III: Call Centres

Call Centres - Types of Call Centre - Meaning, customer interaction, the functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web enabling the call center, automated intelligent call routing, logging & monitoring.

Unit-IV: Customer Satisfaction and Service quality

Customer Satisfaction - Meaning - Definition - Importance - Components - Customer Satisfaction models - Customer Satisfaction Practices. Service quality: Meaning - Definition - Types - Dimensions - Gaps – Measurement Scales.

Unit-V: Employees in CRM

CRM & Employees - Customer Linkage - Factors affecting Employees' Customers oriented behaviours - Service failure - Service recovery

management - Customer recall management - Customer experience management.

Text book:

1. Jaspreet Kaur Bhasin (2012), Customer Relationship Management, Dreamtech Press.

Books for References

1. Alok Kumar Rai (2013), Customer Relationship Management - Concepts and cases, PHI Learning Pvt Ltd., J Reinartz, WILRY India edition.
2. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM.

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

Semester II	Code 18PCO2109A	Title of the Paper Self-paced Course-I: CUSTOMER RELATIONSHIP MANAGEMENT													Hours -	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)													Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	2	2	3	2	4	3	3	4	4	4	5	5	4	3.46		
CO2	3	2	3	2	3	3	4	3	5	5	4	4	5	3.54		
CO3	3	2	4	3	3	4	3	4	4	5	3	4	4	3.54		
CO4	2	2	3	4	4	3	3	4	3	4	5	5	4	3.53		
CO5	4	5	4	5	5	2	4	3	4	4	4	5	5	4.15		
CO6	4	4	3	5	4	4	3	4	5	5	4	4	5	4.16		
Overall Mean Score for COs														3.73		

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCO2109B

Hours/Week: -
Credits : 2

Self-paced Course-II: ENTREPRENEURIAL DEVELOPMENT

Course Outcomes:

1. Understand the basic concepts and theories of entrepreneurship
2. Conceive business ideas and convert them into business projects
3. Learn the incentives and subsidies provided to budding entrepreneurs.
4. Become familiar with institutions offering various forms of assistances
5. Exemplify knowledge on Industrial estates, Foreign Direct Investment, SEZ etc
6. Succeed as an entrepreneur.

Unit-I: Introduction to Entrepreneurship: Concepts: Entrepreneurship: Definition - Characteristics of Entrepreneurship - Factors affecting entrepreneurship - Views of Schumpeter, Walker and Peter Drucker - Barriers to Entrepreneurship; Role of entrepreneurship in Economic Development; Entrepreneur: Definition and Meaning - Entrepreneur Vs Enterprise, Entrepreneur Vs Manager -Qualities of entrepreneur - Types of entrepreneur - Traits of a successful entrepreneur - Functions of Entrepreneur - Motivating factors: Entrepreneurial ambitions - Compelling factors - Facilitating factors-Recent Trends Entrepreneurship.

Unit-II: Idea generation and Project Development: Establishing entrepreneurial systems: Search for business idea, Sources of ideas, Idea processing, Selection of Idea - Project identification and Classification-Significance of project formulation-Project review and control.

Unit-III: Incentives and Subsidies: Incentives and Subsidies available for development of Industries in Backward areas – Incentives and Subsidies for Entrepreneurial Development Programmes in Tamil Nadu.

Unit-IV: Supporting Institutions: Institutions assisting entrepreneurs: DIC - SIDO - NSIC - SSIC - SIDCO - SISIs -TIDCOs - SIPCOT - TIIC - ITCOT - SFC - SIDCs.

Unit-V: Special Support systems: Industrial Estates - Special Economic Zones – Foreign Direct Investments - Green Field Investment.

Text Book:

1. C.B.Gupta., N.P.Srinivasan, (2008), Entrepreneurial Development, Sultan Chand & Sons, New Delhi.

Books for References:

1. V. Sujatha & Co. (2000), Entrepreneurial Development, Cauvery Publications, Tiruchirappalli.
2. Saravanavel, P. (2005), Entrepreneurial Development, Principles, Policies and Programmes, Ess Pee Kay Publishing House, Tanjore.

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

Semester II	Code 18PCO2109B	Title of the Paper Self-paced Course-II: ENTREPRENEURIAL DEVELOPMENT												Hours -	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)												Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	4	3	3	4	4	4	4	4	3	4		3.69
CO2	4	3	5	3	4	4	4	4	4	4	4	4	4		3.92
CO3	4	3	4	3	4	4	4	4	4	4	4	4	4		3.85
CO4	4	3	4	2	4	3	4	4	4	4	4	3	4		3.62
CO5	3	3	2	3	4	4	4	4	4	4	4	4	4		3.62
CO6	4	3	4	3	4	3	4	3	4	4	4	3	4		3.72
Overall Mean Score for COs															

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCO2109C**

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

Self-paced Course-III: INTERNET AND E-COMMERCE

Course Outcomes:

1. Exhibit his knowledge in basics of internet and ecommerce.
2. Be proficient in various models or forms of ecommerce.
3. Gain exposure in E-marketing and E-branding.
4. Evaluate various modes or forms of E-payment methods.
5. Understand various forms of threats in internet and Security mechanisms available for protection against them.
6. Know latest developments in Internet and E-Commerce.

Unit-I: Introduction to Internet and Ecommerce

Internet- Evolution-Applications - services-World Wide Web & its origin - Types of web pages - URL - DNS; E-Commerce - applications – advantages & disadvantages; Introduction to Mobile Commerce - its applications.

Unit-II: Types of E commerce Business

Models for E-Commerce - Based on the relationship of transaction parties - Based on the relationship of transaction types - Introduction to ECRM, E-SCM & E-logistics.

Unit-III: E-Marketing

E-Marketing Vs Traditional marketing - E-marketing Value Chain-Browsing behavior model of E-commerce online marketing & its advantages - E-advertising: Various means of E-advertising - E-branding: Elements of Branding - Spiral branding - Marketing Strategies (Permission marketing, Affiliate marketing & Viral marketing).

Unit-IV: E-Payment systems and E-banking

E-Payment systems - Requirements - Digital Token - Credit Card – Smart Card - E-Cash - E-Cheque - Mobile Payments - Micro payment systems - Risk in E-payments system; E-Banking - Online financial services in India - Features of E-Banking in India.

Unit-V: E-Security

E-Security; Network and website security risk - Types of Cyber crimes – E-business risk management issues - firewall concepts - enterprise wide security framework, cryptographic; Encryption techniques - Digital signature; Private & Public key.

Text Book:

1. Joseph PT. (2015), E-Commerce: An Indian Perspective, Prentice hall of India Pvt Ltd. New Delhi.

Books for References:

1. David Whitely (2010), E-commerce, Strategy, technologies and Applications, Tata McGraw-Hill Publishing company Limited, New Delhi.
2. K.Abirami Devi & Dr. M. Alagammai (2009), E-Commerce, 1st Edition, Margham Publications, Chennai
3. Kamalesh N. Agarwala (2008), Business on the net, An introduction to the 'Whats' and 'Hows' of e-commerce macmilan india Limited, New Delhi.
4. Brian Mennecke and Troy Strader, "Mobile Commerce: Technology, Theory and Applications", Idea Group, 2003.

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

Semester II	Code 18PCO2109C	Title of the Paper Self-paced Course-III: INTERNET AND E-COMMERCE												Hours -	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	3	3	3	3	4	2	4	4	3	3	4	4	3.31	
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00	
CO3	3	3	3	3	3	3	3	3	3	5	5	3	3	3.31	
CO4	3	3	3	4	4	3	3	3	3	3	4	3	3	3.23	
CO5	3	3	5	4	4	4	3	4	4	3	3	3	3	3.54	
CO6	4	4	4	4	4	4	4	4	4	4	5	5	4	4.15	
Overall Mean Score for COs														3.42	

Result: The Score for this Course is 3.4 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCO2109D

Hours/Week: -
Credits : 2

**Self-paced Course-IV:
COMMERCE FOR COMPETITIVE EXAMINATIONS**

Course Outcomes:

1. Gain knowledge important topics and latest developments in Banking
2. Know basics and latest developments in economics
3. Understand various avenues of investments and different types of financial markets and institutions.
4. Familiarize with basic numerical ability problems.
5. Gain exposure to verbal reasoning related problems.
6. Answer commerce related questions in Competitive examinations.

Unit-I: Banking

Banking functions- types of accounts- cheques- cards-Functions of RBI – Role of -E-banking and its services

Unit-II: Economics

Economic system -Industrial Policies - -monetary and - inflation -deflation- business cycle- balance of trade - balance of payment- types of demand and supply. Market structure and price decisions- perfect competition-monopoly-oligopoly-monopolistic competition-

Unit-III: Investment

Investment avenues shares, debentures, bonds - Money market - Capital market SEBI - NSE -Insurances - types- fiscal policy and taxation policy Latest development in Taxes and Duties

Unit-IV: Numerical ability

Numerical ability- BODMAS- ratio and percentage- calculation of selling price- marked price- profit & loss-simple interest- compound interest-basic logarithm-HCF-LCM-GCD-time-speed and distance-Mensuration.

Unit-V: Reasoning ability

Reasoning ability-Direction- blood relation- English comprehensive-spot the error- articles-preposition-essay writing.

Books for References

1. Sanjay Kumar (2011), Objective Commerce, Ramesh Publishing House
2. Vineet Kaushik 2013 UGC NET/SET (JRF & LS) COMMERCE Paper II & III Arihant Publications
3. Purushottam Kumar (2013), General Knowledge, G.K.Publications
4. S.K. Singh (2011), Reasoning & Numerical Ability for GATE, Cengage Learning India Pvt. Ltd.

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

Semester II	Code 18PCO2109D	Title of the Paper Self-paced Course-IV: COMMERCE FOR COMPETITIVE EXAMINATIONS														Hours -	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)									Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	3	3	3	1	2	4	4	4	4	4	4	4	4	4	3.384		
CO2	3	2	2	2	2	4	4	4	3	4	3	3	3	2	2.923		
CO3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3.076		
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.923		
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.846		
CO6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.000		
Overall Mean Score for COs																3.025	

Result: The Score for this Course is 3.0 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester II
18PCO2202

Hours/Week: 4
Credits : 4

Core Elective (WS):
EXPORT AND IMPORT MANAGEMENT

Course Outcomes:

1. Understand the basic concepts of international trade environment
2. Know foreign trade policy in India.
3. Gain exposure export and import procedures and practices.
4. Evolve and understand the needs of the international market.
5. Strategize, plan and execute ideas for export and import.
6. Evaluate the global Business for becoming a successful Export Import Manager.

Unit-I: International Trade Environments (12 hr)

Introduction of International Trade Environments - What is Globalisation?
- Issues in Globalisation - GATT agreements - Impact of WTO on export import - Regional Trading (SAFTA/ NAFTA/ BRICS/SAARC etc.) - Foreign Trade policy in India - Category of export

Unit-II: Processing and documentation of Export orders (12 hr)

Choice of enterprise – registration for export/import/export pricing/costing
– contacting prospective buyer/seller (importer) – processing of an export order – pre-shipment documentation for import and export

Unit-III: Tariffs and Tax on Export (12 hr)

Guidance to use Customs tariff – income tax applicability on exporting firms/ companies – sales tax applicability on exporting firms/companies – general banking & Day to Day Accounting for exports and imports

Unit-IV: Export and Import policy and Financial Assistance (12 hr)

Export and Import Policy of India – Objectives – highlights of Central EXIM Policy – Export credit and Guarantee Corporations – Export Financial Assistance – EXIM Bank.

Unit-V: (OOC based Learning) (12 hr)

Concept of Free Trade Zones, Export oriented Units, Special Economic Zones
– Export Import Manager – Roles – Qualities of EXIM Manager.

Text Book:

1. Ajay Pataki (2015), Export Import Management (Practical Workbook), Education Publishing, New Delhi. ISBN: 978 – 93 – 85247 – 39 – 2.

Book for References:

1. Usha Kiran Rai (2010), Export – Import and Logistics Management, PHI Learning Pvt Ltd, New Delhi.
2. Mahajan, M .I Exports - Do it yourself - Snow White Publications, Mumbai.
3. Export - Import Policy: Ministry of Commerce, Government of India.
4. Hand book of Export Import Procedures: Ministry of Commerce, Government of India Vols. I&II.
5. Ram, Paras, Exports: What, Where and How? Anupam Publications, New Delhi.
6. Hirst, P., and Thompson, G., Globalisation in Question: The International Economy and the Possibilities of Governance (Cambridge: Polity Press, 1999, 2nd edn.).

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

Semester II	Code 18PCO2202	Title of the Paper Core Elective (WS): EXPORT AND IMPORT MANAGEMENT												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	5	4	4	4	4	3	4	5	4	4	4	3.92	
CO2	5	4	4	4	4	4	3	4	4	4	4	4	4	4.00	
CO3	4	4	4	4	4	4	4	4	4	4	4	4	4	4.00	
CO4	4	4	4	4	3	3	4	4	4	4	4	4	4	3.84	
CO5	4	4	4	4	3	4	4	4	4	4	4	4	4	3.92	
CO6	4	4	4	3	4	4	4	4	4	4	4	4	4	3.92	
Overall Mean Score for COs															3.93

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PEC2202**

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

Core Elective (WS): LABOUR ECONOMICS

Course Outcomes:

1. Understand the theoretical as well as empirical issues of agriculture labour.
2. Know about Industrial labour with special reference to India.
3. Recognize issues pertaining to the wage theories, employment policies and so on.
4. Know about how trade union functions and it paves the way for collective bargaining to the globalised economy and social security measures.
5. To understand the need of Trade Unions in Labour Welfare.
6. To study Labour Welfare measures.

Unit-I: Labour Economics and Labour Problems (18 hr)

Meaning and concepts of labour - Definition, nature , scope and importance of Labour economics- Nature of labour problems – labour market segmentation - Labour in the unorganized sector- Child Labour – International Labour Organization(ILO)

Unit-II: Industrial Labour in India (18 hr)

Meaning and characteristics of Industrial Labour in India- Employment in organized sector- Meaning and objectives of Trade. Unions- trade Union movement in India- Problems and draw backs of the movement in India – Measures to strengthen the Trade Union Movement in India – Industrial disputes: meaning and causes and effects of industrial disputes – prevention of Industrial disputes and the machinery of setting the Industrial Disputes in India – Labour Legislation in India- Indian Labour Laws and practice in relation to international standards.

Unit-III: Agricultural Labour in India (OOC based learning) (18 hr)

Meaning and characteristics of agricultural labour in India casual labour and attached labour and bonded labour – The problems of agricultural labour in India – Government measures to improve the conditions of agricultural labour-Employment in agricultural sector – MGNREGP.

Unit-IV: Wages (18 hr)

Wage determination- Wage differentials in India- – productivity and wage relationship- non wage component of labour remuneration- types of wages

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in India – the need for State Regulation of wages- National Wage Policy in India.

Unit-V: Social Security Measures of Labour in India (18 hr)

The meaning and the need for social security measures in India- present status of social security in India- social assistance and social insurance- Social Security Legislations in India : Workmen's Compensation Act, 1923, Employees' State Insurance Scheme Act, 1948, Maternity Benefits Act, 1961 and the Provident Fund Act, 1952- Labour Welfare Funds – Unemployment insurance – Second National Commission on Labour (1999) Dr.Arjun Sengupta Committee report.

Text books for study:

1. Sharma A.K.(2006) - *Labour Economics*, Anmol Publications, New Delhi,
2. Dr. B.P Thyagi (2009), *Economics of Labour and Social Welfare*- Revised Edition- Sage Publication, New Delhi.

References:

1. Dutt, G. (1966) Bargaining power, wages and Employment : An Analysis of Agricultural Labour Markets in India, Sage Publication, New Delhi.
2. Lester , R.A. (1964) Labour Restructuring in India: A Critique of the new Economics of Labour Macmillan , New Delhi.
3. Venkata Rathnam, C.S. (2001) Globalization and Labour Management Relations, Dynamics of change – Sage Publication, New Delhi.
4. Memoria, C.B. (1996) Labour Problems and Social Welfare in India – Kitab Mahal, Allahabad.

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

Semester II	Code 18PEC2202	Title of the Paper Core Elective-II: LABOUR ECONOMICS										Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)										Programme Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	4	3	2	4	4	4	3	4	4	4	4
CO2	3	2	3	3	3	5	5	5	5	3	5	3	3
CO3	4	3	3	4	4	3	4	4	3	5	3	4	4
CO4	3	4	3	2	4	4	5	3	4	2	4	4	3
CO5	2	4	4	3	4	5	3	3	2	4	2	4	2
CO6	3	4	3	2	4	3	3	5	3	3	4	3	5
Overall Mean Score for COs													3.51
Mean Score of COs													3.54
													3.69
													3.69
													3.46
													3.23
													3.46

Result: The Score for this Course is 3.51 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PHR2202

Hours/Week: 4
Credits : 4

Core Elective:
MANAGERIAL EFFECTIVENESS

Course Outcomes:

1. Gained knowledge and understanding about effectiveness and qualities of a successful manager.
2. Able to understand oneself better and plan accordingly for the future.
3. Equipped with the right attitudes and skills towards achieving greater levels of managerial effectiveness.
4. Have developed the seven essential habits of highly effective people and are able to practice in their life to be more effective.
5. Proficient in different types of business correspondence.
6. Have acquired the basic career skills and enhanced employability skill.

UNIT-I: PRIVATE VICTORY (12 Hr)

Concept: Manager, Effectiveness, Managerial effectiveness. Managerial Be proactive: Personal vision, Social mirror, Stimulus-Response, Proactive language, Circle of influence. Begin with end in mind: The power of creation, Be a creator, Personal mission statement, Principle centered person, Right brain vs. Left brain. Put first things first: Four generation of time management, Quadrant I, II, III and IV types of personalities. Short term and long term goals, the power of delegation.

UNIT-II: PUBLIC VICTORY (12 Hr)

Think Win/Win: Six paradigm of human interaction Seek first to understand then to be understood: Empathetic listening – diagnosing – understand and perception. Synergize: Synergy in class room, business synergy and communication, Force field analysis.

UNIT-III: CONTINUOUS RENEWAL (12 Hr)

Sharpen the Saw: Four dimensions of renewal, balance in renewal synergy, synergy in renewal, the upward spiral. Intergenerational living and Becoming a transition person.

UNIT-IV: CORRESPONDENCE SKILLS (12 Hr)

What is an effective Business letter, the language of a business letter and the lay-out of a business letter. Enquiries and Replies: Hints for drafting an 'Enquiry' and 'Reply'. Claims and Adjustments: Hints for drafting complaints

and making adjustments. Collection letters: How to write an effective collection letter, Collection series – Sending statement of account, Reminders, Inquiry and discussion, Appeal and Urgency, Demand and Warning. Circular letters: Situations that need circular letters. Banking Correspondence, Insurance Correspondence, Import and Export Correspondence.

UNIT-V: JOB CAREERS SKILLS (12 Hr)

Application letters, Interview letters, References, Testimonials, Letters of Appointment, Confirmation, Promotion, Retrenchment and Resignation. How to run a meeting: Meetings and Meeting of minds, making disagreement productive, Instructions for observers, How to be an effective participant, How to be an effective discussion leader and how to write and read minutes. How to write a memo.

Text Books:

1. Korlahalli & Rajendra Pal, Essentials of Business Communication, Sultan Chand & Sons. (Unit 1,2) – Section 2
2. E.H. McGrath S.J. Basic Managerial skills for all, Prentice – Hall of India Private Ltd., (Unit 2) – Chapter 2,6
3. Covey R. Stephens, 2000, The Seven Habits of Highly Effective People, London, Simon & Schuster Publications (Unit – 3, 4, 5) Chapter 2, 4, 5, 6, 7.

Reference book:

1. Luthans, Fred, 1995, Organisational Behaviour, New Delhi, Tata Mcgraw Hill Publishers.

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

Semester II	Code 18PHR2202	Title of the Paper Elective (WS): MANAGERIAL EFFECTIVENESS												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	4	5	4	4	5	4	3	5	4	5	3	4.2	
CO2	4	5	3	4	3	5	4	4	3	4	3	4	4	3.8	
CO3	3	3	4	4	4	3	3	4	3	3	2	3	5	3.4	
CO4	4	4	4	2	2	3	3	2	4	3	4	4	5	3.1	
CO5	3	4	4	3	3	3	3	3	2	3	3	3	4	3.2	
CO6	4	5	3	3	4	3	4	4	4	4	4	4	3	3.8	
Overall Mean Score for COs														3.5	

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Result: The Score for this Course is 3.5 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PSS2301Hours/Week: 4
Credits : 4

IDC: SOFT SKILLS

Course Outcomes:

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

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

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

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

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

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

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

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

Non-Verbal Reasoning: Series, Classification

Text Book

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

References

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

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

Semester III
18PCO3110

Hours/Week: 7
Credits : 5

QUANTITATIVE TECHNIQUES

Course Outcomes:

- Understand the concepts of operation research and acknowledge the applications of operation research.
- Appreciate the scope of operation research in decision making and learn to apply Graphical and simplex methods of linear programming model.
- Solve transportation problems regarding determination supply to destinations from appropriate sources.
- Assign work or job to suitable person, machine or process.
- Apply different models and techniques available to solve inventory related problems.
- Formulate optimum replacement policy of assets and components
- Analyse various decisions using different decision analysis techniques.
- Adopt suitable quantitative techniques to use business opportunities and solve business problems

Unit-I: Introduction to Operation Research and LPP (28 Hr)

- Operation Research - Origin and Development - Role in decision making -Characteristics - Phases - General approaches.
- Linear Programming Problem-Applications and limitations - Formulation of LPP - Graphical and Simplex Method.

Unit-II: Transportation and Assignment problems (20 Hr)

- Transportation and Assignment models- Advantages & Disadvantages
- Transportation Problems – Balanced and Unbalanced Transportation Problems-Methods for Initial Basic Feasible solution – Degenerate or non Degenerate solution- Moving towards Optimal solutions - MODI method. Assignment Problems –Hungarian Algorithm

Unit-III: Inventory Management and Queuing theory (24 Hr)

- Inventory Management - Types of inventory - Need for Inventory Control
- Economic Order Quantity: Basic Model- EOQ for Production lots – EOQs with Quantity Discount - EOQ with Shortage costs, Safety Stock and uncertainty -Queuing theory.

Unit-IV: Replacement Decisions (20 Hr)

- (A) Replacement – meaning – Reasons for Replacement –types of replacement
- (B) Replacement Decision - Replacement Policy with or without change in money value. Replacement of items that fail completely (Individual and Group replacement).

Unit-V: Tools for Decision analysis (28 Hr)

- (A) Decision Analysis – Different tools for Decision Analysis - Advantages and limitations
- (B) Decision analysis - The EMV Criterion - EOL and EVPL Decision Tree Analysis - PERT/CPM (Without crash) - Construction of net work diagram - Simple CPM Calculation.

(A) in all the units: OOC based learning

Text Book:

1. Kanti Swaroop, Gupta PK & Man Mohan (2014), Operations Research, Sultan Chand & Sons, New Delhi.

Books for References

1. Gupta PK & Man Mohan (2014), Problems in Operation Research, Sultan Chand & Sons, New Delhi.
2. Kapoor V.K. (2014), Operation Research, Sultan Chand & Sons, New Delhi.
3. Vora ND, (2006), Quantitative Techniques in Management, Tata McGraw-Hill India Ltd., New Delhi.
4. Kalavathy.S., Operations Research 4th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.

Theory 20%, Problems 80%

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

Semester III	Code 18PCO3110	Title of the Paper QUANTITATIVE TECHNIQUES										Hours 7	Credits 5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	3	3	3	3	3	3	3	3	3	3	3	3	3,000
CO2	3	3	3	4	3	3	3	5	3	3	3	3	3	3,16
CO3	3	3	3	4	3	3	3	5	3	3	3	5	3	3,27
CO4	3	3	3	4	3	3	3	5	3	3	3	5	3	3,27
CO5	3	3	3	4	3	3	3	5	3	3	3	5	3	3,27
CO6	3	3	3	5	3	3	3	5	3	3	3	5	3	3,27
CO7	3	3	3	4	3	3	3	5	3	3	3	5	3	3,27
CO8	3	3	3	4	3	3	3	5	3	3	3	4	3	3,22
Overall Mean Score for COs														3,21

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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BUSINESS ANALYTICS

Course Outcomes:

1. Understand how managers use business analytics to formulate and solve business problems and to support managerial decision making.
2. Become familiar with the processes needed to develop, report, and analyze business data.
3. Apply R language for business decisions.
4. Use and apply Excel and Excel add-ins to solve business problems.
5. Gain exposure to Finance and HR analytics.
6. Experience different components of marketing analytics

Unit 1: Introduction to Business Analytics

What is business analytics? – Why do we need Business analytics? – Challenges of Business analytics - Defining, communicating, delivering and measuring values – Quantifying value of business analytics – Benefits Vs Values- Business analytics model : Graphical model, spreadsheet model, Algebraic model - overview of business analytics.

Unit 2: Big data analytics

Data mining and Data warehouse- Visualization/ Data Issues Organization/ sources of data - Importance of data quality - Dealing with missing or incomplete data- Data Classification - introduction to data mining- data mining process – Decision modeling - R language – Data types – variables – operators – Functions – Conditional and loop statements – data analysis using R

Unit 3: Formatting of Excel Sheets

Use of Excel Formulae Function, Advanced Modeling Techniques, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, lookups, pivot tables – Data analysis and Decision making using Excel

Unit 4: Accounting and Finance analytics and HR analytics

Purchase to Payment – Order to cash – Financial Risk Management - Forecasting future revenues - Risk based pricing, Fraud Detection and Prediction, Recovery Management, capital budgeting - Loss Risk Forecasting, Risk Profiling, Portfolio Stress Testing- Benford's law and Financial statements – Beneish score. HR analytics: Recruitment Analytics,

Compensation Analytics, Talent Analytics, Training Analytics, Human Resource Retention Analytics, Workforce Analytics

Unit 5: Marketing analytics

Segmentation, Marketing Mix Optimization, Competitor Analysis, Channel Analysis, Ma Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting

Supply and Demand Analysis, Strategic Sourcing, Quality Control, Inventory Analysis, Supply Chain Order Fulfillment Analysis -Loyalty Analytics, Customer Life Time Value, Propensity Analytics, Churn Analytics, Customer Analytics Customer Segmentation, Cross- Sell or Upsell Models Click Analytics, Customer Lifecycle Analytics, Social Media Analytics, Sentiment Web Analytics, Online Traffic Analytics, Conversion Analytics

Books for Reference

1. Ramesh Soundararajan and Kuldeep Singh (2016), Winning on HR Analytics, Leveraging data for competitive advantage, Sage Publications
2. Jac Fitz-enz (2010), The new HR analytics: Predicting the economic value of your company's human Capital investments, AMACOM, Newyork.
3. Ashok Charan (2015), Marketing Analytics A Practitioner's guide to Marketing Analytics and Research method, World Scientific Publishing Co. Pte. Ltd, Chennai
4. Marshall Sponder & Gohar F. Khan(2018), Digital Analytics for Marketing, Routledge, New York.
5. Jim Lindell (2017), Analytics and Big data for Accountants, AICPA (USA)
6. A. Ohri (2012), R for Business Analytics, Springer, New York
7. Purba Halady Rao (2013), Business Analytics an application focus, PHI Learning Private Limited, Delhi
8. Danielle Stein Fairhurst (2015), Using Excel for Business Analytics, A guide to Financial Modelling Fundamentals, John Wiley & Sons Singapore Pte. Ltd, Singapore
9. Wayne L. Winston(2014), Marketing Analytics- Data Driven Techniques with Microsoft Excel, John Wiley & Sons Singapore Pte. Ltd, Singapore

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

Semester III	Code 18PCO3111	Title of the Paper BUSINESS ANALYTICS												Hours 3	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	4	5	4	5	5	5	4	3	3	4	3	4.077	
CO2	4	5	4	5	4	5	5	5	4	3	3	4	3	4.154	
CO3	5	5	4	5	4	5	4	5	5	3	3	4	3	4.231	
CO4	5	5	4	5	4	5	4	5	5	3	3	4	3	4.231	
CO5	4	5	4	5	4	5	5	5	4	3	3	4	3	4.154	
CO6	4	4	4	5	4	5	5	5	4	3	3	4	3	4.077	
Overall Mean Score for COs														4.154	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III
18PCO3112**

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

SOFTWARE LAB FOR BUSINESS ANALYTICS

Course Outcomes:

1. Know the nuances of R language
2. Write programs using R language for data analysis
3. Apply various tools and techniques of Excel Worksheet
4. Analyse and project various categories of finance and Accounting
5. Evaluate various parameters for effective Human Resource Management
6. Examine and forecast various criterions of Marketing

Experiments

1. Simple data analysis programs in R Language by directly feeding data.
2. Simple data analysis programs in R Language by getting input through variables (Single and Array)
3. Formatting Excel spreadsheets
4. Writing formulas using financial, mathematical and statistical functions to work with the data in the worksheet.
5. Using data filter and sorts in Worksheet.
6. Creation of Charts and graphs in Worksheet.
7. Creation of Pivot tables and Pivot Charts and generation of reports for analysis.
8. Financial statement analysis through worksheet/R Language using Statement of Profit and loss a/c, Balance sheet and Ratios for given years through
9. Forecasting future cash flows through previous years cash flows using Spreadsheet and R language.
10. Risk and Return analysis through Spreadsheet/ R language
11. Recruitment and Training analysis through Spreadsheet/ R language
12. Talent and Human resource retention analysis through Spreadsheet/ R language
13. Sales performance and Campaign analysis through Spreadsheet/ R language
14. Supply and demand analysis and Inventory analysis through Spreadsheet/ R language
15. Loyalty and buying behavioural pattern analysis through Spreadsheet/ R language.

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

Semester III	Code 18PCO3112	Title of the Paper SOFTWARE LAB FOR BUSINESS ANALYTICS												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	4	5	4	4	4	5	4	3	4	4	3	4.077	
CO2	5	5	4	5	4	4	4	5	4	3	4	4	3	4.154	
CO3	4	5	4	5	4	4	4	5	4	3	4	4	3	4.077	
CO4	4	5	4	5	4	4	4	5	4	3	4	4	3	4.077	
CO5	4	5	4	5	4	4	4	5	4	3	4	4	3	4.077	
CO6	4	5	4	5	4	4	4	5	4	3	4	4	3	4.077	
Overall Mean Score for COs														4.090	

Result: The Score for this Course is 4.0 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs =	Total of Values Total No. of POs & PSOs	Mean Overall Score for COs =	Total of Mean Scores Total No. of COs
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Semester III
18SMS3101

Hours/Week: 6
Credits : 5

Interdisciplinary Core: HUMAN RESOURCE MANAGEMENT

Course Outcomes:

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

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

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

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

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

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

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

Unit-4: Training and Development (15 hr)

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

Unit-5: Compensation and Administration (10 hrs)

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

Text book:

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

Reference Books:

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

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

Semester III	Code 18SMS3101	Title of the Paper HUMAN RESOURCE MANAGEMENT										Hours 6	5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	4	3	4	2	4	4	5	2	3	4	3	3	4
CO2	4	5	5	4	4	5	5	3	4	5	4	4	4
CO3	4	4	5	4	5	5	5	3	5	5	5	4	5
CO4	5	4	4	4	5	5	5	3	5	5	4	5	5
CO5	4	5	5	5	4	4	5	3	5	5	4	4	5
CO6	5	4	4	4	4	5	4	2	4	5	5	4	4
CO7	5	4	4	4	4	5	5	3	4	5	5	4	5
CO8	4	4	5	4	4	5	5	3	4	4	5	4	5
Overall Mean Score for COs													4.26

Result: The Score for this Course is 4.26 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PCO3203

Hours/Week: 4
Credits : 4

Core Elective (WS) PORTFOLIO MANAGEMENT

Course Outcomes:

1. Decipher the meaning of investment and risks associated with it.
2. Identify and appreciate various investment avenues.
3. Understand underlying facts of portfolio construction.
4. Know the influence of Fundamental Analysis.
5. Understand the nuances of technical analysis.
6. Judge and choose suitable investment proposals

Unit-I: Investment (12 hr)

Meaning of investment- Economic investment and financial investment. Investment Objectives- investment and speculation- elements of Investments- Investment attributes – Risks of Investments- Systematic and non-systematic risk - Business and financial risk, purchasing power risk, market risk-Interest rate risk- social or regulatory risk and other risks.

Unit-II: Investment Alternatives (12 Hr)

Investment Alternatives and their features – Shares, Debentures and Bonds- Public Deposits- Bank Deposits -Post Office Savings-Public Provident Fund (PPF)-Money Market Instruments -Mutual Fund Schemes - Life Insurance Schemes- Real Estates - Gold-Silver -Derivative Instruments-Commodity Market – Tax saving investments

Unit-III: Portfolio Management (12 Hr)

Meaning of Portfolio- Objectives of Portfolio Management – Need and importance of Portfolio management - Portfolio Investment Process- Basic principles – Portfolio Types and their needs - Aggressive – Moderate or Balanced-Conservative. Financial planning

Unit-IV: Fundamental analysis (12 hr)

Fundamental analysis- Influence of the economy- Economy Vs Industry and Company- Industry analysis- Company analysis.

Unit-V: Technical analysis (12 hr)

Technical analysis – Basic assumptions –Difference between Fundamental analysis and Technical analysis. Dow theory – primary- secondary and minor trends. Chartist method-breadth of the market, volume of trade – Important chart pattern adopted in Technical analysis- support and resistance level – head and shoulders – moving average methods. Elliot Wave theory.

Text Book

1. L Natarajan (2013-14), Portfolio Management, Margham publications, Chennai

Books for references:

1. Prasanna Chandra (2010), Investment Analysis and Portfolio Management, Tata Mcgraw Hill Education Private Limited, New Delhi
2. Aavadhani VA (2003)- Investment & Securities markets in India, Himalaya Publishing House, New Delhi.
3. P. Jhabak (2012), Security analysis and portfolio management, Himalaya publication house Pvt. Ltd., New Delhi.
4. V.K. Bhalla (2008), Investment Management (Security analysis and Portfolio Management) S. Chand & Ccompany Ltd, New Delhi.

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

Semester III	Code 18PCO3203	Title of the Paper Core Elective (WS): PORTFOLIO MANAGEMENT														Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	4	4	5	5	4	5	5	4	4	5	4	5	5	4.54			
CO2	5	4	5	5	5	4	4	5	4	4	5	3	5	4.46			
CO3	4	4	5	4	4	4	5	4	5	4	4	5	5	4.38			
CO4	4	5	4	4	5	4	3	5	4	4	5	5	4	4.31			
CO5	5	5	5	4	4	5	4	5	5	4	4	4	4	4.46			
CO6	5	4	4	5	5	4	4	4	5	4	5	5	4	4.46			
Overall Mean Score for COs														4.43			

Result: The Score for this Course is 4.4 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester III
18PEC3203

Hours/Week: 4
Credits : 4

**Core Elective (WS)
INDIAN ECONOMY**

Course Outcomes:

1. Acquire the basic knowledge about the structure of Indian Economy
2. Know the key problems in the Economic Development in India
3. Know the efforts taken for the Economic Development of India
4. Know the different policies related to Economic Development
5. Acquire the knowledge for resolving the economic problems of India
6. Get the knowledge of analyzing the Macro Economic policies

Unit-I: STRUCTURE OF INDIAN ECONOMY (OOC Based Learning)

Back ground of the Indian economy - Basic features of Indian Economy: - Natural Resources- Land, Water, Forest: Demography-size, growth, and sex composition of the population - National Income- GDP,GNP, NDP Public Expenditure and Public Revenue. (12 hr)

Unit-II: PROBLEMS IN INDIAN ECONOMY

Poverty and inequality: Nature, causes and measures to eradicate Poverty - Unemployment: nature causes and Employment policy – MGNREGP - Population pressure: Causes, Effect and Measures to control. (12 hr)

Unit-III: INFLATION AND REGIONAL DISPARITIES

Inflation: - Types and causes - Food inflation - External debt: Causes measures: Regional Disparities: Nature and Causes. (12 hr)

Unit-IV: PLANNING IN INDIA

Planning in India: objectives and strategies- The Role of planning commission in India - 12th Five Year Plan- Objectives, allocation and targets- NITI AAYOG. (12 hr)

Unit-V: MACRO ECONOMIC POLICY

Macro Economic Policy-Fiscal Policy, Monetary Policy, Industrial Policy and Agricultural Policy, Trade Policy. (12 hr)

Text book for study:

1. Dutt and K.P.M. Sundaram (2012) - Indian Economy, Sultan Chand & Sons, New Delhi.

References:

1. Ishwar.C. Dingra (2012) - The Indian Economy, Twenty First Edition, Sultan Chand and Sons, New Delhi.
2. G.M Meier, (1995) Leading Issues in Economic Development, 6th Edition, Oxford University Press, New Delhi.

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

Semester III	Code 18PEC3203	Title of the Paper Core Elective (WS): INDIAN ECONOMY													Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	3	4	3	2	4	4	3	5	3	3	4	2	3.31		
CO2	3	2	3	1	3	5	4	4	4	4	4	3	3	3.31		
CO3	4	3	3	2	1	3	4	5	4	3	5	5	5	3.62		
CO4	3	4	3	2	4	3	4	5	3	3	4	4	3	3.46		
CO5	2	4	2	3	3	3	4	4	3	4	2	5	3	3.23		
CO6	3	4	3	2	4	4	3	3	4	2	3	3	4	3.23		
Overall Mean Score for COs															3.36	

Result: The Score for this Course is 3.36 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester III
18PHR3203

Hours/Week: 4
Credits : 4

Core Elective (WS):
COMPENSATION MANAGEMENT

Course Outcomes:

1. Gained knowledge on the different types of wages and the importance of equity in wage and salary administration.
2. Have become aware of the issues related to compensation or rewarding human resources in various forms of organizations
3. Familiarized on the computation of wage and salary.
4. Learnt about the different machineries involved in wage fixation in our country.
5. Developed skills in designing, analyzing and restructuring reward management systems, policies and strategies.
6. Know about the modern incentive schemes available for employee motivation.

Unit-1: BASIC CONCEPTS

Compensation – definition and meaning; Wage and Salary- concept, meaning, purpose , factors , components and differences ; types of wages- minimum wage, fair wage, living wage, statutory minimum wage and need based minimum wage; wage and salary administration - principles, objectives, factors and problems; wage fixation- principles and time frame; Authorized deductions and imposition of fines on employees.

Unit-2: THEORIES OF WAGES

Wage Theories - Ricardo's subsistence theory of wages (Iron Law of Wages), Adam Smith's wage fund theory, Surplus value theory of Karl Marx, Residual claimant theory, Profit maximization theory; wages policy- concept, importance, ILO on wage policy, and National wage policy in India.

Unit-3: METHODS OF WAGE FIXATION

Computation of wage and salary - wage and salary structure and calculation; Wage differentials- characteristics, Payment by- time rate, over time, piece rate, performance and employee benefit schemes (Merit pay /skill based pay); payment of wages with productivity / efficiency; dearness allowance- basis for calculation and fringe benefits; executive remuneration and perks; labour cost; wage survey- features .

Unit-4: MACHINERIES OF WAGE FIXATION

Machineries of wage fixation- wage boards, pay commissions, conciliation, adjudication and arbitration; procedure for wage fixation- job evaluation, its process and methods; Team Compensation- Competency Based Compensation, Collective agreements and productivity agreements; Profit sharing and bonus.

Unit-5: INCENTIVE SYSTEMS

Compensation Strategy- Monetary & Non-Monetary Rewards, Intrinsic Rewards and Cafeteria Style Compensation, internal and external equity in reward management; Incentive payment plans- Rowan, Halsey, Taylor, Gantt, Emerson and Scanlon, profit sharing- purpose, merits and demerits. Gain sharing – features; productivity oriented incentive schemes - individual and group bonus schemes; principles to make incentive schemes effective and ESOP schemes.

Textbooks

1. Sharma.A.M , (1999), Understanding wage system, Bombay, Himalaya Publishers (units 2,4 and 5: chapters 3,4 and 6)
2. Jain S.P. & Narang. K.L., (1995), Cost Accounting, New Delhi, Sulthan Chand & Sons, (unit 3: chapter 2)
3. Dipak Kumar Bhattacharya, (2009), Compensation, New Delhi, Oxford University Press, (units 1 and 3: chapters 1 and 5).

REFERENCE BOOKS

1. Prasad, N. K. (1990), Principles & Practice of accounting, New Delhi, Sulthan Chand & Sons.
2. Gupta, A. (2000), Wage & Salary Administration in India, New Delhi, Anmoe Publications Private Limited.

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

Semester III	Code 18PHR3203	Title of the Paper Core Elective (WS): COMPENSATION MANAGEMENT										Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)			Programme Specific Outcomes (PSOs)									
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	4	3	3	3	3	3	3	4
CO2	4	4	4	4	3	4	3	3	4	4	3	4	4
CO3	5	3	4	4	3	3	3	3	3	3	3	4	3
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	5	5	4	4	3	4	3	3	4	4	3	4	4
CO6	4	4	4	4	3	4	3	3	4	4	3	4	4
Overall Mean Score for COs													3.8

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PCO3302

Hours/Week: 4
Credits : 4

IDC (WS):

FINANCIAL AND MANAGEMENT ACCOUNTING

Course Outcomes:

1. Familiarise with the fundamental aspects of financial accounting and familiarize oneself with recording, posting, balancing and preparation of Trial Balance.
2. Gain exposure to final accounts and Balance sheet for sole traders and joint stock companies.
3. Acquire knowledge with basics of cost accounting and acquire the skill of preparing cost sheet .
4. Understand e the nuances of marginal costing and be familiar with application of Marginal costing in decision making.
5. Realise the basics of Management accounting and familiarize oneself with the preparation of comparative and common size financial statements and accounting ratios.
6. Excel with the basic background in financial, cost and management accounting.

Unit-I: Financial Accounting and its activities (15 hr)

- (A) Financial Accounting: Meaning - Objectives, Accounting Concepts and Conventions- Golden rules of accounting.
- (B) Recording financial Transactions in Journal – Preparation of accounts in Ledger - preparation of Trial balance

Unit-II: Preparation of Financial statements (15hr)

- (A) Types of financial statements - Sole traders and Joint Stock Company (New Trust)
- (B) Financial Statements - Final accounts – Trading a/c – Profit and loss a/c for sole traders and Joint stock company (new format)–Profit and loss appropriation a/c – Balance sheet (New format) – Working out problems with simple adjustments.

Unit-III: Cost Accounting and Cost Sheets (15hr)

- (A) Cost Accounting – Meaning – objectives – scope - Different types of Costs
- (B) Cost sheet – components of cost sheet – preparation of cost sheet – preparation of tenders and quotations.

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Unit-IV: Marginal Costing (15 hr)

- (A) Marginal Costing - Meaning - Advantages – limitations - Cost volume profit analysis / Break even Analysis
- (B) Marginal or variable cost – fixed cost – contribution –Profit volume ratio - Break Even Point – margin of safety – expected sales for desired profit - Profit from given sales - Cost volume profit analysis / Break even Analysis -Margin of safety- desirable profit- Marginal Costing in Decision making.

Unit-V: Management Accounting and Accounting ratios (15hr)

- (A) Management Accounting – Meaning – objectives – functions .
- (B) Comparative and common size financial statements – Accounting Ratios: Balance sheet ratios, Profit and loss a/c ratios and combined ratios (Simple Problems)
- (A) in all the units : OOC based Learning

Text Books

1. Reddy T.S & A. Murthy (2011), Financial Accounting , Margham Publications, Chennai (Unit - 1 to 2)
2. Jain & Narang (2013), Cost Accounting Principles and Practice, Kalyani Publishers, New Delhi. (Unit – 3 &4)
3. Maheshwari S.N, (1998), Management Accounting, Published by Sultan Chand & Sons, New Delhi. (Unit - 5)

Books for References

1. Man Mohan and Goyal G.N, (1986), Principles of Management Accounting, Sahitya Bhawan, Agra.
2. Khan and Jain, (1997), Financial Management, Tata McGrawHill, New Delhi.
3. Shukla M.C and Grewal, (2000), Advanced Accounting, Sultan Chand & Sons, New Delhi.
4. Maheshwari S.N & Maheshwari S.K, (2005), Introduction to Accountancy, Vikas House Pvt Ltd, New Delhi.

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

Semester IV	Code 18PCO4403	Title of the Paper IDC (WS): FINANCIAL AND MANAGEMENT ACCOUNTING												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	4	3	4	5	4	4	4	4	4	5	3	4.07	
CO2	5	3	4	3	4	5	4	4	4	4	4	5	3	4.000	
CO3	5	4	4	4	4	5	4	4	4	4	4	5	3	4.253	
CO4	5	5	5	5	5	4	4	4	3	3	4	5	3	4.230	
CO5	4	5	4	4	4	4	4	3	4	3	3	4	3	3.769	
CO6	5	5	3	3	3	5	4	3	3	3	4	4	3	3.692	
Overall Mean Score for COs														3.985	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PEC3301

Hours/Week: 4
Credits : 4

IDC (WS):
INDIAN ECONOMY

Course Outcomes:

1. Acquire the basic knowledge about the structure of Indian Economy
2. Know the key problems in the Economic Development in India
3. Know the efforts taken for the Economic Development of India
4. Know the different policies related to Economic Development
5. Acquire the knowledge for resolving the economic problems of India
6. Get the knowledge of analyzing the Macro Economic policies

Unit-I:

STRUCTURE OF INDIAN ECONOMY (OOC Based Learning)

Back ground of the Indian economy - Basic features of Indian Economy: - Natural Resources- Land, Water, Forest: Demography-size, growth, and sex composition of the population - National Income- GDP,GNP, NDP Public Expenditure and Public Revenue. (12 hr)

Unit-II:

PROBLEMS IN INDIAN ECONOMY

Poverty and inequality: Nature, causes and measures to eradicate Poverty - Unemployment: nature causes and Employment policy – MGNREGP - Population pressure: Causes, Effect and Measures to control. (12 hr)

Unit-III:

INFLATION AND REGIONAL DISPARITIES

Inflation: - Types and causes - Food inflation - External debt: Causes measures: Regional Disparities: Nature and Causes. (12 hr)

Unit-IV:

PLANNING IN INDIA

Planning in India: objectives and strategies- The Role of planning commission in India - 12th Five Year Plan- Objectives, allocation and targets- NITI AAYOG. (12 hr)

Unit-V:

MACRO ECONOMIC POLICY

Macro Economic Policy-Fiscal Policy, Monetary Policy, Industrial Policy and Agricultural Policy, Trade Policy. (12 hr)

Text book for study:

1. Dutt and K.P.M. Sundaram (2012) - Indian Economy, Sultan Chand & Sons, New Delhi.

References:

1. Ishwar.C. Dingra (2012) - The Indian Economy, Twenty First Edition, Sultan Chand and Sons, New Delhi.
2. G.M Meier, (1995) Leading Issues in Economic Development, 6th Edition,Oxford University Press, New Delhi.

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

Semester III	Code 18PEC3301	Title of the Paper IDC (WS): INDIAN ECONOMY												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	3	4	3	2	4	4	4	3	5	3	3	4	2	3.31
CO2	3	2	3	1	3	5	5	4	4	4	4	4	3	3	3.31
CO3	4	3	3	2	1	3	3	4	5	4	3	5	5	5	3.62
CO4	3	4	3	2	4	3	3	4	5	3	3	4	4	3	3.46
CO5	2	4	2	3	3	3	3	4	4	3	4	2	5	3	3.23
CO6	3	4	3	2	4	4	4	3	3	4	2	3	3	4	3.23
Overall Mean Score for COs															3.36

Result: The Score for this Course is 3.36 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
18PHR4403

Hours/Week: 4
Credits : 4

IDC (WS): ORGANISATIONAL BEHAVIOUR

Course Outcomes:

1. Grasp the organizational theories that would enlighten the understanding of human behavior at work.
2. Familiarize with the need for behavior modifications in the changing work environment.
3. Understand team/group processes and to be able to address issues arising from individual and collective organizational behavior.
4. Know the importance of change in the competitive work environment.

Unit-1: BASIC BEHAVIOURAL CONCEPTS (12 hr)

Organisational Behaviour – Concept, meaning, objectives, approaches, S-O-B-C Models, Models of OB. Historical development of OB – Hawthorne Experiments. Organisational Climate – Meaning, importance, determinants, and measurements.

Unit-2: BEHAVIOUR DETERMINANTS (12 hr)

Personality – concept, meaning, determinants. Perception – meaning, factors, process, Difference between perception and sensation, Learning – meaning, Difference between Learning and Maturation. Motivational Theories: Content, Contextual and Contemporary theories.

Unit-3: BEHAVIOUR MODIFICATION (12 hr)

B.M: Concept, meaning, application and importance. Stress: Sources and Causes, Stress Management. Work place emotions. Conflict : meaning, types, Models and Resolution Strategy.

Unit-4: ORGANISATIONAL TEAM DYNAMICS (12 hr)

Team: Types, designs, development, norms, roles and cohesiveness.
Team building: Process, types, managing team process.
Team resource, Roles and Responsibilities.
Self Identity Team skills.

Unit-5: ORGANISATIONAL CHANGE (12 hr)

Challenges of change – Pressures for change, types of change, approaches. Resistance to change – individual, group and organizational. Overcoming

Resistance. Promoting change – interpersonal, team and organizational methods.

Text Books:

1. Davis & Newstrom, 1985, Organisational Behaviour, New Delhi, McGraw Hill Publishers, (Unit Chapter - 2.
2. Fred Luthans, 1985, Organisational Behaviour, New Delhi, McGraw Hill Publishers, (Unit 3) Chapter - 3,4,5
3. Prasad L.M. 2000 Organisational Behaviour, New Delhi, Sultan Chand & Sons, (Unit 1 & 5) Chapter - 1, 10, 11
4. Steven Mcshane, Mary Ann Von Glinow, Radha R Sharma, Organisational Behaviour: Emerging Knowledge and Practice for the Real World, TMH.(Unit-5)

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

Semester IV	Code 18PHR4403	Title of the Paper IDC: ORGANISATIONAL BEHAVIOUR												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	5	5	3	4	4	5	5	5	4.6	
CO2	4	4	3	5	5	4	5	4	4	5	5	5	5	4.4	
CO3	4	4	4	5	5	4	4	3	5	4	4	5	5	4.3	
CO4	5	4	5	5	5	5	4	3	4	4	5	5	5	4.3	
CO5	5	4	4	5	5	5	5	3	5	5	5	5	5	4.6	
CO6	5	5	5	5	5	5	5	4	5	4	5	5	5	4.8	
Overall Mean Score for COs														4.5	

Result: The Score for this Course is 4.5 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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**IDC (BS):
BASICS OF TAXATION**

Course Outcomes:

1. Have knowledge of the basic concepts of Income Tax Act, 1961
2. Analyze the components of taxable salary and compute it.
3. Classify the types of house properties and will be able to compute their taxable annual values.
4. Understand the basic concepts of and provisions relating to income from business or profession
5. Understand, classify and compute taxable capital gains
6. Know the income taxable under the head income from other sources and apply the provisions for deductions to and rates of tax and compute the tax.

Unit-I: Introductory concepts to Income Tax (10 hr)

- (A) Basic Concepts of income tax- Incomes exempted from Tax Under Section 10 - Previous Year, Assessment Year, Persons, Assessee,
(B) Residential status and Incidence of Tax.

Unit-II: Taxable Salary income (15 hr)

- (A) Components of Salary – allowances – Perquisites
(B) Salary - Allowances - HRA-Educational & Hostel Allowance- Valuation of rent free accommodation-Deductions U/Sec 18- Computation of Taxable salary.

Unit-III: Income from House property (12 hr)

- (A) Meaning of GAV and NAV - Types of House Properties - Deductions u/s 24 –
(B) Computation of Income from House Property.

Unit-IV: Income from business and Profession (12 hr)

Business Income - inadmissible expenses- allowable expenses –
Computation of Income from profession.

Unit-V: Capital gain (11 hr)

- (A) Capital Gain - Cost of Acquisitions - Cost of improvement - Long Term and Short Term Capital Gain
(B) Computation of Capital Gain - Computation of Income from other Sources.

(A) in each unit: OOC based learning

Text book:

1. Reddy TS and Hari Prasad Reddy Y, “Income Tax Theory, Law and Practices”, Margham Publications, Chennai.

Books for References:

1. Dr. Vinod K Singhania, “Students Guide to Income Tax”, Taxmann Publications Pvt. Ltd., New Delhi, (Latest Edition).
2. Bagavathi Prasad, Direct Taxes, WishwaPrakashan, New Delhi, (Latest Edition).
3. Mariyappa, Income Tax, Himalaya Publication House Pvt. Ltd, New Delhi.

Theory 20%; Problems 80%

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

Semester III	Code 18PCO3402	Title of the Paper IDC (BS): BASICS OF TAXATION												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	2	3	2	2	3	3	4	3	3	3	4	4	3.07	
CO2	4	3	3	3	3	4	4	3	3	4	4	4	4		
CO3	4	3	3	2	3	3	4	4	4	4	4	4	4	3.53	
CO4	4	3	3	3	3	3	4	4	3	3	3	4	4	3.53	
CO5	4	3	3	3	3	4	3	4	4	4	4	4	4	3.61	
CO6	5	4	4	4	4	4	4	3	4	3	4	4	4	3.84	
Overall Mean Score for COs															3.49

Result: The Score for this Course is 3.4 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs =	Total of Values Total No. of POs & PSOs	Mean Overall Score for COs =		Total of Mean Scores Total No. of COs

Semester IV
18PCO4114

Hours/Week: 7
Credits : 4

ADVANCED FINANCIAL MANAGEMENT

Course Outcomes:

1. Understand the concept of Finance and its fundamentals.
2. Elucidate the concept of working capital and its management.
3. Identify different sources of finance.
4. Calculate the cost of capital of different sources of funds.
5. Recognise the impact of capital structure on shareholder's wealth.
6. Appreciate the need and importance of short term liquidity.
7. Choose appropriate long term capital expenditure decisions.
8. Acquire the knowledge of different dividend policies and their impacts.

Unit-I: Financial Management and Cost of Capital (18 hr)

- (A) (OOC based learning) Concept and nature of Financial Management – Finance functions – Goals of financial management – Profit maximization – Wealth maximization. Importance of financial management. Factors affecting financial decisions.
- (B) Cost of capital and its significance. Types of cost of capital – Calculation of cost of specific funds - Calculation of weighted average cost of capital..

Unit-II: Capital Structure and Leverages (18hr)

Capital Structure – meaning. Features of an appropriate capital structure. Factors affecting capital structure –EBIT and EPS analysis. Capital structure Theories. Leverages – meaning – Financial leverage, Operating leverage – Combined leverage

Unit-III: Capital Budgeting (18 hr)

Concept of capital budgeting – Capital Expenditure budget – Importance and nature of capital budgeting decisions– Rationale - Types of capital investment decisions, factors affecting capital investment decisions. Capital Budgeting appraisal methods – Pay back method –Net Present Value method – Accounting Rate of Return methods. Risk analysis in Capital budgeting – Concept of Risk- General techniques and quantitative technique of risk assessment.

Unit-IV: Working Capital Management (18 hr)

Working capital management – Concept of working capital – Need and importance of working capital. Working capital planning and working capital

financing. Managing components of working capital - Cash management - Receivables Management–Inventory Management. Determinants of working capital.

Unit-V: Dividend Policy (18 hr)

Dividend Policy – Factors affecting dividend policy – Dividend Payout Methods . Dividend Theories – Walter’s model – Gordon’s model – Modigliani Miller model

Text Book:

1. S.N. Maheshwari, Financial Management- Principles and Practice, Sultan Chand & Sons, New Delhi

Books for References:

1. I. M. Pandey, Financial Management, Vikas Publishing House, New Delhi.
2. M.Y.Khan and P.K.Jain, (2007), Financial Management, Tata McGraw Hill, New Delhi.
3. Brealey and Myers, (1985), Principles of Corporate Finance, Tata McGraw Hill, New Delhi.
4. Prasanna Chandra, (2008), Financial Management Theory and Practice - Tata McGraw Hill, New Delhi.
5. John Hampton, Financial Management, Vikas Publishing House, New Delhi

Theory 40%; Problems 60%

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

Semester IV	Code 18PCO4114	Title of the Paper ADVANCED FINANCIAL MANAGEMENT										Hours 7	Credits 4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	3	3	3	3	3	3	3	5	3	3	5	3	3.22
CO2	3	3	3	4	3	3	3	3	5	3	3	5	3	3.27
CO3	3	3	3	4	3	3	3	3	5	3	3	5	3	3.27
CO4	3	3	3	5	3	3	3	3	5	3	3	5	3	3.27
CO5	3	3	3	5	3	3	3	3	5	3	3	5	3	3.27
CO6	3	3	3	4	3	3	3	3	5	3	3	5	3	3.27
CO7	3	3	3	4	3	3	3	3	5	3	3	5	3	3.27
CO8	3	3	3	4	3	3	3	3	5	3	3	5	3	3.27
Overall Mean Score for COs														3.26

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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BUSINESS ETHICS

Course Outcomes:

1. Understand the various types and theories of ethics.
2. Apply ethics in the area of Human Resource Management.
3. Realize ethical issues pertaining to the field of marketing.
4. Familiarize with the ethical issues in financial services provided by various bodies
5. Grasp how the Corporate firms are Socially Responsible towards society and nature/environment.
6. Adopt and follow ethical principles in business activities as a responsible person.

Unit-I: Introduction to Business Ethics (18 hr)

Introduction to Business Ethics Concepts, and Theories of Business Ethics- Meaning Definition and Principles of Personal Ethics- Professional ethics- Business Ethics, Management and Ethics-Ethical theories in Relation to Business- Ethical decision making -Benefits from managing Ethics in Organisation - Characteristics of an Ethical Organisation- Recognizing Ethical Organization- Relationship between law and Moral standards.

Unit-II: Human resources management and Ethics (18 hr)

Ethical Issues in Human resources management- Definition- Growth of Human Resource Management – Scope of Human Resources Management- Emerging challenges of HRM-Ethical issues-Discriminations- Suppression of Democratation in work place- Privacy issues- Recruitment and selection – Performance tracking – Privacy issues of computerised Employee records- Electronic surveillance –Safety and health – Performance appraisals –Role of HRM in creating Ethical Organisation - Compensation ethics.

Unit-III: Marketing and Ethics (18 hr)

Ethics in Marketing – Definition, Ethical issues in Marketing Strategy – Ethical Issues in Marketing Mix – Product – Price – Promotion – Place – Process – People -Physical evidence – Ethical issues and Consumerism- Consumer Protection – Consumer Welfare – Consumer delight – Consumer Rights - Ethics in market research.

Unit-IV: Finance and Ethics (18 hr)

Ethical Issues in Finance – Introduction –Significance of Financial Management – Role of Finance Manager – Ethical Issues in financial Market

- Ethical Issues in Financial Services Industry – Frauds in Banks – Measures against Bank Frauds – Frauds in the Insurance Sector – Frauds in Non Life Insurance Sector – Ethics in auditing - Money laundering .

Unit-V: Corporate Social Responsibility (OOC based Learning) (18 hr)

Corporate Social Responsibility – Introduction, Importance of Social responsibility of Business- Definitions of CSR –Models of implementation of CSR – CSR as a business Strategy – Advantages of CSR I- Scope of CSR – Steps to Attain CSR – External Standards on CSR – Ethics and Social responsibility of Business – Environmental Ethics – Environmental Issues in India – Green Initiative – Waste Management .

Text Book:

1. AC Fernando, 2009, 'Business Ethics - An Indian Perspective', Pearson Education, New Delhi.

Books for References:

1. Business Ethics and Corporate Governance, (2003), ICFAI Center for Management Research, Hyderabad.
2. John R Boatright (2009), Ethics and the conduct of Business, Pearson Education (Singapore) Pvt.Ltd, Indian Branch, Delhi.
3. Cyriac K, 2000, "Managerial Ethics and Social Issues — Readings and Cases", Reading material for Business Ethics, XLRI Jamshedpur.
4. Fr. McGrath, (2008), SJ Basic Managerial skills for all, Prentice Hall of India, New Delhi.
5. Davis Keith and Blomstorm, (1987), Business, Society and Environment, Tata McGraw-Hill Ltd., New Delhi.

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

Semester IV	Code 18PCO4115	Title of the Paper BUSINESS ETHICS												Hours 7	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	3	3	3	3	3	3	3	3	4	5	4	4	3.384	
CO2	3	3	3	3	3	4	3	4	3	4	5	4	4	3.538	
CO3	3	3	4	4	3	4	3	4	3	4	5	4	4	3.692	
CO4	3	3	3	3	3	4	4	3	4	5	5	4	4	3.692	
CO5	3	3	3	3	3	4	4	4	4	5	5	5	4	3.846	
CO6	3	3	3	3	3	4	4	3	4	5	5	4	3	3.615	
Overall Mean Score for COs															

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
18PCO4116

Hours/Week: 4
Credits : 2

ADVANCED COMPUTERISED ACCOUNTING

Course Outcomes:

1. Understand the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.
2. Equip with skills of entering transactions in the appropriate accounting vouchers and creation and application of cost centres.
3. Acquaint with creation of inventory masters and use various inventory features.
4. Know to enter transactions with TCS, TDS & GST and Prepare payrolls and budgets.
5. Configure various masters and vouchers and extract accounting and inventory reports.
6. Work in the real time computerized business environment as an accountant or a store keeper.

Unit-I: Concepts of Computerised Accounting (OOC based learning) (6 hr)

Computerized Accounting – meaning – features – components– advantages – disadvantages – architecture of Computerized Accounting - Accounting Packages – kinds of Accounting Packages - Creation, Deletion and alteration of companies – Accounting Features.

Unit-II: Accounting groups, ledgers and Accounting Vouchers (18 hr)

Accounts info - groups - various kinds of groups: Primary and secondary groups - creation, alteration & deletion of Primary and secondary groups - creation, alteration and deletion of ledgers- Vouchers: Types of Accounting vouchers - creation, alteration and deletion of voucher entries. Extraction of Daybook - Trial balance - Profit and loss account - Balance sheet - Configuration : General accounting masters & voucher entries.

Unit-III: Cost centre, Budgets and Statutory features (12 hr)

Introduction to Cost Centre & Cost Category - creation, alteration and deletion of cost category - Creation, alteration and deletion of cost centres- Voucher entries using cost centres - Cost centre class - Budgets – creation, alteration and deletion of budgets - statutory features- TDS - TCS – GST - .Interstate inward and outward supplies in GST, Advance receipts and payment involving GST, Transactions involved GST and Ces Excise Duty.

Unit-IV: Inventory features, masters and Vouchers (12 hr)

Introduction to inventories – Inventory features –Inventory info – creation, alteration and deletion of stock group, stock category, stock item – Godown – Accounting vouchers using stock items – inventory vouchers – Types of inventory vouchers – Purchase order processing – sales order processing – Pure inventory voucher entries.

Unit-V: Payroll, Bill wise details and Reports (12 hr)

Payroll – bill wise details – interest calculation – multi currency— accounting reports – inventory reports- Statutory reports.

Text Book

1. AK Nadhani, (2008), Simple Tally 9, BPB Publications, Chennai.

References

1. Vishnu P. Singh (2010), “Tally. Erp 9”, Computech Publications Ltd., New Delhi.
2. Nadhani A.K and Nadhani K.K. (2005), ‘Implementing Tally’, BPB Publications, New Delhi.
3. Srinivasa Valaban (2006), Computer applications in Business, Sultan & Sons, New Delhi.

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

Semester IV	Code 18PCO4116	Title of the Paper ADVANCED COMPUTERISED ACCOUNTING										Hours 4	Credits 2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	4	4	5	4	4	5	4	5	4	4	3	5	4	4.230
CO2	4	4	5	5	3	5	4	5	4	4	4	5	4	4.307
CO3	5	4	5	5	4	4	4	5	4	4	4	5	4	4.384
CO4	4	4	5	4	4	5	5	5	4	5	3	4	4	4.307
CO5	5	5	5	5	4	4	4	5	4	4	4	5	4	4.461
CO6	5	4	5	4	4	4	4	5	4	5	4	5	4	4.384
Overall Mean Score for COs														4.345

Result: The Score for this Course is 4.3 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester IV
18PCO4117

Hours/Week: 2
Credits : 2

**SOFTWARE LAB FOR
ADVANCED COMPUTERISED ACCOUNTING**

Course Outcomes:

1. Create, alter and delete companies and groups.
2. Extract profit and loss account and balance sheet through ledger account balances and adjustment entries.
3. Pass entries for transactions in accounting vouchers with or without stock items.
4. Pass entries for transactions requiring special features such as TDS, GST, TCS, Cost centers and Payrolls.
5. Carry out order processing and maintain accounting records along with inventory records and generate reports.
6. Work as an accountant or a storekeeper in the computerized environment of business organizations.

Exercises

1. Creation, alteration and deletion of companies and user defined Accounting groups.
2. Creation, alteration and deletion of ledgers and Final accounts and Balance sheet preparations.
3. Voucher entries in double entry mode.
4. Voucher entries in single entry mode.
5. Voucher entries using Cost Centres and Cost Categories.
6. Creation and alteration of budgets and variance analysis.
7. Voucher entries Applying GST, TDS and TCS.
8. Creation, alteration and deletion of inventory masters & Accounting voucher entries using stock items.
9. Order processing and voucher entries using accounting and inventory vouchers.
10. Payroll preparation and applying TDS and TCS.
11. Voucher entries using bill wise details, interest calculation and multiple currencies.
12. Generation of Accounting and Inventory Reports.

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

Semester IV	Code 18PCO4117	Title of the Paper SOFTWARE LAB: ADVANCED COMPUTERISED ACCOUNTING													Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	4	4	4	5	4	4	4	4	3	4	5	5	4.076		
CO2	4	3	4	4	5	4	3	4	4	3	4	5	4	3.923		
CO3	4	4	3	4	5	4	4	4	3	4	4	5	4	4.000		
CO4	5	5	5	5	5	5	4	5	5	5	5	5	5	4.923		
CO5	4	5	4	5	4	5	5	4	5	4	5	4	5	4.538		
CO6	5	4	5	4	4	4	4	4	5	4	5	4	5	4.384		
Overall Mean Score for COs															4.327	

Result: The Score for this Course is 4.3 (High Relationship)

Note:

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

Values Scaling:

$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		$\text{Mean Overall Score for COs} = \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
18PCO4118

Hours/Week: 6
Credits : 4

INTELLIGENCE FOR EXCELLENCE

Course Outcomes:

1. Learn various types of intelligence necessary for excellence.
2. Achieve excellence in terms of their personal and professional life.
3. Be aware of the interrelatedness of human beings and society.
4. Develop higher consciousness to excel.
5. Understand the business environment required for excellence.
6. Have some awareness of self, society and others.

Unit-I: Self Intelligence: (17 hr)

Intelligence: Definition and Meaning – Intelligence cycle –Major theories of Intelligence; Self Intelligence: Personality - Strategic thinking - Lateral Thinking; Emotional Intelligence: Self awareness - Motivation – Self regulation- Social awareness – Empathy - Decision making: meaning, methods, types and steps in making effective decision making

Unit-II: Multiple Intelligence (14 hr)

Multiple Intelligence: Meaning and types of Multiple intelligence; Successful Intelligence: Meaning and types of Successful Intelligence: Creative Intelligence, Practical Intelligence Analytical Intelligence.

Unit-III: Interpersonal and Implementation intelligence: (17 hr)

Interpersonal intelligence: Definition, Meaning and development of interpersonal intelligence – Interpersonal intelligence and career advancement; Negotiation: Definition and meaning – Principles involved in negotiation – methods of negotiation; Conflict: Definition and meaning – sources of conflicts – types of conflicts - conflict management; Change: Definition and meaning- Theories of change – Types of change – Handling of change – Balancing work and Life

Unit-IV: Social and Spiritual intelligence (15 hr)

Social Intelligence: Meaning and Dimensions of Social Intelligence: Situation – Presence – Authenticity – Clarity-Empathy; Spiritual Intelligence: Meaning – Competencies and skills of spiritual intelligence

Unit-V: Environmental Intelligence: (OOC based Learning) (12 hr)

Understanding and caring of Natural Resources: Food, Land, Forest, Mineral, Water and Energy; Pollution: Types: Air Pollution, Water Pollution, Noise

Pollution, Thermal and Radiation; Specific Absorption Rate (SAR) values; Issues affecting environment: Population growth – Deforestation- Globalization - Sustainable development: meaning, process, concrete action plans for sustainability.

Text books:

1. Karl Albrecht., “Social Intelligence” (2006) Published by John Wiley & Sons
2. Robert J Sternberg., “Successful Intelligence” (2000) Magna Publishing Co Ltd

Books for References:

1. Daniel Goleman., “Emotional Intelligence” (1995) Bantom Books
2. Department of Foundation Courses: “Environmental Studies”, (2015) St Joseph’s College
3. Dorathy A Sisk., and Dr Paul Torrence “Spiritual Intelligence” Creative Education Foundation

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

Semester IV	Code 18PCO4118	Title of the Paper INTELLIGENCE FOR EXCELLENCE												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	4	4	3	3	3	4	4	4	4	4	3.69	
CO2	4	3	4	4	4	4	4	3	3	4	4	4	4	3.77	
CO3	3	4	3	4	4	4	4	3	3	4	4	4	3	3.62	
CO4	4	4	4	4	3	4	4	4	4	3	3	3	3	3.46	
CO5	3	4	4	4	3	4	4	3	4	3	4	4	3	3.62	
CO6	4	4	4	3	4	3	3	3	4	4	5	4	4	3.62	
Overall Mean Score for COs														3.63	

Result: The Score for this Course is 3.6 (High Relationship)

Note:

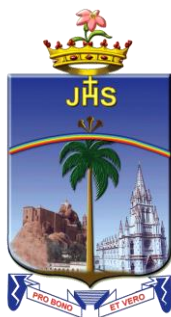
Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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B.Com
LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE
WITH CHOICE BASED CREDIT SYSTEM (CBCS)



DEPARTMENT OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES
St.JOSEPH'S COLLEGE (AUTONOMOUS)

Special Heritage Status Awarded by UGC
Accredited at A⁺⁺ Grade (IV Cycle) by NAAC
College with Potential for Excellence by UGC
DBT-STAR & DST-FIST Sponsored College
Tiruchirappalli - 620 002, Tamil Nadu, India

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

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

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

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

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

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

Human excellence in specialized areas

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

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

Credit system:

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

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

OUTCOME-BASED EDUCATION (OBE)

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

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

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

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

Some important aspects of the Outcome Based Education

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

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

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

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

Programme Specific Outcomes (PSOs):

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

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

Some important terminologies repeatedly used in LOCF.

Core Courses (CC)

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

Discipline Specific Elective Courses (DSE)

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

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

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

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

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

Generic Elective Courses

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

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

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

(open to the students of other Departments)

The Ability Enhancement Courses (AEC)

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

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

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

Skill Enhancement Courses (SECs)

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

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

There are four courses under this category

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

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

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

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

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

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

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

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

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

Undergraduate Programme:

Programme Pattern:

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

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

Part-II : General English

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

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

Part-V: Outreach Programme (SHEPHERD).

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

Value Education Courses:

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

Course Code Fixation UG

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

21	UXX	N	N	XX	NN/NNX
Year of Revision	UG Dept 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)

EXAMINATION

Continuous Internal Assessment (CIA):

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

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective and Descriptive elements; with the existing question pattern PART-A; PART-B; PART-C and PART D.
2. One of the CIA Component II/III for UG & PG will be of 15 marks and compulsorily a online objective multiple choice question type.
3. The online CIA Component must be conducted by the Department / faculty concerned at a suitable computer centre.
4. The 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 parts
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

WEIGHTAGE of K – LEVELS IN QUESTION PAPER

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

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

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

Continuous Internal Assessment

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

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

SEMESTER EXAMINATION – for Quantitative Papers							
DURATION: 3. 00 Hours				Max Mark : 100			
K- LEVELS	K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS							
SECTION –A (One Mark, No choice) Two questions from each unit (10x1=10)	10						10
SECTION-B (Either/or type) (6-Marks) One question from each unit (5x6=30)		3	2				30
SECTION-C (4 out of 5) (15 Marks) One question from each unit (4x15=60)			1		3		60
Total	10	18	27		45		100

B.Com & M.Com MID/END TEST (Quantitative Papers)							
DURATION: 2. 00 Hours.				Max Mark : 60			
K- LEVELS	K1	K2	K3	K4	K5	K6	Total Marks
SECTION							
SECTION –A One Mark, No choice (9x 1 =9)	9						9
SECTION-B Either/or type (5 - Marks) (3x5=15)		10	5				15
SECTION-C 3 out of 4 (12 Marks) (3x12=36)			12		24		36
Total	9	10	17		24		60

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:

$\text{GPA} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$	$\text{WAM (Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$
<p>Where,</p> <p style="margin-left: 40px;">C_i is the Credit earned for the Course i G_i is the Grade Point obtained by the student for the Course i M_i is the marks obtained for the course i and n is the number of Courses Passed in that semester.</p>	

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

CLASSIFICATION OF FINAL RESULTS:

- i) For each of the first three parts, there shall be separate classification on the basis of CGPA, as indicated in Table-2.
- ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/Excellent/Very Good/Good/Above Average/Average, the marks and the corresponding CGPA earned by the candidate in Part-III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in the all the Five parts of the Programme.
- iii) Grade in Part –IV and Part-V shall be shown separately and it shall not be taken into account for classification.
- iv) A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.
- v) Absence from an examination shall not be taken an attempt.

Table-1: Grading of the Courses

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

Table-2: Final Result

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

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

Declaration of Result

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

VISION

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

MISSION

- Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.
- Nurturing comprehensive learning and best practices through innovative and value-driven pedagogy.
- Contributing significantly to Higher Education through Teaching, Learning, Research and Extension.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

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

PROGRAMME OUTCOMES (POs)

1. Graduates will be able to comprehend the concepts learnt and apply in real life situations with analytical skills.
2. Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher Education.
3. Graduates with acquired knowledge of modern tools communicative skills and will be able to contribute effectively as team members.
4. Graduates are able to read the signs of the time analyze and provide practical solutions.
5. Graduates imbued with ethical values and social concern will be able to understand and appreciate social harmony, cultural diversity ensure sustainable environment.

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion of the Programme, the Under Graduates will be able to;

1. Describe and demonstrate the concepts relating to business, accounting, finance, economics, management, law and taxation through the use of ICT tools.
2. Apply and integrate finance & accounting skills, entrepreneurship & managerial skills, analytical skills leadership skills, investment skills, computing skills and digital skills for real time problem solving.
3. Analyse, Interpret and present comprehensive business, financial and accounting reports, individually and in teams.
4. Compare and contrast the conventional and contemporary business trends to develop innovative business models in sync with ethics and social responsibility.
5. Assess ethical values to appreciate and promote social harmony and environmental sustainability through holistic skills obtained.

B.COM						
PROGRAMME STRUCTURE						
Part	Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
I	1-IV	Languages (Tamil / Hindi/ French/ Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	I –VI	Core course: Theory	14	77	48	82
	I –VI	Core course: Practical	-	-	-	
	I-IV	Core course: Allied/(Practical)	4	21	13	
	V-VI	Discipline Specific Elective	4	20	12	
	VI	Project Work	1		2	
	V	Self-Paced Learning	1	--	2	
	V	Field study/ Industrial visit/ Case study	1		1	
	V	Internship	1	-	2	
	VI	Comprehensive Exam	1	--	2	
	II, III ,V	Extra Credit courses (MOOC)	(3)	--	(6)	(6)
IV	V,VI	Generic Elective	2	8	6	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/NCC	-	-	-	4
		Total		180		130(6)

B.COM								
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	General French-I					
		21UHI11GL01	General Hindi-1					
		21USA11GL01	General Sanskrit-I					
	2	21UEN12GE01	General English-I	5	3	100	100	100
	3	21UCO13CC01	Financial Accounting-I	8	4	100	100	100
	3	21UCO13CC02	Business Organisation and Management	6	3	100	100	100
	3	21UCO13AC01	Allied-1: Business Economics and Environment	5	4	100	100	100
	4	21UHE14VE01	Essentials of Humanity	2	1	50	50	50
4	21UEN14AE01	AECC-1: Communicative English	(6)	4	100	-	100	
Total				30	22			
II	1	21UTA21GL02	General Tamil - II	4	3	100	100	100
		21UFR21GL02	General French-II					
		21UHI21GL02	General Hindi-II					
		21USA21GL02	General Sanskrit-II					
	2	21UEN22GE02	General English-II	5	3	100	100	100
	3	21UCO23CC03	Financial Accounting-II	5	3	100	100	100
	3	21UCO23CC04	Modern Banking	4	3	100	100	100
	3	21UCO23CC05	TallyPrime	4	2	100	100	100
	3	21UCO23AC02	Allied-2: Marketing Management	4	4	100	100	100
	4	21UHE24VE02	Techniques of Social Analysis: Fundamentals of Human Rights	2	1	50	50	50
	4	21UHE24AE02	AECC-2: Environmental Studies	2	2	50	50	50
			Extra Credit Courses (MOOC) – 1	-	(2)			
Total				30	21 (2)			
III	1	21UTA31GL03	General Tamil - III	4	3	100	100	100
		21UFR31GL03	General French-III					
		21UHI31GL03	General Hindi-III					
		21USA31GL03	General Sanskrit-III					
	2	21UEN32GE03	General English-III	5	3	100	100	100
	3	21UCO33CC06	Corporate Accounting	6	4	100	100	100
	3	21UCO33CC07	Business & Corporate Laws	5	3	100	100	100
	3	21UCO33AO03A	Allied Optional: Elements of Mathematics	6	4	100	100	100
	3	21UCO33AO03B	Allied Optional: Business Mathematics					
	4	21UCO34SE01A	SEC-1: (WD): GST Filing	2	1	100	-	100
		21UCO34SE01B	SEC-1: Digital Marketing Skills					
		21UCO34SE01C	SEC-1: Stock Trading					
	4	21UHE34VE03A	Professional Ethics–I: Social Ethics-I	2	1	50	50	50
		21UHE34VE03B	Professional Ethics -I: Religious Doctrine-I					
		Extra Credit Courses (MOOC)-2	-	(2)				
Total				30	19 (2)			
IV	1	21UTA41GL04C	Commercial Tamil (SMS)	4	3	100	100	100
		21UFR41GL04	General French-IV					
		21UHI41GL04	General Hindi-IV					

		21USA41GL04	General Sanskrit-IV					
	2	21UEN42GE04	General English-IV	5	3	100	100	100
	3	21UCO43CC08	Financial Management	6	4	100	100	100
	3	21UCO43CC09	Financial System and Services	5	3	100	100	100
	3	21UCO43AO04A	Allied Optional: Elements of Statistics	6	4	100	100	100
		21UCO43AO04B	Allied Optional: Business Statistics					
	4	21UCO44SE02A	SEC-2: (BS): Personal Finance Management	2	1	100	-	100
		21UCO44SE02B	SEC-2: (BS): Marketing Skills					
		21UCO44SE02C	SEC-2: (BS): Event Planning and Management					
	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	21UCO53CC10	Cost Accounting	6	4	100	100	100
	3	21UCO53CC11	Auditing & Corporate Governance	4	2	100	100	100
	3	21UCO53CC12	Business Valuation and Analysis	4	2	100	100	100
	3	21UCO53ES01A	DSE-1: Advanced Financial Management	5	3	100	100	100
		21UCO53ES01B	DSE-1: Human Resource Management					
		21UCO53ES01C	DSE-1: Consumer Behaviour and Marketing Research					
	3	21UCO53ES02A	DSE-2: Financial Reporting and Analysis	5	3	100	100	100
		21UCO53ES02B	DSE-2: Labour Laws					
		21UCO53ES02C	DSE-2: Advertisement and Sales Promotion					
	3	21UCO53IS01	Internship	-	2	100	-	100
	3	21UCO53SP01A	Self-Paced Learning: Social Networking Services	-	2	50	50	50
		21UCO53SP01B	Innovation Management					
		21UCO53SP01C	Commerce for Competitive Examination					
	3	21UCO53FV01	Field Study Industrial Visit Case Study	-	1	100	-	100
	4	21USS54SE03	SEC-3: Soft Skills	2	1	100	-	100
	4	21UCO54EG01A	GE-1: Computerised Accounting	4	3	100	100	100
		21UCO54EG01B	GE-1: Basics of Excel					
		21UCO54EG01C	GE-1: Personal Investment Planning					
			Extra Credit Courses (MOOC)-3	-	(2)			
Total				30	23 (2)			
VI	3	21UCO63CC13	Management Accounting	7	4	100	100	100
	3	21UCO63CC14	Income Tax Law and Practice	7	4	100	100	100
	3	21UCO63ES03A	DSE-3: Insurance Management	5	3	100	100	100
		21UCO63ES03B	DSE-3: Organisational Behaviour					
		21UCO63ES03C	DSE-3: Retail Management					
	3	21UCO63ES04A	DSE-4: Financial Analytics	5	3	100	100	100
		21UCO63ES04B	DSE-4: HR Analytics					
		21UCO63ES04C	DSE-4: Marketing Analytics					
	3	21UCO63PW01	Project Work	-	2	100	100	100
	3	21UCO63CE01	Comprehensive Examination	-	2	50	50	50
		21UCO64SE04A	SEC-4 (WS): MSMEs	2	1	100	-	100

		21UCO64SE04B	SEC-4 (WS): Digital Banking					
		21UCO64SE04C	SEC-4 (WS): Relationship Marketing					
	4	21UCO64EG02A	GE-2: Rural Marketing	4	3	100	100	100
		21UCO64EG02B	GE-2: Entrepreneurship Development					
		21UCO64EG02C	GE-2: Digital Marketing					
Total				30	22			
	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	21UTA44SE02B	திரைப்படத் திறனாய்வும் குறும்பட உருவாக்கம்	2	1	100	-	100
SMS							
Commerce	21UCO44SE02A	Personal Finance Management	2	1	100	-	100
Commerce	21UCO44SE02B	Marketing Skills	2	1	100	-	100
Commerce	21UCO44SE02C	Event Planning and Management	2	1	100	-	100
Economics	21UEC44SE02	Financial Economics	2	1	100	-	100
BBA	21UBU44SE02A	Entrepreneurial Skills Enhancement	2	1	100	-	100
BBA	21UBU44SE02B	Practical Stock Trading	2	1	100	-	100
CommerceCA	21UCC44SE02	Practical Banking in India	2	1	100	-	100
SPS							
Chemistry	21UCH44SE02A	Health Chemistry	2	1	100	-	100
Chemistry	21UCH44SE02B	Industrial Chemistry	2	1	100	-	100
Physics	21UPH44SE02A	Weather Physics	2	1	100	-	100
Physics	21UPH44SE02B	Electrical Wiring	2	1	100	-	100
Electronics	21UEL44SE02	PC Assembling and Servicing	2	1	100	-	100

GENERIC ELECTIVE -1: 5 th Semester							
Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments)							
Course Details					Scheme of Exams		
Offering Department	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
SBS							
Botany	21UBO54EG01	Landscape Designing	4	3	100	100	100
SCS							
Computer Science	21UCS54EG01	Ethical Hacking	4	3	100	100	100
Mathematics	21UMA54EG01	Mathematics for Competitive Examinations	4	3	100	100	100
Statistics	21UST54EG01	Actuarial Statistics	4	3	100	100	100
Information Technology	21UBC54EG01	Fundamentals Of Data Science	4	3	100	100	100
SLAC							
English	21UEN54EG01	Film Studies	4	3	100	100	100
History	21UHS54EG01	Tamil Heritage and Culture	4	3	100	100	100
Tamil	21UTA54EG01	தமிழிலயக்கத்தில் மனித உரிமைகள்	4	3	100	100	100
SMS							
Commerce	21UCO54EG01A	Computerised Accounting	4	3	100	100	100
Commerce	21UCO54EG01B	Basics of Excel	4	3	100	100	100
Commerce	21UCO54EG01C	Personal Investment Planning	4	3	100	100	100
Economics	21UEC54EG01	Principles of Economics	4	3	100	100	100
Commerce CA	21UCC54EG01	E-commerce and E Business Management	4	3	100	100	100
BBA	21UBU54EG01A	Global Supply Chain Management	4	3	100	100	100
BBA	21UBU54EG01B	Start – Ups and Small Business Management	4	3	100	100	100
SPS							
Chemistry	21UCH54EG01A	Chemistry for Competitive Examinations	4	3	100	100	100
Chemistry	21UCH54EG01B	Everyday Chemistry	4	3	100	100	100
Physics	21UPH54EG01A	Everyday Physics	4	3	100	100	100
Physics	21UPH54EG01B	Renewable Energy Physics	4	3	100	100	100
Electronics	21UEL54EG01A	Everyday Electronics	4	3	100	100	100
Electronics	21UEL54EG01B	Wireless Communication	4	3	100	100	100

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

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

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

அலகு - 1

(12 மணிநேரம்)

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

அலகு - 2

(12 மணிநேரம்)

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

அலகு - 3

(12 மணிநேரம்)

- சுரதா - நல்ல தீர்ப்பு
கண்ணதாசன் - ஒரு பாணையின் கதை
அப்துல் ரகுமான் - வீடு
மேத்தா - ஒரே குரல்
இலக்கிய வரலாறு - மூன்றாம் பாகம் - இருபதாம் நூற்றாண்டு
இலக்கியவளர்ச்சி
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 செஞ்சரி புக் ஹவுஸ், சென்னை, முதற்பதிப்பு, 2021

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

Semester	Course code	Title of the Course									Hours	Credits
I	21UTA11GL01	General Tamil - I									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	3	3	3	2	3	2	2.3	
CO-2	2	1	2	2	2	3	2	2	2	2	2.0	
CO-3	2	1	2	2	3	3	3	2	3	2	2.3	
CO-4	1	2	1	2	2	3	2	2	3	2	2.0	
CO-5	1	1	2	2	3	3	3	2	3	2	2.2	
Mean overall Score											2.16	(High)

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

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

Unit – I (12 hours)

TITRE: BONJOUR CA VA?

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

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

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

PRODUCTION ECRITE : Les formules de politesse

Unit – II (12 hours)

TITRE: SALUT ! JE M’APPELLE AGNES

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

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

PRODUCTION ORALE : Comprendre des informations essentielles

PRODUCTION ECRITE : Présentez –vous

Unit - III (12 hours)

TITRE: QUI EST-CE?

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

LEXIQUE : Demander et répondre poliment, les professions

PRODUCTION ORALE : Parler de ses projets

PRODUCTION ECRITE : Ecrire de brefs messages

Unit - IV (12 hours)

TITRE: DANS MON SAC, J’AI?

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

LEXIQUE : Demander des informations personnelles, Quelques objets, la fiche d’identité, les

nombre à partir de 70

PRODUCTION ORALE : Comprendre un message sur un répondeur téléphonique

PRODUCTION ECRITE : Remplir une fiche d'identité

Unit - V

(12 hours)

TITRE:IL EST COMMENT? / ALLO?

GRAMMAIRE : les adverbes interrogatifs, les prépositions de lieu, les verbes du deuxième groupe, le verbe faire

LEXIQUE : Parler au téléphone, décrire quelqu'un, l'aspect physique, le caractère

PRODUCTION ORALE : Un jeu de rôle – la conversation téléphonique

PRODUCTION ECRITE : Décrivez votre aspect physique et votre caractère en quelques lignes

Book for Study

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

Books for Reference

1. J.Girardet and J.Pecher, *Echo AI*, CLE International, 2^eédition, 2017
2. Régine Mérieux and Yves Loiseau, *Latitudes AI*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources

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

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21UFR11GL01		FRENCH – I					4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	1	2	3	2	3	2	1	2	3	2.2
CO–2	3	3	3	2	2	2	1	2	2	3	2.3
CO–3	3	1	2	3	2	3	2	1	2	2	2.1
CO–4	2	2	3	2	1	3	2	1	2	3	2.1
CO–5	3	2	3	2	2	3	2	2	3	2	2.4
Mean overall Score											2.22 (High)

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

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

Unit - I (12 Hours)

Dr. Abdul Kalam

Ling

Kabir Ke Dohe

Baathcheeth - Aspathal mein

Adhikal - Namakarn

Unit - II (12 Hours)

Vachan Badaliye

Thulasi ke Dohe

Adhikal - Samajik Paristhithiyam

Moun Hee Mantra Hai

Unit - III (12 Hours)

Sangya

Soordas ke Pad

Baathcheeth - Hotel mein

Adhikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

Sarvanam

Rahim ke Dohe

Baathcheeth - 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	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
CO-1	remember and Recall words relating to objects.	K1
CO-2	understand classified vocabulary.	K2
CO-3	apply nouns and verbs.	K3
CO-4	analyze different forms of names and verbs.	K4
CO-5	appreciate the good saying of Sanskrit Improve the self-values.	K5

Unit - I (12 Hours)

Samyakthakshatra pada paricaya

Unit - II (12 Hours)

Vartmanakala prayogaha

Unit - III (12 Hours)

Samskruta varathanamanakalaha

Unit - IV (12 Hours)

Shadha priyoghaa aakaarnta ikaraantha ukarantha

Unit - V (12 Hours)

Subhashitani manoharani Dasaslokani

Book for Study

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

Books for Reference

1. Kulapathy , K.M., Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg
Mumbai – 4000 007 2018

2. R.S.Vadhar & Sons , Book – Sellers and publishers , Kalpathi.Palgahat 678003, Kerala South India , Shabdha Manjari 2019
3. Balasubramaniam R, Samskrita Akshatra Siksha , Vangals Publications, 14th Main road JP Nagar , Bangalore – 78

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

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

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

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

Unit-I

(15 Hours)

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

Unit-II

(15 Hours)

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

Unit-III

(15 Hours)

22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds

27. Indefinite Articles
28. Un/Countable Practice
29. Match the Visual
30. Letter Spell-Check
31. Drafting a Letter

Unit-IV

(15 Hours)

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

Unit-V

(15 Hours)

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

Book for Study

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

Books for Reference

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

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

Web Resources

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCO13CC01	CORE-01: FINANCIAL ACCOUNTING – 1	8	4

CO No	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to;	
CO-1	explain accounting concepts, conventions, principles and standards.	K1
CO-2	calculate interest using average due date.	K2
CO-3	prepare financial statements for trading and non-trading concerns under single entry and double entry system.	K3
CO-4	calculate depreciation under various methods.	K4
CO-5	detect the reasons for differences in the balances of Cash book & pass book and reconcile them.	K5

Unit – I (24 Hours)

Meaning and Scope of Accounting - Branches of Accounting – Objectives of Accounting - Accounting Concepts and Equations - Brief outline on Accounting Standards – Classification of Capital and Revenue items - Preparation of Final Accounts - Manufacturing Accounts - Trading Accounts - Profit & Loss Accounts - Balance Sheet – simple Adjustment Entries

Unit – II (24 Hours)

Bills of exchange - Account Current - Average due date - Bank Reconciliation Statement - Favourable and unfavourable balances.

Unit – III (24 Hours)

Accounts of Non -Trading Institutions - Receipt & Payments account – Income & Expenditure Account.

Unit – IV (24 Hours)

Single Entry System - Difference between single entry and double entry system of accounting, Ascertainment of profit, Net worth method- Conversion method

Unit – V (24 Hours)

Depreciation - Meaning – Causes – Difference among Depreciation, Amortization and Depletion - Concept of Depreciation -Methods of providing Depreciation as per Accounting Standards 6 (WDV& SLM) - shifting of method with & without retrospective effect

Book for Study

R.L. Gupta & M. Radhaswamy, “*Financial Accounting*”, Sultan Chand & Sons, New Delhi, 2017

Books for Reference

1. Shukla MC, Grewal TS & Gupta SC, “*Advanced Accounts (Vol. I)*”, S.Chand Company Ltd., New Delhi, 2016.
2. R.L. Gupta & M. Radhaswamy, “*Advanced Accountancy*”, Vol. I, Sultan Chand & Sons, New Delhi, 2017.
3. S.P. Jain & K.L.Narang, “*Advanced Accountancy*”, Volume I, Kalyani Publishers, New Delhi, 2015.
4. Reddy TS and Murthy, *Financial Accounting (2020)*, Margham Publications, Chennai, 2020.

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

Semester	Course code		Title of the Course					Hours		Credits	
I	21UC013CC01		CORE-01: FINANCIAL ACCOUNTING-1					8		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	3	2	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											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCO13CC02	CORE-02: BUSINESS ORGANISATION AND MANAGEMENT	6	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts of business, management and their features.	K1
CO-2	discuss the forms of business organization.	K2
CO-3	interpret the functional areas of business organisation and management.	K3
CO-4	analyze the processes involved in decision making and organizing.	K4
CO-5	explain the traditional and modern theories of business management.	K4

Unit - I (18 Hours)

Introduction to Business -Definition of Business – Objectives of modern business – Essential Characteristics of Business – Business Vs Profession – Qualities of a Successful businessman – Promotion of a Business Enterprise - Stages in promotion - problems in promotion of business.

Unit - II (18 Hours)

Forms of Business Organisation – Sole Trader – Partnership – Joint Stock Companies – Public Utilities – Public Enterprises – The Co-operative Organization – LLP and One person Company.

Unit - III (18 Hours)

Introduction to Management - Nature- process and significance of Management, Managerial roles - Functions and functional areas of management. Major Theories of Management: Scientific Management (F. W. Taylor), Administrative Management (Henri Fayol), Behavioural Theory (Elton Mayo) Planning: Meaning – process - types and importance of planning.

Unit - IV (18 Hours)

Decision making – meaning and process - Management by Objectives (MBO); Management by Exception (MBE) Organizing: Meaning - nature – process - significance - Authority and responsibility relationships - Centralization and decentralization.

Unit - V (18 Hours)

Directing - Principles and Techniques Controlling: Process and Methods - Coordination: Concept, Techniques, and Barriers.

Note: Every unit will be discussed with relevant case studies.

Books for Study

1. Bhushan YK, *Fundamentals of Business Organisation and Management*, Sultan Chand and Sons, New Delhi, 2018.
2. Pravin Durai, *Principles of Management*, Pearson Education, New Delhi, 2019.

Books for Reference

1. MC Shukla, *Business Organization and Management*, S.Chand and Company Limited, New Delhi, 2016.
2. Dinkar Pagare, *Business Management*, Sultan Chand & Sons, New Delhi, 2017.
3. Tapash Ranjan Saha, *Business Organization*, Tata McGraw-Hill, New Delhi, 2017.
4. Prasad LM, *Principles & Practice of Management*, Sultan Chand & Sons New Delhi, 2017.
5. Drucker Peter F, *Practice of Management*, Harper Collins Publishers of India Ltd., New Delhi, 2017.

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

Semester	Course code		Title of the Course						Hours		Credits	
I	21UCO13CC02		CORE-02: BUSINESS ORGANISATION AND MANAGEMENT						6		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	3	3	3	3	3	2	2	1	2.5	
CO-2	3	3	2	2	2	3	2	2	2	1	2.3	
CO-3	3	3	3	2	2	2	2	2	2	2	2.3	
CO-4	2	3	3	3	3	2	3	2	3	2	2.6	
CO-5	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	Credits
I	21UCO13AC01	ALLIED-1: BUSINESS ECONOMICS AND ENVIRONMENT	5	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recognise various economic theories, concepts and their contribution to managerial functions.	K1
CO–2	explain inflation and international business environment.	K2
CO–3	interpret economic environment, policies and reforms.	K3
CO–4	differentiate exiting market structure and their pricing strategies.	K4
CO–5	compare Income and consumer demand.	K4

Unit - I (18 Hours)

Business Economics: Meaning – Definition - Scope and Nature – Concepts applied in Business Economics - Contribution of Economics to managerial functions - Micro and Macro economics applied to business environment Role and responsibilities of business economists. The Economic System: Capitalism & Mixed Economic System.

Unit - II (18 Hours)

Analysis of demand: Meaning of demand – the basis of consumer demand – Utility – Total Utility - Marginal Utility - Law of Diminishing Marginal Utility – Cardinal and Ordinal Concept of Utility – Law of Demand - Shift in demand curve - Meaning and nature of indifference curve - Shift in indifference curve and properties of indifference curve – Consumer equilibrium – Effect of change in price & consumption - Income & Consumer demand and substitution & Price changes.

Unit - III (18 Hours)

Supply and Production: Meaning of Supply – Determinants - Law Schedule and supply curve elasticity of supply - Production - Function- Laws of Production – Iso-Quants – Pricing - Market structure and pricing decision – Pricing under perfect competition – Characteristic and Price determination – Monopoly – Kinds – Causes – Price Output Decision and price discrimination - Monopolistic competition – Price output decision in short and Long run – Equilibrium - Oligopoly – Definition - Sources and characteristics – Price rigidity and Price Leadership.

Unit - IV (18 Hours)

Economic Environment to Business: Significance and elements of economic environment; Economic System and Business environment; Economic Planning in India; Government Policies Industrial Policies fiscal Policy, Monetary policy, EXIM Policy–Economic reforms, liberalization and structural adjustment programmes.

Unit - V**(18 Hours)**

Inflation and International Environment: Inflation - Business Cycle – Balance of Trade and Balance of Payment – Multinational Corporations [MNCs] – Foreign collaborations and Indian business – NRIs and corporate sector, International economic institutions, WTO, World Bank, IMF, Foreign Trade Policy, Demonetization and its impact in India – Technological Environment in India.

Book for Study

Sundaram KPM & Sundaram, *Business Economics*, Sultan Chand & Sons, New Delhi, 2017.

Books for Reference

1. Shankaran, *Business Economics*, Margham Publications, Chennai, 2018.
2. Drivedi DN, *Managerial Economics*, Vikas Publishing House Pvt Ltd, New Delhi, 2016.
3. Cherunilam, Francis, *Business Environment*, Himalaya Publishing House, New Delhi, 2018.

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

Semester	Course code		Title of the Course						Hours	Credits	
I	21UCO13AC01		ALLIED-1: BUSINESS ECONOMICS AND ENVIRONMENT						5	4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	2	2	2	3	2	1	2	2.0
CO-2	2	2	2	2	3	3	2	2	1	2	2.1
CO-3	2	2	3	2	2	2	2	3	2	3	2.3
CO-4	2	3	2	2	3	2	3	2	1	3	2.3
CO-5	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	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, Tiruchirappalli-02, 2021.

Books for Reference

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

Web Sources:

<http://livingvalues.net>. Accessed 05 Mar. 2021.

<https://www.apa.org/topics/personality#>. Accessed 05 Mar. 2021.

<https://www.peacecorps.gov/educators/resources/global-issues-gender-equality-and-womens-empowerment/>. Accessed 05 Mar. 2021.

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

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

அலகு - 1

(12 மணிநேரம்)

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

அலகு - 2

(12 மணிநேரம்)

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

அலகு - 3

(12 மணிநேரம்)

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

அலகு - 4

(12 மணிநேரம்)

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

அலகு - 5

(12 மணிநேரம்)

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

பாடநூல்கள்:

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

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

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

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

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

Unit - I (12 hours)

TITRE:LES LOISIRS

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

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

PRODUCTION ORALE : parler sur votre passe-temps

PRODUCTION ECRITE : décrire sa journée

Unit -II (12 hours)

TITRE:LA ROUTINE

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

LEXIQUE : exprimer ses goûts et ses préférences, le temps, l’heure, la fréquence

PRODUCTION ORALE : savoir comment dire l’heure

PRODUCTION ECRITE : écrire vos préférences en quelques lignes

Unit - III (12 hours)

TITRE:OU FAIRE SES COURSES?

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

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

PRODUCTION ORALE : faire des courses pour une soirée

PRODUCTION ECRITE : écrire un message en acceptant l’invitation

Unit - IV (12 hours)

TITRE:DECOUVREZ ET DEGUSTEZ

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

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

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

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

Unit - V**(12 hours)****TITRE:**TOUT LE MONDE S'AMUSE/ LES ADOS AU QUOTIDIEN**GRAMMAIRE :** les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé composé, les verbes en –yer, voir et sortir**LEXIQUE :** connaître les marques connues sur les vêtements, les sorties, situer dans le temps, les vêtements et les accessoires**PRODUCTION ORALE :** décrire une tenue**PRODUCTION ECRITE :** écrire une lettre amicale, une carte postale**Book for Study**P.Dauda,L.Giachino and C.Baracco, *Generation AI*, Didier, Paris 2016.**Books for Reference**

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

Web Resources

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

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

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

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

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

Unit - I (12 Hours)

Kafan
Letter Writing - Chutti Patra
Bakthikal - Namakarn
Sarkari kariyalayom ka naam

Unit - II (12 Hours)

Baathcheeth - Dookan mein
kriya
Letter Writing - Rishthedarom ko patra
Bakthikal - Samajik Paristhithiyam

Unit - III (12 Hours)

Vah Thodthi patthar
Adverb
Letter Writing - Naukari keliye Avedan Patra
Bakthikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

Mukthi
Samas
Letter Writing - Kitab Maangne Keliye Patra
Bakthikal - Salient Features, Main Division

Unit - V**(12 Hours)**

Anuvad - 2

Sandhi

Letter writing - Nagarpalika ko Patra

Bakthikal - Visheshathayem

Books for Study

1. Viswanath Tripathy, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi, 2018.

Unit-I Chapter 1

2. M.kamathaprasad Gupte, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.

Unit-II, III and IV Chapter 2

3. Dr.Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.

Unit-V Chapter 4**Books for Reference**

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

Web Resources

1. <https://youtu.be/tE2RHQcqlbI>
2. <https://youtu.be/Xxvco3qa284>
3. <https://youtu.be/1z8x95IFGi4>
4. <https://youtu.be/CBMYf8NRLW4>
5. <https://youtu.be/h31tMLFtHs>

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

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

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

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

Unit - I (12 Hours)

Asmath usmath tat kim (MFN)

Unit - II (12 Hours)

Sandhi Niyamaaha Abuyaasha (Guna , Visarga , Dirgha , Vrddhi)

Unit - III (12 Hours)

Lang lakaaraha Kriyapadaani

Unit - IV (12 Hours)

Raguvamsaha Pratama sargaha (1 –15)

Unit - V (12 Hours)

Suvachana Prayogha

Book for Study

SARALASAMKRITHAM SIKSHA, 2020 , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

Books for Reference

1. Paindrapuram Ashram , Srirangam – 620006 Gopalavimshanthi 2019
2. R.S.Vadhyar & Sons book Kulapthy , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

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

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

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

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

Unit-I

(15 Hours)

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

Unit –II

(15 Hours)

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

Unit-III**(15 Hours)**

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

Unit-IV**(15 Hours)**

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

Unit-V**(15 Hours)**

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

Book for Study

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

Books for Reference

1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: CreateSpace, 2017.
2. Aspinall, Tricia. *Test Your Listening*. London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004'
4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCO23CC03	CORE-03: FINANCIAL ACCOUNTING- II	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recognize the accounting methods and procedures of various forms of business.	K1
CO–2	discuss the accounting practices of Branches and Departmental businesses.	K2
CO–3	prepare the financial statements of partnership firm, joint venture companies and hire purchase companies.	K3
CO–4	calculate Insurance claims and Royalties.	K4
CO–5	rectify the existing statements of accounts based on the relevant data.	K4

Unit – I (15 Hours)

Accounts of partnership firm: Necessary Adjustments - Profit and Loss Appropriation Account – Capital Accounts of partners (Fixed capital, Fluctuating Capital) - Capital ratio - Change in Profit sharing Ratio – Past adjustments and guarantee.

Unit – II (15 Hours)

Consignment - Account Sales – Books of Consignor – Books of Consignee - Valuation of stock – Loss of Goods (Normal, Abnormal) - Joint Venture - Sets of Books

Unit – III (15 Hours)

Branches - Dependent Branches – Debtors system – Branch adjustment a/c, Branch stock a/c and Branch Debtors a/c under Stock and Debtor system – Trading and Profit and loss accounts of Independent branches - wholesale branches (foreign branches excluded) - departmental Accounts – Inter departmental transfers.

Unit – IV (15 Hours)

Hire Purchase System - Accounting Procedures for entries related to interest, payment of installment amounts and depreciation in the books of Hire purchaser and Hire vendor - Default in installment payment and Repossession of Goods- Hire Purchase trading Account under Debtors system – Hire purchase adjustment a/c, Hire purchase debtors a/c and Hire purchase stock a/c under Stock and Debtors system - Installment System.

Unit – V (15 Hours)

Insurance - types of insurance policies available to an entity – Keyman insurance policy – Fidelity guarantee policy (theories only) Fire insurance Claims - Loss of stock policy

(Problems) & Loss of Profit policy (Problems) - Royalties - Lease and Sublease - Entries in the books of Lessor and Lessee.

Book for Study

R.L. Gupta & M. Radhaswamy, *Financial Accounting*, Sultan Chand & Sons, New Delhi, 2018

Books for Reference

1. Reddy TS and Murthy, *Financial Accounting*, Margham Publications, Chennai, 2020.
2. Shukla MC, Grewal TS & Gupta SC, *Advanced Accounts (Vol. I)*, S.Chand Company Ltd., New Delhi, 2016.
3. R.L. Gupta & M. Radhaswamy, *Advanced Accountancy, Vol. I*, Sultan Chand & Sons, New Delhi, 2017.
4. SP. Jain & K.L. Narang, *Advanced Accountancy, Volume I*, Kalyani Publishers, New Delhi, 2015.

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

Semester	Course code		Title of the Course					Hours	Credits		
II	21UCO23CC03		CORE-03: FINANCIAL ACCOUNTING-II					5	3		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	2	1	3	3	3	3	1	2.4
CO-2	3	3	2	2	1	3	3	3	2	1	2.3
CO-3	3	3	3	3	2	3	3	3	2	1	2.6
CO-4	3	3	3	2	1	3	3	3	2	1	2.4
CO-5	3	3	3	2	1	3	3	2	2	1	2.3
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCO23CC04	CORE-04: MODERN BANKING	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the concepts and explain the types and roles of banks.	K1 & K2
CO–2	discuss the relationship between banker and customer and the real process of different bank accounts.	K2
CO–3	identify the features of negotiable instruments and processing of loans.	K3
CO–4	illustrate the E-banking features and digital payment systems.	K4
CO–5	compare contemporary and innovative models of e-banking systems.	K4

Unit – I (12 Hours)

Meaning, Definition of bank and banking - significance, Evolution of Banking - Banking system in India: Central Bank of India - Commercial Banks - Indigenous bankers - Women bank - Payments bank - Small Finance banks - Regional Rural Banks - Foreign banks - Private sector banks - Development banks: Industrial and Agriculture development Banks – Banking sector reforms - Post reforms Position - Impact of reforms.

Unit – II (12 Hours)

Banker – customer relationship - General and special relationship – KYC - Rights of a banker - Obligations of a banker - Types of customers - Types of deposits - Procedure for opening a bank account - Procedure for closing a bank account - Banking Ombudsman.

Unit – III (12 Hours)

Negotiable Instrument Act – Features of NI-Types – Classifications - Special parties to Negotiable Instruments - Negotiation Vs Assignment. Cheque – Definition – Features - Cheques Vs Demand draft - Banker's cheque - Outsourcing of banking process: Loan assessment CIBIL – Recovery - Cheque Clearing.

Unit – IV (12 Hours)

Traditional banking vs e-banking, Electronic Delivery channels - Debit and Credit cards - Smart Card – ATM - Types of ATM: White label, Brown label, Green label, Orange label, Pink label ATM - Facets of e-banking – E - banking transactions - Truncated cheque and electronic cheque - Mobile banking - Electronic Fund Transfer: Interbank funds Transfer Processor (IFTP), Immediate payment service (IMPS) – National Electronic Fund Transfer (NEFT) and Real Time Gross Settlement (RTGS) – Difference between IMPS, RTGS, NEFT. UPI and Mobile Wallets. Virtual currency - Crypto currency - Bit coin.

Unit – V**(12 Hours)**

Models of e-banking - Complete centralised solution (Core Banking) - Cluster approach – High - tech bank and within bank - Advantages of e-banking, Constraints in e-banking - Security measures to prevent fraudulent activities.

Note: Skills to be tested through Mini Projects (Account opening, Filling of various forms)

Book for Study

E.Gordon & K.Natrajan, *Banking Theory Law and practice*, 27th Edition, Himalaya Publishing House, Mumbai, 2019.

Books for Reference

1. Tandon M.L- *Banking Law and Practice in India*- India Book House, New Delhi, 2019.
2. Agarwal, O.P, '*Modern Banking of India*', Himalaya Publications, Mumbai, 2019.
3. Varshney P.N, S.LGupta& T.D. Malhotra – '*Principals of Banking*' S. Chand & Sons Publishers, New Delhi, 2018.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21UCO23CC04		CORE-04: MODERN BANKING						4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	3	3	2	3	3	2	2.7	
CO-2	3	3	3	2	2	3	3	3	2	2	2.6	
CO-3	3	3	3	3	2	3	3	2	3	3	2.8	
CO-4	3	3	2	3	2	3	3	2	2	2	2.5	
CO-5	3	3	3	2	2	3	3	3	2	3	2.7	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCO23CC05	CORE-05: TALLYPRIME	4 (2+2)	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the concepts of accounting and tally.	K1
CO–2	discuss the uses of TallyPrime to maintain records in Accounts and Inventory mode.	K2
CO–3	apply tools in TallyPrime for receivable and payable management.	K3
CO–4	figure out payroll and cost centre models for business organisations.	K4
CO–5	formulate models for GST and TDS using TallyPrime.	K5

Unit – I

(12 Hours)

TallyPrime: Introduction - Data Path - Company Menus (F3): Creation, alteration, deletion, select company and shut company: Features - Accounts only Company- Menus in Gateway of Tally (Accounts only Mode) Masters: (Create, alter and Chart of accounts Groups): Primary and Secondary Groups in TallyPrime: Creation, alteration and deletion of User Defined Groups; Ledger: Default ledgers - Creation, alteration and deletion of ledgers - Extraction of Financial statements and ratios for given ledger balances and adjustments - Recording Day to Day Transactions in TallyPrime - Introduction - Business Transactions - Accounting Vouchers - Receipt, Contra, Payment, Purchase, Sales, Debit Note, Credit Note, Journal - Activation of inactive vouchers. Extraction of Day Book and Trial Balance.

Unit – II

(12 Hours)

Accounts Receivable and Payable Management in TallyPrime - Maintenance of Bill wise details and activation of interest calculation in TallyPrime - Enabling Features and Configurations - activating Bill - Wise maintenance and Interest calculation for Ledgers - Method of adjustments in Bill - Wise details in Recording transactions - Extracting Reports on Outstanding and Interest Calculations - Recording interest payable/receivable through credit note/debit note voucher. Maintenance of Cost Centres - Enabling Features and Configurations Creation of Cost Categories, Cost Centres and Cost Centre Class Recording Transactions with cost centre allocations. Extracting Cost Category Summary and Cost Centre Breakups - Creation of Group - wise and ledger - wise budgets - Viewing variances in financial statements and Trial Balance.

Unit – III

(12 Hours)

Maintenance of Accounts with Inventory: Inventory Features:-Inventory Masters: Creation of Units of measure, Stock Group, Stock Category, Stock Item with or without opening balances. Maintenance of Multiple Godowns: Creation of Godowns - Multiple Price Levels - Batch - wise Details - Creation of Goods related Accounting vouchers with Inventory and Godowns – Inventory Vouchers: Stock Journal, Physical Stock Journal, Receipt Note, Delivery Note, Rejection in and Rejection out Recording internal transfer of goods using

stock journal - recording stock after physical verification - Purchase orders and Sales orders processing - Recording Transactions using Orders, Accounting and Inventory vouchers - Extraction of Inventory Reports.

Unit – IV (12 Hours)

Maintenance of Payroll: Creation of Payroll Masters: Employee Group – Employee – Units - Attendance/Production type - Pay heads: Payroll Statutory details - Creation of Payroll vouchers for payroll transactions: Attendance and Payroll - Activation of TDS in TallyPrime - TDS & TCS Masters - Configuring TDS and TCS at Group level and Ledger level – Recording TDS related Expenses and TCS related sales in Accounting Vouchers - TDS Report - Form 26Q export to IT portal for TDS return filing.

Unit – V (12 Hours)

GST in TallyPrime - Enabling GST - Defining Tax Rates at Master and Transaction Levels - Hierarchy of applying Tax rate details – Recording GST applied Transactions in Accounting Vouchers - Tally Audit - Banking Reconciliation Statement. Split of Company Data – Backup and Restore of Data. Transactions related to Multiple Currencies.

Book for Study

Tax Sarthi, *Basic Accounting & Inventory TallyPrime Book*, Notion Press, Chennai, 2020.

Books for Reference

1. Soumya Ranjan Behera, *Learn Tally ERP 9*, B.K. Publication Pvt Ltd, Bhubaneswar 2020.
2. Shraddha Singh and Navneet Mehra, *Tally ERP 9 – Power of simplicity*, V & S Publishers, New Delhi 2020.
3. Tax Sarthi, *GST & Taxation in TallyPrime*, Notion Press, Chennai, 2020.

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

Semester	Course code		Title of the Course					Hours	Credits		
II	21UCO23CC05		CORE-05: TALLYPRIME					4 (2+2)	2		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	2	2	2	2	2.0
CO-2	2	3	3	3	3	2	2	2	3	2	2.5
CO-3	2	2	2	3	3	3	2	3	3	3	2.4
CO-4	2	3	3	2	2	2	3	3	3	2	2.5
CO-5	3	3	3	2	3	2	3	2	2	3	2.6
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCO23AC02	ALLIED-II: MARKETING MANAGEMENT	4	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the concepts and elements of marketing.	K1
CO–2	explain market segmentation and consumer behavior.	K2
CO–3	apply appropriate product, pricing, promotion and distribution strategies of the modern business.	K3
CO–4	recommend effective marketing channels and tools.	K3
CO–5	analyze global environment for sustainable and ethical marketing.	K4

Unit – I (12 Hours)

Definition of marketing and marketing management – marketing process – marketing management orientation – consumer driven marketing strategies – marketing plan – marketing mix 7 P’s – relationship building – capturing value from customers.

Unit – II (12 Hours)

Marketing environment – Managing marketing information, consumer markets and consumer buyer behavior – business markets and business buyer behavior – market segmentation – target marketing – positioning for competitive advantage.

Unit – III (12 Hours)

Product, services, branding strategies – new product planning & development – product mix, product life cycle strategy. Pricing – factors to consider for pricing – internal and external – general pricing approaches – strategies.

Unit – IV (12 Hours)

Marketing channels - Nature, importance and types; Channel design management – channel behavior, organization and conflict. Marketing Communication (Promotion) mix – Advertising, Sales promotion, Personal Selling, Public Relations, and direct marketing. Communication process – steps in developing effective marketing communication – setting The total promotion budget and mix.

Unit – V (12 Hours)

Extended marketing mix – Process, People, Physical Evidence. Competitive analysis and strategies – balancing customer and competitor orientations – global market environment – Elements, Sustainable Marketing: social responsibility and marketing ethics – citizen and public actions to regulate marketing.

Book for Study

R.S.N. Pillai & Bagavathi, *Modern Marketing: Principles and Practices*: S. Chand & Co Ltd New Delhi, 2016.

Books for Reference

1. Kotler Philip, Amstrong, Gary, Agnihotri, Prafulla, Haque, EhsanUl. "*Principles of Marketing*". Pearson Education, New Delhi, 2018.
2. William J Stanton, Michael J Etzel, Bruce J Walker, *Fundamentals of Marketing*, Tata McGrawHill, 2014.
3. Gupta C.B., Nair Rajan, *Marketing Management*, Sultan Chand & Sons, New Delhi, 2016.

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

Semester	Course code		Title of the Course						Hours		Credits	
II	21UCO23AC02		ALLIED-II: MARKETING MANAGEMENT						4		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	2	2	2	2	2.2	
CO-2	2	2	2	2	3	2	1	2	2	2	2	
CO-3	2	2	1	3	2	3	2	1	2	1	1.9	
CO-4	3	2	3	2	3	2	3	2	2	1	2.3	
CO-5	3	2	3	3	3	3	3	2	3	3	2.8	
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 Levels (K –Levels)
On Completion of this course, the graduates will be able to		
CO-1	identify the concepts related to the environmental global scenario	K1
CO-2	comprehend the natural resources and environmental organizations	K2
CO-3	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	K3
CO-4	analyze the causes and changes in the structure of biodiversity	K4
CO-5	enhance their skills in the society by solving the environmental problems and preserving nature by the acquired knowledge	K5

Unit I Introduction to Environmental Studies (6 Hours)

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

Unit II Natural Resources (6 Hours)

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

Unit III Ecosystems, Biodiversity and Conservation (6 Hours)

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

Unit IV Environmental Pollution (6 Hours)

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

Unit V Environmental Organizations and Treatise (6 Hours)

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

Books for Study

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

Books for Reference

1. Rathor, V.S. and Rathor B. S. *Management of Natural Resources for Sustainable Development*. New Delhi: Daya Publishing House, 2013.
2. Sharma P.D, *Ecology and Environment*, 8 ed., Meerut: Rastogi Publications, 2010.
3. Agrawal, A and C.C. Gibson. *Introduction: The Role of Community in Natural Resource 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
On completion of this course, the graduates will be able to		
CO-1	identify the importance and the values of human rights	K1
CO-2	understand the historical background and the development of Human Rights and the related organizations	K2
CO-3	apply the provisions of National and International human rights to themselves and the society	K3
CO-4	analyse the violations of human rights to the marginalized section in the society	K4
CO-5	animate the people to involve in the struggles and activities of the human rights organizations	K5

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

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

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

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

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

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

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

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

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

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

Books for Study

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

Books for Reference

1. Venkatachalem. Dr. *The Constitution of India*, Salem: Giri Law House, 2005.
2. Naik Varun and Mukesh Shany. *Human rights education and training*, New Delhi: crescent Publishing Corporation, 2011.
3. Bhathoke Neera. *Human Rights content and extent*, New Delhi: swastika publications, 2011.

Web Sources:

<https://www.un.org/en/universal-declaration-human-rights/>. Accessed 05 Mar. 2021.

<https://www.ilo.org/global/lang-en/index.htm>. Accessed 05 Mar. 2021.

<https://www.amnesty.org/en/>. Accessed 05 Mar. 2021.

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

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

அலகு - 1

(12 மணிநேரம்)

பொருநராற்றுப்படை (முழுமையும்)

அலகு - 2

(12 மணிநேரம்)

நற்றிணை - 5 பாடல்கள் - (1, 19, 21, 70, 148)

ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து.

யாப்பிலக்கணம் - வெண்பா, ஆசிரியப்பா

அலகு - 3

(12 மணிநேரம்)

கலித்தொகை - (குறிஞ்சிக்கலி- 62, பாலைக்கலி -22, மருதக்கலி- 87,

நெய்தற்கலி-149, முல்லைக்கலி - 116)

இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்' முதல் 'சங்க தொகை நூல்கள்' முடிய),

புதினம் - குடும்ப அட்டை (2022-2023)

அலகு - 4

(12 மணிநேரம்)

பதிற்றுப்பத்து - 3 பாடல்கள் (14, 32, 61)

புறநானூறு - 5 பாடல்கள் (95, 121, 130, 204, 279)

அணியிலக்கணம்

அலகு - 5

(12 மணிநேரம்)

திருக்குறள் - புறங்கூறாமை, பழமை, புலவி நுணுக்கம் ஆகிய அதிகாரங்கள்

திரிகடுகம் - 5 பாடல்கள் (2, 6, 12, 15, 42)

இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

பாடநூல்கள் :

1. பொதுத்தமிழ் செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017
3. புதினம் (ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு புதினம்)
2022 – 2023 கல்வியாண்டுக்கு மட்டும் : வீ.செந்தில் குமார், குடும்ப அட்டை, தாமரை பப்ளிகேஷன்ஸ் பிரைவேட் லிமிடெட், சென்னை, முதற்பதிப்பு, 2009

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

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

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

Unit – I (12 hours)

TITRE:VIVRE LAVILLE

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

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

PRODUCTION ORALE : demander et indiquer une direction dans un dialogue

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

Unit - II (12 hours)

TITRE:VISITER UNE VILLE

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

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

PRODUCTION ORALE : Indiquer le chemin

PRODUCTION ECRITE : Demander des renseignements touristiques

Unit - III (12 hours)

TITRE:ON VEND OU ON GARDE

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

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

PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France

PRODUCTION ECRITE : adresser des souhaits à quelqu'un

Unit - IV (12 hours)

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

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

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

l'informatique

PRODUCTION ORALE : imaginez un dialogue avec un personnage célèbre. Utilisez l'inversion.

PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

Unit- V

(12 hours)

TITRE:FELICITATIONS ! / ON VOYAGE!

GRAMMAIRE : les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : lequel, les adverbes de manières, les verbes recevoir et conduire

LEXIQUE : les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel

PRODUCTION ORALE : Présenter ses vœux

PRODUCTION ECRITE : Faire une réservation

Book for Study

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

Books for Reference

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

Web Resources

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

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

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

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

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

Unit - I (12 Hours)

Tera sneh na khoon
Samband Bodak
Reethikal - Namakarn
Tense

Unit - II (12 Hours)

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

Unit - III (12 Hours)

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

Unit - IV (12 Hours)

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

Unit - V (12 Hours)

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

Books for Study

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

Books for Reference

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

Web Resources

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

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

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

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

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

Unit - I (12 Hours)

Romodantam , Balakandam (1-15)

Unit - II (12 Hours)

Romodantam , Balakandam (15-30)

Unit - III (12 Hours)

Vedas – Vedangas vivaranam

Unit - IV (12 Hours)

Puranas .Upanishands

Unit - V (12 Hours)

Upasargas , Bhavishyat Kaalah

Book for Study

VEDIC LITERATURE, 2019

Books for Reference

1. Parameshwara, Ramodantam, LIFCO Chennai 2018
2. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019
3. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

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

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

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

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

Unit-I (15 Hours)

1. Suggestions to Develop Your Reading Habit
2. General Writing Skill: Letter Writing – Informal
3. Grammar: Simple Present Tense

Unit-II (15 Hours)

4. The Secret of Success: An Anecdote
5. General Writing Skill: Letter Writing – Formal
6. Grammar: Present Continuous Tense

Unit-III (15 Hours)

7. The Impact of Liquor Consumption on the Society
8. General Writing Skill: Letter to Newspaper
9. Grammar: Simple Past Tense

Unit-IV (15 Hours)

10. Dr. A.P.J. Abdul Kalam: A Short Biography
11. General Writing Skill: Job Application Letter
12. Grammar: Past Continuous Tense

Unit-V (15 Hours)

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

Book for Study

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

Books for Reference

1. Malkani, Neelam. *A comprehensive Guide on General English for Competitive Exams*. Agra: Oswal Publications, 2020.
2. Jain, B. B. *Compendium General English*. Agra: Upkar Prakashan, 2010.
3. Aggarwal, R.S. *Quick Learning Objective General English*. India: S Chand, 2006.
4. T. Ferrari, Bernard. *Power Listening: Mastering the Most Critical Business Skill of All*. USA: Penguin Publishers, 2012.
5. Barry, Marian. *Steps to Academic Writing*. USA: Cambridge University Press, 2011.

Web Resources

1. <https://www.nypl.org/events/classes/english>
2. https://www.waywordradio.org/listen/podcast-itunes/?gclid=EA1aIQobChMlrbeRtbP12AIVCYZpCh0-XwnvEAAAYAiAAEgLcjd_BwE
3. <https://eltlearningjourneys.com/2015/05/19/websites-for-learning-english/>

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

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

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO33CC06	CORE-06: CORPORATE ACCOUNTING	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	tabulate and prepare Company Financial Statements under revised format of Companies Act 2013.	K1
CO–2	explain and Illustrate the accounting procedures for Merger and acquisition as per AS 14.	K2 & K3
CO–3	determine the value of Goodwill and Shares by choosing appropriate methods.	K3
CO–4	prepare consolidated Balance Sheet of Holding Company and its Subsidiary Companies as per AS 21.	K4
CO–5	explain the procedures related to liquidation of companies and Prepare statement of affairs and Liquidators Final Statement.	K2 & K5

Unit – I (18 Hours)

Preparation of Company Financial Statements – Preparation of Company Balance Sheet – Computation of managerial remuneration.

Unit – II (18 Hours)

Amalgamation - Meaning - Amalgamation in the nature of merger, purchase - Applicability of AS 14 - Calculation of purchase consideration (all methods) - Journal entries in the books of Transferor and the Transferee Companies - revised balance sheet (excluding inter - company holdings)

Unit – III (18 Hours)

Valuation of Goodwill - Simple profit method - Super profit method - Annuity method. Valuation of shares: Methods of valuation of shares - Net asset method - Yield method – PE Ratio.

Unit – IV (18 Hours)

Holding companies – Subsidiary companies – Capital profit – revenue profit – Minority interest – Cost of control - Consolidated Balance Sheet as per AS 21 of Holding Company and its subsidiary companies (Excluding Inter Company Holdings)

Unit – V (18 Hours)

Liquidation – Statement of Affairs and Deficiency Accounts – Liquidator’s Final Statement of Receipts and Payments (problems) - Environmental accounting and reporting (theory only).

Book for Study

Shukla MC, Grewal TS & Gupta SC, *Advanced Accounts, Volume II*, S.Chand & Company Ltd., New Delhi, 2017.

Books for Reference

1. T.S Reddy. & Murthy A, *Corporate Accounting*, Margham Publications, Chennai, 2019.
2. S.P. Jain & K.L. Narang, *Advanced accountancy Volume II*, Kalyani Publishers, New Delhi, 2017.
3. R. L. Gupta & M. Radhaswamy, *Corporate Accounting*, Sultan Chand & Sons, New Delhi, 2018.
4. S N Maheshwari & S K Maheshwari, *Financial Accounting*, Vikas Publishing House Pvt. Ltd., New Delhi, 2017.
5. Joseph. T, *Corporate Accounting*, the Tata McGraw – Hill Education Private Limited, New Delhi, 2018.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21UCO33CC06		CORE-06: CORPORATE ACCOUNTING						6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	3	2	2	2	2.3	
CO-2	3	2	2	2	2	3	2	2	2	2	2.2	
CO-3	3	3	3	2	2	3	3	3	2	2	2.6	
CO-4	3	3	3	2	2	3	3	3	2	2	2.6	
CO-5	3	3	3	2	2	3	3	2	2	2	2.5	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO33CC07	CORE-07: BUSINESS & CORPORATE LAWS	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the provisions of business and corporate laws.	K1
CO–2	summarise the essentials of valid contract and corporate laws.	K2
CO–3	analyse the challenges of modern business in the light of the legal provisions and case laws.	K3
CO–4	explain and relate various legal documents connected with business and company laws.	K4
CO–5	compare and Demonstrate the legal aspects of business to comprehend the real time business process.	K5

Unit – I (15 Hours)

Indian Contract Act Law of Contract: Offer and Acceptance, Capacity of Parties, Free Consent, Essentials of a Contract, Void Agreements and Contingent Agreements, Performance and Discharge, Remedies for Breach and Quasi Contracts, Consideration and Legality of Object.

Unit – II (15 Hours)

Sale of Goods & Agency: Sale of goods – Meaning, Sale and agreement to sell, Nature of contract of sale, Conditions and warranties, Transfer of Ownership and Delivery, Rights of an Unpaid Seller.

Agency: Law of agency, definition, various kinds of agencies, Rights and duties of principal and agent, Termination of agency.

Unit – III (15 Hours)

Company law 2013 Administration of company law – meaning, definition, characteristics, lifting of corporate veil, types of company, formation of company, online filing of documents, promoters, legal positions, pre-incorporation contracts and online registration of company.

Unit – IV (15 Hours)

Legal Documents: Memorandum of Association, Articles of Association, doctrine of constructive notice and indoor management, prospectors shelf and red herring prospectus, mismanagement of prospectus, GDR, Book building, issue of shares and transmission of shares.

Unit – V**(15 Hours)**

Management and Administration: Appointment of Directors, Meeting of Board and its Powers, Appointment and remuneration of managerial personnel, Company secretary, Appointment, Types of meeting, Types of resolution, Agenda and Minutes.

Note: New Provisions of Company law 2013 and the following amendments are to be followed.

Book for Study

Kapoor N D, *Elements of Mercantile law*, Sulthan Chand & Sons, New Delhi, 2018.

Books for Reference

1. Kapoor N D, *Business Laws*, Sulthan Chand & Sons, New Delhi, 2018.
2. Pillai RSN & Bagavathi, *Business Law*, Prentice Hall of India, New Delhi, 2015.
3. Kapoor N D, *Elements of Company Law*, Sulthan Chand & Sons, New Delhi, 2018.
4. Sen Gupta, *Business Law in India*, Prentice Hall of India, New Delhi, 2017.
5. Goal P.K, *Business Law for Managers*, DreamTech Press, New Delhi, 2018.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21UCO33CC07		CORE-07: BUSINESS & CORPORATE LAWS						5		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	2	3	2	1	3	2	2.3	
CO-2	3	3	3	3	1	2	3	3	1	2	2.4	
CO-3	3	2	3	3	3	2	3	3	2	3	2.7	
CO-4	2	3	3	3	3	2	2	3	2	3	2.6	
CO-5	3	3	3	3	2	3	3	2	2	2	2.6	
Mean overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO33AO03A	ALLIED OPTIONAL: ELEMENTS OF MATHEMATICS	6	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	have knowledge in indices, logarithms, arithmetic progression, geometric progression, differentiation, integration, matrices, permutations and combinations.	K1
CO-2	understand different techniques available in differentiation, integration and matrices.	K2
CO-3	identify to apply learnt techniques on business problems.	K3
CO-4	illustrate the various learnt techniques with examples.	K4
CO-5	evaluate problems in permutation, combination, differentiation, integration and matrices.	K5

Unit – I (18 Hours)

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base (simple problems only).

Unit – II (18 Hours)

Permutations – combinations (concepts & simple problems only) - Arithmetic progression - Geometric progression (simple problems only).

Unit – III (18 Hours)

Differentiation of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only, trigonometric functions excluded & simple problems only).

Unit – IV (18 Hours)

Integration of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - indefinite integral – rules – integration by substitution – integration by parts - integration by partial functions (algebraic functions only, trigonometric functions excluded & simple problems only).

Unit - V (18 Hours)

Matrices – types of matrices – operations on matrices – determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only).

Book for Study

D.C. Sanchetti and V.K. Kapoor, “**Business Mathematics**”, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

Unit-I Chapter 6 (Sec: 6.1- 6.4; Pages 142-163), Chapter 7 (Sec: 7.1, 7.3; Pages 191-220).

Unit-II Chapter 9 (Sec: 9.2- 9.11; Pages 302-331), Chapter 12 (Sec: 12.1, 12.2 & 12.4, 12.5; Pages 384-395 & 411-424).

Unit-III Chapter 17 (Sec: 17.1-17.8; Pages 645-659), Chapter 17 (Sec: 7.19; Pages 703-713).

Unit-IV Chapter 18 (Sec: 18.1, 18.2, 18.4; Pages 723-736), Chapter 18 18.8, 18.9; Pages 746-757).

Unit-V Chapter 20 (Sec: 20.1-20.15; Pages 791-828), Chapter 20 (20.22, 20.23; Pages 840-849).

Book for Reference

1. P.R.Vittal, “*Business Mathematics*” Revised Edition, Margham Publications, New Delhi, 2001.
2. V.K.Kapoor, “*Introductory to Business Mathematics*” S.Chand and Sons, New Delhi, 2009.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21UCO33AO03A		ALLIED OPTIONAL: ELEMENTS OF MATHEMATICS						6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	3	2	2	2	2.3	
CO-2	2	2	3	1	2	3	2	2	2	3	2.2	
CO-3	2	1	2	3	3	2	3	2	2	3	2.3	
CO-4	3	2	1	2	2	2	2	2	2	3	2.1	
CO-5	1	2	2	3	3	2	2	2	3	3	2.3	
Mean overall Score											2.24 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO33AO03B	ALLIED OPTIONAL: BUSINESS MATHEMATICS	6	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	have knowledge in indices, logarithms, arithmetic progression, differentiation, integration, matrices and LPP.	K1
CO-2	understand the different techniques available in differentiation, integration, matrices and LPP to solve problems.	K2
CO-3	apply learnt techniques on real life business problems.	K3
CO-4	illustrate various learned techniques with examples.	K4
CO-5	evaluate business problems like profit maximization, cost minimization, consumer's and producer's surplus using the learned techniques.	K5

Unit – I (18 Hours)

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base - Arithmetic progression – sum of the series in A.P. (simple problems only).

Unit – II (18 Hours)

Differentiation of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only & trigonometric functions excluded) - Applications of differentiation - elasticity - marginal revenue - average & marginal cost – profit maximization (simple problems & business applications only)

Unit – III (18 Hours)

Integration of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$ - indefinite integral – rules – integration by substitution – integration by parts - integration by partial functions (algebraic functions only & trigonometric functions excluded) – Applications of integration – total cost – total revenue - maximum profits - consumer's & producer's surplus (simple problems & business applications only)

Unit – IV (18 Hours)

Matrices – types of matrices – operations on matrices – determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only) – Applications to matrices – Leontief Input – Output model (simple problems & business applications only)

Unit – V**(18 Hours)**

Linear programming - mathematical formulation of LP Model - graphical method - simplex method (simple problems & business applications only)

Book for Study

D.C. Sanchetti and V.K. Kapoor, “*Business Mathematics*”, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

Unit I Chapter 6 (Sec 6.1- 6.4, Pages 142-163)

Chapter 7 (Sec 7.1, 7.3, Pages 191-212)

Chapter 12 (Sec 12.1, 12.2, Pages 384-395)

Unit II Chapter 17 (Sec 17.1-17.8, 17.19, Pages 647-659, 703-713) ACE9-ACE30

Unit III Chapter 18 (Sec 18.1, 18.2, 18.4, 18.8-18.9, Pages 723-726, 730-736, 746- 757)

ACE 90 - ACE 110

Unit IV Chapter 20 (Sec 20.1-20.15, 20.22- 20.23, Pages 791- 828, 840-849)

ACE 133 - ACE 150

Unit V LP 1 - LP 40

Books for Reference

1. P.R. Vittal, “*Business Mathematics*”, Revised Edition, Margham Publications, New Delhi, 2001.
2. V. K. Kapoor, “*Introductory to Business Mathematics*”, S.Chand and Sons, New Delhi, 2009.
3. Navaneetham, “*Business Mathematics and Statistics*”, Jai Publishers, Trichy 2008.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21UCO33AO03B		ALLIED OPTIONAL: BUSINESS MATHEMATICS						6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	1	2	3	3	3	2	2.1	
CO-2	2	1	1	2	2	3	2	3	2	3	2.1	
CO-3	2	3	1	2	1	3	3	3	2	3	2.3	
CO-4	2	3	1	2	1	3	3	3	2	3	2.3	
CO-5	1	2	1	2	2	3	2	3	3	3	2.2	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO34SE04A	SEC-1 (WD): GST FILING	2	1

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	explain goods and service tax and definitions.	K1
CO–2	describe the provisions of GST Act 2017.	K2
CO–3	prepare the CGST, SGST and IGST returns with time and place of supply.	K3
CO–4	calculate taxable supply of goods / services under GST Act.	K4
CO–5	assess the provisions for GST registrations.	K5

Unit – I (6 Hours)

Meaning of GST - Need for GST - Dual GST Model – Definitions - Section 2(13) Audit - Section 2(17) Business - Section 2(31) Consideration - Section 2(45) Electronic Commerce Operator - Section 2(52) Goods - Section 2(56) India - Section 2(78) Non taxable Supply - Section 2(84) Person - Section 2(90) Principal Supply - Section 2(93) Recipient - Section 2(98) Reverse charge - Section 2(102) Services - Section 2(105) Supplier - Section 2(107) Taxable Person - Section 2(108) Taxable Supply - Extent & Commencement of CGST Act/ SGST Act/ UTGST Act/IGST Act - Goods and Services Tax Council (GST Council) - Goods & Services Tax Network (GSTN)

Unit – II (6 Hours)

Levy and Collection of Tax - Charge of GST – Inter - State supply and Intra - State supply - Levy and Collection GST - Illustrative list of Rates for Goods and Services - Composition levy (Section 10 of CGST Act) - Negative list of GST - Power to Grant Exemption - Exemptions under GST –Goods and Services - Provisions applicable related to Supply of Services- Renting, Agriculture, Educational Institutions, Commission Agents, Healthcare Services, Financial and Banking Services

Unit – III (6 Hours)

Concept of Supply (Section 7 of CGST Act) - Taxable event under GST - Place of Supply (Section 10 and Section 12 of IGST Act)- Time of Supply (Section 12 and Section 13 of CGST Act) - Value of Supply (Section 15 of CGST Act) (Rules for valuation of Supply of Goods).

Unit – IV (6 Hours)

Input Tax Credit & Payment of Tax - Eligibility for taking Input Tax Credit - Input Tax

Credit in Special Circumstances - Computation of Tax Liability - Payment of Tax (Section 49 and Section 50 of CGST Act)

Unit – V (6 Hours)

Registration under GST Law - Persons liable for Registration - Persons not liable for Registration - Compulsory Registration - Persons not liable for Registration - Procedure for Registration - Amendment of Registration - Cancellation of Registration - Revocation of cancellation of Registration

Book for Study

Datey V S, *GST Laws and Practice with Customs and Foreign Tax Practice*, Taxman Publications, New Delhi, 2020.

Books for Reference

Dr. Vinod K .Singhania & Monica Singhania (Latest Edition), *Students 'Guide to Income Tax* (Taxmann Publications) Latest Book.

Note: Relevant Law/Statute/Rules in force and relevant Standards in force on 1st April immediately preceding commencement of Academic Year is applicable for ensuing examination.

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

Semester	Course code		Title of the Course					Hours		Credits	
III	21UCO34SE04A		SEC-1 (WD): GST FILING					2		1	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	3	2	2	2	2	2	2	2	2.2
CO-2	2	2	2	2	2	3	2	2	2	3	2.2
CO-3	2	2	2	2	2	2	2	2	2	2	2
CO-4	2	2	2	3	3	1	2	2	2	2	2.1
CO-5	2	2	3	3	3	2	3	3	2	2	2.5
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO34SE01B	SEC – 1 (WD): DIGITAL MARKETING SKILLS	2	1

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the concepts and types of digital marketing.	K1
CO–2	explain various marketing strategies in an online environment.	K2
CO–3	apply the underlying principles of search engine optimization and web analytics.	K3
CO–4	analyse the online commercial and non-commercial advertisement.	K4
CO–5	evaluate the online skills necessary for business development.	K5

Unit – I (6 Hours)

Introduction to Digital Marketing - Features- Digital marketing vs Traditional marketing, Digital marketing channels - 5Ds of digital marketing - Internet marketing for different business types-B2C online presence - B2B online presence – B2B2C online presence.

Unit – II (6 Hours)

Search Engine Operations: Key word selection- Onsite optimization - Off site optimization- Paid search – Technical tools for SEO. Introduction to Web analytics – Levels in Web analytics.

Unit – III (6 Hours)

Introduction to content marketing- types of content creation – online content marketing - Introduction to E-mail Marketing – E-mail marketing process- E-mail marketing campaign analysis, Delivery checklist and follow up in email marketing.

Unit – IV (6 Hours)

Concept of Social Media Marketing- Different SMM platforms (Facebook, Instagram, Twitter, Linkedn)- Advertising in SMM platform- Importance of online communities- Blogging concepts- Viral marketing concepts - Effectiveness of viral marketing

Unit – V (6 Hours)

Online Ad formats- Search engine Advertising (SEA) - Network advertising –Affiliate programmes- Landing pages - preparation of online advertisement - Budgeting: Resource planning, Cost estimation and cost control.

Book for Study

Puneet Bhatia, *Fundamentals of Digital Marketing*, Pearson Education, New Delhi, 2019.

Books for Reference

1. Seema Gupta, *Digital Marketing*, McGraw Hill Education, New Delhi, 2019
2. Jeremy Kagan, *Digital Marketing: Strategy and Tactics*, Wiley Publishers, New Delhi, 2020.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21UCO34SE01B		SEC-1 (WD): DIGITAL MARKETING SKILLS						2		1	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	2	2	2	2	2	2	2.0	
CO-2	2	1	2	2	2	2	2	2	3	2	2.0	
CO-3	2	2	3	2	2	2	1	2	2	2	2	
CO-4	2	3	3	2	2	2	2	2	2	2	2.2	
CO-5	3	2	2	2	2	2	1	1	2	2	1.9	
Mean overall Score											2.1 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO34SE01C	SEC-1 (WD): STOCK TRADING	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the basic concepts of investment and capital market.	K1
CO-2	demonstrate the functioning of stock market.	K2
CO-3	experiment the process of online stock trading.	K3
CO-4	illustrate the fundamental and technical analyses for investment decisions.	K4
CO-5	asses the share price movements using technical tools.	K5

Unit – I (6 Hours)

Investment: Meaning, Objectives and Characteristics – Investment process - Speculation - Security Analysis –Portfolio – Meaning - Construction of portfolio.

Skill Tested: Construction of portfolio.

Unit – II (6 Hours)

Capital Market - Introduction in Brief - The Primary & secondary market - Stock Exchanges - Issue of Securities – Listing - Types of Investment - Equity shares, IPO/FPO, Bonds, Indian Securities Market: Types of Investors, security market indices, SEBI.

Skill Tested: Observation of BSE and NSE share prices.

Unit – III (6 Hours)

Online trading – Share brokers - DEMAT Account - Types of Orders - Open Order, Limit Orders.- Trading and Settlement cycle - Intraday Trading – Short Selling - Stock Market Clearing House – Functions and Importance.

Skill Tested: Online Trading.

Unit – IV (6 Hours)

Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis - Quantitative Analysis.

Skill Tested: Financial performance analysis.

Unit – V (6 Hours)

Technical Analysis - Assumptions - History of technical analysis - Technical tools - Dow Theory - Primary trend - Secondary trend - Minor trend - Charts And Candlesticks , Candlesticks , Trends, Support & Resistance , Chart Patterns, Volume, Gaps.

Skills Tested: Application of technical analysis tools to understand share price movements.

Book for Study

Punithavathi Pandian, *Security Analysis and Portfolio Management*, Vikas Publishing House Pvt Ltd, New Delhi, 2013.

Books for Reference

1. Avadhani VA, Investment and Securities Market in India, Himalaya Publishing House, Mumbai, 2014.
2. Bhalla VK, Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi, 2014.
3. Natarajan L, Investment Management, Security Analysis and Portfolio management, Margham Publications, Chennai, 2016.

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

Semester	Course code		Title of the Course						Hours		Credits	
III	21UCO34SE01C		SEC-1 (WD): STOCK TRADING						2		1	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	2	2	2	2	2	2	1.9	
CO-2	2	2	1	2	3	2	2	2	2	2	2.0	
CO-3	2	2	2	2	2	2	2	2	2	2	2.0	
CO-4	2	2	1	3	2	2	2	2	2	2	2.0	
CO-5	2	2	2	2	2	3	2	2	2	2	2.1	
Mean overall Score											2.0 (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

அலகு - 1

(12 மணிநேரம்)

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

பட்டினப்பாலை (108 அடிகள்)

சேவடிச் செறிசுறங்கிற் (146-158)

செல் கதிர் நுழையாச் செழுநகர் (183-193)

வான் முகந்த நீர் மலை (126-141)

மாஅகாவிரி மணம் கூட்டும் (116-125)

நெடுநுகத்துப் பகல் போல (206-218)

உரைநடைக்கட்டுரை: சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

அலகு - 2

(12 மணிநேரம்)

அவரோ வாரார் - முல்லையும் பூத்தன (குறுந்தொகை- 221)

முள்ளையிற்றுப் பாண்மகள் (ஐங்குறுநாறு (மருதத்திணை) - புலவிப்பத்து 47)

கான் உறை வாழ்க்கை (புறநானூறு 33: 1-7)

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

தேன் நெய்யொடு கிழங்கு மாறியோர் (பொருநராற்றுப்படை, 214-221)

உரைநடைக்கட்டுரை : சங்க இலக்கியங்களில் பண்டமாற்றுமுறை

அலகு - 3

(12 மணிநேரம்)

திருக்குறள் (2 அதிகாரங்கள்)

வினைத்திட்டம், பொருள்செயல்வகை

உரைநடைக்கட்டுரை : பண்டைத்தமிழர்களின் பிறநாட்டுவணிகத் தொடர்பும், துறைமுகங்களும்

அலகு - 4

(12 மணிநேரம்)

புதினம் - கோடுகளும் கோலங்களும் – ராஜம் கிருஷ்ணன்

வணிகக் கடிதங்கள் - பொதுஅமைப்பு மற்றும் படிவங்கள் - தகவல் தொடர்புப்

பதிவேடுகளை உருவாக்குதல், பராமரித்தல்

உரைநடைக்கட்டுரை: பண்டைத் தமிழர்களின் வணிக மேலாண்மை

அலகு - 5

(12 மணிநேரம்)

வணிகவியல் கலைச்சொற்கள் பயன்பாடு - வணிகக் கட்டுரை எழுதுதல் -

வணிகம்சார் ஆங்கிலக் கட்டுரையைத் தமிழில் மொழிபெயர்த்தல் - வணிக நிறுவனம்

குறித்த ஆய்வறிக்கை - வணிகம்சார் நிகழ்வு / செய்திகளைத் திறனாய்வு செய்தல்

உரைநடைக்கட்டுரை: பன்முகநோக்கில் உலகமயமாக்கல்

பாட நூல்கள்

1. **வணிகத்தமிழ்**, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பதிப்பு, 2022
2. ராஜம் கிருஷ்ணன், **கோடுகளும் கோலங்களும்**, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021
3. மூர்த்தி. அ.கி., **வணிகவியல் அகராதி**, மணிவாசகர் பதிப்பகம், சென்னை, 1994

பார்வை நூல்கள் & இணையதளம்

1. வையாபுரிப்பிள்ளை, **பாட்டும் தொகையும்**, பாரி நிலையம், சென்னை, இரண்டாம் பதிப்பு, 1967.
2. பரிமேலழகர்(உரை.), **திருக்குறள்**, பாரதி பதிப்பகம், சென்னை-17, ஏழாவது பதிப்பு, 2000.
3. மயிலை சீனிவேங்கடசாமி, **பழங்காலத் தமிழர் வாணிகம்**, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை
4. www.creativecommons.org

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
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IV	21UFR41GL04	FRENCH – IV	4	3
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CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall the vocabulary pertaining to dwelling place.	K1
CO–2	outline crisis management in France.	K2
CO–3	develop a travel diary of your own.	K3
CO–4	simplify the French education system.	K4
CO–5	interpret past tenses in a text.	K5

Unit- I (12 hours)

TITRE:ON FAIT LE MELANGE!

GRAMMAIRE : le présent progressif, les pronoms possessifs, la phrase négative

LEXIQUE : décrire les étapes d’une action, la maison, les tâches ménagères

PRODUCTION ORALE : comprendre le récit d’un voyage

PRODUCTION ECRITE : raconter ses actions quotidiennes

Unit – II (12 hours)

TITRE:A PROPOS DE LOGEMENT

GRAMMAIRE : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre

LEXIQUE : la localisation et le logement, les pièces, meubles et équipement

PRODUCTION ORALE : jeu de rôle –votre ami et vous s’installe dans un nouveau meuble

PRODUCTION ECRITE : décrire votre maison/appartement

Unit- III (12 hours)

TITRE:TOUS EN FORME!

GRAMMAIRE : le passé composé et l’imparfait, le passé récent, l’expression de la durée

LEXIQUE : un souvenir et les événements du passés, le corps humain : extérieur, le corps humain : intérieur

PRODUCTION ORALE : échanger sur ses projets de vacances

PRODUCTION ECRITE : raconter un souvenir

Unit – IV (12 hours)

TITRE:ACCIDENTS ET CATASTROPHES

GRAMMAIRE : les adjectifs et les pronoms indéfinis : rien/ personne/aucun, les verbes dire, courir et mourir

LEXIQUE : savoir les mots et les expressions des catastrophes naturelles, les maladies et les remédies, les accidents, les catastrophes naturelles

PRODUCTION ORALE : comprendre des personnes qui expriment leur accord ou leur désaccord selon un thème donné

PRODUCTION ECRITE : écrivez sur une catastrophe naturelle en articulant la cause et la conséquence

Unit –V (12 hours)

TITRE:FAIRE SES ETUDES A L’ETRANGER/ BON VOYAGE/ LA METEO

GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi

aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir
 LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger.
 PRODUCTION ORALE : exprimer son opinion sur la météo/parler de l'avenir
 PRODUCTION ECRITE: comparer le système scolaire français et indien

Book for Study

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

Books for Reference

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

Web Resources

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

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

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

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

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

Unit - I

(12 Hours)

Computer ka yug
Prathyay
Adhunik Kal - Namakarn
Namakaran

Unit - II

(12 Hours)

Vigyan hani/labh
Paryayvachy Shabdh
Adhunik Kal - Samajik Paristhithiyam
Samanarthy Shabdh

Unit - III

(12 Hours)

Nari shiksha
Upasarg
Adhunik Kal – Sahithyik Paristhithiyam
Adhunik kal – Salient Features

Unit - IV

(12 Hours)

Review- Book/Film
Paryavaran Pradookshan
Adhunik Kal - Main Divisions
Adhunik Kal - Visheshathayem

Unit - V**(12 Hours)**

Sapnom Kee Home Delivery (Novel)
Anuvad - 4

Books for Study

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

Books for Reference

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

Web Resources

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

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

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

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

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

Unit - I (12 Hours)

Sanskrita 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)

Sanskrita Rachanani priyogaha

Book for Study

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

Books for Reference

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

2. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg
Mumbai – 400 007 2018
3. Samskrita Bharathi , Aksharam 8 th cross , 2nd phase Giri nagar Bangalore Vadatu
sanskritam – Samaskara Binduhu 2019

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

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

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

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

Unit-I (15 Hours)

1. Women through the Eyes of Media
2. General Writing Skill: Writing Minutes of a Meeting
3. Grammar: Present Perfect Tense

Unit-II (15 Hours)

4. Effects of Tobacco Smoking
5. General Writing Skill: Note-Taking
6. Grammar: Present Perfect Continuous Tense

Unit-III (15 Hours)

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

Unit-IV (15 Hours)

10. An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report
11. General Writing Skill: Précis Writing
12. Grammar: Past Perfect Continuous Tense

Unit-V (15 Hours)

13. Traffic Rules
14. General Writing Skill: Paragraph Writing
15. Grammar: Future Perfect Tense and Future Perfect Continuous Tense

Book for Study

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

Books for Reference

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

Web Resources

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO43CC08	CORE-08: FINANCIAL MANAGEMENT	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe and explain functions of finance, time value of money and cost of capital.	K1,K2
CO–2	compute working capital requirement, and its different components.	K3
CO–3	relate theories of capital structure and Leverages to finance decisions.	K4
CO–4	examine the relevance of Dividend& Capital Structure in business context.	K4
CO–5	estimate cost of capital and capital budgets using different methods taking into consideration risk element.	K5

Unit – I (18 Hours)

Nature, Meaning and scope of Financial Management – Functions of Finance - Goals of financial management - Factors affecting financial planning - Time Value of Money - Reasons for time preference of money - the Interest Rate - Compound Interest - Compounding more than once a year. Doubling Period. Cost of Capital - Concept - Importance and types of cost of capital - Measurement of cost of capital - Weighted average cost of capital

Unit – II (18 Hours)

Capital Budgeting Decisions: Need and importance - methods of evaluating capital expenditure proposals – Pay-back Period - Accounting Rate of Return - Discounted Cash Flow methods: Present Value Method, Net Present Value Method, Internal Rate of Return, Profitability Index, Risk analysis in Capital Budgeting: Sensitivity analysis - Project selection under capital rationing.

Unit – III (18 Hours)

Working capital management - Concept of working capital - Liquidity vs. Profitability - Need and importance of working capital. Determinants of working capital - Components of working capital. Receivables Management - Cash Management - Inventory Management - Computation of working capital.

Unit – IV (18 Hours)

Capital structure - Meaning, factors affecting capital structure - Capital structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Position - Modigliani and Miller Position. Financial, Operating and Combined Leverage. EBIT – EPS

Analysis. Financial Leverage and the shareholder's Return - Combining Financial and Operating Leverages - Financial Leverage and the shareholder's risk.

Unit – V

(18 Hours)

Dividend Policy: Dividend Payout Ratio - Stability of dividend - Legal, contractual and Internal Constraints and Restrictions. Forms of Dividend. Dividend Theory: the Relevance of dividend (Gordon's and Walter's Model), the Irrelevance of Dividend (Miller-Modigliani Hypothesis). Relevance of Dividend Policy under Market Imperfections.

Theory 40% Problem 60%

Book for Study

M.Y.Khan and P.K.Jain, *Financial Management*, Tata McGraw Hill, New Delhi, 2017.

Books for Reference

1. Maheshwari S N, *Financial Management – Principles and Practice*, Sultan Chand and Sons, New Delhi, 2016.
2. Prasanna Chandra, *Fundamentals of Financial Management*, Tata McGraw Hill Education Private Limited, New Delhi, 2017.
3. James C. Van Horne, John M. Wachowicz Jr. *Fundamentals of Financial Management*, PHI Learning Private Limited, New Delhi, 2016.
4. I M Pandey, *Financial Management*, Vikas Publishing House Pvt Ltd., New Delhi, 2018.

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21UCO43CC08		CORE-08: FINANCIAL MANAGEMENT						6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	1	3	1	3	3	3	1	1	2.2	
CO-2	3	3	3	3	0	3	3	3	3	0	2.4	
CO-3	3	3	3	3	0	3	3	3	3	0	2.4	
CO-4	3	3	3	3	0	3	3	3	3	0	2.4	
CO-5	3	3	3	3	1	3	3	3	3	1	2.6	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO43CC09	CORE-09: FINANCIAL SYSTEM AND SERVICES	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the components of financial systems and its role in an economy.	K1
CO–2	understand the regulations proposed by governing bodies of financial markets.	K2
CO–3	explain the nature and applicability of different types of financial instruments.	K2
CO–4	illustrate the functions of various financial institutions.	K3
CO–5	compare and contrast the implications of different financial services.	K4

Unit – I (15 Hours)

Introduction – Meaning, Functions, Structure and Constitutions of Financial System - Financial Markets; Financial Institution; Financial Instruments and Financial services. Indian financial system and the economy - financial Sector reforms - Raghuram Rajan Committee.

Financial Markets: Meaning, Types, Classification and significance of Financial Markets- Money Market, Call money Market, Govt. Securities Market. Capital Market, Debt Market,- Primary and Secondary Market, Interlinking Financial Market-Indian and Global Financial Markets.

Unit – II (15 Hours)

Reserve Bank of India (RBI): The Securities Exchange Board of India (SEBI) – Insurance Regulatory and Development Authority (IRDA) - The Pension Fund Regulatory and Development Authority (PFRDA) - Prevention of Monetary Laundering (PML) Objectives – Role, Functions and measures.

Unit – III (15 Hours)

Types of Banking and Non-Banking Financial Institutions. Constitution, objectives & functions of IDBI, SFCs, SIDCs, LIC, EXIM Bank. Mutual Funds – features and types, AMFI-Basel committee on banking.

Unit – IV (15 Hours)

Commercial Papers, Certificate of Deposits, Treasury Bills, Commercial Bills, Gilt Edged Securities, Equity Shares, Dematerialisation, Preference Shares, Debentures, Warrants and Convertibles, ADRs and GDRs, Derivatives- Options and Futures.

Unit – V**(15 Hours)**

Meaning & Definition – Features – Importance - Types of Financial Services – Fund and fee based Services, Factoring and forfeiting leasing, merchant banking, hire purchase finance, Securitization, Custodian Services, credit rating, venture capital, Mortgages and consumer credit - housing and vehicle finance, Depository services.

Book for Study

L M Bhole & Mahakud, *Financial Institutions and Markets*, 6th Edition, McGraw Hill Education, New Delhi, 2017.

Books for Reference

1. E.Gordon, K.Natarajan, *Emerging Scenario of Financial Services*, Himalaya Publishing House, Mumbai, 2020.
2. S. Gurusamy, *Merchant banking and financial services*, Vijay Nicole Imprints, Chennai, 2015.
3. M.Y.Khan, “*Financial Services*” – Tata McGraw Hill, New Delhi, 2018.
4. Machiraju, *Indian Financial System* – Vikas Publishing House, New Delhi, 2020.
5. J.C.Verma, *A Manual of Merchant Banking*, Bharath Publishing House, New Delhi, 2001.

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21UCO43CC09		CORE-09: FINANCIAL SYSTEM AND SERVICES						5		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	2	2	2	2	2.2	
CO-2	2	2	2	2	3	2	1	2	2	2	2	
CO-3	2	2	1	3	2	3	2	1	2	1	1.9	
CO-4	3	2	3	2	3	2	3	2	2	1	2.3	
CO-5	3	2	3	3	3	3	3	2	3	3	2.8	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO43AO04A	ALLIED OPTIONAL-2: ELEMENTS OF STATISTICS	6	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO-2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO-3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO-4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO-5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

Unit – I (18 Hours)

Measures of central tendency - arithmetic mean, median, mode - computation of individual, discrete and continuous series - Measures of dispersion - standard deviation - coefficient of variation (simple problems & business applications only)

Unit – II (18 Hours)

Measures of Skewness - computation of Karl Pearson's coefficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks (simple problems & business applications only)

Unit – III (18 Hours)

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - quantity & value indices - Time series analysis - components - method of least squares - fitting a straight line trend only (simple problems & business applications only)

Unit – IV (18Hours)

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

Unit – V**(18 Hours)**

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

Books for Study

1. S.P. Gupta, “*Statistical Methods*”, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005.

Unit-I Chapter 7 (Vol. I), Pages 177-188, 196-205, 211-218, Chapter 10 (Vol. I), Pages 282-297.

Unit-II Chapter 9 (Vol. I), Pages 330-338, Chapter 10 (Vol. I), Pages 377- 382, 386-393, 404-407

Unit-III Chapter 13 (Vol. I), Pages 515-525, 529-534, 537-539, Chapter 14 (Vol. I), Pages 590-598, 613-619.

Unit-IV Chapter 1 (Vol. II), Pages 751-765, 774-792.

2. Ajai S. Gaur and Sanjaya S. Gaur, “*Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*”, Second Edition, Sage Publications Pvt. Ltd., 2009.

Unit – V Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1.1, 3.1.2, 3.1.4.

Books for Reference

1. Vijaya Krishnan and Sivathanu Pillai, “*Statistics for Beginners*”, Atlantic Books, 2011.
2. EelkoHuizingh, “*Applied Statistics with SPSS*”, SAGE Publications Pvt. Ltd., 2007.

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

Semester	Course code		Title of the Course					Hours		Credits	
IV	21UCO43AO04A		ALLIED OPTIONAL - 2: ELEMENTS OF STATISTICS					6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	3	1	1	3	2	3	2	3	2.2
CO-2	1	2	3	2	3	2	3	2	3	2	2.3
CO-3	2	3	2	1	2	3	3	2	2	3	2.3
CO-4	1	2	2	2	3	1	3	2	2	3	2.1
CO-5	1	2	2	3	1	2	3	2	2	3	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO43AO04B	ALLIED OPTIONAL - 2: BUSINESS STATISTICS	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO–2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO–3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO–4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO–5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

Unit – I (18 Hours)

Measures of central tendency - arithmetic mean, median & mode – correction of incorrect values - Open end classes - median for unequal intervals - quartiles, deciles & percentiles – relation between AM, median & mode - Measures of dispersion - Range – Quartile deviation - Mean deviation - standard deviation – relation between QD, MD & SD - coefficient of variation (simple problems & business applications only).

Unit – II (18 Hours)

Measures of Skewness - computation of Karl Pearson's & Bowley's co-efficient of skewness - Correlation analysis - types of correlation – calculation - rank correlation without tie in ranks - Association of two attributes – types of association - consistency of data - Comparison of observed and expected frequencies - Yule's coefficient of association (simple problems & business applications only)

Unit – III (18 Hours)

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - weighted aggregative indices - quantity & value indices - test of adequacy of indices - time reversal test - factor reversal test - family budget method - method of least squares - fitting a straight line trend only (simple problems & business applications only)

Unit – IV**(18 Hours)**

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

Unit – V**(18 Hours)**

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

Books for Study

1. S.P. Gupta, “*Statistical Methods*”, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005.
Unit-I Chapter 7 (Vol. I), Pages 177-189, 196-222, Chapter 8 (Vol. I), Pages 268-289, 293-301.
Unit-II Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382, 386-393, 404- 408, Chapter 12 (Vol. I), Pages 478- 488.
Unit-III Chapter 13 (Vol.I), Pages 515-545, 557-560, Chapter 14 (Vol. I), Pages 613-619.
Unit-IV Chapter 1 (Vol. II), Pages 751-765, 774-792.
2. Ajai S. Gaur and Sanjaya S. Gaur, “*Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*”, Second Edition, Sage Publications Pvt. Ltd., 2009.
Unit – V Chapter 1, Chapter 2, (Sections 2.1-2.3), Chapter 3, (Sections 3.1, 3.2).

Books for Reference

1. Vijaya Krishnan and Sivathanu Pillai, “*Statistics for Beginners*”, Atlantic Books, 2011.
2. EelkoHuizingh, “*Applied Statistics with SPSS*”, SAGE Publications Pvt. Ltd., 2007.

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

Semester	Course code		Title of the Course					Hours		Credits	
IV	21UCO43AO04B		ALLIED OPTIONAL - 2: BUSINESS STATISTICS					6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	3	1	1	3	2	3	2	3	2.2
CO-2	1	2	3	2	3	2	3	2	3	2	2.3
CO-3	2	3	2	1	2	3	3	2	2	3	2.3
CO-4	1	2	2	2	3	1	3	2	2	3	2.1
CO-5	1	2	2	3	1	2	3	2	2	3	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO44SE02A	SEC-2 (BS): PERSONAL FINANCE MANAGEMENT	2	1

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	define the nature of personal finance and cash budget.	K1
CO–2	compute simple and compound interests.	K2
CO–3	examine the elements of loans and credit.	K3
CO–4	identify the regulations related to consumer protection.	K4
CO–5	evaluate the uses of digital financial services for personal financial management.	K5

Unit – I (6 Hours)

Introduction to Personal Finance: Fundamentals of Personal Finance – Budget Estimation - Preparation of Cash Budget – Income and Expenditure Accounting using MS Excel.

Unit – II (6 Hours)

Financial Competencies: Interest on Loan – Power of Compounding – Inflation - Time Value of Money – Risk vs. Return – Diversification.

Unit – III (6 Hours)

Loans and Credits: Loans: Types of Loans – Benefits and Risks – Gold Buying Company – Nature and Functions – Deposit Accounts – Credit Scores – New categories of Banks and Business Correspondence.

Unit – IV (6 Hours)

Consumer Protection: Miss Lead Selling – Sachet Portal – Banking Ombudsman Scheme – Complaint Management System (CMS) of the RBI.

Unit – V (6 Hours)

Digital Financial Literacy: E-Retail Remittances – Unified Payments Interface [UPI] – UPI Apps - Dos and Don'ts for E-Banking Transactions – Dos and Don'ts for ATM Transactions – Customer Liability for Fraudulent Transactions.

Book for Study

Jack Kapoor and Les Dlabay and Robert J Hughes and Melissa Hart, *Personal Finance*, Tata McGraw Hill Publications, New Delhi (2017)

Books for Reference

1. Reddy TS and Murthy, *Financial Accounting*, Margham Publications, Chennai, 2020.
2. R.L. Gupta & M. Radhaswamy, "*Financial Accounting*", Sultan Chand & Sons, New Delhi, 2017.

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21UCO44SE02A		SEC-2 (BS): PERSONAL FINANCE MANAGEMENT						2		1	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	3	2	3	2	2	3	2	2.3	
CO-2	2	2	2	2	2	3	2	2	2	3	2.2	
CO-3	2	2	2	2	2	2	2	2	2	2	2	
CO-4	2	2	1	2	2	1	2	2	1	1	1.6	
CO-5	3	1	2	2	2	1	2	2	2	2	1.9	
Mean overall Score											2.0 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO44SE02B	SEC-2 (BS): MARKETING SKILLS	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	recognize the relevance of communication and Critical thinking skills in integrated Marketing.	K1
CO-2	develop public relations skills necessary for Marketing.	K2
CO-3	illustrate the layout of advertisement copy.	K3
CO-4	test the skills in Marketing Communication, Marketing Relationship and Public Relations Marketing.	K4
CO-5	describe customer relationship techniques and Process of B2B.	K5

Unit – I (6 Hours)

Introduction to Marketing – Meaning, definition, creating customer value and engagement; Integrated Marketing Communications (IMC), Communication Development Process, Budget Allocation Decisions in Marketing Communications. Critical thinking skills, Cultural sensitivity, Facilitate future marketability.

Unit – II (6 Hours)

Public Relations – Role & Meaning, Need, History, Objective of PR; Press Relation & Its Principles - Press Event & organizing them, Internal PR, exhibition PR; PR in Developing countries.

Unit – III (6 Hours)

Introduction, Meaning and Definition of CRM, Importance of CRM, Customer Development Process, customer Retention, Customer satisfaction, Importance of customer retention, Customer Retention Strategies, Customer Life Time Value, types of Relationship Management, CRM process for B2B markets.

Unit – IV (6 Hours)

Introduction to Advertising, Advertising - Meaning - Definitions - Origin - Growth - Development - Objectives - Nature - Scope - Functions - Primary and secondary functions - AIDA model. Advertisement copy - Meaning - Essentials of a good advertising copy - Types of Advertisement copy - components of Advertisement copy- Advertisement layout.

Unit – V**(6 Hours)**

Advertising appeals - meaning - Definition - Functions - Classifications - Principals. Social Media Advertising – Characteristics and Influences.

Skills tested: Marketing Communication, Marketing Relationship Marketing, Public Relations, understanding concepts, Creating Advertisement slogans, evaluating contents of advertisements in different media through AIDA model, knowledge of advertisement copy and Creating advertisement copy.

Books for Study

1. Kenneth Clow and Donald Baack, “*Integrated Advertising, Promotion and Marketing Communications*”, (Eighth Edition) Global Edition, New Delhi, 2017.
2. Francis Buttle *Customer Relationship Management: Concepts and Technologies*, (4th Edition), Routledge, New York, 2018.

Book for Reference

Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009.

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

Semester	Course code		Title of the Course					Hours		Credits	
IV	21UCO44SE02B		SEC – 2 (BS) MARKETING SKILLS					2		1	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	2	2	2	2	2.0
CO-2	2	1	2	2	2	2	1	2	3	2	1.9
CO-3	2	2	3	2	2	2	1	2	2	2	2.0
CO-4	1	2	2	2	2	2	2	3	3	2	2.2
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
IV	21UCO44SE02C	SEC-2 (BS): EVENT PLANNING AND MANAGEMENT	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify event management procedure.	K1
CO-2	understand the importance of event management as a managerial skill.	K2
CO-3	illustrate the types and elements of events and their relevance.	K3
CO-4	point out the differences between sponsorship and donations.	K4
CO-5	recommend the steps necessary to plan and create successful events.	K5

Unit – I (6 Hours)

Event - Meaning, Types, Event Team; Why Event Management - Analysis of Event, Scope of Event, Decision Makers. Event Manager Technical Staff- Establishing of Policies & Procedure - Developing Record Keeping Systems. Scope for Career in event management. Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, Phonographic Performance License, Utilities - Five Bridge Ambulance Catering, Electricity, Water Taxes Applicable.

Unit – II (6 Hours)

Locating People - Clarifying Roles, developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms; Introduction, Fees & Honorariums - Expense Reimbursement, Travel Arrangements; Worksheets Preparing a planning schedule - Role and functions of an event manager - Organizing Tasks, Assigning Responsibility, Overall Planning Tips, Protocols, Dress Codes, Staging, staffing.

Unit – III (6 Hours)

Event Marketing and Advertising - Nature and Process of Marketing. Seeking Sponsorship – Types, Event Sponsorship, Event Organizer - Event Partners, Event Associates, Image branding, Advertising and PR, Meetings and Group Development, Special Events, wedding, meetings, sports, rallies, Tools of Promotion, Tips on writing a New Release, Direct Marketing, Word of Mouth, The Promotion Schedule, Planning a Promotion Campaign for an Event, EMBOK.

Unit – IV**(6 Hours)**

Event Production and Logistics – Staffing and vendors, logistics and staging, breaking Down the event, Outsourcing strategies, Concept, theme, Fabrication, light & sound, handling vendors, Logistic policy, procedures, performance standards, event evaluation. Budget – cost of event, Profit and loss statement, balance sheet, panic Payments, Financial control system.

Unit – V**(6 Hours)**

Event Safety and Security – Security, occupational safety, Major risk and emergency planning, Incident Reporting, emergency procedures, Health and safety issues, insurance, licenses and permissions.

Book for Study

Mohan S, *Event Management & Public Relations*, Enkay Publishing House, New Delhi, 2017.

Books for Reference

1. Allen, J, *Event Planning Ethics and Etiquette*, John Wiley & Sons, Canada, 2018.
2. Allison.S, *The Event Marketing Handbook*. Kaplan Business, 2012.
3. Kimball, C, *Start Your Own Event Planning Business*. Entrepreneur Press, 2015.
4. S.K, Goyal, *Event Management*. Adhyayan Publishers, New Delhi, 2017.
5. Singh.GK, *Event Management: A Blooming Industry and an Eventful Career*, Haranand Publications, New Delhi, 2017.

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

Semester	Course code		Title of the Course					Hours	Credits		
IV	21UCO44SE02C		SEC-2 (BS): EVENT PLANNING AND MANAGEMENT					2	1		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	3	3	3	3	3	1	2	2	2.4
CO-2	2	2	2	2	2	3	3	2	3	2	2.3
CO-3	2	2	3	2	2	2	1	2	2	2	2
CO-4	2	2	2	2	3	3	2	2	2	2	2.2
CO-5	2	2	2	3	2	2	3	2	2	2	2.2
Mean overall Score											2.22 (High)

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

Co. No.	Course Outcomes:	Cognitive Level
	On completion of this course the graduates will be able to	
CO-1	know the value of natural resources 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

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

Books for Reference

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

Web Sources:

https://en.wikipedia.org/wiki/Disaster_management_in_India

<https://ndma.gov.in/>

<https://talkitover.in/services/child-adolescent-counselling/>

<https://www.nipccd.nic.in/schemes/adolescent-guidance-centre-19#gsc.tab=0>

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

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

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

Books for Study

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

Books for Reference

1. *Compendium: Catechism of the Catholic Church*. Bengaluru: Theological Publications in India, 1994.
2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54CC10	CORE-10: COST ACCOUNTING	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the concepts, elements and methods of cost accounting.	K1
CO–2	relate cost accounting with financial accounting to reconcile the differences.	K2
CO–3	compute the levels and value of stock, labour remuneration under various schemes and overheads.	K3
CO–4	employ various methods of costing to provide practical solution.	K4
CO–5	prepare tenders and quotations based on the assessment of cost sheets.	K5

Unit – I (18 Hours)

Introduction - evolution of cost accounting - cost concepts and cost objects - cost classification - cost organization and its relationship with other departments - preparation of cost sheet - Tender and quotations.

Unit – II (18 Hours)

Material Cost - Stores ledger - Labour cost - labour turnover and remedial measures - treatment of idle time and overtime - remuneration methods (monetary and non-monetary incentive scheme)

Unit – III (18 Hours)

Overheads - indirect expenses - nature, collection and classification of indirect expenses and treatment - production overheads - distribution, appropriation, absorption by products - use of predetermined recovery rates, treatment of under and over - absorption of over heads.

Cost accounting records - Cost ledgers - Reconciliation of cost and financial accounts and integrated accounts.

Unit – IV (18 Hours)

Process costing - Simple process accounts including NL, AL and Abnormal gain treatments - Inter process profits - Equivalent Production Units – WIP - Accounting for Joint products and by - products.

Unit – V (18 Hours)

Batch Costing - Contract Costing - Features of contract costing - Types of contracts - Recording of costs of contracts - Profit on contracts - Cost Plus Contracts - Escalation Clause.

Book for Study

Alex K, *Cost Accounting*, Pearson Education, New Delhi. 2012.

Books for Reference

1. Jain & Narang, *Cost Accounting Principles and Practices*, Kalyani Publishers, New Delhi, 2016.
2. Banerjee, B. *Cost Accounting Theory and Practices* (14th edition). PHI Learning Pvt Ltd, Mumbai, 2016.
3. S.N. Maheshwari, *Advanced Cost Accounting*. New Delhi: Sultan Chand Publishing House, New Delhi, 2016.

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

Semester	Course code		Title of the Course					Hours		Credits	
V	21UCO54CC10		CORE-10: COST ACCOUNTING					6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	3	2	3	3	2.3
CO-2	2	3	2	2	1	3	2	2	3	2	2.2
CO-3	2	2	2	2	3	3	3	3	2	2	2.4
CO-4	2	2	2	2	2	3	3	2	2	2	2.2
CO-5	3	3	2	2	1	3	3	2	3	2	2.4
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54CC11	CORE-11: AUDITING & CORPORATE GOVERNANCE	4	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	outline the concepts, principles and techniques of Auditing.	K1
CO-2	recognise the responsibility of management in corporate governance.	K2
CO-3	apply the procedures involved in vouching and valuation of assets and liabilities.	K3
CO-4	appraise the significant features of Auditing and Assurance standards	K4
CO-5	evaluate the EDP environment of auditing and professional ethical code of conduct.	K5

Unit – I (12 Hours)

Auditing – Meaning – Objects - Basic Principles and Techniques – Auditing and investigation - Classification of Audit - Audit Planning – Qualities of an auditor – Advantages and limitations of audit

Unit – II (12 Hours)

Audit Procedures: Vouching - Definition - Features - Examining vouchers - Vouching of cash book - Vouching of trading transactions - Verification and valuation of assets and liabilities: Meaning - Definition and objects - Vouching v/s verification - Verification and Valuation of different assets and liabilities

Unit – III (12 Hours)

Internal Control - Internal Check - Internal Audit - Definitions - Necessity - Difference between internal check and internal control - Fundamental Principles of internal check - Difference between internal check and internal audit - Special Areas of Audit: Tax audit and Management Audit - Recent trends in auditing - Relevant Auditing and Assurance Standards (AASs) - Rights duties and liabilities of auditor - Audit committee - Auditor's Report - Contents and types - Auditors certificate.

Unit – IV (12 Hours)

Audit of joint stock companies - qualifications and - disqualification appointment, rotation, and removal of auditor - remuneration and expenses of an auditor’ - powers and duties of an auditor - liabilities of an auditor under Companies Act law of agency - liability of an auditor to third parties. EDP Auditing - definition - Need for Control - Effects of EDP Auditing - Foundations of EDP Auditing - steps in EDP Audit - International Federation of Accountants

(IFAC) code of ethics for professional accountants - American Institute of Certified Public Accountants (AICPA code of professional conduct.

Unit – V

(12 Hours)

Conceptual Framework of Corporate Governance: Meaning, Theories, Models and Benefits of Corporate Governance; Board Committees and their Functions; Insider Trading; Rating Agencies; Green Governance/E-governance; Major Corporate governance failures - BCCI (UK) - Maxwell Communication (UK) - Enron (USA – Satyam Computer Services Ltd - TATA Finance - Kingfisher Airlines - Common Governance Problems Noticed in various Corporate Failures - Codes and Standards on Corporate Governance

Note: Case Study Analysis at the end of each unit.

Book for Study

B.N. Tandon, *Principles of Auditing*, S.Chand & Company, New Delhi, 2018.

Books for Reference

1. Rani, Geeta D., and R.K. Mishra, *Corporate Governance- Theory and Practice*, Excel Books, New Delhi, 2020.
2. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi, 2020.
3. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI learning Pvt. Ltd. Revised Edition, New Delhi, 2017.
4. Sharma, J.P., *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd, New Delhi, 2017.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO54CC11	CORE-11: AUDITING & CORPORATE GOVERNANCE									4	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	2	3	2	1	2	2	
CO-2	2	2	2	2	3	3	2	2	1	2	2.1	
CO-3	2	2	3	2	2	2	2	3	2	3	2.3	
CO-4	2	3	2	2	3	2	3	2	1	3	2.3	
CO-5	3	2	2	1	2	2	3	2	1	3	2.1	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO63CC12	CORE-12: BUSINESS VALUATION AND ANALYSIS	4	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the various techniques of business valuation.	K1
CO–2	interpret different projects using financial modeling.	K2
CO–3	illustrate the balance sheet and income statements using comparative and common size statements.	K3
CO–4	analyse the statement of shareholder’s equity and present reports.	K4
CO–5	assess the value of business firms based on their assets and liabilities.	K5

Unit – I (12 Hours)

Use of Functions like Net Present Value (NPV), Internal Rate of Return (IRR), etc.- Forecasting techniques.

Unit – II (12 Hours)

Reformulating the Statement of Owners’ Equity - Comprehensive Income Reporting - Financial Analysis – ratio analysis and report writing.

Unit – III (12 Hours)

Reformulation of the Balance Sheet - Reformulation of the Income Statement (Tax allocation, issues in reformulating income statements) - Comparative analysis of the Balance Sheet and Income Statement (Common size analysis; trend analysis).

Unit – IV (12 Hours)

Basis for Valuation - Principles and techniques of valuation – DCF, Multiple methods, Accounting based valuation - Asset Valuation; Earning Valuation; Cash flow valuation; other valuation basis Role of Valuation.

Unit – V (12 Hours)

Introduction - Discounted Cash Flow Valuation - Relative Valuation - Free Cash Flow Valuation – Valuation of Firm - Valuation of Fixed Assets - Valuation of Investments - Valuation of Share - Valuation of Liabilities.

Book for Study

Krishna G Palepu and Paul M. Healy, *Business Analysis and Valuation: Using Financial Statement*, Cengage Learning, New Delhi, 2015.

Books for Reference

1. Erik Peek and Paul Healy, *Business Analysis and Valuation: IFRS edition*, Cengage Learning, New Delhi, 2016
2. Study Notes, *Financial Analysis and Valuation: The Institute of Cost Accountants of India*, 2014.

50% problems | 50% Theory

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

Semester	Course code		Title of the Course						Hours		Credits
V	21UCO63CC12		CORE-12: BUSINESS VALUATION AND ANALYSIS						4		2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	3	2	2	3	2	2	2	2	2.3
CO-2	2	2	3	3	3	2	3	3	3	2	2.6
CO-3	2	3	2	3	2	3	2	2	2	3	2.4
CO-4	3	2	2	1	1	2	3	2	3	3	2.2
CO-5	2	2	3	3	3	2	3	3	2	3	2.6
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES01A	DSE-1: ADVANCED FINANCIAL MANAGEMENT	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe and Explain the functions of finance, time value of money, Financial Statements, and the relationship between risk and return.	K1
CO-2	compare and Contrast financial statements.	K2
CO-3	examine and Explain the concepts of corporate restructuring.	K3
CO-4	calculate present and future value of money, return on a single and portfolio of assets.	K4
CO-5	analyse Mergers and Acquisitions, Takeovers, Lease and Hire Purchase.	K5

Unit – I (15 Hours)

Finance Functions – Time value of money. Future Value: Future value of a single cash flow, Future value of an Annuity. Present Value: Present value of a single cash flow, Present value of Annuity, Capital Recovery and Loan Amortisation, Present value of perpetuity, Present value of an Uneven Cash Flows, Present value of Growing Annuity, Present value of growing Perpetuities. Value of an Annuity Due – New developments in FM

Unit – II (15 Hours)

Financial Statement Analysis and Planning: Financial Statements - Profit and Loss Account, Balance sheet, Profits versus Cash Flow. Comparative Analysis - Du Pont Analysis, Standardized Financial Statements. Financial Planning-sales forecast - Forecasting Financial Statements - Pro Forma Profit and Loss Account and Balance Sheet. Computerized Financial Planning System.

Unit – III (15 Hours)

Risk and Return – Return on a single asset - Risk of rates of return - Variance and Standard Deviation - Historical Capital Market Return - Expected Return and Risk. Portfolio Return – two asset cases - Portfolio Risk and Return Analysis - Efficient Portfolio and Mean Variance Criterion – Combining a Risk free asset and a risky asset. Capital Asset Pricing Model (CAPM) - implication and relevance of CAPM - Limitation of CAPM. The Arbitrage Pricing Theory.

Unit – IV (15 Hours)

Corporate Restructuring – Types of Business Combinations – Merger/Amalgamation Acquisition - Types of Mergers - Motives and Benefits of Economics of Mergers and acquisitions - Valuation under Mergers and acquisitions - Steps involved in Mergers and acquisitions - Tender Offer and Hostile Takeover - Corporate Strategy and Acquisitions - Accounting for Mergers and acquisitions. Regulations of Mergers and Takeovers in India.

Unit – V (15 Hours)

Leasing, Hire Purchase and Project Finance - Types of Lease Arrangements - Mechanics of Leasing - Financial evaluation of a Lease - Other Considerations. Hire Purchase Arrangements. Mergers, Acquisitions and Restructuring - Reasons for Mergers - Mechanics of Mergers - Financial Aspects of a Merger - Purchase of a division / Plant, Takeovers. Divestitures, Demergers.

Theory 40% | Problem 60%

Book for Study

IM Pandey, *Financial Management*, Vikas Publishing House Pvt Ltd., New Delhi, 2018.

Books for Reference

1. M.Y.Khan and P.K.Jain, *Financial Management*, Tata McGraw Hill, New Delhi, 2017.
2. James C.Van Horne, John M.Wachowicz Jr. *Fundamentals of Financial Management*, PHI Learning Private Limited, New Delhi, 2016
3. Chandra Bose, *Fundamentals of financial Management*, PHI Learning Private Limited, Delhi, 2017.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO53ES01A	DSE – 1: ADVANCED FINANCIAL MANAGEMENT									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	3	2	3	3	3	2	3	2.8	
CO-2	3	3	3	3	1	3	3	3	2	1	2.5	
CO-3	3	3	3	3	2	3	3	3	3	3	2.9	
CO-4	2	2	3	3	3	3	3	3	3	2	2.7	
CO-5	2	2	3	3	3	3	3	3	3	1	2.6	
Mean overall Score											2.7 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES01B	DSE-1: HUMAN RESOURCE MANAGEMENT	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the principles and practices of Human resource management.	K1
CO-2	explain the features of Job evaluation techniques, compensation policies and procedures.	K2
CO-3	illustrate various methods of recruitment, training and development.	K3
CO-4	analyze the factors influencing employee relations and grievance handling mechanisms.	K4
CO-5	recognize the Employee empowerment in Indian and Global Scenario.	K5 & K6

Unit – I (15 Hours)

Introduction to Human Resource Management: Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices. Human Resource Planning: Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP. Job Analysis and Design: Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design.

Unit – II (15 Hours)

Recruitment: Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment. Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection. Induction: Introduction, Meaning and Definition of Induction, Need for Induction, Problems Faced during Induction, Induction Programme Planning.

Unit – III (15 Hours)

Training and Development: Employee Training: Concept and Significance of Training, Training Needs, Training Methods, Types of Training - Management Development - Concepts and Significance - Types of Management Development Programmes - *Case Studies*.

Unit – IV (15 Hours)

Compensation Administration & Performance Appraisal: Compensation Administration: Introduction, Nature and Significance, Methods of Compensation Determination - Incentives: Introduction, Concept of Incentives, Effective Incentive System, Types of Incentive

Scheme Performance Appraisal: Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal.

Unit – V (15 Hours)

Employee Relations & Empowerment: Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counselling. Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario. International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM – Recent Trends in HRM - *Case Studies*.

Book for Study

Pravin Durai, *Human Resource Management*, Pearson Education, New Delhi, 2020.

Books for Reference

1. Mamoria C.B. & Gankar S.V, *Human Resource Management*, Himalaya Publishing House New Delhi, 2016.
2. Monappa A and Saiyadain M, *Personnel management*, Mc-Graw Hill Education, New Delhi, 2017.
3. DeCenzo, D.A. & Robbins, S.P, *Fundamentals of Human Resource Management*, John Wiley and Sons, New Delhi, 2017.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCO53ES01B		DSE-1: HUMAN RESOURCE MANAGEMENT						5		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	3	3	2	3	3	2	2.7	
CO-2	3	3	3	2	2	3	3	3	2	2	2.6	
CO-3	3	3	3	3	2	3	3	2	3	3	2.8	
CO-4	3	3	2	3	2	3	3	2	2	2	2.5	
CO-5	3	3	3	2	2	3	3	3	2	3	2.7	
Mean overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES01C	DSE-1: CONSUMER BEHAVIOUR AND MARKETING RESEARCH	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the application of theories on consumer behavior in marketing.	K1
CO-2	examine and discuss the factors which influence consumer behavior.	K &, K3
CO-3	apply appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situation.	K3
CO-4	analyze the internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.	K4
CO-5	evaluate a research report on consumer behaviour within a specific context.	K4

Unit – I (15 Hours)

Consumer Behavior - Concept and Implications; Integration of consumer behaviour in the marketing concept; Consumer Decision Making Process; Levels of consumer decision making; Types of Consumer Decision Making.Role, Classes and influences on consumer behavior.

Unit – II (15 Hours)

Consumer Behaviour and Marketing Strategy - Key Determinants Providing Customer Value and Retention; Market segmentation: Concept, Bases and Significance; How market segmentation operates; Criteria for effective targeting of market segments; Target Marketing strategies.

Unit – III (15 Hours)

Consumer Motivation -Dynamics of Motivation, type and systems of needs; Personality and theories of personality (relevant to marketing); Consumer diversity; Self and self-image; Consumer Perception; Dynamics of perception and consumer imagery; Consumer Learning; Behavioural and cognitive learning theories; Consumer Attitude; Attitude formation and behaviour; Communication and consumer behaviour.

Unit – IV**(15 Hours)**

Consumer Influence and Market Innovations- Consumer Opinion and its influence on product launch and innovation. New consumers; Managing Consumer Dynamics; Consumer decision making and beyond; Consumer Satisfaction and Dissatisfaction: Mechanism; Managing Post-purchase behaviour.

Unit – V**(15 Hours)**

Marketing Research-Role of Marketing Research, Marketing intelligence Vs Marketing Research, Applications of Marketing Research, Type of Marketing research - concept research, product research, pricing research, distribution research, advertising research. Who does the marketing research, when to do marketing research and limitations of marketing research. – Recent trends and developments in OB.

Book for Study

Schiffman, L.G. and Kanuk, L.L., *Consumer Behavior*, Prentice Hall, New Delhi, 2017

Books for Reference

1. Loudon, D.L. and Bitta, A.J.D. *Consumer Behaviour Concepts and Applications*, TMH Publications, New Delhi, 2015.
2. Solomon, Michael R, *Consumer Behaviour*, Prentice Hall, New Delhi, 2013.

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

Semester	Course code		Title of the Course						Hours	Credits	
V	21UCO53ES01C		DSE-1: CONSUMER BEHAVIOUR AND MARKETING RESEARCH						5	3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	2	2	3	2	1	2	2	2.0
CO-2	3	3	3	2	2	2	3	3	2	1	2.4
CO-3	3	3	3	2	1	2	3	3	2	1	2.3
CO-4	3	3	3	2	2	3	3	3	2	1	2.5
CO-5	3	3	2	2	2	3	3	2	2	2	2.4
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES02A	DSE-2: FINANCIAL REPORTING AND ANALYSIS	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	identify the sources of information used in financial statement analysis.	K1
CO–2	describe the significance of financial reporting and financial statement analysis.	K2
CO–3	relate the importance of financial statement notes and supplementary information.	K3
CO–4	analyse and interpret the financial statements.	K4
CO–5	summarize the steps in the financial statement analysis framework.	K2

Unit – I (15 Hours)

Application of Accounting standards - Standards related to Incomes Taxes, cash flows, Government Grants, effects of changes in foreign exchange rates, investments in associates & Asset Management Plan (AMP); joint ventures, earnings per share, investment property, non-current assets held for sale and fair value measurement – Recent trends and development

Unit – II (15 Hours)

Preparation of Single Entity Financial Statements - Preparation of statement of changes to equity and cash flow statements for a single entity, statement of profit or loss and balance sheet with adjustments pertaining to the standards covered in module 1

Unit – III (15 Hours)

Group Financial Statements-I: Consolidated financial statements (excluding group cash flow statement) for a simple group with one subsidiary and one associate – computation of fair value of net assets, goodwill and Non-Controlling Interest (NCI) on date of acquisition.

Unit – IV (15 Hours)

Group Financial Statements-II: Computation of group reserves on date of consolidation – fair value adjustments on consolidation – effects of intra-group trading on consolidation – effect of disposal of parent's investment in subsidiary in parent's individual financial statements and in consolidated financial statements

Unit – V (15 Hours)

Standards on specific transactions Accounting for Leases (including right-of-use assets, exemption criteria, sale & leaseback transactions), Financial instruments (excluding

hedge accounting & impairment of financial assets) including recognition & measurement of financial assets, financial liabilities & equity

Theory: 20% | Problem 80%

Book for Study

Intermediate Accounting; Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield Wiley, New Delhi, 2018.

Books for Reference

1. *Advanced Accounting*; Joe Ben Hoyle, Thomas Schaefer, Timothy Douppnik; McGraw Hill, New Delhi, 2018.
2. *Intermediate Accounting*; Loren Nikolai, John Bazley, Jefferson Jones; South-Western Cengage Learning, New Delhi, 2016.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCO53ES02A		DSE-2: FINANCIAL REPORTING AND ANALYSIS						5		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	3	2	2	2	3	2	2.5	
CO-2	3	2	3	2	2	2	3	3	2	2	2.4	
CO-3	3	2	3	3	3	3	3	3	2	1	2.6	
CO-4	3	2	2	2	2	2	1	2	2	1	1.9	
CO-5	3	2	3	3	3	3	2	1	2	1	2.3	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES02B	DSE-2: 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	enumerate the basic principles, rules and Institutions regulating work relationship in India.	K1
CO-2	explain factories act, workman's Compensation act and Payment of wages act in the context of labour relationship.	K2
CO-3	analyse and apply contract labour act and trade Union act to prevent and settle industrial disputes.	K3
CO-4	apply appropriate provisions of Industrial dispute act to deal with Labour problems.	K3
CO-5	investigate and act on unfair labour practices.	K4

Unit – I (15 Hours)

Introduction: Labour law – Its scope and object – Regulation of labour in the interest of employees – The evolution of labour laws–Common law and Labour legislation in India – Its special features.

Unit – II (15 Hours)

Factories Act and Workman's Compensation Act Factories Act, 1948: Definitions – Health – Safety – Welfare –Working hours of women and young children - Annual leave with wages – Penalties. Workman's Compensation Act, 1926: Defenses available to employers before passing of the Act – Rules - Defences available to employers – Amount of compensation – Occupational diseases.

Unit – III (15 Hours)

Payment of Wages Act: The Payment of Wages Act, 1936: Definitions - Rules for payment of wages - Deductions from wages - Maintenance of registers & records – Inspectors –Appeal - Penalties - Payment of Minimum Wages Act – provisions.

Unit – IV (15 Hours)

The Contract Labour (Regulation And Abolition) Act and Trade Union Act The Contract Labour (Regulation and Abolition) Act, 1970 - Registration of Establishments Employing Contract Labour - Licensing of Contractors - Welfare And Health of Contract Labour. The Trade Union Act, 1926: Definition - Registration of trade Unions - Funds of trade union - rights and liabilities of registered trade union - Recognition of Trade Unions – Penalties- recent amendments.

Unit – V**(15 Hours)**

Industrial Dispute Act Industrial dispute Act, 1947 - Meaning - Objectives – Definitions - Relief notice of charge in condition - Grievance - Settlement authority - Reference of dispute - Arbitration - Strikes and lock outs - Layoff - Retrenchment – Special provisions - Unfair labour practices - Recent amendments and developments.

Books for Study

1. S N Mishra, *Labour & Industrial Laws*, Central Law Publishers, Uttar Pradesh, 2018.
2. P Gupta, Vijay Gupta, *Industrial and Labour Laws*, SBPD Publishers, Uttar Pradesh, 2020.

Books for Reference

1. P K Padhi, *Labour and Industrial Laws*, PHI Learning Private Limited, New Delhi, 2019.
2. Taxmann, *Labour Laws*, Taxmann Publications, New Delhi, 2020.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCO53ES02B		DSE-2: LABOUR LAWS						5		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	1	2	1	2	1	1	1.9	
CO-2	3	2	2	3	2	2	3	2	2	2	2.3	
CO-3	3	3	3	2	1	2	2	2	1	2	2.1	
CO-4	3	3	3	2	2	2	3	2	2	2	2.4	
CO-5	3	3	3	3	2	2	2	3	1	2	2.4	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES02C	DSE-2: ADVERTISEMENT AND SALES PROMOTION	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and elements of advertisement, Sales promotion and Personal selling.	K1
CO-2	identify strategies, process and models of advertisement.	K2
CO-3	discuss the emerging trends, types and legal regulations in advertising.	K2
CO-4	demonstrate the skills and qualities required in personal selling.	K3
CO-5	analyze the Sales promotion tools and techniques.	K4

Unit – I (15 Hours)

Introduction to Advertisement: Features, Significance, Objectives, Classifications, Pros and Cons – Role and Impact of Advertisement in Economy, Culture and Society - Ethical Issues in Advertisement - Role of Ad Agencies – PESTLE Analysis in Advertising – Careers in Advertising - New Trends in Advertising.

Unit – II (15 Hours)

Advertising Process, Strategy and Trends - Advertising process - Target Audience Selection - Audience Perception - Advertising budget - Execution and Performance - Advertising strategy - AIDAS Model & Hierarchy of Effects Model; DAGMAR Approach; - Emerging Trends in Advertising – Digital Advertising.

Unit – III (15 Hours)

Advertising Media and Institutional Framework - Advertising Media - Role of Media - Criteria for selection of apt Media – Media Scheduling - Appeals in advertising - Role of AI in Advertising – Data Driven Advertising – Types of Media advertising – Role of Advertising Standards Council of India (ASCI) – International Advertising regulations.

Unit – IV (15 Hours)

Sales Promotion: Scope; Functions; Importance - Sales Promotion Tools - Online sales Promotion – Integration of Sales promotion with Advertising – Public Relations – Decisions - CRM – Planning and Organising Promotion Campaign.

Unit – V (15 Hours)

Personal Selling and Salesmanship - Personal Selling – Nature, Characteristics, Process - Personal Selling Strategies – Social Selling; Value based selling – Salesmanship – Sales force Management – E- Sales Training - Essential skills required in professionalising salesmanship – Qualities of successful sales person – Evaluation and rewarding Sales personnel – Case studies.

Book for Study

Philip Kotler, *Principles of Marketing*, Pearson Education Publication, Europe, ISBN- 9789813134454, 2018.

Books for Reference

Philip Kotler et al., *Marketing Management*, Pearson Education. New Delhi, 2013.

1. B. S. Rathore, *Advertising Management*, Himalaya Publishing House. New Delhi, ISBN- 978-93-5202-965-5, 2016.
2. Mahendra Mohan, *Advertising Management*, Tata McGraw Hill Publishing Co. Ltd. New Delhi, ISBN-13: 978-0074517802, 2017.
3. R.S.N Pillai & Bhagavathi, '*Modern Marketing*', S. Chand & Co. Ltd., New Delhi. ISBN- 13: 978-8121916974, 2019.
4. P.Saravanavel, *Advertisement and Salesmanship*, Margham Publications. Chennai, ISBN- 13: 978-9381430149, 2013.

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

Semester	Course code		Title of the Course						Hours	Credits	
V	21UCO53ES02C		DSE-2: ADVERTISEMENT AND SALES PROMOTION						5	3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	3	2	3	2	2	3	2	2.3
CO-2	3	2	2	2	2	3	2	2	2	3	2.3
CO-3	2	3	2	2	3	3	2	2	3	2	2.4
CO-4	3	2	3	2	2	3	2	2	2	2	2.3
CO-5	3	3	3	2	2	3	2	2	2	3	2.5
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53SP01A	SELF PACED LEARNING: SOCIAL NETWORKING SERVICES	--	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the uses of social networking services.	K1
CO-2	examine the different Social Networking Sites.	K2
CO-3	explore with various Social Networking Apps.	K3
CO-4	analysis the practical insights of Facebook.	K4
CO-5	examine the comprehensive framework of Twitter and LinkedIn.	K4

Unit – I

Social Networking Service – Meaning and Definition – History – Social Impact - Features – Emerging Trends – Professional, Curriculum and Learning Uses - Niche Networks – Trading Network – Business Model – Social Interaction – Issues - Psychological effects of Social Networking.

Unit – II

Social Networking Sites (SNS) -Meaning – Basic concepts – Risk and Benefits- Types – Facebook –YouTube – Instagram - Twitter – Reddit - Vine (shut down soon) – Ask.fm – Tumblr – Flickr - Google+ - LinkedIn – Pinterest –VK - ClassMates -Meetup

Unit – III

Social Networking Apps- Meaning – Functions – Features – Benefits – Types – Messenger – WhatsApp; Calls – Chats -Contacts – Group – Broadcasting – Status – Gallery – Document – Location – Settings - QQ Chat – WeChat – QZone – Instagram – Viber – LINE - Snapchat – YY.

Unit – IV

Facebook - Create a Profile –Events – Pages – Groups – Sharing – Message – Friend request – Photos/videos- Tag friends – Post- Understand the privacy options - Deactivate a social network profile - Set profile permissions and privacy settings.

Unit – V

Twitter – How does it work – Create an account –Signing Up - Tweets – Following – Followers - Notification – Message –Disadvantage of Twitter – Deactivation of account – LinkedIn–Profile –My network – Learning – Jobs – interests – Posts – Groups – Privacy and Settings.

Web Resources:

1. https://en.wikipedia.org/wiki/Social_networking_service
2. http://www.slideshare.net/ShrutiArya10/introduction-to-social-networking-sites-and-websites?qid=16074485-0621-4c19-8c0b-5937c59e69dd&v=&b=&from_search=1
3. http://www.uws.edu.au/__data/assets/pdf_file/0003/476337/The-Benefits-of-Social-Networking-Services.pdf
4. <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>
5. <http://mashable.com/2012/05/16/facebook-for-beginners/#zt.hb.qTluqt>
6. <https://www.facebook.com/>
7. <http://mashable.com/guidebook/twitter/>
8. <https://twitter.com/>
9. <http://mashable.com/2012/05/23/linkedin-beginners/#HcgfpgK2QGqW>

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

Semester	Course code					Title of the Course					Hours	Credits
V	21UCO53SP01A					SELF PACED LEARNING: SOCIAL NETWORKING SERVICES					-	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	1	2	2	3	2	2	2	2	2.0	
CO-2	2	2	2	2	2	2	2	2	2	1	1.9	
CO-3	1	2	2	2	2	2	3	2	2	2	2.0	
CO-4	2	2	2	2	2	2	2	2	2	2	2.0	
CO-5	2	2	2	3	2	2	2	3	2	1	2.1	
Mean overall Score											2.0 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53SP01B	SELF PACED LEARNING: INNOVATION MANAGEMENT	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recognize the basics of innovation.	K1
CO–2	explain the value of creativity and innovative thoughts.	K2
CO–3	exposure to different theories of innovation.	K3
CO–4	analysis the process involved in innovation.	K4
CO–5	explain the nuances of innovation for the success of business.	K4

Unit – I: Innovation and Competitive Advantage

Innovation -Introduction, meaning, definition, concepts, nature, importance, early stage of innovation-identifying opportunities-Discovering new points of differentiation, Innovation drivers-State-Technology-Types of Innovations; Descriptions of Technological, Marketing and organization.

Unit – II: Innovation and Creativity:

Creativity-Meaning, definition, need for and importance of creativity-Factors influencing creativity. Individual-Self evaluation of individual-SWOT analysis-Team-Group dynamics-Meaning, Characteristics, Stages, Types, Factors affecting group behavior and team building-Leadership –meaning and nature-creating Breakthroughs in Innovation. Perception – Meaning, Definition, Perceptual process, Factors affecting perception and techniques to improve perception.

Unit – III: Innovation Theories

Major Contemporary theories: Disruptive –Networked-Open; Alternative theories: Evolutionary – Uncontested – Adaptive –Green Initiatives

Unit – IV: Innovation Process

New product development – Criticality of the value proposition, differentiation – paths to market – systems of ideation – Experimentation and Proto typing – Innovation lapse

Unit – V : Success and Innovation

Transformation of Business – Business processes – Recognition – execution strategies – designing winning innovative culture – Patents – Intellectual properties – successful innovation case studies (any two)

Book for Study

Prahalad C.K and Krishna, *The New Age of Innovation: Driving Concreted Value Through Global Networks*, MS McGraw Hill, New Delhi, 2017.

Books for Reference

1. Tidd Joe, and Besant John, *Managing Innovation*, John Wiley And Sons, Chichester, UK, 2017.
2. Westland, JC, *Global Innovation Management: A strategic approach*, Palgrave Macmillian, 2016.
3. MOORE, G.A, *Dealing With Darwin: How Great Companies Innovate At Every Phase of Their Evolution*, Capstone, 2017.
4. Collins, J, *How the mighty fall: And why some companies never give in*, Random House, 2018.

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

Semester	Course code		Title of the Course					Hours		Credits	
V	21UCO53SP01B		SELF PACED LEARNING: INNOVATION MANAGEMENT					-		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	3	3	3	3	2	2	2	2	2.4
CO-2	2	2	2	2	2	2	2	2	2	2	2.0
CO-3	2	2	2	2	2	2	2	2	2	1	1.9
CO-4	2	2	3	3	2	2	2	2	3	2	2.3
CO-5	2	2	2	2	2	2	2	2	1	1	1.8
Mean overall Score											2.08 (Medium)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53SP01C	SELF PACED LEARNING: COMMERCE FOR COMPETITIVE EXAMINATIONS	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	explain the important and latest developments in banking.	K1
CO–2	examine the basics and latest developments in economics.	K2
CO–3	recognise the avenues of investments and different types of financial markets and institutions.	K3
CO–4	familiarize with basic numerical ability problems.	K4
CO–5	prepare the verbal reasoning related problems and solutions.	K4

Unit – I: Banking

Banking functions - types of accounts – cheques – cards - Functions of RBI – Role of – E - banking and its services.

Unit – II: Economics

Economic system - Industrial Policies - monetary and - inflation – deflation business cycle - balance of trade - balance of payment - types of demand and supply. Market structure and price decisions - perfect competition - monopoly oligopoly - monopolistic competition.

Unit – III: Investment

Investment avenues shares, debentures, bonds - Money market – Capital market SEBI - NSE - Insurances – types - fiscal policy and taxation policy Latest development in Taxes and Duties.

Unit – IV: Numerical Ability

Numerical ability- BODMAS- ratio and percentage- calculation of selling price- marked price- profit & loss-simple interest- compound interest-basic logarithm-HCF-LCM-GCD-time-speed and distance.

Unit – V: Reasoning Ability

Reasoning ability – Direction - blood relation - English comprehensive - spot the error – articles – preposition - essay writing.

Book for Study

SanjayKumar, *Objective Commerce*, Ramesh Publishing House, New Delhi, 2018.

Book for Reference

Vineet Kaushik *UGC NET/SET (JRF & LS) COMMERCE Paper II & III* Arihant Publications, 2017.

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

Semester	Course code		Title of the Course					Hours		Credits	
V	21UCO53SP01C		SELF PACED LEARNING: COMMERCE FOR COMPETITIVE EXAMINATIONS					-		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	2	2	3	2	2.1
CO-2	2	2	3	3	3	3	2	2	2	2	2.4
CO-3	2	2	2	2	2	2	2	2	3	2	2.1
CO-4	3	3	2	2	3	2	3	2	3	2	2.5
CO-5	3	3	2	3	2	3	3	3	3	2	2.7
Mean overall Score											2.36 (High)

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

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

Module 1: Effective Communication

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

Module II: Resume Writing & Interview skills

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

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

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

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

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

Books for Study

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

Books for References

1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi.
2. Covey, Stephen. 2004. *7 Habits of Highly effective people*, Free Press. Egan, Gerard. (1994).
3. *The Skilled Helper* (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. *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54EG01A	GE-1: COMPUTERISED ACCOUNTING	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.	K1
CO–2	classify the accounting transactions while entering in the appropriate accounting vouchers.	K2
CO–3	process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.	K3
CO–4	analyze various masters and vouchers and extract accounting and inventory reports.	K4
CO–5	summarize the work in the real time computerized business environment as an accountant or a store keeper.	K5

Unit – I (12 Hours)

Introduction to Accounting – Book Keeping – Accounting Concepts , Conventions and Principles -Types of Accounts - Journal –Subsidiary Books -ledger- Trial balance.

Skill Tested: Passing Journal entries, Preparation of accounts in ledger and Trial Balance.

Unit – II (12 Hours)

Accounting Packages - Introduction to TallyPrime - Creation, alteration and deletion of Companies – F11 Features & F12 Configurations - Accounting groups - Primary and Secondary Groups- Creation, alteration and deletion of User defined Groups- Ledgers creation, alteration and deletion – Extraction of Profit and loss account and Balance sheet

Skill Tested: Creation, alteration and deletion of companies and ledgers.

Unit – III (12 Hours)

Accounting Vouchers for Financial Transactions - Types of accounting vouchers (short cut keys) - Accounting Voucher entries – alteration and deletion - Extraction of Day book and Trial balance. Maintenance of Cost Centres – Maintenance of Billwise details and Interest Calculation

Skill Tested: Entering transactions through vouchers.

Unit – IV (12 Hours)

Inventory Masters: Creation, alteration and deletion of Stock groups, Stock categories, Units of Measures, locations and Stock items – Order Processing and Inventory vouchers. Recording Transactions in Accounts with Inventory model

Skill tested: Creation of inventory masters such as stock items, stock groups and units of measures. Entering transactions in accounting vouchers and inventory vouchers using stock items.

Unit – V (12 Hours)

F12 – Configurations – Creation of Budgets and Viewing variances – Preparation of Payroll masters and Entries in Payroll vouchers- Recording GST, TDS and TCS transactions.

Skill Tested: Create budget and view variances, Maintain payroll for the organization.

Book for Study

Tax Sarthi “*Basic Accounting & Inventory - TallyPrime Book - Volume-I*”, Notion Press, 2020

Books for Reference

1. Ashok K Nadhani, *Tally ERP 9 Training guide*, BPB Publications, New Delhi, 2016.
2. SoumyaRanjanBehera, *Learn Tally ERP in 30 days*, B. K. Publications Pvt. Ltd, Bhubaneswar, 2014.
3. Shraddha Singh and Navneet Mehra, *Tally ERP 9 - Power of simplicity*, V & S Publishers, New Delhi, 2014.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCO54EG01A		GE-1: COMPUTERISED ACCOUNTING						4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	3	2	2	3	3	2	1	2	2.2	
CO-2	3	2	1	1	1	2	1	1	2	1	1.5	
CO-3	3	1	1	2	2	2	2	2	2	2	1.9	
CO-4	3	2	2	2	2	3	3	3	3	2	2.5	
CO-5	3	2	3	3	3	3	3	3	3	2	2.8	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54EG01B	GE-1: BASICS OF EXCEL	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the various options of MS excel applied in business situations.	K1 & K2
CO-2	apply Excel tools for interpretation and decision making.	K3
CO-3	present analysed data in desired format using pivot tables and charts.	K4
CO-4	illustrate MS Excel skills for analyzing data.	K5
CO-5	design worksheet models for various forms of business applications.	K6

Unit – I (12 Hours)

MS Excel Introduction - Interface - Selecting Columns & Rows, Changing Column Width & Row Height - Auto fitting Columns & Rows - Hiding/Un-hiding Columns & Rows - Inserting & Deleting Columns & Rows - Cell address of a cell, Components of a cell – Format, value, formula, Use of paste and paste special - cell styles - Data types - Data Validation - Name managers - Conditional formatting - Autofill.

Unit – II (12 Hours)

Excel Formula Basics - Constituents of Excel Formula, Operators in Formula - arithmetical - logical, Entering Formula, Editing Formula, Absolute/Relative Cell References, Copying/Pasting Formula – Formula Auditing and Debugging -Text Functions: LEFT - RIGHT - MID - LEN - LOWER - PROPER - UPPER - FIND - REPLACE - SUBSTITUTE - TEXT. Date and Time Functions: DATE – DATEDIF – DATEVALUE – DAY – DAYS - DAYS360 – EDATE – EOMONTH – HOUR – ISOWEEKNUM – MINUTE – MONTH – NETWORKDAYS - NETWORKDAYS.INTL – NOW – SECOND - TIME– TIMEVALUE – TODAY – WEEKDAY – WEEKNUM – WORKDAY - WORKDAY.INTL – YEAR – YEARFRAC - Logical Functions: AND, OR, NOT, TRUE, FALSE, IF, IFERROR, IS

Unit – III (12 Hours)

Math Functions: INT, MOD, RAND, RANDBETWEEN, ROUND, SUM, SUMIF, SUMIFS, SUMPRODUCT - POWER FUNCTIONS - Statistical Functions: AVERAGE - AVERAGEIF - AVERAGEIFS - COUNT - COUNTA - COUNTBLANK - COUNTIF - COUNTIFS - LARGE - SMALL - RANK - MAX - MIN - CORRELATION - TIME SERIES - FORECAST - Symmetry, Skew-ness and Kurtosis. -Lookup and Reference Functions: VLOOKUP, HLOOKUP, INDEX, MATCH, OFFSET, INDIRECT, ROW, ROWS, COLUMN, COLUMNS.

Unit – IV**(12 Hours)**

Creating Charts - Different types of chart - Formatting Chart Objects -Changing the Chart Type - Showing and Hiding the Legend - Showing and Hiding the Data Table. Sorting, Filter, Text to Column, Creating Pivot Tables - Manipulating a Pivot Table - Using the Pivot Table Toolbar - Changing Data Field – Properties - Displaying a Pivot Chart - Setting Pivot Table Options - Adding Subtotals to Pivot Tables. Moving between Spreadsheets - Selecting Multiple Spreadsheets - Inserting and Deleting Spreadsheets Renaming Spreadsheets - Splitting the Screen - Freezing Panes - Copying and Pasting Data between Spreadsheets - Hiding, Protecting worksheets.

Unit –V**(12 Hours)**

Create Sparklines - Map Data - Forecasting Data - Determine Potential Outcomes Using Data Tables - Determine Potential Outcomes Using Scenarios - Use the Goal Seek Feature - Forecasting Data Trends

Theory 50% Practical 50%

Book for Study

Michael Alexander (2019), *Microsoft Excel 2019 Bible*, Wiley; 1st edition (4 December 2018).

Books for Reference

1. LokeshLalwani, *Excel 2019 All-in-One: Master the new features of Excel 2019/ Office 365*, BPB Publications, 2019.
2. Naveen Mishra, *Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel*, Penman Books, 2019.
3. Timothy R. Mayes, *Financial Analysis with Microsoft Excel*, Cengage India Private Limited; Seventh edition, 2017.

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

Semester	Course code		Title of the Course						Hours	Credits	
V	21UCO54EG01B		GE-1: BASICS OF EXCEL						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	3	3	2	2	3	2	2	2	2	2.3
CO-2	2	2	3	3	3	2	3	3	3	2	2.6
CO-3	2	3	2	3	2	3	2	2	2	3	2.4
CO-4	3	2	2	1	1	2	3	2	3	3	2.2
CO-5	2	2	3	3	3	2	3	3	2	3	2.6
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54EG01C	GE-1: PERSONAL INVESTMENT PLANNING	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and process involved in developing a personal investment plan.	K1
CO-2	identify the major types of investment alternatives.	K2
CO-3	figure out the roles of savings, cash management, tax planning, risk management, retirement planning and writing of will.	K3
CO-4	examine the risks associated with personal investment planning.	K4
CO-5	construct a portfolio based on personal investment objectives.	K5

Unit – I (12 Hours)

Investment: Meaning, Objectives and Characteristics – Financial Goals - Time Value of Money- Power of Compounding - Inflation - steps in financial planning. Importance of investing, Types of investment avenues. Financial discipline – Benefits of savings, management of spending, Budgeting, Saving and Responsible Borrowing.

Unit – II (12 Hours)

Investment Process, Concept and measurement of return & risk for various assets class, Portfolio – Meaning - Construction of portfolio -Measurement of portfolio risk and return, Diversification & Portfolio formation. Real estate, financial derivatives & Commodity market in India.

Unit – III (12 Hours)

Securities Market : Primary market , Secondary Market, , Initial Public Offering (IPO), the market participants and trading of securities, security market indices, Stock exchanges in India , DEMAT , Online trading.Fundamentals of Derivatives - Futures and Options. Fixed Income Securities - Bond features, types of bonds, estimating bond yields, types of bond risks.Mutual funds – Meaning –Mutual fund schemes including SIP - Myths about mutual funds.

Unit – IV (12 Hours)

Loans and Credits: Types of Loans - Benefits and Risks, Credit Score. Tax Structure in India for personal taxation, Steps of Personal tax planning, Exemptions and deductions for individuals, tax avoidance versus tax evasion.

Unit – V**(12 Hours)**

Managing Risk - Need for Protection planning, Types of insurance schemes. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes. Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme. Will: Writing of will, Common mistakes while writing a will.

Book for Study

Introduction to Financial Planning (4th Edition 2017) – Indian Institute of Banking & Finance, 2017.

Books for Reference

1. Pandit, Amar *The Only Financial Planning Book that You Will Ever Need*, Network 18 Publications Ltd (CNBC TV 18), 2020.
2. *Personal Finance with Connect Plus*, 10th Edition, Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, TMH, 2020.

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

Semester	Course code		Title of the Course						Hours		Credits	
V	21UCO54EG01C		GE-1: PERSONAL INVESTMENT PLANNING						4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	2	2	1	2	2	1	2.1	
CO-2	3	2	2	3	2	2	3	2	2	2	2.3	
CO-3	2	3	3	2	1	1	2	2	1	2	1.9	
CO-4	3	3	3	2	2	2	3	2	2	2	2.4	
CO-5	3	3	3	3	1	1	2	3	2	2	2.3	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63CC13	CORE-13: MANAGEMENT ACCOUNTING	7	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the terms, concepts and principles relating to management accounts.	K1
CO-2	prepare and interpret ratios and cash flow statements as per AS 3.	K2
CO-3	apply variable costing techniques to make pricing and profit decisions.	K3
CO-4	analyse cost and revenue variances to enhance the efficiency of controlling process.	K4
CO-5	validate recurring business decisions based on functional budgeting techniques.	K5

Unit – I (21 Hours)

Management Accounting: Meaning - nature scope and functions of management accounting - role of management accounting in decision making. Financial statements analysis - classification and calculation of ratios-profitability ratios-turnover ratios - liquidity ratios - Solvency ratios - preparing comparative and common size statements.

Unit – II (21 Hours)

Cash flow statement - significance-preparation of cash flow statement as per AS3.

Unit – III (21 Hours)

Marginal Costing: Basic concepts-Marginal and Absorption costing - Cost Volume Profit Analysis – Break Even Analysis and charts - Limitation and application - Differential cost – analysis - Relevant cost analysis - Applications for management decision making.

Unit – IV (21 Hours)

Standard costing and variance analysis: Introduction to standard, standard cost and standard costing – standard costing and budgetary control – standard cost and estimated cost – applicability of standard costing. Standard costing system – basis for standards – setting standards – standard for direct material, direct labour and overheads. Computation of variance analysis – overhead variances – sales variances.

Unit – V (21 Hours)

Budgeting for profit planning and control: meaning of budget and budgetary control; Objectives, Merits and Limitations of budgets; - Functional budgets - Production budget -

sales budget – purchase budget – cash budget- control ratios- Fixed and Flexible budgets; Zero base budgeting.

Book for Study

Khan M. Y. and Jain P. K. *Management Accounting*, Tata McGraw Hill Company Ltd., New Delhi. 2018.

Books for Reference

1. Pillai.R. S. N. and Bagavathi V, *Management Accounting*, Sultan Chand CompanyLtd., New Delhi, 2017.
2. Shashi K. Gupta, Sharma R.K, *Management Accounting Principles and Practices*, New Delhi, 2015.
3. T.S. Reddy & Y. Hari Prasad Reddy, *Management Accounting*, Margham Publications, Chennai, 2017.

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

Semester	Course code		Title of the Course						Hours	Credits	
VI	21UCO63CC13		CORE-13: MANAGEMENT ACCOUNTING						7	4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	2	2	3	3	2	2	3	2	2.4
CO-2	3	3	3	2	2	3	3	2	3	2	2.5
CO-3	2	2	2	3	2	3	3	2	3	3	2.6
CO-4	2	2	3	3	3	3	2	3	2	1	2.5
CO-5	2	2	2	3	2	3	3	2	2	2	2.3
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63CC14	CORE-14: INCOME TAX LAW AND PRACTICE	7	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	outline the fundamentals of Income Tax Act, 1961 and its amendments.	K1
CO–2	describe the elements of capital gains and compute income from the other sources.	K2
CO–3	assess taxable income from salary.	K3
CO–4	calculate taxable income from different types of house properties.	K4
CO–5	determine taxable income from business and profession.	K5

Unit – I (21 Hours)

Definitions of Previous Year, Assessment Year, Persons, Assessee, Income and Gross Total Income, Capital and Revenue Receipts and Capital and Revenue Expenditures - Residential status and Incidence of Tax - Income exempt under sec.10.

Unit – II (21 Hours)

Meaning, forms and Taxability of Salary and Allowances - Valuation and Taxability of Perquisites - Deductions from Salary - Deductions for individuals U/S 80 - Computation of Taxable salary.

Unit – III (21 Hours)

Meaning of GAV and NAV - Types of House Property - Deduction inv/s 24 - Computation of Income from House Property.

Unit – IV (21 Hours)

Basic Principles for Computing Business Income - Specific Deductions under the act, Specific Disallowances under the Act - Computation of Income from Business or profession.

Unit – V (21 Hours)

Definition of Capital Gain, Exceptions - Capital Gains exempt from Income Tax - Meaning of Transfer - Cost of Acquisitions and Cost Improvement - Meaning of Long Term and Short Term Capital Gain - Computation of Capital Gain - Grossing up of Interest - Computation of Income from other Sources.

Book for Study

Dr.Vinod K Singhania, “*Students Guide to Income Tax*”, Taxmann Publications Pvt. Ltd.,

New Delhi, (Latest Edition).

Books for Reference

1. Bagavathi Prasad, “*Income Tax Law and Practice*”, WishwaPrakashan, New Delhi, (Latest Edition).
2. Hariharan (Latest Edition), *Income Tax Law and Practice*, Mcgraw- Hill Management, New Delhi, 2020.
3. T.S. Reddy & y. Hari Prasad & Reddy (Latest edition), *Income Tax Law and Practice*, Margham Publications, Chennai, 2020.

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCO63CC14		CORE-14: INCOME TAX LAW AND PRACTICE						7		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	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											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES03A	DSE-3: INSURANCE MANAGEMENT	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the various types of risks covered by insurance.	K1
CO-2	explain the principles and the regulatory framework of insurance.	K2
CO-3	examine various aspects of Insurance pricing and claim settlement.	K3
CO-4	compare and contrast different types of life insurance policies.	K4
CO-5	distinguish the general insurance policies and their clauses.	K5

Unit – I (15 Hours)

Concept of Risk – Defining Risk - Categories of Risks - Risk appraisal and Selection – Objectives of Risk Selection - Determinants of Risk - Management of Risk: Risk Mitigation - Risk avoidance - Risk prevention and Reduction - Sharing of risks - Enterprise Risk Management - Insurance: Introduction – Evolution – Characteristics - Requirement of insurable risks - Mechanism of Insurance - Insurance and Hedging

Unit – II (15 Hours)

Legal Principles of Insurance – Economic/ Financial Value - Principles of indemnity - Insurable interest - Utmost good faith - Principle of subrogation - Principle of contribution - Distinct legal aspects of insurance contract - Basic parts of insurance contracts - Insurance provisions - Legal liability - Law of torts - Law of Negligence - Government Regulations and IRDA's

Unit – III (15 Hours)

Life Insurance – Motives of Purchasing life insurance policies - features of a life insurance contract – Human life Value – Needs approach - Capital Retention approach - Types of policies - Life insurance policies riders – benefits of life insurance policies – Annuities and Pension fund schemes – Recent Trends in Insurance Management

Unit – IV (15 Hours)

Contract of marine insurance:- elements of marine insurance – classes of policies – policy conditions – clause in a marine insurance policy – marine losses.- Fire Insurance:- Fire Insurance – features of a fire insurance – kinds of policies – policy conditions – payment of claims – reinsurance. Medical Insurance: Types of Health Insurance and Forms of Health

insurance coverage. Miscellaneous Insurance: Miscellaneous Insurance – motor insurance – burglary – personal accident insurance.

Unit – V

(15 Hours)

Insurance underwriting - Risk appraisal and Risk selection - Advisor as first line underwriter - Completing application forms - Reports and Receipts – Ongoing and frequency of Review - Establishing and implementing changes - Handling claims and Complaints – Insurance Pricing

Book for Study

1. Murthy, *Elements of Insurance*, Margham Publication, Chennai, 2017.
2. AnandGanguly, *Insurance Management*, New Age International, New Delhi, 2017.

Books for Reference

1. Murthy, *Principles and Practices of Insurance*, Margham Publications, Chennai, 2018.
2. Jatiender and Loomba, *Risk Management and Insurance Planning*, PHI Private Learning Ltd, Delhi, 2014.
3. Neelam C Gulati, *Principles of Insurance Management*, Excel Books Private Ltd, 2014.

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCO63ES03A		DSE-3: INSURANCE MANAGEMENT						5		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	3	2	1	2	1	1.9	
CO-2	3	3	3	2	2	2	3	3	2	1	2.4	
CO-3	3	3	3	2	1	2	3	3	2	1	2.3	
CO-4	3	3	3	2	1	3	3	3	2	1	2.4	
CO-5	3	3	2	2	2	3	3	2	2	1	2.3	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES03B	DSE-3: ORGANISATIONAL BEHAVIOUR	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts, elements and applications of organization behavior.	K1
CO-2	clarify the role and relevance of Individual and group behavior in different decision.	K2
CO-3	demonstrate interpersonal effectiveness, perception management, conflict resolution and cultural diversity management skills.	K3
CO-4	apply behavior modification techniques to effectively handle resistance to changes in stress causing situations.	K3
CO-5	select appropriate leadership traits/styles to deal with individuals and groups in organization.	K4

Unit – I (15 Hours)

Basics of Organisational Behaviour: Definition - Importance and Applications of Organizational Behaviour – Organizational Behaviour in a global context – Hofstede’s findings. New Development in OB.

Unit – II (15 Hours)

Individual Behaviour: Biographical characteristics – Ability – Learning – Group Behaviour: Group behaviour and group decision making – Classification of groups – stages of group development – group decision making – Difference between groups and teams – Types of teams – creating an effective team.

Unit – III (15 Hours)

Personality – Definition, Meaning, Importance, determinants, theories, personality traits influencing OB - Behaviour modification–participative management –stress: meaning, stress Factors and coping strategies - management Strategies.

Unit – IV (15 Hours)

Perception – factors influencing perception – values – types of values– sources of attitudes – cognitive dissonance theory - Motivation Concepts - Organisational Conflicts: Definitions, Meaning, Sources and types of conflicts, conflicts management approaches – Organisational Culture: managing culture and cultural diversity.

Unit – V**(15 Hours)**

Leadership: Leadership and power – sources of power - tactics – coalitions – organizational politics – conflict process – power and politics: power and its two faces – sources of power – organisational politics - Organizational culture: creating and sustaining culture – forces of organizational change – resistance – implementation of change – Organizational Development interventions – Group Dynamics – Functions and Features.

Book for Study

1. Stephen P. Robbins, *Organizational Behaviour*, Pearson Education, New Delhi, 2017.
2. Saurabh Agarwal (2020), *Organisational Behaviour*, SBPD Publishing House, UttarPradesh, 2020.

Books for Reference

1. Gupta C B, *A Textbook of Organisational Behaviour*, S. Chand Publication, New Delhi, 2020.
2. Aswathappa, *Organisational Behaviour*, Himalaya Publishing House, New Delhi, 2020.

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

Semester	Course code		Title of the Course						Hours	Credits	
VI	21UCO63ES03B		DSE-03: ORGANISATIONAL BEHAVIOUR						5	3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	3	1	2	1	1	2	1.9
CO-2	3	3	2	2	2	3	2	2	1	2	2.2
CO-3	3	2	3	2	3	2	2	1	2	3	2.3
CO-4	2	3	2	1	3	3	1	2	1	2	2
CO-5	3	3	3	2	3	3	2	2	1	2	2.4
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES03C	DSE-3: RETAIL MANAGEMENT	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the elements of retail management.	K1
CO–2	discuss the determinants of retail locations and retail market segmentation.	K2
CO–3	illustrate the methods of inventory management in retailing.	K3
CO–4	identify the roles of retailers in operations management.	K4
CO–5	explain the functions of distribution channels.	K5

Unit – I (15 Hours)

Introduction to Retailing: Meaning – Definition – Objectives - Characteristics – Principles - Evolution of Retailing in India - Retailing across the Globe - Reasons for Retail Growth – Recent trends in retailing – Retail Formats: Storebased; Non-Store based – Traditional and Non-Traditional Retailing

Unit – II (15 Hours)

Store locations: Importance – Selection of Location – Importance of Retail Location – Types of Retail Locations – Factors influence Retail Location - Retail Market Segmentation: Features– Process of Retail Market Segmentation – Key Retail Segments

Unit – III (15 Hours)

Inventory Management in Retailing: Reasons for holding inventory - Methods of Inventory Control - Selective Inventory Management - EOQ Model - ABC Analysis - VED Analysis- FSN Analysis - HML Analysis - Inventory Costs - Material Handling – Recent developments in inventory management.

Unit – IV (15 Hours)

Retail Store Operations: Fundamentals of Retail Store Operations Management - Role of centralized retailers – Operations Master Schedule – Retail Store Maintenance – Energy Management – Success Tips for Retailers

Unit – V (15 Hours)

Distribution Management: Channels of Distribution - Functions of a Distribution Channel – Types – Elements of Physical Distribution – Wholesale & Wholesaler: Classification & Characteristics. Warehousing: Meaning, Needs, Functions, Features and Classifications.

E-Retailing: Meaning – Significance - Services – Online Shopping – Government E-Service – Private E-Service – Future and Emergence in Retailing

Books for Study

1. Gibbson G Vedamani, *Retail Management*, Pearson Education, New Delhi, 2017.
2. Dr. Harjit Singh, *Retail Management - A Global Perspective, Text and Cases*, S. Chand Publications, New Delhi, 2016.

Books for Reference

1. Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava, *Retail Management*, Oxford University Press, New Delhi, 2018.
2. L. Natarajan, *Retail Management*, Margham Publication, Chennai, 2017

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCO63ES03C		DSE-3: RETAIL MANAGEMENT						5		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	3	3	2	3	3	2	1	2	2.4	
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	3	3	3	3	3	3	3	3	2	2.8	
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	Credits
VI	21UCO63ES04A	DSE-4: FINANCIAL ANALYTICS	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify and discuss the concepts of financial analytics from accounting and financial management perspective.	K1, K2
CO-2	apply ‘R’ language and Excel skills and tools in analytics.	K3
CO-3	explore appropriate tools to forecast financial performance and verify veracity.	K3
CO-4	analyse the returns and risks associated with investment proposals.	K4
CO-5	examine the efficiency of Purchase to Payment and Order to Cash in reducing cost and enhancing revenue.	K4

Unit – I (15 Hours)

Data analytical tools in Excel: Data Formatting – Data validations – Sort and Filter – Statistical Functions used for analytics- Analytical models for Measures of Central Tendency, Measures of Dispersion, Correlation, regression, cluster analysis, Forecast and time series - Charts →What if analysis- Pivot table & Pivot Charts - Data analysis tool - Financial Modelling using Financial Functions in Excel– Meaning – Features – Types.

Unit – II (15 Hours)

R Language for analytics – Data types –Defining various types of data – Statistical functions in R : Measures of Central Tendency – Measures of Dispersion, Correlation, Regression, Cluster analysis and Forecast and time series- Different Types of charts in R.

Unit – III (15 Hours)

Introduction to Financial Analytics and Application of Analytics in Financial Statements: Financial Analytics: Meaning – types . Forecasting Growth and Bankruptcy - Trend analysis through Accounting ratios and Cash flow statement using excel sheets. Forecasting financial statements using excel sheet models-Identifying the manipulations in Financial statements- Benford’s law – Beneish score- Discretionary Accruals models- Discretionary Expenditure models- Case studies

Unit – IV (15 Hours)

Financial Risk Management –Categories of financial risks:- Marketing risks-credit risks-liquidity risks-Quantification of risks – Risk Profiling through regression models using Excel- Risk analysis through Excel what if analysis- Forecasting Revenues - Capital Budgeting models through Excel – Asset Management Analytics-Case studies.

Unit – V

(15 Hours)

Analytics in Working Capital Management: Purchase to Payment (PtoP):- stages involved in Purchase to Payment – risk analytics in Purchase to payment - Application of Excel in Purchase to payment models-Order to cash (OtoC):- Operating cycle-Order entry to billing - Accounts Receivable- credit and collections – Inventory Accounting- Application of Excel in Order to Cash models-Case studies. Emerging Trend in Financial Analytics

Theory 60% Practical 40%

Books for Study

1. Danielle Stain Fairhurst(2019) *Using Excel for Business and Finance modelling A Practical Guide*., Wiley.(Unit 1), New Jersey
2. Kun Ren(2016), *Learning R Programming : Language, tools and Practical Techniques*, PACKT Publishing Ltd.(Unit 2)
3. Edward E Williams & John A Dobleman (2018) *Quantitative Financial Analytics: The path to Investments*, World Scientific Publishing Co. Pte. Ltd (Unit 3, 4, 5)

Books for References

1. Greg Harvey (2018), *Microsoft Excel 2019 for dummies*, Wiley, New Jersey.
2. KiritPandit& Marmanis(2008), *Spend Analysis: The Window into Strategic Sourcing*, J. Ross Publishing
3. PaviAgarwal(2006), *E-Business: Measurements & Analytics*, iUniverse,Inc, New York
4. Wallace Davidson(2020), *Financial Statement Analysis: Basis for Management Advice*, Wiley

Web Resources:

1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
6. https://www.cimaglobal.com/Documents/ImportedDocuments/cid_mag_financial_risk_jan09.pdf
7. <https://www.wallstreetmojo.com/beneish-m-score/>
8. <https://sievo.com/resources/procurement-analytics-demystified#:~:text=Analytics%20in%20procure%2Dto%2Dpay,mistaken%20payment%20and%20reduce%20fraud.>
9. <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/risk/in-ra-procure-to-pay-analytics-noexp.pdf>
10. <https://web.utk.edu/~jwachowi/INGpart2.pdf>

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

Semester	Course code	Title of the Course							Hours	Credits	
VI	21UCO63ES04A	DSE-4: FINANCIAL ANALYTICS							5	3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	2	1	3	2	1	2	1	1.8
CO-2	3	3	3	2	2	2	3	3	2	1	2.4
CO-3	3	3	3	2	1	2	3	3	2	1	2.3
CO-4	3	3	3	2	1	3	3	3	2	1	2.4
CO-5	3	3	2	2	1	3	3	2	2	1	2.2
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES04B	DSE-4: HR ANALYTICS	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify and discuss the concepts and functions of HR Analytics from Human Resource Management perspective.	K1, K2
CO-2	apply ‘R’ language and Excel skills and tools in analytics.	K2
CO-3	employ analytics for analysing data relating to HR Planning and Recruitment.	K3
CO-4	analyse talent management and performance appraisal data.	K4
CO-5	predict the future trends of HR analytics.	K2, K5

Unit – I (15 Hours)

Data analytical tools in Excel: Data Formatting – Data validation – Sort and Filter – Statistical Functions used for analytics:- Analytical models for Measures of Central Tendency, Measures of Dispersion, Correlation, regression, cluster analysis and Forecast and time series - Charts - What if analysis- Pivot table & Pivot Charts - Data analysis tool.

Unit – II (15 Hours)

R Language for analytics – Data types –Defining various types of data – Statistical functions in R : Measures of Central Tendency – Measures Dispersion, Correlation, Regression, Cluster analysis and Forecast and time series- Different Types of charts in R.

Unit – III (15 Hours)

HR Analytics and its types-Comparison of HR analytics with Workforce analytics and People analytics- Business value of HR analytics – Steps involved in HR analytics- HRIS- Metrics of HR Analytics-Internal and External data used for analytics-HR Analytics cycle- Features of a good HR analytics system-HR Planning metrics- HR Forecasting metrics- Diversity analytics – Equality and Inclusion-Recruitment analytics Definition and Scope- – Metrics of Recruitment analytics- Benefits of Recruitment analytics- Best practices of Recruitment analytics

Unit – IV (15 Hours)

Analytics in Learning and Development of HR:-Talent Retention Metrics and Talent Analytics:- Maturity Models –Career Progression Metrics -Performance analysis – Predicting Employee performance -Training and Development analytics- Metrics of Training analytics- Compensation analytics – Cost and benefit analysis

Unit – V

(15 Hours)

Latest Trends of HR:-Measures of Employee satisfaction and attitude-Quantitative HR- HR Research Audit – Smoke detectors in HR-HR Dashboard and HR Index- Technology and Human Dimension : AI, Big data, Augmented Reality, Automation- Deep thinking- Employee Gamification –Social Media and HR - Current issues in HR analytics – Future of HR analytics. Recent trends in HR Analytics

Theory 60% Practical 40%

Books for Study

1. Wayne Winston, *Microsoft Excel 2019 Data analysis and Business Modelling*, Microsoft, Sixth Edition (**Unit 1**)
2. Kun Ren(2016), *Learning R Programming : Language, tools and Practical Techniques*, PACKT Publishing Ltd.(**Unit 2**)
3. Martin Edwards and Kirsten Edwards(2019), *Predictive HR analytics: Mastering the HR Metric*, Kogan Page (**Unit 3**)

Books for References

1. Pradyush Bannerjee, Jatin Pandey & Manish Gupta, *Practical Applications of HR Analytics a step by step guide*, Sage Publications, 2019.
2. Greg Harvey, *Microsoft Excel 2019 for dummies*, Wiley, New Jercey, 2019.

Web Resources:

1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
6. <https://www.questionpro.com/blog/hr-analytics-and-trends/>
7. <https://www.vskills.in/certification/blog/a-beginners-guide-to-hr-analytics/>
8. <https://splashbi.com/pdf/Workforce-Analytics-PDF.pdf>
9. <https://waterbearlearning.com/learning-analytics/>
10. <https://www.analyticsinhr.com/blog/what-is-hr-analytics/>

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

Semester	Course code	Title of the Course					Hours	Credits			
VI	21UCO63ES04B	DSE-4: HR ANALYTICS					5	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	2	2	3	2	1	2	1	1.9
CO-2	3	3	3	2	2	2	3	3	2	1	2.4
CO-3	3	3	3	2	1	2	3	3	2	1	2.3
CO-4	3	3	3	2	1	3	3	3	2	1	2.4
CO-5	3	3	2	2	2	3	3	2	2	1	2.3
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES04C	DSE-4: MARKETING ANALYTICS	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify and describe the role of various types of marketing analytics.	K1, K2
CO-2	apply 'R' language and Excel skills and tools in analytics.	K2
CO-3	employ analytical skills to determine the attitude and preferences of consumers.	K3
CO-4	analyse data for designing Marketing and Advertising mix models.	K4
CO-5	examine the marketing strategies and models through social media analytics.	K4

Unit – I (15 Hours)

Data analytical tools in Excel: Data Formatting – Data validation – Sort and Filter – Statistical Functions used for analytics:- Analytical models for Measures of Central Tendency, Measures of Dispersion, Correlation, regression, cluster analysis and Forecast and time series - Charts - What if analysis- Pivot table & Pivot Charts - Data analysis tool.

Unit – II (15 Hours)

R Language for analytics – Data types –Defining various types of data – Statistical functions in R : Measures of Central Tendency – Measures Dispersion, Correlation, Regression, Cluster analysis and Forecast and time series- Different Types of charts in R.

Unit – III (15 Hours)

Introduction to Marketing analytics. Brand Positioning-Brand Image Trafficking –Image Profiling –Perceptual Mapping-Customer analytics : What customer wants? Why customer wants – Conjoint analysis- Customer life time value -Customer churn and customer lifecycle analytics-propensity analytics- Analytics for customer segmentation and targeting – Recommender system: Principles and methods- market basket analysis: Types and algorithms – RFM analysis for customer segmentation Cross sell and Upsell models- Case studies

Unit – IV (15 Hours)

Marketing and Advertisement Mix Modelling: Marketing mix modelling – Basic and emerging variables – Types of marketing mix models: Above the line marketing – below the line marketing- through the line marketing – regression models. Advertising mix modelling Advertising analytics: Attribution, Optimisation and allocation- Benefits of advertising analytics-Tools for advertising analytics- Case studies

Unit – V (15 Hours)

Social media analytics: Text mining and Sentiment Web analytics – online traffic analytics – conversion analytics-click analytics- Google analytics -Audience analytics –Performance

analytics –Competitive analytics-influencer analytics-Sentiment analytics-Customer service analytics-online social intelligence: Extracting signal from Noise-Case studies. Emerging Trend in Marketing Analytics

Theory 60% Practical 40%

Books for Study

1. Wayne Winston, *Microsoft Excel 2019 Data analysis and Business Modelling*, Microsoft, Sixth Edition.
2. Kun Ren, *Learning R Programming : Language, tools and Practical Techniques*, PACKT Publishing Ltd, 2016.

Books for Reference

1. Chuck Hemann& Ken Burbary, *Digital Marketing Analytics: Making Sense of Consumer data in a digital world*, Que Publications, 2013.
2. Massimiliano Bonacchi & Paolo Perego, *Customer Accounting: Creating Value with Customer Analytics*, Springer, 2019.
3. Mike Grigsby, *Marketing Analytics*, Kogan Page, 2018.

Web Resources

1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
6. <https://www.wordstream.com/marketing-analytics>
7. <https://www.marketingevolution.com/marketing-essentials/marketing-analytics>
8. <https://www.demandjump.com/blog/what-are-marketing-analytics-tools>

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO63ES04C	DSE-4: MARKETING ANALYTICS									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	3	2	1	2	2	2.0	
CO-2	3	3	3	2	2	2	3	3	2	1	2.4	
CO-3	3	3	3	2	1	2	3	3	2	1	2.3	
CO-4	3	3	3	2	2	3	3	3	2	1	2.5	
CO-5	3	3	2	2	2	3	3	2	2	2	2.4	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64SE04A	SEC-4 (WS): MSMEs	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	explain the nuance of entrepreneurship and MSMEs.	K1
CO-2	identify suitable measures to tackle industrial sickness.	K2
CO-3	construct project reports for government clearance.	K3,K5
CO-4	classify the challenges involved in MSMEs.	K4
CO-5	summarize the government policies and support for MSMEs.	K5

Unit – I (6 Hours)

Entrepreneur: Meaning – Definitions – Characteristics – Types - Entrepreneur vs. Manager – Qualities of Successful Entrepreneur. Entrepreneurship – Meaning – Factors Stimulating Entrepreneurship – Entrepreneurship as Career.

Unit – II (6 Hours)

MSMEs: Fundamentals – Evolution of MSMEs – Importance – Government Policies and Support – Challenges involved in Running MSMEs.

Unit – III (6 Hours)

Establishment of MSMEs: Business Idea Development – Preliminary Project Report – Forms of Ownership – Detailed Project Report – Plant Location – Registration – Infrastructure Government Clearance – Labour Recruitment – Commencement of Production
Project Report: Components of Project Report – Planning Commission Guidelines – Importance – Precautions in preparing Project Report – Reason for Poor Reports – Mock Report Preparation.

Unit – IV (6 Hours)

Incentives and Subsidies for MSMEs: State Government Subsidy Schemes – Central Government Subsidy Schemes – Tax Concessions – Financial Assistance.

Unit – V (6 Hours)

Credit Rating Services: Need for Credit Rating Service – Benefits of Rating – SMERA – CRISIL. Sickness in MSMEs: Meaning of Sick Unit – Signals and Symptoms of Industrial Sickness – Causes of Industrial Sickness – Steps to Prevent Industrial Sickness.

Book for Study

Gordon E, Natarajan K, *Entrepreneurship Development*, Himalaya Publishing House, Mumbai, 2020.

Books for Reference

1. Jayashree Suresh, *Entrepreneurial Development*, Margham Publications, Chennai, 2018.
2. Raj Shankar, *Essentials of Entrepreneurship*, Vijay Nicole Imprints Pvt Limited, Chennai, 2017.
3. Khanaka S S, *Entrepreneurial Development*, S. Chand Publishing, Chennai, 2017.

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCO64SE04A		SEC-4 (WS): MSMEs						2		1	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	2	3	3	2	2	2	2.5	
CO-2	3	3	3	2	2	2	3	3	2	2	2.5	
CO-3	2	2	2	2	2	2	3	3	3	2	2.3	
CO-4	3	2	3	2	2	3	2	2	2	2	2.3	
CO-5	2	2	2	2	2	3	2	2	1	3	2.1	
Mean overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64SE04B	SEC-4 (WS): DIGITAL BANKING	2	1

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	identify the concepts of modern technology and tools used in digital banking.	K1
CO–2	interpret the services provided through e-banking and internet banking.	K2
CO–3	determine the choice of innovative e-banking models.	K3
CO–4	analyse the online payment systems available to the users.	K4
CO–5	evaluate the application of e- banking security and analyze the latest development of e-banking security.	K5

Unit – I (6 Hours)

E-banking: meaning-Traditional banking vs E-banking-E-banking transactions-truncated cheques and electronic cheques- Bank within bank advantages of e-banking- constraint in e-banking.

Unit – II (6 Hours)

Internet Banking: Overview and Brief History - Product Features - Corporate and Individual Internet Banking Integration with e-Commerce Merchant sites - Profitability of Internet Banking - Risk Management and Frauds -Back End Operations and Technology - future outlooks.

Unit – III (6 Hours)

Mobile banking: meaning-Overview and Brief History - services – IMPS - Profitability of Mobile Banking - Mobile banking apps - online banking transactions - Risk Management and Frauds - Back End Operations and Technology; Telephone banking-mechanism-benefits and drawbacks.

Unit – IV (6 Hours)

Online banking Payment Systems: Overview of global payment systems - Overview of domestic payment systems - RuPay and RuPay Secure -. Immediate Payment Service (IMPS) - National Unified USSD Platform (NUUP) - National Automated Clearing House (NACH) - AadhaarEnabled Payment System (AEPS) e-KYC -. Cheque truncation System (CTS) - .National Financial Switch (NFS) -.RTGS -.NEFT -.Forex settlements m. Securities Settlement - Innovative Banking & Payment Systems.

Unit – V**(6 Hours)**

E-Banking Security- Introduction need for security – Security concepts - Privacy – Survey. Findings on security - Attack - Cyber crimes - Reasons for Privacy - Tampering - Encryption.

Book for Study

1. Agarwal, O.P, '*Modern Banking of India*', Himalaya Publications, Mumbai, 2019.
2. C.S. Rayudu, *E-Business*, Himalaya Publications, Mumbai, 2019.

Book for Reference

1. Sanjay Kumar Rout, *Mobile Banking Security Technological Security*, 2019, Education Publishing, New Delhi, 2019.
2. Margaret Tan, *E-payment: The Digital Exchange*, 2004, ISBN:9789971692858, 9971692856, The Ridge Books Publishes, USA.
3. Bhushan Dewan, ISBN, 8121920833, 9788121920834. S. Chand Limited.Publisher, New Delhi, 2019.

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

Semester	Course code		Title of the Course						Hours	Credits	
VI	21UCO64SE04B		SEC-4 (WS): DIGITAL BANKING						2	1	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	2	2	2	2	3	2	3	2	2.3
CO-2	2	2	2	3	3	3	2	2	2	2	2.3
CO-3	3	3	2	2	2	2	2	2	2	2	2.2
CO-4	1	2	2	2	2	2	3	3	2	2	2.1
CO-5	2	3	3	3	2	2	2	3	2	1	2.3
Mean overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO64SE04C	SEC-4 (WS): RELATIONSHIP MARKETING	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and elements of Customer Relationship Management.	K1
CO-2	discuss customer perception and behavior for understanding customers.	K2
CO-3	explain the Business Applications of CRM.	K3
CO-4	examine the latest trends in CRM.	K4
CO-5	evaluate the Strategic plans using CRM tools.	K5

Unit – I (6 Hours)

Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

Unit – II (6 Hours)

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 (6 Hours)

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

Unit – IV (6 Hours)

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

Unit – V (6 Hours)

E- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

Book for Study

R.S.N. Pillai & Bagavathi, *Modern Marketing: Principles and Practices*: S. Chand & Co Ltd New Delhi, 2016.

Books for Reference

1. Kotler Philip. Amstrong, Gary. Agnihotri, Prafulla. Haque, EhsanUl. “*Principles of Marketing*”. Pearson Education, New Delhi, 2018.
2. Philip Kotler et al., *Marketing Management*, Pearson Education. New Delhi, 2018.
3. William J Stanton, Michael J Etzel, Bruce J Walker, *Fundamentals of Marketing*, Tata McGraw Hill, 2014.
4. Gupta C.B., Nair Rajan, *Marketing Management*, Sultan Chand & Sons, New Delhi, 2016.

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

Semester	Course code		Title of the Course						Hours		Credits	
IV	21UCO64SE04C		SEC-4 (WS): RELATIONSHIP MARKETING						2		1	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	2	3	2	2	2	1	2.0	
CO-2	2	2	2	3	3	2	2	2	1	1	2.0	
CO-3	3	3	1	2	2	2	2	1	2	1	1.9	
CO-4	2	2	3	2	2	2	2	2	2	1	2.0	
CO-5	2	2	2	2	3	1	2	2	2	3	2.1	
Mean overall Score											2.0 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64EG02A	GE-2: RURAL MARKETING	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and scope of rural marketing.	K1
CO-2	identify the schemes and sources of finance for rural marketing.	K2
CO-3	determine appropriate mix for rural marketing.	K3
CO-4	examine the Buying Patterns in Rural marketing.	K3
CO-5	explain the Role of Information Technology In Rural Marketing.	K4

Unit – I (12 Hours)

Rural Marketing: Evolution- Concept - Nature - Scope - Significance of Rural Marketing - Factors contributing to Growth of Rural markets -Rural market structure & Constitution - Components and classification - Rural Market vs Urban Market - Problems of Rural Consumer - Future of Rural Marketing and E-RURAL marketing.

Unit – II (12 Hours)

Rural Consumer behaviour: Consumer buying behaviour models -Factors affecting Consumer Behaviour-Social factors, Technological Factors, Economic Factors, and Political Factors- Characteristics of Rural consumer- Information Search and pre-purchase Evaluation – Consumer purchase Decision - Problems of Rural Consumer: Adulteration, Short Weight and Measures, Unfair Warranties and Guarantees, Unreasonable Pricing, Problems in Rural Marketing.

Unit – III (12 Hours)

Rural marketing mix - Product Planning for Rural Products - Pricing Methods and Strategies for Products- Rural distribution models-Emerging models- Rural Marketing Communication- Methods of Sales -Salesmen Influence- Promotional methods - Agricultural Marketing- Concept - Nature and Types of Agriculture produce and Market.

Unit – IV (12 Hours)

Need for Rural marketing finance - Source of marketing finance - Government Schemes: Rural Development Programmes, Entrepreneurship Development Programme, Farmers Service Societies (FSS), and Role of Food Corporation of India (FCI), Role of Khadi and Village Industries Commission (KVIC). Role of Banks in Rural Marketing: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing. NABARD RRBs. Problems of Institutional sources in marketing finance.

Unit – V**(12 Hours)**

E-Commerce: Importance of E-Commerce and Impact of E-Marketing on rural consumers. Concept of Digital Village, Role of Social Media in rural marketing. Information Technology: Impact of IT in Agricultural Marketing, E-Choupal, Project Shakti, Web-casting-online training and guidance to farmers. Online Marketers: Role of Online Marketers, Growth and Challenges.

Book for Study

Badi R.V. Badi N.V. *Rural Marketing*, Himalaya Publishing House, New Delhi, 2020.

Books for Reference

1. Rathod Harishchandra Singh, “*Indian Rural Male Consumers and Their Preferences*” Lambert Academic Publishing, India, 2015.
2. Acharya S.S. Agarwal N.L. “*Agriculture Marketing in India*”, Oxford & IBH Publishing Company Pvt. Ltd. New Delhi, India. 2018.
3. Dr. RamKishen Y, “*New Perspectives in Rural & Agricultural marketing*”, Jaico Publishing House; Second edition, 2002.
4. Sanal Kumar Velayudhan, “*Marketing to Rural Consumers: Understanding and Tapping the Rural Market*”, Excel Books publication, India, 2009.

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCO64EG02A		GE-2: RURAL MARKETING						4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	2	2	3	2	2	2	2.3	
CO-2	3	3	3	2	3	2	3	3	2	2	2.6	
CO-3	3	3	2	3	2	2	3	1	2	2	2.3	
CO-4	3	2	1	2	2	2	3	2	2	2	2.1	
CO-5	2	1	1	2	2	3	2	2	3	2	2	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64EG02B	GE-2: ENTREPRENEURSHIP DEVELOPMENT	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe various concepts, features and kinds of entrepreneurship.	K1
CO-2	explain the procedures for project drafting and evaluation.	K2
CO-3	apply skills to tap various forms of assistances provided by the Government and its nodal agencies.	K3
CO-4	analyze the sources and techniques of entrepreneurial ideas.	K4
CO-5	evaluate the schemes of various funding agencies from entrepreneurial perspectives.	K5

Unit – I (12 Hours)

Entrepreneurship concepts -characteristics – Classification – Role of Entrepreneurship in economic development –Start-ups – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

Unit – II (12 Hours)

Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities

Unit – III (12 Hours)

Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Unit – IV (12 Hours)

National level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

Unit – V (12 Hours)

Government Policy for SSIs - tax Incentives and Concessions – Non-tax Concessions – Rehabilitation and Investment Allowances

Book for Study

Anil Kumar, S., ET.al., (2011) *Entrepreneurship Development* New Age, International Publishers, New Delhi.

Books for Reference

1. Arya Kumar, *Entrepreneurship*, Pearson, Delhi, 2002.
2. Poornima M.CH, *Entrepreneurship Development –Small Business Enterprises*, Pearson, Delhi, 2009.
3. Michael H. Morris, ET. A, *Entrepreneurship and Innovation*, Cengage Learning, New Delhi, 2009.

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

Semester	Course code		Title of the Course						Hours	Credits	
VI	21UCO64EG02B		GE-2: ENTREPRENEURSHIP DEVELOPMENT						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	3	3	3	2	2	3	3	2	2	2.5
CO-2	3	2	2	3	3	3	2	2	3	2	2.5
CO-3	2	3	2	2	2	2	2	3	3	3	2.4
CO-4	2	3	3	2	1	2	2	2	3	3	2.3
CO-5	3	2	3	2	2	2	3	2	2	3	2.4
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64EG02C	GE-2: DIGITAL MARKETING	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify the concepts and techniques of digital marketing.	K1
CO-2	determine the strategies of digital marketing.	K2
CO-3	describe the determinants of digital marketing process.	K3
CO-4	assess the ethical and legal aspects of digital marketing.	K4
CO-5	evaluate social media, video and mobile marketing from ethical perspective.	K5

Unit – I (12 Hours)

Introduction: Concepts-scope and importance of digital marketing. Traditional vs Digital Marketing. Challenges and opportunities for digital marketing.Digital penetration in the Indian market. Social Media Marketing – Merits and Demerits

Unit – II (12 Hours)

Digital marketing: concept and role of internet in marketing. Online marketing domains. Website design and domain name branding- online advertisement: types- formats, requisites of a good online advertisement. Online public relation management.Direct marketing-scope and growth. E-mail marketing-types and strategies.

Unit – III (12 Hours)

Digital marketing mix-Segmentation-Targeting, Differentiation and Positioning: concept level and strategies in a digital environment: Digital technology and customer-relationship management. Digital consumers and their buying decision process.

Unit – IV (12 Hours)

Interactive marketing: concepts and options. Social media marketing: concepts and tools-social network. Video marketing: tools and techniques. Mobile marketing and its tools.PPCmarketing.Payment options.

Unit – V (12 Hours)

Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India

Books for Study

1. Kotler Philip, Iwan Setawan, Hermanwan Kartajaya, *Digital Marketing: 4.0 Moving from Tradition to Digital*, Pearson, New Delhi, 2018.
2. Ryan D, *Understanding Digital Marketing: Marketing strategies for engaging the digital generation*, Kogan Page Limited, New Delhi, 2017

Books for Reference

1. Gupta, Seema, *Digital Marketing*, Mc Graw Hill Education(India) Private Ltd, New Delhi, 2018.
2. Charlesworth A, *Digital Marketing:A practical approach*, McGraw Hill Education, New Delhi, 2016.

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

Semester	Course code		Title of the Course						Hours		Credits	
VI	21UCO64EG02C		GE-2: DIGITAL MARKETING						4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	3	3	3	3	3	2	2.7	
CO-2	3	3	3	2	2	3	3	2	2	3	2.6	
CO-3	3	3	3	3	2	3	3	3	3	2	2.8	
CO-4	3	3	2	3	3	3	3	2	2	2	2.6	
CO-5	3	3	3	2	3	3	2	2	3	3	2.7	
Mean overall Score											2.6 (High)	

VALUE ADDED COURSES

Course Code	Title of the Course	Course Duration
21COVAC01	EXCEL FOR BUSINESS	40 Hours

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the various options in MS excel for business applications.	K1
CO–2	construct formula to analyse the numerical data using MS Excel.	K2
CO–3	apply MS excel for financial accounting.	K3
CO–4	present analysed data in desired format using tables and charts.	K4
CO–5	apply Excel tools for interpretation and business decision making.	K4 & K5

Unit – I: Introduction to MS Excel

MS Excel Introduction - Interface - Selecting Columns & Rows, Changing Column Width & Row Height - Auto fitting Columns & Rows – Hide / Unhide Columns & Rows - Inserting & Deleting Columns & Rows - Cell address of a cell, Components of a cell – Format, value, formula, Use of paste and paste special - cell styles - Data types - Data Validation - Name managers - Conditional formatting - Autofill.

Unit – II: Formula & Functions

Excel Formula Basics - Constituents of Excel Formula, Operators in Formula - arithmetical - logical, Entering Formula, Editing Formula, Absolute/Relative Cell References, Copying/Pasting Formula – Formula Auditing and Debugging. Text Functions: LEFT - RIGHT - MID - LEN - LOWER - PROPER - UPPER - FIND - REPLACE - SUBSTITUTE - TEXT. Date and Time Functions: DATE – DATEDIF – DATEVALUE – DAY – DAYS - DAYS360 – EDATE – EOMONTH – HOUR – ISOWEEKNUM – MINUTE – MONTH – NETWORKDAYS - NETWORKDAYS.INTL – NOW – SECOND -TIME–TIMEVALUE – TODAY – WEEKDAY – WEEKNUM – WORKDAY - WORKDAY.INTL – YEAR – YEARFRAC. Logical Functions: AND, OR, NOT, TRUE, FALSE, IF, IFERROR, IS.,

Unit – III: Math & Statistical Functions

Math Functions: INT, MOD, RAND, RANDBETWEEN, ROUND, SUM, SUMIF, SUMIFS, SUMPRODUCT - POWER FUNCTIONS.

Statistical Functions: AVERAGE - AVERAGEIF - AVERAGEIFS - COUNT - COUNTA - COUNTBLANK - COUNTIF - COUNTIFS - LARGE - SMALL - RANK - MAX - MIN - CORRELATION - TIME SERIES - FORECAST - Symmetry, Skewness and Kurtosis.

Lookup and Reference Functions: VLOOKUP, HLOOKUP, INDEX, MATCH, OFFSET, INDIRECT, ROW, ROWS, COLUMN, COLUMNS.

Unit – IV: Charts and Graphs

Creating Charts - Different types of chart - Formatting Chart Objects - Changing the Chart Type - Showing and Hiding the Legend - Showing and Hiding the Data Table. Sorting, Filter, Text to Column, Creating Pivot Tables - Manipulating a Pivot Table - Using the Pivot Table Toolbar - Changing Data Field – Properties - Displaying a Pivot Chart - Setting Pivot Table Options - Adding Subtotals to Pivot Tables. Moving between Spreadsheets - Selecting Multiple Spreadsheets - Inserting and Deleting Spreadsheets Renaming Spreadsheets - Splitting the Screen - Freezing Panes - Copying and Pasting Data between Spreadsheets - Hiding, Protecting worksheets.

Unit – V: Finance Functions

Calculation of Depreciation using functions and without using functions - Simple Interest rate calculation - Compounded Interest - Calculation of Net Present Value - Present Value - Preparation of financial statements - Preparation of Profit and Loss Statement - Calculation of Ratios.

Theory 50%, Practical 50%

Book for Study

Michael Alexander, “*Microsoft Excel 2019 Bible*”, Wiley, New Delhi (2019)

Books for Reference

1. Lokesh Lalwani, “*Excel 2019 All-in-One: Master the new features of Excel 2019/ Office 365*”, BPB Publications, New Delhi, 2020.
2. Naveen Mishra, “*Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel*”, Penman Books, Bangalore, 2019.
3. Timothy R. Mayes, “*Financial Analysis with Microsoft Excel*”, Cengage India Private Limited; New Delhi, 2017.

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

Course code		Title of the Course									Course Duration
21COVAC01		EXCEL FOR BUSINESS									40 Hours
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	3	3	2	2	3	3	2	2	2.5
CO-2	3	2	2	3	3	3	2	2	3	2	2.5
CO-3	2	3	2	2	2	2	2	3	3	3	2.4
CO-4	2	3	3	2	1	2	2	2	3	3	2.3
CO-5	3	2	3	2	2	2	3	2	2	3	2.4
Mean overall Score											2.42 (High)

Course Code	Title of the Course	Course Duration
21COVAC02	RESEARCH METHODS & SPSS	40 Hours

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the basics and various approaches to research.	K1
CO-2	discuss appropriate method to accomplish research studies in the fields of marketing, HR and Finance.	K2
CO-3	examine the research, sources of data and select appropriate method of sampling and analysis.	K3
CO-4	analyze research problems in the current scenario of business.	K4
CO-5	point-out the critical approach in decision making and forward planning.	K4

Unit – I: Introduction to Research

Research methodology: Meaning, objectives, types and significance, process of research and criteria of a good research.

Unit – II: Problems and Sampling

Research problems: Meaning of research problem, defining the research problem and selecting the problem. Sample design: Meaning, sample selection, sample size, types of samples and methods involved in sample design.

Unit – III: Data Collection and Analysis

Data Collection: Meaning, sources of data - primary and secondary data, Collection of data - questionnaire, interview schedule, Google forms for data, Data analysis, methods of analysing the data.

Unit – IV: SPSS Functions

SPSS – SPSS file creation, data file with name, type, width, decimal, label and values. Feeding data in to the data files, use of descriptive statistics to create frequency tables and cross tables, simple bar diagrams and multiple bar charts, pie charts, etc., simple correlations.

Unit – V: Report Writing

Report writing: types of report, contents of report, steps in drafting report, model research reports.

Book for Study

Singh G.B, *Research Methodology with SPSS*, Paradise Publications, New Delhi, 2015.

Books for Reference

1. C.R.Kothari, *Research Methodology: Methods And Techniques* (Multi Colour Edition), New Age International Publishers, 2019.
2. Sanjay Tak, *Research Methodology*, D & D Publications, Jaipur, 2015.
3. Saravanel, *Research Methodology*, KitabMahal Publishers, New Delhi, 2010.
4. Khan J.A, *Research Methodology*, APH, New Delhi, 2010.

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

Course code		Title of the Course					Course Duration				
21COVAC02		RESEARCH METHODS & SPSS					40 Hours				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	1	2	1	1	3	2	3	1	1.8
CO-2	3	3	2	2	1	3	2	2	3	2	2.2
CO-3	1	2	2	1	2	3	3	2	2	2	2.1
CO-4	2	3	2	2	2	3	3	2	2	2	2.2
CO-5	3	3	2	2	1	3	3	2	3	2	2.4
Mean overall Score											2.3 (High)

B.Com.
SYLLABUS - 2017

SCHOOLS OF EXCELLENCE
with
CHOICE BASED CREDIT SYSTEM (CBCS)



SCHOOL OF MANAGEMENT STUDIES
St. JOSEPH'S COLLEGE (Autonomous)

Special Heritage Status Awarded by UGC
Accredited at 'A' Grade (3rd cycle) by NAAC
College with Potential for Excellence Conferred by UGC
DBT-STAR & DST-FIST Sponsored College
TIRUCHIRAPPALLI - 620 002, INDIA

SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS)

UNDERGRADUATE COURSES

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

Each School integrates related disciplines under one roof. The school system allows the enhanced academic mobility and enriched employability of the students. At the same time this system preserves the identity, autonomy and uniqueness of every department and reinforces their efforts to be student centric in curriculum designing and skill imparting. These five schools will work concertedly to achieve and accomplish the following objectives:

- Optimal utilization of resources both human and material for the academic flexibility leading to excellence.
- Students experience or enjoy their choice of courses and credits for their horizontal mobility.
- The existing curricular structure as specified by TANSCH and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.
- Human excellence in specialized areas
- Thrust in internship and / or projects as a lead towards research and
- The multi-discipline nature of the newly evolved structure (School System) caters to the needs of stake-holders, especially the employers.

What is Credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The following Table shows the correlation between credits and hours. However, there could be some flexibility because of practicals, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 150 credits as mentioned in the table below. The total number of minimum courses offered by a department are given in the course pattern.

SUMMARY OF HOURS AND CREDITS UG COURSES

Part	Semester	Specification	No. of Courses	Hours	Credits	Total Credits
I	I-IV	Languages (Tamil/Hindi/French/Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	I-VI	Core Theory Practicals Project Work	11-16 3-6 1	90	60	98
	IV-VI	Core Electives Self-paced Learning (Partial Online Course)	3 1	12 -	12 2	
	VI	Comprehensive Examination	1	-	2	
	I-VI	Allied	4/6	24	20	
	III & V	Extra Credit Courses	2	-	(4)	
	VI	Internship	1	-	2	
IV	V	Skilled Based Electives: Between Schools (BS)	1	2	2	23
	VI	Within School (WS)	1	2	2	
	V	Inter Departmental Courses (IDC) Soft Skills / NCC	1	2	2	
	I	Non-Major Courses (NMC) Communicative English	1	-	5	
	II	Computer Literacy	1	2	2	
	III	Environmental Studies (Partial Online Course)	1	2	2	
V	I-IV	Value Education	4	8	8	5
	I-V	SHEPHERD & Gender Studies	-	-	-	
	I-V	AICUF, Fine Arts, Nature Club, NCC, NSS	-	-	-	
	V	Career Guidance & Training	-	-	-	
		TOTAL		180	150	150 (+4 extra credits)

Course Pattern

The Undergraduate degree course consists of five vital components. They are as follows:

- Part-I : Languages (Tamil / Hindi / French / Sanskrit)
 Part-II : General English
 Part-III : Core Course (Theory, Practical, Core Electives, Allied, Project, Internship and Comprehensive Examinations)
 Part-IV : SBE, NMC, Value Education, Soft Skills/National Cadet Corps and Environmental Studies (EVS)
 Part-V : Community Service (SHEPHERD) and Gender Studies, AICUF, Fine Arts, Nature Club, NCC, NSS, etc.

Non-Major Courses (NMC)

There are three NMC's – Communicative English, Computer Literacy and Environmental Studies offered in the I, II & III Semesters respectively.

Extra Credit Courses

In order to facilitate the students gaining extra credits, the extra credit courses are given. There are two extra credit courses – Massive Open Online Courses (MOOC) and Skill-based Course – offered in the III and V Semesters respectively.

According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, etc. Skill based course is offered by the department apart from their regular class hours.

Value Education Courses

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

Non-Major Elective / Skill Based Elective

These courses are offered in two perspectives as electives “Within School” (WS) and “Between School” (BS).

Subject Code Fixation

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

Year of Revision	UG Code of the Dept	Semester	Specification of the Part	Subject Category	Running no. in that part
↓	↓	↓	↓	↓	↓
17	U##	x	x	xx	xx
17	UCO	1	3	2	01

For Example :

I B.Com., first semester **Financial Accounting-I**

The code of the paper is 17UCO130201.

Thus, the subject code is fixed for other subjects.

Subject Category

- 00 - Languages (Tamil / Hindi / French / Sanskrit)
- 01 - General English
- 02 - Core (Theory, Practical, Comprehensive Exams, Internship and Project Viva-voce)
- 03 - Core Electives
- 04 - Allied
- 05 - Extra Credit Courses
- 06 - Skill Based Electives (BS) & (WS)
- 07 - Soft Skill
- 08 - NMC (Communicative English, Computer Literacy/SAP)
- 09 - EVS (Environmental Studies)
- 10 - Value Education
- 11 - Community Service (SHEPHERD) and Gender Studies
- 12 - AICUF / Nature Club / Fine Arts / NCC / NSS etc.

EXAMINATION

Continuous Internal Assessment (CIA):

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

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective + Descriptive elements; with the existing question pattern PART-A, PART-B, and PART-C.
2. CIA Component III for UG & PG will be of 15 marks and compulsorily objective multiple choice question type.
3. The CIA Component III must be conducted by the department / faculty concerned at a suitable computer centres.
4. The 10 marks of Part-A of Mid-Sem and End-Sem Tests will comprise only: **Objective Multiple Choice Questions; True / False; and Fill-in the Blanks.**

- The number of hours for the 5 marks allotted for Library Referencing work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses of the semester.
- English Composition once a fortnight will form one of the components for UG General English.

SEMESTER EXAMINATION

Testing with Objective and Descriptive questions

Part-A: Objective MCQs only (30 Marks)

Answers are to be marked on OMR score-sheet. The OMR score-sheets will be supplied along with the Main Answer Book. 40 minutes after the start of the examination the OMR score-sheets will be collected

Part-B & C: Descriptive (70 Marks)

Part-B: 5 x 5 = 25 marks (Inbuilt Choice);

Part-C: 3 x 15 = 45 marks; 3 out of 5 questions (Open Choice).

The Accounts Paper of Commerce will have

Part-A: Objective = 25

Part-B: Descriptive 3 x 25 = 75 marks.

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

EVALUATION

Percentage Marks, Grades & Grade Points UG (Passing minimum 40 Marks)

Qualitative Assessment	Grade Points	Grade	Mark Range (%)
Exemplary	10	S	90 & above
Outstanding	9	A+	85-89.99
Excellent	8	A	80-84.99
Very Good	7	B	70-79.99
Good	6	C	60-69.99
Satisfactory	5	D	50-59.99
Pass	4	E	40-49.99
Reappear	0	RA	<40

CGPA - Calculation

Grade Point Average for a semester is calculated as indicated here under:

$$\frac{\text{Sum total of weighted Grade Points}}{\text{Sum of Credits}}$$

Weighted Grade Points is **Grade points x Course Credits**. The final CGPA will only include: Core, Core Electives & IDCs.

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

Continuous Internal Assessment (CIA):

Class	Mark Range (%)
Distinction	75 & above, first attempt
First	60 & above
Second	50 to 59.99
Third	40 to 49.99

Declaration of Result:

Mr./Ms. _____ has successfully completed the Under Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) in Part-III is _____ and the class secured is _____ by completing the minimum of 150 credits. The candidate has acquired _____ (if any) more credits from SHEPHERD / AICUF/ Fine Arts / Sports & Games / NCC / NSS / Nature Club etc. The candidate has also acquired _____ (if any) extra credits offered by the parent department courses.

COMMERCE (B.Com.)
Course Pattern - 2017 Set

Sem	Part		Code	Course Title	Hr	Cr
I	I	Language	17UGT110001	General Tamil-I/ Hindi-1 / French-1/ Sanskrit-1	4	3
	II	English	17UGE120101	General English -I	5	3
	III	Core	17UCO130201	Financial Accounting I	8	4
			17UCO130202	Business Organisation	5	4
		Allied	17UCO130401	Business Economics	6	5
	IV	NMC	17UCE140801	Communicative English	-	5
		Value Education	17UFC141001	Essentials of humanity	2	2
	Total for Semester – I:				30	26
II	I	Language	17UGT210002	General Tamil-II / Hindi-II / French-II/ Sanskrit-II	4	3
	II	English	17UGE220102	General English-II	5	3
	III	Core	17UCO230203	Financial Accounting II	7	4
			17UCO230204	Modern and Rural Banking	4	3
		Allied	17UCO230402	Marketing	6	5
	IV	NMC	17UCE240802	Computer Literacy	2	2
		Value Education	17UFC241002	Fundamentals of Human Rights	2	2
	Total for Semester – II:				30	22
III	I	Language	17UGT310003	General Tamil-III/ Hindi-III / French-III/Sanskrit-III	4	3
	II	English	17UGE320103	General English-III	5	3
	III	Core	17UCO330205	Business Law	6	4
			17UCO330206	Accounting Packages	3	2
			17UCO330207	Software Lab for Accounting Packages	2	2
		Allied	17UCO330403A	Elements of Mathematics	6	5
			17UCO330403B	Business Mathematics		
	Extra Credit Course	17UCO330501	Massive Open Online Course	-	(2)	
	IV	Value Education	17UFC341003A	Formation of Youth-I (OR)	2	2
			17UFC341003B	Religious Doctrine- I		
NMC (POC)		17UCE340901	Environmental Studies	2	2	
Total for Semester – III:				30	23	
IV	I	Language	17UGT410004	General Tamil-IV Hindi-IV / French-IV/ Sanskrit-IV	4	3
	II	English	17UGE420104	General English-IV	5	3
	III	Core	17UCO430208	Corporate Accounting	5	3
			17UCO430209	Security Analysis	4	2
		Core Elective I (WD Dept)	17UCO430301A	Financial Management	4	4
			17UCO430301B	Secretarial Practices		
		Allied	17UCO430404A	Elements of Statistics	6	5
			17UCO430404B	Business Statistics		
	IV	Value Education	17UFC441004A	Formation of youth –II (OR)	2	2
			17UFC441004B	Religious Doctrine- II		
	Total for Semester – IV:				30	22

V	III	Core	17UCO530210	Fundamentals of Cost Accounting	6	4	
			17UCO530211	Business Management	5	4	
			17UCO530212	Auditing	5	4	
			17UCO530213	Management Accounting	6	4	
			17UCO530214	Internship	-	2	
		Extra Credit Course	17UCO530502	Extra Credit Course	-	(2)	
		Core Elective-II (WS)	17UCO530302A	Human Resource Management	4	4	
			17UCO530302B	Business Correspondence			
			17UEC530302	Principles of Economics			
			17UBU530302A	Project Management			
			17UBU530302B	Logistics and Supply Chain Management			
		Self Paced course (POC)	17UCC530302	E-Commerce		2	
			17UCO530215A	Social Networking Services			
			17UCO530215B	Entrepreneurship			
			17UCO530215C	Salesmanship and Personal Selling			
			17UCO530215D	Business Environment			
		IV	Skill Based Elective-I (BS)	17UCO530215E	Innovation Management	2	2
				17UCO540601A	Fundamentals of Accounting Packages		
				17UCO540601B	Business Application of Spreadsheet		
	IDC	17USS540701	Soft Skills / NCC	2	2		
Total for Semester – V:					30	28+(2)	
VI	III	Core	17UCO630216	Costing Methods and Techniques	7	5	
			17UCO630217	Income Tax, Law and Practice	7	4	
			17UCO630218	Information Technology	4	3	
			17UCO630219	Computer Practical for Information Technology	2	1	
			17UCO630220A	International Business	4	3	
			17UCO630220B	Project Work and Viva-Voce Examination			
		17UCO630221	Comprehensive Examination	-	2		
		Core Elective-III (WS)	17UCO630303A	Retail Management	4	4	
			17UCO630303B	Principles of Event Management			
			17UEC630303	Environmental Economics			
			17UBU630303A	Service Marketing			
			17UBU630303B	Strategic Management			
			17UCC630303	Total Quality Management			
		IV	Skill Based Elective-II (WS)	17UCO640602A	Basic Accounting Practices	2	2
				17UCO640602B	Practical Advertising		
				17UEC640602	Practical Insurance		
				17UBU640602A	Practical Stock trading		
				17UBU640602B	Management and Business Cases		
				17UCC640602	Practical Banking		
Total for Semester – VI:					30	24	
I-V	V	Shepherd	17UCW651101	Community Service Work (SHEPHERD) and Gender Studies		5	
I-VI	Total for all semesters				180	150+4	

Programme Outcomes (POs):

1. Undergraduate students are to be passionately engaged in initial learning with an aim to think differently as agents of new knowledge, understanding and applying new ideas in order to acquire employability/ self-employment.
2. Undergraduate students are trained to take up higher learning programmes.
3. Undergraduate students are made to be competent and socially responsible citizen of India.
4. Undergraduate students are to be exposed to technical, analytical and creative skills.
5. Undergraduate students are to be imparted with a broad conceptual background in the Biological sciences / Computing sciences / Languages and culture / Management studies / Physical sciences.

Programme Specific Outcomes (PSOs):

1. This programme provides opportunities for students to develop Critical and Analytical Skills.
2. After the completion of this programme, students will acquire Communication and Presentation Skills.
3. Students will have opportunity to work together and develop their teamwork Skills.
4. Students will be able to have the basic knowledge on the pertinent concepts, theories of the programme.
5. Learning this programme will facilitate the best use of Information Technology and decision making techniques.
6. The necessity of Ethical and Social Responsibilities will be highlighted to the students through this programme.
7. Skills required to be a successful entrepreneur have been embedded in the programme to make students become entrepreneurs.
8. Internship and Practical Exposure will make the students know and understand the practical nuances in the business and industrial practices.

To find out Correlation:

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

Result:

0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Very poor	Poor	Moderate	High	Very High

பருவம்: 1
17UGT110001

மணி நேரம்: 4
புள்ளிகள்: 3

பொதுத்தமிழ்-I**பாடத்தின் விளைவு**

- சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியப்பரப்பை அறிதல்
- புதுக்கவிதை, சிறுகதை, உரைநடை ஆகியவற்றின் இலக்கியத்திறன் கண்டறிதல்.
- சந்திப்பிழையின்றி எழுதும் திறன் பெறுதல்.
- வாழ்க்கை வரலாற்றுக் கட்டுரைகளை வாசிக்கும் திறன் பெறுதல்.
- அன்றாடப் பயன்பாட்டிலுள்ள ஆங்கிலச்சொற்களுக்குப் பொருத்தமான சொற்களை உருவாக்கச்செய்தல்
- அரசுப்போட்டித் தேர்வுகளுக்கேற்ப தமிழ்மொழியில் பயிற்சி அளித்தல்.

அலகு-1 மகாகவி பாரதியார் கவிதைகள்
பாரதிதாசன் கவிதைகள்
நாமக்கல் கவிஞர் கவிதைகள்
உரைநடை - முதல் மூன்று கட்டுரைகள் (12 மணி நேரம்)

அலகு-2 பாவலரேறு பெருஞ்சித்திரனார் பாடல்கள்
கண்ணதாசன் கவிதைகள்
இலக்கிய வரலாறு (பக். 239- 300)
இலக்கணம் -வலிமிகும் இடங்கள் (14 மணி நேரம்)

அலகு-3 சமூகக்கவிதைகள்
இலக்கிய வரலாறு (பக்.300 -362)
சிறுகதை - முதல் ஆறு சிறுகதைகள் (14 மணி நேரம்)

அலகு-4 அரசியல் கவிதைகள்
இலக்கணம் - வலி மிகா இடங்கள் (10 மணி நேரம்)

அலகு-5 மொழிபெயர்ப்புக்கவிதைகள்
சிறுகதை- 7 முதல் 12 முடிய உள்ள சிறுகதைகள்
உரைநடை- 4முதல் 6 முடிய உள்ள கட்டுரைகள் (10 மணிநேரம்)

பாடநூல்

1. பொதுத்தமிழ்- செய்யுள் திரட்டு- தமிழாய்வுத்துறை வெளியீடு-2017-2020
2. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
3. உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.
4. சிறுகதைத்தொகுப்பு : (நாட்டுடைமையாக்கப்பட்ட படைப்பாளர்களின் சிறுகதைகள்), தமிழாய்வுத்துறை வெளியீடு.

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

Semester I	Course Outcomes (COs)	Course Code 17UGT110001		Title of the Paper பொருத்தமிழ்-1										Hours 4	Credits 3
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1	5	5	4	3	5	5	4	4	4	3	3	4	5	4.2
	CO2	5	5	5	3	4	5	4	5	4	3	3	4	5	4.2
	CO3	4	4	5	4	3	4	3	5	4	3	3	4	5	3.9
	CO4	5	5	4	4	4	5	5	5	4	3	5	5	5	4.5
	CO5	5	5	5	4	4	4	4	5	4	3	4	5	5	4.0
	CO6	5	5	5	3	4	4	4	4	4	5	4	3	5	3.8
Mean Overall Score															4.1

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: I
17UGH110001

Hours/Week: 4
Credits : 3

HINDI

Course Outcomes

At the end of the course, a student should be able to demonstrate...

- * Knowledge and understanding of Hindi Conversations
- * Improvement of the writing skills.
- * Knowledge of Grammar forms
- * Effective communicative skills in Hindi.
- * The introduction of socially relevant subjects in Modern Hindi Literature
- * Appreciation the features of Modern Hindi Prose.

Unit-I **8 hours**
Dr Abdul Kalam, Ling Badaliye, Vachan Badaliye, Baathcheeth-Aspathal Mein

Unit-II **12 hours**
Hamara Rajchinha, Noun Ling, Kaarak Chinha, Chaar Baayee, Baathcheeth, Dookan Mein

Unit-III **12 hours**
Moun hee mantra hai, Vachan, Kaarak, Vishwamitra Ka yagna, Baathcheeth, Hotel mein

Unit-IV **14 hours**
Veer Shivaji, Pronoun, Danush Yagna, Baathcheeth-Maidan mein

Unit-V **14 hours**
Rajatilak Kee Thaiyaree, Adjectives, Baathcheeth-Pareeksha ke baare mein

Books Recommended

1. Dakshina Bharathi Hindi Prachar Sabha, Thiagaraya Nagar, Chennai – 600 017, Subhodh Hindi Patamala-2, Bharath Milap, Bharath-1, 2016.
2. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 63, Tagore Nagar, Allahabad 2, 2016.

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

Semester I	Course Code 17UGH110001	Title of the Paper Hindi-I										Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	4	3	4	2	2	2	3	4	4	3.2	
CO2	3	3	2	3	2	4	4	4	3	3	2	3.0	
CO3	3	2	2	3	4	2	2	2	3	4	4	2.8	
CO4	3	2	2	3	2	4	4	4	4	2	2	2.9	
CO5	3	3	3	3	3	3	4	4	3	3	3	3.2	
CO6	4	4	4	4	3	4	3	2	4	3	3	3.4	
Mean Overall Score												3.1	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semestre: I
17UGF110001**

**Heures /Semaine: 4
Points : 3**

FRANÇAIS-I

Course Outcomes

- * Introduire la langue et la culture française aux étudiants
- * Comparer la culture de l'Inde et de la France
- * Familiariser l'étudiant avec le vocabulaire
- * la grammaire et les conversations se présenter
- * Donner des informations en Français
- * Conjuguer des verbes, Avoir Etre Aller Faire

Unit-I : A l'aéroport Kamaraj domestic de Chennai (10 heures)

Saluer, demander et dire le nom, présenter quelqu'un, se présenter, souhaiter la bienvenue a quelqu'un, demander et dire l'identité de quelqu'un.

Grammaire : Etre, s'appeler, pronoms sujets, interrogation

Unit-II : A l'Université (10 heures)

Demander comment on se porte, présenter quel qu'un, prendre congé, exprimer, l'appréciation.

Grammaire : Articles définis et indéfinis, genre des noms, adjectifs, présent de l'indicatif : verbes réguliers en er, être avoir, apprendre, prépositions a, en, au, aux.

Unit-III : Au café (10 heures)

Dire ce qu'on aime, donner des informations, exprimer l'admiration, demander des informations sur quelqu'un.

Grammaire : Adjectifs interrogatifs, présent de l'indicatif : avoir, verbes en er , savoir, qu'est ce que c'est?, adjectifs possessifs, négation ,adjectifs irréguliers

Unit-IV : A la plage (15 heures)

Proposer une sortie, accepter, refuser la proposition

Grammaire : phrases au singulier et au pluriel, pronom indéfini- on, il y a, adjectifs démonstratifs, négation, interrogation, présent de l'indicatif : faire, voir, aller, sortir, connaître

Unit-V : Un concert et chez Nalli (15 heures)

Inviter, accepter, exprimer son incapacité d'accepter, complimenter, parlé au téléphone, demander le prix, protester contre le prix.

Grammaire : Présent de l'indicatif : verbes en er, venir, pouvoir, vouloir, articles contracte, avec, a chez, le futur, interrogation est ce que, adverbes

interrogatifs, adjectifs possessifs, accord de l'adjectif, adjectifs exclamatifs, très/trop, présent de l'indicatif : acheter-regarder, l'impératif.

Manuel:

1. K.Madanagobalane, **Synchronie-1**, Samhitâ Publication, 2011.

Livre de référence:

1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

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

Semester I	Course Code 17UGF110001	Title of the Paper French-I						Hours 4	Credits 3				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Mean Score of COs	
	CO1	4	4	2	3	4	4	4	2	2	3	3	3.2
	CO2	3	3	3	3	4	4	4	3	3	3	2	3.2
	CO3	3	2	3	2	4	3	2	4	4	3	3	3.0
	CO4	3	3	4	3	4	2	2	3	3	2	2	2.8
	CO5	3	3	4	3	4	3	3	3	4	5	2	3.4
	CO6	3	4	3	3	3	3	3	3	2	4	3	3.1
Mean Overall Score												3.1	

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

Note:

Mapping Scale	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: I
17UGS110001

Hours/Week: 4
Credits : 3

SANSKRIT-I

Course Outcomes

- * Knowledge and understanding of basic Sanskrit grammar
- * Knowledge and understanding of essential Sanskrit vocabulary
- * Introduction of the writing skills
- * Introduction of Sanskrit Aksharas.
- * Introduction of Present tense forms
- * Implementation of good thoughts from Subashitani

Unit-I **8 hours**

Akharavivaranam – Svaras & Vyanjanaani – Samyukta Aksharani.

Unit-II **12 hours**

Shabdadayah – Aakaaraanta, ikaar aantah. ukaaraantah.

Shabdadayah – Aakaaraanta, ikaar aantah. uukaaraantah.

Unit-III **12 hours**

Anuvaada Prayogah.

Unit-IV **14 hours**

Lat Lakarh – Parasmai – Pada Prayogah = Vakyarupah.

Unit-V **14 hours**

Subhaashitaani

Books Recommended

1. Kulapathy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2014
2. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat-678003, Kerala, South India, Shabdha Manjari, 2014
3. Balasubramaniam R., Samskrita Akshara Siksha, Vangals Publication, 14th Main Road, JP Nagar, Bangalore -78, 2015.

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

Semester I	Course Code 17UGS110001	Title of the Paper Sanskrit-I										Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
	CO1	5	3	5	4	4	3	3	3	3	4	3.1	
	CO2	4	3	4	4	4	4	4	4	3	4	3.3	
	CO3	4	3	3	4	4	3	4	4	3	4	3.1	
	CO4	4	3	3	4	3	3	4	4	3	4	3.0	
	CO5	4	4	4	3	4	4	3	3	3	4	3.1	
	CO6	5	4	4	4	4	3	3	3	3	4	3.1	
Mean Overall Score												3.1	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: I
17UGE120101

Hours/Week: 5
Credits: 3

GENERAL ENGLISH-I

Course Outcome

- * Introduce themselves to the others
- * Narrate simple experiences in a coherent manner
- * Understand the underlying meaning in the text
- * Describe accurately what he/she observes and experiences
- * Converse with friends about their likes and dislikes
- * Write leave letters using the appropriate format and language

Unit-I:

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

Unit-II:

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

Unit-III:

22. Plural Forms of Action Words

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

Non-Detailed:

“The Merchant of Venice” from *Six Tales From Shakespeare*

Unit-IV:

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

Non-Detailed:

“The Taming of the Shrew” from *Six Tales From Shakespeare*

Unit-V:

48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy’s Request

52. Occasions for Message
53. Words denoting Place
54. Words denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The family debate
63. Family Today

Non-Detailed: “The Tempest” from *Six Tales From Shakespeare*

Textbook

1. Joy, J.L. & Peter, F.M. *Let's Communicate I*, New Delhi, Trinity Press, 2014. Print.

Non-Detailed Text

1. Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (First three tales)

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

Semester I	Course Code 17UGE120101	Title of the Paper General English-I										Hours 4	Credits 3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			PSO6	PSO7
CO1	4	3	4	4	4	5	4	4	4	3	3	4	4	3.80
CO2	4	3	4	4	4	5	5	4	4	4	4	4	4	4.10
CO3	4	3	4	4	4	3	3	4	4	3	3	4	4	3.60
CO4	4	3	2	4	4	4	4	3	3	5	5	4	4	3.80
CO5	4	3	4	4	4	4	4	3	3	4	4	5	5	3.90
CO6	5	4	4	3	3	4	4	3	4	4	5	4	4	3.90
Mean Overall Score														3.85

Result: The Score for this Course is 3.85 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
17UCO130201

L P C
8 - 4

FINANCIAL ACCOUNTING-I

Course Outcomes

After completing this course the student will be able to

1. Familiarise with the fundamental aspects of financial accounting and prepare final accounts and balance sheets.
2. Understand the nuances of consignment and joint venture from accounting perspective.
3. Prepare income and expenditure accounts and balance sheets of non trading concerns.
4. Ascertain profit or loss for the concerns adopting single entry book keeping system.
5. Understand the procedures and methods of providing depreciation as per AS 06 from accounting perspective.
6. Prepare financial statements in accordance with Generally Accepted Accounting principles.

Unit I: (24 hours)

Meaning and Scope of Accounting - Branches of Accounting –Objectives of Accounting - Accounting Concepts and Conventions - Brief outline on Accounting Standards – Classification of Capital and Revenue items - Preparation of Final Accounts - Manufacturing Accounts - Trading Accounts - Profit & Loss Accounts - Balance Sheet – simple Adjustment Entries

Unit II (24 hours)

Consignment - Account Sales - Valuation of Unsold stock - Normal loss - Abnormal loss - Joint Venture - Sets of Books.

Unit III (24 hours)

Accounts of Non-Trading Institutions - Receipt & Payments A/C –Income & Expenditure A/C - Account Current -Average due date.

Unit IV (24 hours)

Single Entry System -Net worth method- Conversion method - Bank Reconciliation statement.

Unit V (24 hours)

Depreciation - Meaning – Causes – Difference among Depreciation, Amortization and Depletion - Concept of Depreciation -Methods of providing Depreciation as per Accounting Standards 6 (WDV& SLM) -

shifting of method with & without retrospective effect- Block Asset Method as per Income tax - Depreciation for Componentization

Textbook

1. R.L. Gupta & M. Radhaswamy (2014), Financial Accounting, Sultan Chand & Sons, New Delhi.

Book(s) for Reference

1. Reddy TS and Murthy, Financial Accounting (2016), Margham Publications, Chennai.
2. Shukla MC, Grewal TS & Gupta SC, (2016), Advanced Accounts (Vol. I), S.Chand Company Ltd., New Delhi.
3. R.L. Gupta & M. Radhaswamy, (2017), Advanced Accountancy, Vol.I, Sultan Chand & Sons, New Delhi.
4. S.P. Jain & K.L. Narang, (2015), Advanced Accountancy Volume I, Kalyani Publishers, New Delhi.

Theory 25%

Problems 75%

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

Semester I	Course Code 17UCO130201	Title of the Paper FINANCIAL ACCOUNTING-I												Hours 8	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	3	4	5	4	3	2	3	1	4	3	4	3	3.39	
CO2	4	5	2	3	1	4	3	5	2	5	4	3	4	3.46	
CO3	3	5	3	2	4	1	3	4	5	1	5	3	2	3.15	
CO4	2	3	2	4	2	5	4	2	3	1	3	2	3	2.76	
CO5	2	4	3	4	3	2	4	5	2	4	5	3	4	3.46	
CO6	5	3	4	2	4	5	3	4	2	4	3	4	5	3.69	
Mean Overall Score														3.31	

Result: The Score for this Course is 3.3 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
17UCO130202

L P C
5 - 4

BUSINESS ORGANISATION

Course Outcomes

After completing this course, the student will be able to:

1. Define business and its characteristics.
2. Understand different forms of organisation and their features.
3. Explain MNCs, globalisation and their pros and cons.
4. Identify factors that affect location of business into primary and secondary.
5. Understand different forms of business combination and their relative merits.
6. Distinguish ethical unethical business practices.

Unit I (15 hours)

Definition of Business – Objectives of modern business – Essential Characteristics of Business – Business Vs Profession – Qualities of a Successful businessman – Promotion of a Business Enterprise - Stages in promotion - problems in promotion.

Unit II (15 hours)

Forms of Business Organisation – Sole Trader – Partnership – Joint Stock Companies – Public Utilities – Public Enterprises – The Co-operative Organization – LLP- One man Company.

Unit III (15 hours)

Multinational Corporations - Definition – Meaning – Organisational models – dominance of MNCs – MNCs and International Trade – Merits – Demerits – Globalization – Meaning – Features – Stages – Pros and Cons of Globalization.

Unit IV (15 hours)

Location of Industries – Factors influencing location – Primary Factors– Secondary Factors – Measurement of size of Business Units – Factors influencing the size – Economies of large scale business – District Industrial Centre – SIPCOT.

Unit V (15 hours)

Business Combinations – Types - Mergers, Demergers, Conglomeration and Acquisitions — Motives and benefits of Mergers and Acquisitions.

Holding company and subsidiary company, hostile takeover of companies
Business Ethics – Social responsibilities of business towards different groups.

Textbook

1. Bhushan YK, (Nineteenth Edition 2013), Fundamentals of Business Organisation and Management, Sultan Chand and Sons, New Delhi.

Books for References

1. MC Shukla, (18th Edition), Business Organization and Management, S.Chand and Co Ltd, New Delhi.
2. Tapash Ranjan Saha (2009). Business Organization, Tata McGraw-Hill, New Delhi
3. C.D. Balaji & G.Prasad (2014), Business Organization and Management, Margham Publications, Chennai.

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

Semester I	Course Code 17UCD130202	Title of the Paper BUSINESS ORGANISATION																Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)											Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8						
CO1	5	5	5	4	5	4	5	5	5	4	4	4	4	4	4	4	4.53		
CO2	4	4	5	4	4	5	4	4	4	5	5	5	5	4	4	4	4.38		
CO3	4	5	4	5	5	4	5	5	5	5	4	4	4	4	4	4	4.53		
CO4	5	5	4	4	5	5	5	5	5	4	5	4	5	4	5	5	4.69		
CO5	5	4	4	5	5	5	5	4	5	5	5	5	5	4	4	5	4.69		
CO6	5	4	5	5	5	4	5	4	5	4	5	4	4	5	4	4	4.53		
Mean Overall Score																	4.55		

Result: The Score for this Course is 4.5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
17UCO130401

L P C
6 - 5

Allied:
BUSINESSECONOMICS

Course Outcomes

After completing this course, the students will be able to

1. Explore the basic principles and concepts of business economics.
2. Gain exposure on economic theories related to consumer behaviour.
3. Gain clarity in pricing policies.
4. Get acquainted with theories related to supply, production and competition.
5. classify different kinds of markets.
6. Understand the nuances of monetary and Fiscal policies of government.
7. Predict fluctuations in economy through exposure on inflation and theories and phases of business cycle.
8. Learn to get a clear perspective on Foreign Exchange transactions.

Unit I (18 Hours)

Business economics: Meaning – Definition - Scope and Nature - Concepts applied in Business Economics - Contribution of Economics to managerial functions - Micro and Macro economics applied to business environment – Role and responsibilities of business economists

Unit II (18 Hours)

Analysis of demand: Meaning of demand – the basis of consumer demand – Utility – Total Utility - Marginal Utility - Law of Diminishing Marginal Utility – Cardinal and Ordinal Concept of Utility – Law of Demand - Shift in demand curve - Meaning and nature of indifference curve - Shift in indifference curve and properties of indifference curve - Consumer equilibrium - Effect of change in price & consumption - Income & Consumer demand and substitution & Price changes.

Unit III (18 Hours)

Supply and Production : Meaning of Supply – Determinants - Law - Schedule and supply curve – Elasticity of supply - Production - Function- Laws of Production – Iso-Quants – Pricing - Market structure and pricing decision – Pricing under perfect competition – Characteristic and Price determination – Monopoly – Kinds – Causes - Price Output Decision and price discrimination - Monopolistic competition – Price output decision in short and Long run – Equilibrium - Oligopoly – Definition - Sources and characteristics -Price rigidity and Price Leadership.

Unit IV (18 Hours)

The Economic System - Capitalism and mixed economic system - Monetary Policy – Meaning – Scope - Limitations and Instruments – Fiscal policy – Definition – Objectives - Taxation Policy - Formulation and its reforms - Monetization and demonetization of currency – impact on Indian economy.

Unit V (18 Hours)

Inflation - Business Cycle and Economic Linkages – Inflation and Deflation – Meaning – Causes and Measures - Types of inflation indices and their applications - Business Cycle – Phases – Characteristics and various theories - Balance of Trade and Balance of Payment – Meaning – Causes - Kinds and Measures

Textbook

1. Sundaram KPM & Sundaram EN-(2000), Business Economics, Sultan Chand and sons, New Delhi.

Books for Reference

1. Ravilochanan.P,(1992), Business Economics, ESS PEE KAY Publishing House, Chennai.
2. Drivedi DN, (2002), Managerial Economics, Vikas Publishing House (P) Ltd, New Delhi.
3. Cherunilam, Francis, (2005), Business Environment, Himalaya Publishing House, New Delhi.

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

Semester I	Course Code 17UCO130401	Title of the Paper BUSINESS ECONOMICS												Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	4	5	5	4	4	5	3	5	4	2	4.3	
CO2	5	5	4	5	5	5	4	4	5	3	5	4	2	4.3	
CO3	5	5	5	5	5	5	4	5	5	4	5	4	2	4.5	
CO4	5	5	5	4	5	5	4	5	5	4	5	3	2	4.4	
CO5	5	5	5	5	5	5	4	5	5	3	5	4	2	4.6	
CO6	5	5	4	5	5	5	4	5	5	3	5	4	2	4.4	
CO7	5	5	5	5	5	5	5	5	5	5	5	4	2	4.7	
CO8	5	5	5	5	5	5	5	5	5	5	5	4	2	4.7	
Mean Overall Score														4.4	

Result: The Score for this Course is 4.4 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I
17UFC141001

Hours/Week:2
Credits: 2

ESSENTIALS OF HUMANITY

Course Outcome

1. To ensure creating awareness among the youth on human values.
2. To ensure educating the youth, the basic principles of value education.
3. To ensure the process of analyzing, appreciating and personalizing values as our own.
4. To ensure that students develop various dimensions of human personality.
5. To ensure the youth empowering the gender sensitization, gender differences and gender roles.
6. To ensure preparing the students for the smooth transfer from the stage of teenage to earlier adulthood.

Unit-I

Principles of Value Education - Introduction - Value Education- Characteristics of Values – Kinds of Values

Unit-II

Development of Human Personality - Personality traits - Theories of Personality - Discovering self- Defense mechanism - Power of positive thinking

Unit-III

Dimensions of Human Development - Physical development – Intellectual development - Emotional development - Social Development – Moral development - Spiritual development

Unit-IV

Responsible Parenthood - Human sexuality - Sex and love - Becoming a spouse - Responsible Parenthood

Unit-V

Gender Equality and Empowerment - Historical perspective - Education & economic development -Crimes against Women-Women's rights

Text Book:

Essentials of Humanity, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

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

Semester I	Course Outcomes (COs)	Course Code 17UFC141001		Title of the Paper ESSENTIALS OF HUMANITY										Hours 2	Credits 2
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1	3	1	5	4	3	5	4	5	5	5	5	4	3	4.0
	CO2	2	1	5	5	3	5	4	5	5	5	5	4	3	4.0
	CO3	2	1	5	5	4	5	4	4	5	5	5	5	3	4.1
	CO4	2	2	5	4	2	5	4	4	5	4	5	5	5	4.0
	CO5	5	2	5	5	2	5	4	4	5	5	4	4	4	4.2
	CO6	2	1	5	5	4	4	4	5	5	4	4	4	3	3.8
Mean Overall Score															4.0

Result: The Score for this Course is 4.0 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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பருவம்: 2
17UGT210002

மணி நேரம்: 4
புள்ளிகள்: 3

பொதுத்தமிழ்-II

பாடத்தின் விளைவு

- சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியப்பரப்பை அறிதல்
 - பக்தி இலக்கியங்களின் வழி இறையியல் கோட்பாடுகளை அறிதல்
 - உரைநடைக் கட்டுரை எழுதும் திறன் பெறுதல்- இலக்கணமரபுகளை அறிதல்
 - பல்வேறு சமயங்களின் வாழ்வியல் கருத்துக்களை அறிந்து பின்பற்றுதல்
 - காப்பியங்களில் உள்ள சமுதாயக் கருத்துக்களை அறிந்துகொள்ளுதல்.
 - இதிகாசங்கள் உணர்த்தும் நீதிகளை அறியச்செய்தல்.
- அரசுப்போட்டித் தேர்வுகளுக்கேற்ப பொதுக்கட்டுரைகளும் மொழிப்பயிற்சியும் மாணவர்களுக்கு அளித்தல்.

அலகு: 1 (12 மணி நேரம்)

- சிலப்பதிகாரம் - அந்திமாலைச் சிறப்பு செய்காதை
இலக்கிய வரலாறு - சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.
இலக்கணம் - எழுத்திலக்கணம்

அலகு: 2 (12 மணி நேரம்)

- மணிமேகலை - உலக அறவி புக்க காதை
பெரியபுராணம் - தடுத்தாட்கொண்ட புராணம்

அலகு: 3 (12 மணி நேரம்)

- கம்பராமாயணம் - கும்பகர்ணன் வதைப்படலம்
உரைநடை - 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

அலகு: 4 (12 மணி நேரம்)

- சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்
இலக்கணம் - சொல்லிலக்கணம்
இலக்கிய வரலாறு - தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய.

அலகு: 5 (12 மணி நேரம்)

- இரட்சணிய யாத்திரிகம் - மரணப்படலம்
உரைநடை - 10 முதல் 12 வரையிலான கட்டுரைகள்

பாடநூல்:

- செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, 2017-10
- சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தாய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
- உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.

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

Semester II	Course Code 17UGT210002	Title of the Paper கொத்துத்தமிழ்-II										Hours 4	Credits 3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	4	4	4	4	5	5	5	4	4	2	4	4	
CO2	4	5	5	4	5	5	5	5	5	4	3	4	3	
CO3	5	5	4	4	5	5	5	5	4	3	3	4	3	
CO4	5	5	4	3	4	5	5	5	4	3	3	4	3	
CO5	5	5	4	3	4	5	5	5	4	3	3	4	3	
CO6	5	5	5	5	4	5	5	5	4	3	3	4	3	
Mean Overall Score													4.2	

Result: The Score for this Course is 4.2 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: II
17UGH210002

Hours/Week: 4
Credits : 3

HINDI-II

Course Outcomes

At the end of the course, a student should be able to demonstrate...

- their effective communicative skills in Hindi
- the introduction of socially relevant subjects in Modern Hindi Literature
- to appreciate the features of Modern Hindi one act plays and short stories
- the ability to fill in application forms Hindi
- use Hindi vocabulary and grammar patterns in a culturally proper ways.
- the ability to write about famous Hindi authors .

Unit-I

8 hours

Paeksha, Lekak Parichaya, Khani kee Basha – Shyli, Verb, Dhathu, Artha likiye ulte Shabda likiye.

Unit-II

12 hours

Lekak Parichaya Ekanki kee, Basha Shyli, Ander Nagaree, Sankalan Traya, Pareek shaka Khani ke paatra, Kal, Vachya.

Unit-III

12 hours

Chief Kee daavath, Ekanki ke Paatra, Ekankikaar, Ne ka Prayog, Adverb

Unit-IV

14 hours

Do Kalakar, Bahoo kee Vidha, Kahaanikaar, Prepositions, conjunctions

Unit-V

14 hours

Kahani ke paatra, Ekanke ke paatra, lekak parichaya, Interjunctions, Avikari Shabda

Books Recommended

1. Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Chennai - 600 017, Subodh Hindi Patamala-2, Ekanki, Hindi, 2016.
2. Ram Dev Hindi Bhavan, Vyakaran Pradeep, 63, Tagore Nagar, Alahabad, 2, 2013.

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

Semester II	Course Code 17UGH210002	Title of the Paper Hindi-II					Hours 4	Credits 3				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Mean Score of COs
CO1	4	4	4	3	4	3	2	3	4	4	4	3.5
CO2	3	3	2	3	2	4	4	3	3	2	2	2.8
CO3	3	2	2	3	4	2	4	4	2	3	4	3.0
CO4	3	2	2	3	3	4	3	3	4	3	3	3.0
CO5	3	3	3	3	3	3	3	4	3	4	3	3.1
CO6	4	4	4	4	3	4	3	3	3	3	2	3.3
Mean Overall Score												3.1

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: II
17UGF210002

Heures/Semaine: 4
Points : 3

FRANÇAIS-I

Course Outcomes

- * Faire connaissance des journaux, des courriels, des lettres
- * Comprendre les conversations téléphoniques.
- * Décrire quelque chose
- * Demander son chemin
- * Parler des activités du week-end
- * Accepter, refuser, exprimer la certitude.

Unit-I: Nouvelles de L'inde (10 heures)

Montrer son inquiétude, s'excuser, exprimer son appréciation, décrire quelqu'un, décrire quelque chose

Grammaire: Présent : verbes en er,-ir, le futur, interrogation totale, féminin d'autres adjectifs.

Unit-II: A la gare Central station (10 heures)

Réserver des billets, demander des renseignements, donner des renseignements

Grammaire: pronoms compléments d'objet direct, présent l'impératif :payer ,partir/sortir, l'impératif, expression du temps, construction avec infinitif

Unit-III : Un lit dans la Cuisine (10 heures)

Donner des ordres, localiser, dire qu'une proposition est stupide ou bizarre

Grammaire : Verbes en er-ranger, mettre impératif, il faut, devoir +infinitif, prépositions de lieu

Unit-IV: Pierre apprend a conduire et mangez –vous correctement ? (15 heures)

Rassurer, exprimer l'indirection exprimer l'autorisation, avertir, demander des informations sur les habitudes de quelqu'un, offrir a manger ou a boire, accepter, refuser, exprimer la certitude.

Grammaire: impératif-être, avoir, savoir, pronoms compléments d'objet indirect, le passe compose avec avoir expression de la quantité-articles partitifs, adverbes, pronoms directs et indirects, pronom en, présent des verbes –manger, boire ,offrir ,prendre, la condition avec si.

**Unit-V: Ils ont eu tort tous les deux !et Comment as-tu passe le weekend
(10 heures)**

Demander son chemin, indiquer le chemin a quelqu'un, reprocher / conseiller, parler des activités du week-end, demander a quelqu'un de se taire

Grammaire: le passe compose, adverbess mots interrogatifs, le passe compose avec être, faire du....pouvoir, vouloir.

Manuel:

1. K. Madanagobalane, **Synchronie -1**, Samhitâ publication, 2011.

Livre de référence:

1. Annie Berthet / B_atrix Sampsonis / Catherine Hugot / V_ronniqueM kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006
2. Yves Loiseau / R_gine M-rieux, Connexions 1, Didier ,2011

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

Semester II	Course Code 17UGF210002	Title of the Paper French-II						Hours 4	Credits 3					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		PSO6		
	CO1	4	4	2	3	4	3	3	2	2		3	3	3.0
	CO2	3	3	3	3	4	3	3	2	2		3	3	2.8
	CO3	3	2	3	2	4	3	3	2	2		3	3	2.7
	CO4	3	3	4	3	4	3	3	3	3		3	3	3.2
	CO5	3	3	4	3	4	2	4	4	4		5	4	3.6
	CO6	3	4	3	3	3	3	4	4	3		4	4	3.5
	Mean Overall Score											3.1		

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: II
17UGS210002

Hours/Week: 4
Credits : 3

SANSKRIT-II

Course Outcomes

At the end of the course, a student should be able to demonstrate...

- * knowledge and understanding of basic Sanskrit grammar
- * knowledge and understanding of essential Sanskrit vocabulary
- * knowledge and understanding of the appropriateness of basic Sanskrit structures and expressions in a given context
- * the ability to understand short passages in written Sanskrit on everyday topics
- * the ability to produce short passages in written Sanskrit on everyday topics
- * introduction of basic grammar (Avyaya Imperfect tense and Sandirules. Samasah.)

Unit-I **8 hours**
Visheshanaah
Saravanaama shabdas.

Unit-II **12 hours**
Sandhi Niyamaah Abhyaasah.(Guna, Visarga, Dirgha, Vrddhi)

Unit-III **12 hours**
Lang lakaarah. Kriyapadaani

Unit-IV **14 hours**
Gopala Vimshathi. (1-10) slokas.

Unit-V **14 hours**
Avyayas, Tatpurussha, Karma dhaaraya samaasah.

Books Recommended

1. Paundrapuram Ashram, Srirangam -620 006. Gopalavimshathi, 2014
2. R.S. Vadhyar & Sons, book – Sellers and Publishers, Kalpathi, Palghat- 678 003, Kerala, Southe India, Shabdha Manjari, 2014
3. Kulapthy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai - 400007, 2014

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

Semester II	Course Code 17UGS210002	Title of the Paper Sanskrit-II										Hours 4	Credits 3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6			
	CO1	5	3	5	4	4	3	3	3	4	4		3	3.2
	CO2	4	3	4	4	4	3	3	3	3	4		3	3.0
	CO3	4	3	3	4	4	3	3	3	4	4		3	3.0
	CO4	4	3	3	4	3	3	3	4	4	4		3	3.0
	CO5	4	4	4	3	4	3	4	4	4	3		4	3.2
	CO6	5	4	4	4	4	3	3	3	4	4		3	3.2
Mean Overall Score												3.1		

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester: II
17UGE220102

Hours/Week: 5
Credits: 3

GENERALENGLISH-II

Course Outcomes

- * Ask open-ended questions in real-life situations
- * Use polite expressions in appropriate ways
- * Use correct punctuation marks and capital letters
- * Use appropriate vocabulary
- * Put ideas into a cohesive paragraph
- * Develop positive self-esteem and thereby communicate effectively

Unit-I

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

Non-Detailed:

“Julius Caesar” from *Six Tales From Shakespeare*

Unit-II:

11. Wh Words
12. Yes/No Recollection
13. Unscramble Wh Questions
14. Wh Practice
15. Education and the Poor
16. Controlled Role play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter

22. Proverb-Visual Description
23. Supply Wh Words
24. Rearrange Questions
25. Information Gap Questions

Unit-III:

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

Unit-IV:

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

Non-Detailed:

“King Lear” from *Six Tales From Shakespeare*

Unit-V:

51. Society Word Grid

52. Classify Society Wordlist
53. Rearrange the Story
54. Storytelling
55. Story Cluster
56. Words Denoting Time
57. Expressing Time
58. What Can You Buy?
59. Noise Pollution
60. Positive News Headlines
61. Negative News Headlines
62. Matching Conditions
63. What Would You Do?
64. If I were the Prime Minister
65. My Dream Country

Non-Detailed: “Macbeth” from *Six Tales From Shakespeare*

Textbook

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

Non-Detailed Text

1. Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (Last three tales)

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

Semester II	Course Code 17UGE120102	Title of the Paper General English-II												Hours 5	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	4	4	4	5	4	4	3	3	3	4	4	3.9	
CO2	4	3	4	4	4	5	5	4	4	4	4	4	3	4.0	
CO3	4	3	4	4	4	3	3	4	4	3	3	4	4	3.6	
CO4	4	3	3	4	4	4	4	3	3	5	5	4	4	3.8	
CO5	4	3	4	4	4	4	4	3	3	4	4	5	5	3.9	
CO6	5	4	4	3	3	4	4	3	4	4	5	4	4	3.9	
Mean Overall Score														3.8	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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FINANCIAL ACCOUNTING-II

Course Outcomes

After completing this course the student will be able to

1. Be acquainted with the accounting treatments required for admission, retirement and death of partners in Partnership firms.
2. Understand the accounting procedures involved in the Dissolution of firm under different situations.
3. Be familiar with the nuances of different systems of accounting followed for Branches and Departmental businesses.
4. Assimilate the system of accounting followed in Hire purchase system.
5. Accumulate knowledge and accounting skills required for calculating loss of stock and loss of profit.
6. Know the leasing methods and calculation of royalties.

Unit-I (21 Hours)

Partnership accounts - Past adjustments and guarantee – Admission of Partner- Retirement and Death of a Partner- valuation of goodwill – treatment of goodwill- sacrificing ratio-gaining ratio- Revaluation account- Memorandum Revaluation account - Balance sheet after admission, retirement or death of a partner

Unit-II (21 Hours)

Dissolution of partnership firm- Realisation a/c- Sale to a company - Insolvency of a partner – Application of Rules in Garner Vs Murray – Insolvency of all partners and preparation of deficiency account - Piecemeal distribution using Maximum loss method and Proportionate capital method

Unit-III (21 Hours)

Branches - Dependent Branches – Branch account under Debtors system – Branch adjustment a/c, Branch stock a/c and Branch Debtors a/c under Stock and Debtor system – Trading and Profit and loss accounts of Independent branches- whole sale branches (foreign branches excluded)- departmental Accounts – Columnar Trading and Profit and loss accounts – Inter departmental transfers

Unit IV (21 Hours)

Hire Purchase System - Accounting Procedures for entries related to interest, payment of installment amounts and depreciation in the books of Hire purchaser and Hire vendor - Default in instalment payment and Repossession

of Goods- Hire Purchase trading Account under Debtors system - Hire purchase adjustment a/c, Hire purchase debtors a/c and Hire purchase stock a/c under Stock and Debtors system - Installment System.

Unit V (21 Hours)

Insurance - types of insurance policies available to an entity – Keyman insurance policy – Fidelity guarantee policy (theories only) Fire insurance Claims - Loss of stock policy (Problems) & Loss of Profit policy (Problems) - Royalties - Lease and Sub Lease- Entries in the books of Lessor and Lessee

Textbook

1. R.L. Gupta & M. Radhaswamy (2014), Financial Accounting, Sultan Chand & Sons, New Delhi.

Books for Reference

1. Reddy TS and Murthy, Financial Accounting (2016), Margham Publications, Chennai.
2. Shukla MC, Grewal TS & Gupta SC, (2016), Advanced Accounts (Vol. I), S.Chand Company Ltd., New Delhi.
3. R.L. Gupta & M. Radhaswamy, (2017), Advanced Accountancy, Vol. I, Sultan Chand & Sons, New Delhi.
4. SP. Jain & K.L.Narang, (2015), Advanced Accountancy, Volume I, Kalyani Publishers, New Delhi.

Theory - 25%

Problems - 75%

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

Semester II	Course Outcomes (COs)	Course Code 17UCO230203		Title of the Paper FINANCIAL ACCOUNTING-II												Hours 7	Credits 4
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)									
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Mean Score of COs	
	CO1	4	5	5	4	5	5	5	2	4	5	2	2	5	2	3.8	
	CO2	5	5	4	4	5	5	5	2	5	5	2	2	5	2	3.9	
	CO3	5	5	5	4	5	5	5	2	5	4	2	3	5	1	3.9	
	CO4	5	5	4	4	5	5	5	3	5	5	2	2	5	1	3.9	
	CO5	5	5	4	5	4	5	5	2	5	5	2	2	5	1	3.8	
	CO6	5	5	5	4	5	5	5	2	5	4	2	2	4	1	3.7	
Mean Overall Score																3.8	

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

Note:

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

Values Scaling:

Mean Score of COs =	Total of Values	Total of Mean Scores
	Total No. of POs & PSOs	Total No. of COs

Semester II
17UCO230204L P C
4 - 4

MODERN AND RURAL BANKING

Course Outcomes

After completing this course the student will be able to

1. Have the basic knowledge on Banking Theory Law and Practices.
2. Understand the relationship between Banker and customer.
3. Gain exposure in handling the negotiable instruments.
4. Acquire the knowledge on the functioning of Rural Banking services in India.
5. Know the latest development that takes place in the Banking sector.
6. Transact with the bank with ease and fill up the forms correctly.

Unit -I: Banking Evolutions in India

(12 hours)

Banking :Meaning - Evolution of Indian Banking system; Structure of Banks in India: Different types of Banks in India; Nationalisation of Banks for Implementing Govt. Policies; Reserve Bank of India (Central Bank): Its Functions; ; Commercial Bank : Its Functions, Clearing Houses, Creation of Credit- New Banking initiatives taken by Govt. for Universal Banking – Merchant Banking- Meaning and features.

Unit -II: Banker- Customer Relationship

(12 hours)

Banker-Customer relationship: Banker As debtor and creditor, Banker as agent, Banker as trustee; Obligations of Banker, ,Rights of the Banker, Types of Deposit Account, Customer: Meaning – types (Individual, HUF, Firms, trust, clubs, local authorities and cooperative societies) - Precautions to be taken by Banker and customer -Special types of accounts (Minor, lunatic, partnership firm & Joint stock Company) - Closing of Bank Account: Termination of Banker- Customer Relationship. 'Know Your Customer' Guidelines of the RBI, Customer Identification Procedure, Customer Identification Requirements. Customer grievances and redressal – Banking Ombudsman

Unit -III: Negotiable Instruments

(12 hours)

Negotiable Instruments: Cheque - Essentials of Cheque- Crossing of Cheque; Endorsement and its classifications, Payment of cheque, Collection of Cheque, Dishonour of Cheque, Roles and Responsibilities of Paying Banker and Collecting Banker,

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Unit-IV: Electronic Banking and IT in Banks (12 hours)

Communication Networks in Banking system, Automated Clearing Systems, Clearing House Inter-bank Payment System (CHIPS), Electronic Fund Management, Electronic Clearing System (ECS): Important aspects/ features, Real Time Gross Settlement (RTGS) ; National Electronic Funds Transfer (NEFT) ; Indian Financial System Code (IFSC) ; Automated Teller Machines (ATMs) ; Internet Banking ; Core Banking Solutions (CBS) ; Computerization of Clearing of Cheques ; Cheque Truncation System (CTS). E-Banking , mobile Banking- smart Cards- types –Financial Applications of Smart Cards.

Unit-V: Rural Banking (12 hours)

NABARD and Main Function-role-refinance support, Rural Credit Institutions; Co-operative and credit societies and banks, Land Development Banks, Regional rural banks-Financing Rural Non-Farm Sector (RNFS)-Segments in RNFS, Role of Development and promotional Institution in RNFS-Financing of SME and Small enterprise refinance from SIDBI

Textbook

1. M. L. Tannan, (2010), Banking Law and Practice in India - India Book House, New Delhi.

Books for Reference

1. Sundaram, .K.P.M. & Varshney P.N., (2014), Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi.
2. Gordon E. Natarajan K. , (2016), Banking Theory Law & Practice, Himalaya Publishing House, Mumbai.
3. Gurusamy.S, (2009), Banking Theory Law and Practice, Tata McGraw Hill, New Delhi

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

Semester II	Course Code 17UCO230204	Title of the Paper MODERN AND RURAL BANKING													Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	5	4	3	4	4	4	5	4	2	4	5	4	4.00		
CO2	4	5	4	3	4	4	4	5	4	3	4	5	4	4.15		
CO3	4	5	4	3	4	3	5	5	5	3	3	5	4	4.08		
CO4	5	5	4	3	4	3	5	5	4	3	4	5	4	4.15		
CO5	5	5	4	3	4	4	4	5	4	2	4	5	5	4.23		
CO6	4	5	5	4	4	4	4	4	5	4	3	3	5	4.15		
Mean Overall Score														4.12		

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
17UCO230402

L P C
6 - 5

Allied:
MARKETING

Course Outcomes

After completing this course the student will be able to

1. Know the basic principles and practices of marketing.
2. Understand the pricing mechanism of marketing.
3. Articulate Sales Promotional techniques used in modern marketing.
4. Know the basic aspects of the channels of distribution and buyers' behaviours.
5. Be aware of the importance of standards and quality management.
6. Have a complete knowledge of the 7Ps of marketing.

Unit-I: (18 Hours)

Marketing: Meaning and Evolution – Functions - marketing mix - 7 Ps of marketing – Types of marketing; **Product:** Meaning – Product Planning & Policy- Features – Classification – Product mix – Product Life Cycle

Unit-II: (18 Hours)

Pricing: Meaning – Objectives -Factors affecting pricing - Methods - Types of pricing- Different strategies of pricing – price determination

Unit-III: (18 Hours)

Place: Market: Market segmentation- Types and classifications; **Promotion:** Meaning – Need for Promotion- Promotion mix- Advertising – Different forms of advertisements; Sales promotion: Techniques of sales promotion - Advantages – Disadvantages

Unit-IV: (18 Hours)

People: Personal selling – Direct Selling – Merits and Demerits- Public relations – Relationship marketing- Buyer Behaviour; **Process:** Channels of distribution- meaning -Wholesalers and Retailers: meaning – types – Channel marketing

Unit-V: (18 Hours)

Physical Evidence: - Grading and Standardisation and- ISO series and AGMARK – Total Quality Management – Recent Trends in Marketing : E-Marketing- on line marketing -Meaning - Significance – Functions – Types- aggregators

Textbook

1. R.S.N. Pillai & Bagavathi, (2013), Modern Marketing: Principles and Practices: S. Chand &Co Ltd New Delhi

Books for Reference

1. Kotler Philip and Kevin Lane Keller(14th Edition), Marketing Management, Pearson Education, New Delhi
2. Gupta C.B., Nair Rajan (2016), Marketing Management, Sultan Chand & Sons, New Delhi
3. Jayasankar J., Marketing Margham Publication, Chennai (2013)

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

Semester II	Course Code 17UCO230402	Title of the Paper Allied: MARKETING												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	5	4	4	5	5	5	5	5	4.85	
CO2	5	5	5	5	5	5	4	4	5	5	5	5	5	4.85	
CO3	5	5	5	5	5	5	4	4	5	5	5	5	5	4.85	
CO4	5	5	5	5	5	5	4	4	5	5	5	5	5	4.85	
CO5	5	5	5	5	5	5	4	4	5	5	5	5	5	4.85	
CO6	5	5	5	5	5	5	4	4	5	5	5	5	5	4.85	
Mean Overall Score														4.85	

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Result: The Score for this Course is 4.8 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
17UCE240802A

Hours/Week: 2
Credit: 2

COMPUTER LITERACY

Course Outcomes

1. Understand the basics of Computer Systems
2. Familiar with the applications of MS-Office / HTML & CSS
3. Know the statistical data analysis using R
4. Aware the latest trends and technologies such as Mobile Computing, Big Data and Analytics, Cloud Computing.
5. Understand the concepts of social networking sites.
6. Knowledge in Cyber Crime and Cyber Ethics.

Unit-I: Computer System

Computer - An Introduction - Hardware Components - Input and Output Technologies - Computer Hierarchy- Software Fundamentals - Systems Software and Os- Application Software- Software Licensing - Open Systems- Open Source Software- Programming Languages- Information Systems- General It Trends.

Unit-II: (For Non-CS)

Microsoft Word: Introduction - Word Environment - Opening and Creating a New Document - Saving Documents - Proofing Features - Printing a Document - Formatting Text - Working with Shapes and Lists - Line and Paragraph Spacing- Working with Tables - Columns and Ordering- Working with Pictures- Working with Headers and Footers - Using Indents and Tabs - Using Mail Merge.

Microsoft Excel: Introduction - Document Creation - Renaming a worksheet - Office user interface - Open a New Workbook - Columns, Rows, and Cells - Selecting a cell - Basic data entry, fill handle - Insert columns - Arithmetic Calculations & Formulas - Excel Formulas- Calculate with Functions - Function Library - Graphs and Charts - Printing the Document.

Microsoft Powerpoint: Starting PowerPoint - Working with Slides - Applying Theme - Animation- Transitions – Views.

Unit-II: (For CS)

HTML: Introduction - HTML generations – HTML Tags – Headings – Paragraphs – Comments – Line Breaks – Formatting Tags – Hyperlinks – Images – Lists – Tables – Frames – Forms.

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CSS: Introduction – Use of External Style Sheet – Defining Styles – Use Relative Sizing – Use Numbered Value for Color.

Unit-III: Statistical Data Analysis

Introduction - R Programming Language - Basic R Commands - Univariate and Bivariate Statistical Measures - Graphic Representation of Statistical Data - Lab Exercise.

Unit-IV: SMAC

Introduction - Understanding the Enterprise of Tomorrow - Social Networking - Mobile Computing - Big Data and Analytics - Cloud Computing

Unit-V: Cyber Crime

Definition - List of Cyber Crimes - Cyber Ethics- Unethical Behaviour - Securing information privacy and confidentiality - Internet Ethics - Indian Information Technology Act - Advantages of Cyber Laws - National e-Governance Plan (NeGP) - eCommerce - Electronic Fund Transfer (EFT)

Book for Study

1. Department of Foundation Course, “Computer Literacy”, St. Joseph’s College, 2017.

Books for Reference

1. Alexis Leon, “Introduction to computers”, Vikas Publishing House Pvt. Ltd., New Delhi, 2008.
2. Alexis Leon and Mathew Leon, “Introduction to computers with Ms Office 2000”, Tata McGraw Hill Publishing Co. Ltd., New Delhi, 2005.

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

Semester II	Course Code 17UCE240802A	Title of the Paper COMPUTER LITERACY												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	4	4	5	5	4	3	4	3	4	4	4	4.15	
CO2	5	5	4	4	4	4	4	4	4	3	4	4	4	4.08	
CO3	4	3	3	4	4	4	4	4	4	3	4	4	4	3.77	
CO4	5	5	4	4	4	5	4	4	4	3	4	4	4	4.15	
CO5	4	4	3	4	4	4	4	4	4	3	4	4	4	4.15	
CO6	5	5	5	4	4	5	4	4	4	4	4	4	4	4.31	
Mean Overall Score														4.10	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
17UFC241002

Hours/Week: 2
Credits: 2

FUNDAMENTALS OF HUMAN RIGHTS

Course Outcome

1. To ensure acquiring the knowledge about the historical background of human rights.
2. To ensure sensitizing the young the values of human rights.
3. To ensure the importance of human rights in the Indian context.
4. To ensure learning the fundamental duties in the constitution of India.
5. To ensure educating the youth in respecting and protecting the rights of every other human being.
6. To ensure teaching the youth on the vulnerabilities of women and children.

Unit-I

Introduction, Classification of Human Rights, Scope of Human Rights, Characteristics of Human Rights, and Challenges for Human Rights in the 21st Century.

Unit-II

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

Unit-III

Introduction, Classification of Fundamental Rights, Salient Features of Fundamental Rights, and Fundamental Duties

Unit-IV

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

Unit-V

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

Text Book:

1. **Techniques of social Analysis: Fundamentals of Human Rights**, Department of Foundation course, St. Joseph's College, Tiruchirappalli, 2015.

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

Semester II	Course Code 17UFC241002	Title of the Paper FUNDAMENTALS OF HUMAN RIGHTS														Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	1	5	5	2	4	4	4	5	4	4	5	5	4.2			
CO2	4	1	5	4	2	4	4	4	4	5	5	5	5	4.0			
CO3	5	1	5	5	2	5	5	4	4	4	5	5	5	4.2			
CO4	4	1	5	5	2	2	4	3	5	5	4	4	5	3.8			
CO5	5	1	5	4	1	5	5	5	5	5	4	4	4	4.1			
CO6	3	1	5	4	1	4	3	5	5	3	4	4	5	3.6			
Mean Overall Score														3.9			

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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பருவம்: 3
17UGT310003

மணி நேரம்: 4
புள்ளிகள்: 3

பொதுத்தமிழ்-III

பாடத்தின் விளைவு

- செம்மொழியாம் தமிழ் மொழியின் சிறப்பை அறிதல்.
- பண்டை இலக்கியங்கள் உணர்த்தும் அறக்கருத்துகளை அறிதல்
- புதினம் வாயிலாகத் தற்காலச் சமுதாயச் சிக்கல்களையும், அதற்கான தீர்வுகளையும் ஆராயும் திறன் பெறுதல்
- மானுட வாழ்வில் அகம், புறம் பற்றிய பாகுபாட்டை தமிழ்ச்செய்யுள் வாயிலாக அறிதல்.
- தமிழர்களின் ஈகையும் வீரமும் எடுத்துரைக்கும் புறச்செய்திகளை அறிதல்
- நீதிநூல்கள் மனித வாழ்வை செம்மைப்படுத்தும் பாங்கினை உணர்த்துதல்.

அலகு: 1 (12 மணி நேரம்)
நெடுநல்வாடை (முழுமையும்)

அலகு: 2 (12 மணி நேரம்)
குறுந்தொகை - பாடல்கள் - (32, 323, 305, 290, 168)
யாப்பிலக்கணம் (வெண்பா, ஆசிரியப்பா)

அலகு: 3 (12 மணி நேரம்)
கலித்தொகை - பாடல்கள் - (குறிஞ்சிக்கலி-15, பாலைக்கலி-9, மருதக்கலி-15, நெய்தற்கலி-22, முல்லைக்கலி-07)
இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்' முதல் 'சங்க தொகை நூல்கள்' முடிய) புதினம்.

அலகு: 4 (12 மணி நேரம்)
பதிற்றுப்பத்து - பாடல்கள் (12, 24,)
புறநானூறு - பாடல்கள் (46, 86, 122, 214, 246)
அணியிலக்கணம்

அலகு: 5 (12 மணி நேரம்)
திருக்குறள் - ஈகை, ஆள்வினை உடைமை, நிறை அழிதல் ஆகிய அதிகாரங்கள் நாலடியார் - இளமை நிலையாமை(11), பிறன்மனை நயவாமை(82), பெருமை(185), அறிவின்மை(254), காமநுதலியல்.(391).
இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

பாடநூல்கள்:

- செய்யுள் திரட்டு, தமிழாய்வுத் துறை வெளியீடு (2017-2020).
- சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2014.
- புதினம் (ஒவ்வொரு கல்வியாண்டும் ஒவ்வொரு புதினம்). காணாமல் போன கவிதை (2017-18).

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

Semester III	Course Code 17UC1310003	Title of the Paper பொதுத்தமிழ்-III													Hours 5	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	5	4	5	5	5	4	5	5	4	4	5	4.6		
CO2	5	5	4	3	4	5	4	4	5	5	4	4	5	4.4		
CO3	5	5	5	3	4	5	5	5	5	5	4	3	5	4.5		
CO4	5	5	5	5	4	5	5	5	5	5	4	5	5	4.8		
CO5	5	4	4	4	4	5	5	5	5	5	3	3	5	4.3		
CO6	5	5	5	3	4	5	5	5	5	5	4	3	5	4.5		
Mean Overall Score														4.5		

Result: The Score for this Course is 4.5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: III
17UGH310003

Hours/Week: 4
Credits: 3

HINDI-III

Learning Outcomes

At the end of the course, a student should be able to demonstrate...

- * the ability to enable the students to complete the pre-reading task to comprehend the local and global issues in the lessons.
- * the ability to enable the students to complete the post-reading task centering on Grammar and Skill Development.
- * the relevance of Bhakthi Movement in Hindi Literature.
- * the ability to imagine and write poems.
- * the ability to quote poetry in Speeches.
- * the ability to write friendly and formal letters.

Unit-I 8 hours

Tera Sneh Na Kho oon, Kavi Parichaya, Patra Likne ke Kaaran, Patra Kee Avashyakatha, Sandhi keeye, Vighra Keejiye

Unit-II 12 hours

Ek boondh, Tera Sneh Na Kho oon kavitha kee manovygnaik stiti, Chutti Patra, Sandhi

Unit-III 12 hours

Ekloondh Kavitha Ka Uddeshya, Kabir Ke Dohe, Nagar Palika ko Patra, Samas

Unit-IV 14 hours

Vimal Indu Kee Vishal Kiranen, Rahim Ke Dohe, Naukari Keliye Avedan Patra, Upasarga

Unit-V 14 hours

Thulasi ke Dohe, Kitab Maangne Keliye Patra, Pratyaya, Kaviparichaya

Books Recommended

1. Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Subodh Hindi, Paatamala-3, Chennai-600 017, Hindi, 2016.
2. DBHP Sabha, T.Nagar, Chennai-600 017, Abihav Patralekhan, 2016
3. Ram Dev, Vyakaran Pradeep, Hindi Bhavan, 63 Tagore Nagar, Alahabad 2, 2016.

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

Semester III	Course Code 17UGH310003	Title of the Paper Hindi-III										Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	4	3	4	3	3	3	4	4	4	3.6	
CO2	3	3	2	3	2	3	3	3	5	3	5	3.0	
CO3	3	3	3	3	4	3	3	4	3	3	3	3.2	
CO4	3	2	2	3	3	3	3	3	3	3	4	2.9	
CO5	3	3	3	3	3	3	4	3	3	3	4	3.2	
CO6	4	4	4	4	3	3	3	3	3	3	3	3.3	
Mean Overall Score												3.2	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: III
17UGF310003

Heures /Semaine: 4
Points : 3

FRANÇAIS-III

Course Outcomes

- * Comparer la culture de l'Inde et de la France
- * Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
- * Connaître des journaux, des courriels, des lettres
- * Parler des projets de vacances
- * Exprimer l'étonnement
- * Parler de ses projets d'avenir, exprimer l'opposition.

Unit-I: Un entretien et Au restaurant (10 heures)

Demander des informations personnelles à quelqu'un, donner des informations, répondre à une proposition. Réserver une table, demander la carte, commander, apprécier les plats, demander l'addition.

Grammaire: Imparfait, Imparfait et passé composé, expression du temps, expression de la conséquence. Le futur, présent des verbes peser, rejoindre, le passé récent, le présent progressif, le futur proche, Restriction-ne...que, moi aussi...

Unit-II : Enfin les vacances ! et Un autre institut (10 heures)

Raconter son emploi du temps quotidien, parler des projets de vacances, exprimer l'étonnement. Rassurer/consoler, s'indigner

Grammaire: Verbes pronominaux, pronom y, quelqu'un/ne...personne, quelque chose/ne...rien, ne...jamais, Déjà/ne...pas encore, chacun, adjectifs indéfinis. Pronoms relatifs, impératif, indicateurs de temps : de...à, à partir de...jusqu'à, depuis, pendant.

Unit-III : Un Indien célèbre visite la France et Qui dépense plus? (10 heures)

Demander des informations sur quelqu'un, demander une opinion, donner son opinion. Dire à quelqu'un d'être prudent, faire des reproches à quelqu'un, se justifier.

Grammaire: Pronoms relatifs composés, pronoms compléments d'objet directs et indirectes, opposition savoir/Connaitre, connecteurs chronologiques, nombre ordinaux. Le comparatif, c'est+ nom+ qui, il reste, encore, il y a, souvent.

Unit-IV: Penser à son avenir - (15 heures)

Parler de ses projets d'avenir, exprimer l'opposition.

Grammaire : Style direct/indirect, proposition introduite par que, mots d'enchaînement – donc, pourtant.

Unit-V: L'astrologie (15 heures)

Exprimer des conditions, dire quelque chose n'a pas d'importance, proposer quelque chose.

Grammaire: Le conditionnel – la condition.

Manuel:

1. K.Madanagobalane, **Synchronie-II**, Samhitâ Publication, 2011.

Livre de référence :

1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

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

Semester III	Course Code 17UGF310003	Title of the Paper French-III										Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	2	3	4	4	2	3	3	2	2	3.0	
CO2	3	3	3	3	4	4	2	3	4	2	3	3.1	
CO3	3	2	3	2	4	3	4	3	3	3	3	3.0	
CO4	3	3	4	3	4	2	3	3	3	4	4	3.3	
CO5	3	3	4	3	4	2	3	3	4	4	4	3.4	
CO6	3	4	3	3	3	3	3	3	4	4	4	3.4	
Mean Overall Score												3.2	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: III
17UGS310001

Hours/Week: 4
Credits : 3

SANSKRIT-III

Course Outcomes

At the end of the course, a student should be able to demonstrate...

- * Knowledge and understanding of essential Sanskrit vocabulary in a given topic
- * Knowledge and understanding of the appropriateness of basic Sanskrit structures in Slokas
- * Knowledge of the basic Sanskrit poetry.
- * An idea on Epics and Puranas.
- * The usage of – Upasargas.
- * The familiarization the history of Sankrit literature Vedas – Puranas and Natakas.

Unit-I **8 hours**

Romodantam. Balakandam. 1-15

Unit-II **12 hours**

Romodantam. Balakandam. 15-30

Unit-III **12 hours**

Vedas – Vedangas. vivaranam.

Unit-IV **14 hours**

Puranas. Upanishads.

Unit-V **14 hours**

Upasargas. Bhavishyat Kaalah

Books recommended:

1. Parameshwara, Ramodantam, LIFCO, Chaennai, 2015.
2. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat-678003, Kerala, South India, History of Sanskrit Literature, 2015.
3. Kulapathy, K.M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2015.

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

Semester III	Course Code 17UGS310003	Title of the Paper Sanskrit-III					Hours 4	Credits 3				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Mean Score of COs
	CO1	5	3	5	4	4	3	3	3	3	4	3.1
	CO2	4	3	4	4	4	4	3	3	4	4	3.1
	CO3	4	3	3	4	4	4	4	3	3	4	3.1
	CO4	4	3	3	4	3	4	4	3	4	4	3.1
	CO5	4	4	4	3	4	3	3	4	3	4	3.1
	CO6	5	4	4	4	4	3	3	3	4	3	3.1
Mean Overall Score												3.1

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: III
17UGS320103

Hours/Week: 5
Credits: 3

GENERAL ENGLISH-III

Course Outcomes

- * Comprehend the local and global issues through the lessons
- * Do the tasks centering on skill development and enhance their Grammar Using and Writing Skills
- * Use interactive skills
- * Train and develop the Listening and Reading Skills of the learners through teacher-led reading practice
- * Enhance their Listening, Reading, Speaking, and Writing Skills
- * Develop their Creative and Critical Thinking and Speaking Skills

Unit-I: *Suggestions to Develop Your Reading Habit

- 1.0 Introduction
- 1.1 Objectives
- 1.2 Listening and Reading Skills through Teacher-led Reading Practice
- 1.3 Glossary
 - 1.3.1 Words
 - 1.3.2 Phrases
- 1.4 Reading Comprehension
- 1.5 Critical Analysis
- 1.6 Creative Task
- 1.7 General Writing Skill: Letter Writing: Informal
- 1.8 Grammar: Simple Present Tense
- 1.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-II: *The Secret of Success: An Anecdote

- 2.0 Introduction
- 2.1 Objectives
- 2.2 Listening and Reading Skills through Teacher-led Reading Practice
- 2.3 Glossary
 - 2.3.1 Words
 - 2.3.2 Phrases
- 2.4 Reading Comprehension
- 2.5 Critical Analysis
- 2.6 Creative Task

- 2.7 General Writing Skills: Letter Writing: Formal
- 2.8 Grammar: Present Continuous Tense
- 2.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-III: *The Impact of Liquor Consumption on the Society

- 3.0 Introduction
- 3.1 Objectives
- 3.2 Listening and Reading Skills through Teacher-led Reading Practice
- 3.3 Glossary
 - 3.3.1 Words
 - 3.3.2 Phrases
- 3.4 Reading Comprehension
- 3.5 Critical Analysis
- 3.6 Creative Task
- 3.7 General Writing Skills: Letter to Newspaper
- 3.8 Grammar: Simple Past Tense
- 3.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-IV: * Dr. A.P.J. Abdul Kalam: A Short Biography

- 4.0 Introduction
- 4.1 Objectives
- 4.2 Listening and Reading Skills through Teacher-led Reading Practice
- 4.3 Glossary
 - 4.3.1 Words
 - 4.3.2 Phrases
- 4.4 Reading Comprehension
- 4.5 Critical Analysis
- 4.6 Creative Task
- 4.7 General Writing Skill: Write a letter applying for a job
- 4.8 Grammar: Past Continuous Tense
- 4.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-V: *Golden Rule: A Poem

- 5.0 Introduction
- 5.1 Objectives
- 5.2 Listening and Reading Skills through Teacher-led Reading Practice
- 5.3 Glossary

- 5.3.1 Words
- 5.3.2 Phrases
- 5.4 Reading Comprehension
- 5.5 Critical Analysis
- 5.6 Creative Task
- 5.7 Grammar: Simple Future Tense
- 5.8 General Writing Skill: Circular-Writing
- 5.9 **Non-Detailed Text: Dickens, Charles. *Hard Times*.**

Unit-VI: *Hygiene

- 6.0 Introduction
- 6.1 Objectives
- 6.2 Listening and Reading Skills through Teacher-led Reading Practice
- 6.3 Glossary
 - 6.3.1 Words
 - 6.3.2 Phrases
- 6.4 Reading Comprehension
- 6.5 Critical Analysis
- 6.6 Creative Task
- 6.7 General Writing Skill: Writing an Agenda for a Meeting
- 6.8 Grammar: Future Continuous Tense
- 6.9 **Non-Detailed Text: Dickens, Charles. *Hard Times*.**

Textbook

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

Non-Detailed Text:

1. Dickens, Charles. *Hard Times*. Wordsworth: Printing Press, 1854. Print.

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

Semester III	Course Code 17UGE320103	Title of the Paper General English-III												Hours 5	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO2	5	5	5	5	5	5	5	5	5	5	5	5	4	4.92	
CO3	5	5	5	5	5	5	5	5	5	5	5	5	4	4.92	
CO4	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO5	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO6	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
Mean Overall Score														4.86	

Result: The Score for this Course is 4.86 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UCO330205

L P C
6 - 4

BUSINESS LAW

Course Outcomes

After completing this course the student will be able to

1. Gain exposure on the frame work of Indian Contract Act.
2. Know the significant aspects of contingent contracts and special contracts.
3. Familiarize with Bailment and Pledge through case studies.
4. Assimilate various kinds of Agencies.
5. Acquaint with the Sale of Goods Act 1930.
6. Comprehend consumer protection laws and the functional aspects of consumer dispute redressal forums.

Unit I (18 Hours)

The Indian Contract Act - Nature of contract - Offer and Acceptance - Consideration - Capacity to Contract - Free Consent - Legality of Object - Void Agreements.

Unit II (18 Hours)

Contingent Contract - Performance and discharge of contract - Remedies for breach of contract - Quasi contract. Special Contracts: Contract of Indemnity and Guarantee - Distinction between Indemnity and Guarantee - Kinds of guarantee - Rights of surety - Discharge of surety.

Unit III (18 Hours)

Bailment and Pledge - Classification - Duties and rights of Bailer and Bailee - Finder of goods - Termination of bailment - Pledge - Differences between bailment and pledge - Rights and duties of Pawnor and Pawnee - Pledge of non-owners.

Unit IV (18 Hours)

Law of Agency - Definition - Various kinds of Agencies - Agents by Estoppels - Agency by Ratification - Rights and duties of principal and agent - Termination of Agencies. (18 Hours)

Unit V (18 Hours)

Sale of Goods Act - Difference between Sale and other Disposition of goods - Implied conditions and warranties - Transfer of property in and title to goods - Unpaid Sellers rights - Consumer Protection Act - Definitions -

Central & State Consumer Protection Council – Consumer disputes redressal Forum and Commission.

Textbook

1. N.D. Kapoor, (2014), Elements of Mercantile Law, Sultan and Sons, New Delhi.

Books for Reference

1. M.C. Shukla, (2013), Manual of Mercantile Law, S. Chand & Co., New Delhi.
2. J. Jayasankar (2013), Business Law, Margham publications, Chennai
3. P.C.Tulsian (3rd Edition) Tata McGraw Hill Education Pvt. Limited, New Delhi.

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

Semester III	Course Code 17UCO330205	Title of the Paper BUSINESS LAW													Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	5	5	4	5	5	2	4	5	2	2	5	2	3.8		
CO2	5	5	4	4	5	5	2	5	5	2	2	5	2	3.9		
CO3	5	5	5	4	5	5	2	5	4	2	3	5	1	3.9		
CO4	5	5	4	4	5	5	3	5	5	2	2	5	1	3.9		
CO5	5	5	4	5	4	5	2	5	5	2	2	5	1	3.8		
CO6	5	5	5	4	5	5	2	5	4	2	2	4	1	3.7		
Mean Overall Score														3.8		

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UCO330206

L P C
3 - 2

ACCOUNTING PACKAGES

Course Outcomes

After completing this course the student will be able to

1. Understand the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.
2. Equip with skills of entering transactions in the appropriate accounting vouchers and creation and application of cost centres.
3. Acquaint with creation of inventory masters and use various inventory features.
4. Know to enter transactions with VAT, TDS and TCS and Prepare payrolls and budgets.
5. Configure various masters and vouchers and extract accounting and inventory reports.
6. Work in the real time computerized business environment as an accountant or a store keeper.

Unit I (9 Hours)

Introduction to Accounting Packages – Features of computerized Accounting–Introduction to Tally – creation – alteration and Deletion of company - Company Details- Accounting Features (F11) –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 (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 (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 (9 Hours)

Budgets creation and alteration – variance analysis – Payroll preparation – Statutory Features (F11)- Voucher entries using TDS,TCS & VAT applicable to various transactions

Unit V (9 Hours)

F12 – Configurations – Accounting and Inventory reports - Accounting and Inventory books – Statements of Accounts and Inventory books – Statements of Accounts and Inventory – Group Company – Security control – Tally Audit - BRS – Extraction of Ratios, cash flow statement and fund flow statement

Textbook

1. Asok K Nadhani, (2016), Tally ERP 9 Training guide, BPB Publications, New Delhi.

Books for Reference

1. Soumya Ranjan Behera (2014), Learn Tally ERP in 30 days, B. K. Publications Pvt. Ltd, Bhubaneswar
2. Shraddha Singh and Navneet Mehra(2014), Tally ERP 9 - Power of simplicity, V & S Publishers, New Delhi

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

Semester III	Course Code 17UCO330206	Title of the Paper ACCOUNTING PACKAGES													Hours 3	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	4	5	5	3	5	4	3	4	4	4	5	5	4.3		
CO2	5	4	5	5	3	5	4	3	4	4	4	5	5	4.3		
CO3	5	4	4	5	4	5	4	4	5	5	3	5	5	4.5		
CO4	5	5	5	5	5	5	4	4	5	5	4	5	5	4.8		
CO5	5	4	4	5	4	5	4	4	5	5	4	5	5	4.5		
CO6	5	4	5	5	3	5	4	3	4	4	4	5	5	4.3		
Mean Overall Score														4.4		

Result: The Score for this Course is 4.4 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III
17UCO330207**

**L P C
- 2 2**

SOFTWARE LAB FOR ACCOUNTING PACKAGES

Course Outcomes

After completing this course the student will be able to

1. Create, alter and delete companies and groups.
2. Extract profit and loss account and balance sheet through ledger account balances and adjustment entries.
3. Pass entries for transactions in accounting vouchers with or without stock items.
4. Pass entries for transactions requiring special features such as TDS, VAT, TCS, Cost centers and Payrolls.
5. Carry out order processing and maintain accounting records along with inventory records and generate reports.
6. Work as an accountant or a storekeeper in the computerized environment of business organizations.

Exercises

1. Creation, alteration and deletion of companies and user defined Accounting groups.
2. Creation, alteration and deletion of ledgers and final accounts and Balance sheet Preparations.
3. Voucher entries in double entry mode.
4. Voucher entries in single entry mode.
5. Voucher entries using Cost centres and Cost categories.
6. Voucher entries using bill wise details and interest calculation.
7. Creation and alteration of budgets and variance analysis.
8. Creation, alteration and deletion of inventory masters.
9. Accounting voucher entries using stock items.
10. Order processing and voucher entries using accounting and inventory vouchers.
11. Payroll preparation and applying TDS and TCS.
12. Generation of Accounting and Inventory Reports.

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

Semester III	Course Code 17UCO330207	Title of the Paper SOFTWARE LAB FOR ACCOUNTING PACKAGES												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	4	4	3	5	4	3	4	5	3	5	3	4.00	
CO2	4	4	3	4	3	4	4	3	4	5	3	4	3	3.69	
CO3	4	5	4	5	4	5	5	4	4	5	4	5	4	4.46	
CO4	5	4	4	4	3	5	4	3	4	5	3	5	5	4.15	
CO5	4	4	3	4	3	4	4	3	4	5	3	5	5	3.92	
CO6	5	4	4	4	3	5	4	3	4	5	3	5	3	4.00	
Mean Overall Score															4.03

Result: The Score for this Course is 4.0 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UCO330403A

L P C
6 - 5

Allied: ELEMENTS OF MATHEMATICS

Course Outcomes

1. Learning the fundamentals of Mathematics.
2. Understanding the permutation and combination.
3. Understanding the basic meaning in the areas of elementary function and financial mathematics.
4. Solving problems related to simple integration and applications.
5. Learning the techniques in Simple Mathematics.
6. Problems on indices and powers
7. Concepts of Integration and differentiation
8. Applications of Matrices

UNIT-I

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base (simple problems only). Sections 6.1-6.4, Pages 142-163, Sections 7.1, 7.3, Pages 191-220.

UNIT-II

Permutations - combinations (concepts & simple problems only) - Arithmetic progression - Geometric progression (simple problems only). Sections 9.2-9.11, Pages 302-331, Sections 12.1, 12.2, Pages 384-395, Sections 12.4, 12.5, Pages 411-424.

UNIT-III

Differentiation of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only, trigonometric functions excluded & simple problems only). Sections 17.1-17.8, Pages 645-659, Sections 17.19, Pages 703-713.

UNIT-IV

Integration of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - indefinite integral - rules - integration by substitution - integration by parts - integration by partial functions (algebraic functions only, trigonometric functions

excluded & simple problems only). Sections 18.1, 18.2, 18.4, Pages 723-736, Sections 18.8, 18.9, Pages 746-757.

UNIT-V

Matrices - types of matrices - operations on matrices - determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only). Sections 20.1-20.15, Pages 791-828, Sections 20.22, 20.23, Pages 840-849.

Textbook

1. D.C. Sanchetti and V.K. Kapoor, Business Mathematics, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

References

1. P.R. Vittal, Business Mathematics, Revised Edition, Margham Publications, New Delhi, 2001.
2. V.K. Kapoor, Introductory to Business Mathematics, S. Chand and Sons, New Delhi, 2009.

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

Semester III	Course Code 17UC0330403A	Title of the Paper Allied: ELEMENTS OF MATHEMATICS												Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Mean Overall Score														5	

Result: The Score for this Course is 5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Allied:
BUSINESS MATHEMATICS**

Course Outcomes

1. Learning basic Mathematics problems.
2. Basic Knowledge of whole numbers, fraction, logarithm
3. Basic Knowledge of A.P and G.P.
4. Understanding basic terms in the areas of business Calculus and financial Mathematics.
5. Solving problems related to integration and applications.
6. Learning the fundamentals of matrix.
7. Problems in input output model
- 8 Applying the Mathematical skills to various business problems for optimization.

UNIT-I

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base - Arithmetic progression - Geometric progression (simple problems only) Sections 6.1-6.4, pages 142-163, Sections 7.1, 7.3, Pages 191-220, Sections 12.1, 12.2, Pages 384-395, Sections 12.4, 12.5, Pages 411-424.

UNIT-II

Differentiation of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only & trigonometric functions excluded) - Applications of differentiation - elasticity - marginal revenue - average & marginal cost - profit maximization (simple problems & business applications only) Sections 17.1-17.8, Pages 645-659, Sections 17.19, Pages 703-713, ACE 9-ACE 30

UNIT-III

Integration of functions of the form $(ax + b)^n$, e^{ax+b} , $\log(ax + b)$ - indefinite integral - rules - integration by substitution - integration by parts - integration by partial functions (algebraic functions only & trigonometric functions excluded) - Applications of integration - total cost - total revenue - maximum profits - consumer's & producer's surplus (simple problems & business

applications only) Sections 18.1, 18.2, 18.4, Pages - 723-736, 4 1 Sections 18.8, 18.9, Pages 746-757, ACE 90 -ACE 110.

UNIT-IV

Matrices - types of matrices - operations on matrices - determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only) - Applications to matrices - Input - Output model (simple problems & business applications only) Sections 20.1-20.15, Pages 791- 828, Sections 20.22, 20.23, Pages 840-849, ACE 133 -ACE 150.

UNIT-V

Linear programming - mathematical formulation of LP Model - graphical method - simplex method (simple problems & business applications only) LP 1 - LP 40.

Textbook

1. D.C. Sanchetti and V.K. Kapoor, Business Mathematics, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

References

1. P.R. Vittal, Business Mathematics, Revised Edition, Margham Publications, New Delhi, 2001.
2. V.K. Kapoor, Introductory to Business Mathematics, S. Chand and Sons, New Delhi, 2009.

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

Semester III	Course Code 17UCO330403B	Title of the Paper Allied: BUSINESS MATHEMATICS												Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Mean Overall Score														5	

Result: The Score for this Course is 5 (Very High Relationship)

Note:

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

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UFC340901

Hours/Week: 2
Credits: 2

ENVIRONMENTAL STUDIES

Course Outcomes

1. To ensure understanding the significance of environment in which we live.
2. To ensure imparting knowledge on the recent issues associated with environment.
3. To ensure educating the youth the causes and consequences of various types of pollutions.
4. To ensure sensitizing the youth the increasing threats to nature and the misery mankind faces.
5. To ensure the limitations of the available natural resources and the need to sustain them.
6. To ensure imparting the knowledge on the concept of biodiversity and its advantages.

Unit-I: Environmental Studies

Environment - Scope and Importance - Environmental Movements in India - Eco-feminism - Public Awareness.

Unit-II: Natural Resources

Food Resources - L and Resources - Forest Resources - Mineral Resources - Water Resources - Energy Resources

Unit-III: Ecosystems, Biodiversity and Conservation

General structure - Functions of ecosystem - Energy flow and ecological pyramids - Biodiversity and conservation - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

Unit-IV: Environmental Pollution

Air pollution - Water pollution - Oil pollution - Soil pollution - Marine pollution - Noise pollution - Thermal pollution - Radiation pollution

Unit-V: Environment, Human Population & Social Issues

Human population growth - Urgent steps required for sustainable development - Conserving water - Current Environmental Issues

Text Book:

1. **Environmental studies**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2015.

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

Semester III	Course Code 17UFC340901	Title of the Paper ENVIRONMENTAL STUDIES													Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	5	5	3	5	4	4	4	5	3	4	3	4.0		
CO2	5	4	5	5	4	4	5	5	5	4	4	4	4	4.5		
CO3	5	4	5	5	3	5	4	4	5	3	3	4	2	4.0		
CO4	5	4	4	4	4	4	4	5	4	5	4	4	3	4.2		
CO5	5	5	4	5	4	3	5	5	4	4	5	3	4	4.3		
CO6	5	5	4	4	3	4	4	3	3	4	3	2	4	3.7		
Mean Overall Score															4.1	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
17UFC341003A

Hours/Week: 2
Credits: 2

FORMATION OF YOUTH-I

Course Outcomes

1. To expose the students to the presence of unjust structures in society
2. To ensure that students to acquire social ethics and social responsibility.
3. To ensure the students learn to face the global challenges with determination.
4. To ensure living with integrity in personal life and the responsibilities in public life.
5. To ensure preparing the students to seek amicable solutions to common problems.
6. To ensure training the students to inculcate business ethics.

Unit-I:

Introduction to Social Ethics

Social ethics, Social ethics and Social responsibility, Social ethics play an important role of the areas, Religion influences social changes and vice versa, Social ethics and corporate dynamics, Forms of social ethics

Unit-II:

The Economic and Political Systems of Today

Planned Economy and Communism, Feudalism, Market Economy and Capitalism, Socialism, Mixed Economy, The Emerging Market Economy, Political System, Totalitarian System, Oligarchic System

Unit-III:

Characteristics of a New World

Global Challenges, The Future is with the Educated Youth, Cost of the Sacrifice, Crusaders against corruption, Responsibility of the Educated Youth, Positive Global Scenario, The right to education, Eradicating gender inequality, Sustainable human development, Social Integration, Elimination of crime, Integration with global markets

Unit-IV:

Integrity in Public Life and National Integration

What is integrity, Public Life, Integrity and Public Life, Integrity in a Democratic State, India as a Democratic State, Behaviour of an Elected Representative of India, Noticeable degradation acts of Elected Representatives, Suggestions to stem this rot, Types of integrity, Transparency can be a guarantee for integrity

Unit-V:**Business Ethics and Cyber Crime**

Business Ethics, Business ethics permeates the whole organisation, Measuring business ethics, The Vital factors highlighting the importance of business ethics, Cyber Crime, Strategies in Committing Cyber Crimes, Factors aiding Cyber Crime, Computer Hacking, Cyber-Bullying, Telecommunications Piracy, Countermeasures to Cyber Crime, Ethical Hacking

Text Book:

1. **Formation of Youth**, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

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

Semester IV	Course Code 17UFC441004A	Title of the Paper FORMATION OF YOUTH-II												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	5	4	5	5	3	4	5	5	4	5	4	4	4.4
CO2	4	4	4	4	4	5	4	3	4	4	4	5	5	5	4.2
CO3	5	3	5	4	5	4	4	3	4	4	4	5	5	5	4.2
CO4	3	4	5	4	4	5	4	4	4	4	4	3	4	4	4.0
CO5	2	4	4	4	5	5	4	4	5	5	5	4	5	5	4.3
CO6	4	3	4	4	5	3	4	5	5	4	5	5	4	4	4.2
Mean Overall Score														4.2	

Result: The Score for this Course is 4.2 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs =	Total of Values	Mean Overall Score for COs =		Total of Mean Scores
	Total No. of POs & PSOs			Total No. of COs

Semester- III
17UFC341003B

Hours/Week: 2
Credits: 2

RELIGIOUS DOCTRINE-I

Course Outcomes

1. To ensure the understanding of the salvation history and experience the God.
2. To ensure enrichment of the young minds with catholic teachings.
3. To ensure the understanding the spiritual truth that human hearts depend on God.
4. To ensure the knowledge of the person of Jesus and follow his footsteps.
5. To ensure the understanding the hand of God in establishing justice and love.
6. To ensure the edification of the youth in faith and love to transcend all human barriers.

Unit: I-Salvation History

Recognizing God - Human Beings: Their worth & Gifts - The Fall - Hope of Salvation - Prophets' Promises

Unit: II-The Gospel of Jesus Christ

Introduction - According to: St. Mathew - St. Mark - St. Luke - St. John - Symbols

Unit: III-The Holy Spirit

Introduction - Holy Spirit in the Old Testament- Holy Spirit in the New Testament- Holy Spirit in Tradition-Biblical Images of the Spirit—Gifts & Fruits of the Holy Spirit

Unit: IV- Social Justice in the Prophets

Introduction-Prophet and Prophecy-Role of Prophets

Unit: V-The Catholic Church

Mystical Body of Christ-Visible Church on Earth-The Marks or Identifying Characteristics of the Church - Hierarchical Constitution of the Church - The Magisterium or Teaching of the Church - The Church and Salvation

Text Book:

1. **Life in the Lord**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2011.

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

Semester IV	Course Code 17UFC441004B	Title of the Paper RELIGIOUS DOCTRINE-II												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9	
CO2	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9	
CO3	4	3	4	4	3	4	4	5	4	4	5	5	5	4.2	
CO4	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9	
CO5	4	1	4	3	3	4	4	4	5	4	4	4	5	3.8	
CO6	4	1	4	3	3	5	5	5	5	4	5	4	4	4.0	
Mean Overall Score														3.9	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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பருவம்: 4
17UGT410004

மணி நேரம்: 4
புள்ளிகள்: 3

பொதுத்தமிழ்-IV

பாடத்தின் விளைவு

- நாகத்தின் போக்குகள், உத்திகள், பாத்திரப்படைப்பு, உரையாடல் முறை, கற்பனைத்திறம் போன்றவற்றை அறிந்துகொள்ளுதல்.
- புதிய நாடகங்களைப் படைக்கும் திறனைப் பெறுதல்.
- நாடகங்களை நடிக்கும் திறன் பெறுதல்
- கிரேக்க, ஆங்கில நாடகங்களை அடியொற்றி தமிழ்நாடகம் தோன்றிய வரலாறு அறியச் செய்தல்.
- சங்ககாலம் தொட்டு இக்காலம் வரை காதல் பற்றிய உணர்வுகளை எடுத்துரைத்தல்.
- தமிழ் வரலாற்றின் மன்னர்களின் ஆட்சியின் சிறப்புகளையும் வீழ்ச்சிகளையும் எடுத்துக்காட்டுதல்.

அலகு-1 (12 மணி நேரம்)
மனோன்மனியம், பாயிரம், அங்கம் - 1, களம் 1 - 5 வரை.

அலகு-2 (12 மணி நேரம்)
மனோன்மனியம், அங்கம் - 2, களம் 1 - 3 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - தமிழும் பிற துறைகளும் பக்கம் (365-387).

அலகு-3 (12 மணி நேரம்)
மனோன்மனியம், அங்கம் - 3, களம் 1 - 4 வரை.
உரைநடை நாடகம் (கௌதம புத்தர்)

அலகு-4 (12 மணி நேரம்)
மனோன்மனியம், அங்கம் - 4, களம் 1 - 5 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - சமயத்தவரின் தமிழ்ப்பணி (பக்கம் 391-402)

அலகு-5 (12 மணி நேரம்)
மனோன்மனியம், அங்கம் - 5, களம் 1 - 3 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - வெளிநாடுகள் தந்த தமிழ் இலக்கியம் (பக்கம் 410-435)

பாடநூல்கள் :

1. சுந்தரனார், மனோன்மனியம், தமிழாய்வுத்துறை (பதிப்பு), தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2. (அங்கம் : 3 களம் : 4 நீங்கலாக)
2. பாலசுப்பிரமணியம். கு.வெ, கௌதம புத்தர், அய்யா நிலையம், தஞ்சாவூர்
3. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2014.

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

Semester IV	Course Code 17UGT410004	Title of the Paper பொதுத்தமிழ்-IV													Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	3	4	5	5	5	5	5	4	4	5	5	5	4.5		
CO2	5	4	3	5	4	5	5	4	4	3	4	5	5	4.3		
CO3	4	3	3	5	4	3	3	4	3	3	4	5	5	3.7		
CO4	5	5	4	5	5	5	5	5	5	4	5	5	5	4.8		
CO5	3	4	4	5	5	4	4	4	5	4	4	4	4	4.1		
CO6	4	3	4	5	5	4	3	3	4	3	2	2	3	3.4		
Mean Overall Score														4.1		

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: IV
17UGH410004

Hours/Week: 4
Credits: 3

HINDI-IV

Course Outcomes

At the end of the course, a student should be able to demonstrate...

- * the ability to empower the students with globally employable soft skills
- * the ability to translate Hindi passages to English
- * the ideas on human values
- * the ability to instruct the moral values given by the Bhakthi Saints
- * the knowledge of Indian festivals .
- * the knowledge of culture and tradition

Unit-I 8 hours

Vidyarthi, Banking Shabda, Anuvad, Anuvad Lesson – 1, Adhikal, Premchand

Unit-II 12 hours

Pusthakalaya, Nemikaryalaya Tippaniyan, Anuvadak, Anuvad lesson-2, Bakthikal-Gyan Marg, Mahadevivarma

Unit-III 12 hours

Thyohar, Anuvad Ke Gun, Anuvad lesson – 3, Bakthi, Tippaniyaan, Prem Marg, Pant

Unit-IV 14 hours

Yugpuresh Gandhi, Anuvadak Ke Gun, Anuvad Lesson – 4 Bakthikal, Bakthikal – Ram Bakthi Kal - Krishna Bakthi, Dinkar

Unit-V 14 hours

Braman, Anuvad ek kala, Swarnayug Bakthikal, Anuvad Lesson - 5, Reetikal, Chayavad

Books Recommended

1. Kendriya Sachivalaya, Hindi Parishad New Delhi, Karyalaya Sahayika, 2016.
2. Dakshin Bharat Hindi Prachar Sabha Chennai-17, Niband Radhana, Hindi, 2016.
3. DBHP Sabha, Chennai-17, Anuvad Aabyas-3, Hindi, 2016
4. Rajnath Sharma, Hindi Sahitya ka Itihas, Vinkod Pustak Mandir, Agra-2, 2016.

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

Semester IV	Course Code 17UGH410004	Title of the Paper Hindi-IV										Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	4	3	4	3	3	4	5	4	4	3.5	
CO2	3	3	2	3	3	3	5	3	4	3	3	3.1	
CO3	3	3	3	3	4	3	3	3	4	3	3	3.1	
CO4	3	2	2	3	2	3	3	3	3	3	3	2.7	
CO5	3	3	3	3	3	3	5	3	3	4	4	3.3	
CO6	4	4	4	4	3	5	3	5	4	4	3	3.9	
Mean Overall Score												3.3	

Result: The Score for this Course is 3.3 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: IV
17UGF410004

Heures /Semaine: 4
Points : 3

FRANÇAIS-IV

Course Outcomes

- * Comparer la culture de l'Inde et de la France
- * Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
- * Connaître les auteurs français (20 auteurs) et leurs œuvres
- * Dire qu'on aime quelqu'un/ quelque chose
- * Demander des informations
- * Exprimer une opinion personnelle et Justifier son opinion.

Unit-I : Prières du Nouvel An (10 heures)

Exprimer l'inquiétude, le regret, le souhait, l'obligation, la sympathie.

Grammaire : Le subjonctif, verbe craindre

Unit-II : Retrouvailles (10 heures)

Marquer la surprise

Grammaire : Le subjonctif, pronoms possessifs.

Unit-III : C'est lui le meilleur ! (10 heures)

Dire qu'on aime quelqu'un/ quelque chose, donner son opinion, insister.

Grammaire : Le superlatif, les pronoms démonstratif.

Unit-IV Sauvons notre Terre ! (15 heures)

Enchaînement de cause et d'effet, demander à quelqu'un de tenir compte de quelque chose.

Grammaire : Le plus-que-parfait, il y a.

Unit-V : Le jour des élections s'approche et les auteurs français (20 auteurs) et leurs œuvres (15 heures)

Demander des informations, dire qu'une action n'est pas utile, exprimer une opinion personnelle, Justifier son opinion.

Grammaire : Le participe présent – le gérondif, la voix passive.

Manuel:

1. K.Madanagobalane, **Synchronie-II**, Samhitâ Publication, 2011.

Livre de référence:

1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

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

Semester IV	Course Code 17UGF410004	Title of the Paper French-IV										Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	2	3	4	4	2	3	2	2	3	3.0	
CO2	3	3	3	3	4	4	2	4	3	2	3	3.1	
CO3	3	2	3	2	4	3	4	3	3	3	4	3.1	
CO4	3	3	4	3	4	1	2	2	4	3	3	2.9	
CO5	3	3	4	3	4	3	2	2	4	4	5	3.4	
CO6	3	4	3	3	3	4	4	2	4	3	4	3.4	
Mean Overall Score												3.2	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: IV
17UGS410004

Hours/Week: 4
Credits : 3

SANSKRIT-IV

Course Outcomes

At the end of the course, a student should be able to demonstrate...

- * knowledge and understanding of the history of Sanskrit Drama.
- * knowledge and understanding of the Nataka vivaranam.
- * the introduction of Functional - Sanskrit conversation Letter writing.
- * the ability to apply relevant theoretical perspectives to topics within the field of study
- * the competence in academic writing and oral presentation skills.
- * the ability to work both independently and in groups on presentations and/or development of Projects.

Unit-I **8 hours**

Paataah – Asta, Nava Dasha, Sankhya prayogah.

Unit-II **12 hours**

Lot lakaarah. Prqayaogah. Kartari Vaakyaani

Unit-III **12 hours**

Naatakasya Itihaasah.

Unit-IV **14 hours**

Karnabhaaram. Naatakam.

Unit-V **14 hours**

Kathaapaatra Vailaksharnyam.

Books recommended:

1. R.S.Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat 678003, Kerala, South India, History of Sanskrit Literature, 2014.
2. Samskritha Bharathi, Aksharam 8th Cross, 2nd Phase, Giri Nagar, Bangalore. Vadatu Sanskritam – Samskara Binduhu, 2014.
3. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat 678003, Kerala, South India. Karnabharam, 2014.
4. Kulapathy, K.M., Saral Sanskrit Balabodh, Bharathiya vidya Bhavan, Munshimarg, Mumbai 400007, 2014.

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

Semester IV	Course Code 17UGS410004	Title of the Paper Sanskrit-IV										Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
	CO1	5	3	5	4	4	3	3	3	3	4	3.1	
	CO2	4	3	4	4	4	3	3	4	3	4	3.1	
	CO3	4	3	3	4	4	3	4	4	4	4	3.2	
	CO4	4	3	3	4	3	3	3	4	4	4	3.1	
	CO5	4	4	4	3	4	3	4	3	4	4	3.0	
	CO6	5	4	4	4	4	3	3	3	3	4	3.2	
Mean Overall Score												3.1	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: IV
17UGE420104

Hours/Week: 5
Credits: 3

GENERAL ENGLISH-IV

Course Outcomes

- * Comprehend the local and global issues through the lessons
- * Do the tasks centering on skill development and enhance their Grammar Using and Writing Skills
- * Use interactive skills
- * Train and develop the Listening and Reading Skills of the learners through teacher-led reading practice
- * Improve their General Writing Skills such as Note-Taking, Note-Making, Précis Writing, Paragraph Writing, and Writing Short Essays on Current Issues/General Topics
- * Understanding the social background and human character of the period

Unit-VII:

***Women through the Eyes of Media**

- 7.0 Introduction
- 7.1 Objectives
- 7.2 Listening and Reading Skills through Teacher-led Reading Practice
- 7.3 Glossary
- 7.3.1 Words
- 7.3.2 Phrases
- 7.4 Reading Comprehension
- 7.5 Critical Analysis
- 7.6 Creative Task
- 7.7 General Writing Skill: Writing Minutes of a Meeting
- 7.8 Grammar: Present Perfect Tense
- 7.9 **Non -Detailed Poem:** Thomas Hood (1799–1845): “Silence”

Unit-VIII:

***Effects of Tobacco Smoking**

- 8.0 Introduction
- 8.1 Objectives
- 8.2 Listening and Reading Skills through Teacher-led Reading Practice
- 8.3 Glossary
- 8.3.1 Words
- 8.3.2 Phrases

- 8.4 Reading Comprehension
- 8.5 Critical Analysis
- 8.6 Creative Task
- 8.7 General Writing Skill: Note-Taking
- 8.8 Grammar: Present Perfect Continuous Tense
- 8.9 **Non -Detailed Poem:** Coventry Patmore (1823-1896): “The Toys”

Unit-IX:

*** Short Message Service (SMS)**

- 9.0 Introduction
- 9.1 Objectives
- 9.2 Listening and Reading Skills through Teacher-led Reading Practice
- 9.3 Glossary
- 9.3.1 Words
- 9.3.2 Phrases
- 9.4 Reading Comprehension
- 9.5 Critical Analysis
- 9.6 Creative Task
- 9.7 General Writing Skill: Note-Making
- 9.8 Grammar: Past Perfect Tense
- 9.9 **Non -Detailed Poem:** Stephen Spender (1909-1995): “Daybreak”

Unit-X:

***An Engineer Kills Self as Crow Sat on his Head: A News Paper Report**

- 10.0 Introduction
- 10.1 Objectives
- 10.2 Listening and Reading Skills through Teacher-led Reading Practice
- 10.3 Glossary
- 10.3.1 Words
- 10.3.2 Phrases
- 10.4 Reading Comprehension
- 10.5 Critical Analysis
- 10.6 Creative Task
- 10.7 General Writing Skill: Précis Writing
- 10.8 Grammar: Past Perfect Continuous Tense
- 10.9 **Non -Detailed Poem:** Gabriel Imomotimi Okara (1921): “Once Upon a Time”

Unit-XI:

*Traffic Rules

- 11.0 Introduction
- 11.1 Objectives
- 11.2 Listening and Reading Skills through Teacher-led Reading Practice
- 11.3 Glossary
 - 11.3.1 Words
 - 11.3.2 Phrases
- 11.4 Reading Comprehension
- 11.5 Critical Analysis
- 11.6 Creative Task
- 11.7 General Writing Skill: Paragraph Writing
- 11.8 Grammar: Future Perfect Tense
- 11.9 **Non -Detailed Poem:** Robert Winner (1930-1986): “Opportunity”

Unit-XII:

*A Handful of Answers: A Zen Tale

- 12.0 Introduction
- 12.1 Objectives
- 12.2 Listening and Reading Skills through Teacher-led Reading Practice
- 12.3 Glossary
 - 12.3.1 Words
 - 12.3.2 Phrases
- 12.4 Reading Comprehension
- 12.5 Critical Analysis
- 12.6 Creative Task
- 12.7 General Writing Skill: Writing Short Essays on Current Issues/General Topics
- 12.8 Grammar: Future Perfect Continuous Tense
- 12.9 **Non -Detailed Poem:** Ted Hughes (1930–1998): “The Harvest Moon”

Textbook

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

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

Semester IV	Course Code 17UGE420104	Title of the Paper General English-IV												Hours 5	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	5	4	4	4	5	5	5	4	5	5	4.61	
CO2	5	4	5	5	3	4	5	5	5	5	5	5	5	4.69	
CO3	4	4	5	4	4	3	4	4	5	5	4	4	5	4.23	
CO4	4	4	5	4	4	3	4	5	5	5	4	4	5	4.30	
CO5	5	4	5	4	4	4	4	4	5	5	4	4	5	4.38	
CO6	5	5	5	5	4	4	4	5	5	5	4	4	5	4.61	
Mean Overall Score														4.47	

Result: The Score for this Course is 4.47 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
17UCO430208

L P C
5 - 3

CORPORATE ACCOUNTING

Course Outcomes

After completing this course the student will be able to

1. Make accounting entries for the issue of equity and preference shares and redemption of preference shares.
2. Prepare financial statements in accordance with Generally Accepted Accounting Principles.
3. Apply provisions of the Companies Act and accounting standards while preparing financial statements.
4. Be acquainted with accounting procedures for Mergers and acquisitions as per AS14.
5. Prepare consolidated financial statements of Holding company and its subsidiary companies as per AS21.
6. Understand the accounting procedures related to Liquidation.

Unit I (15 hours)

Shares – Issue of shares– Forfeiture and Reissue of Shares – Different forms of issue of shares - Book building - Price band - Issue and Redemption of Preference Shares - Buyback of shares

Unit II (15 hours)

Preparation of Company Final Accounts & Company Balance Sheet Preparation (As per revised schedule)

Unit III (15 hours)

Amalgamation of companies as Merger and Purchase – Purchase consideration Methods – Closing Entries in the books of Vendor Company – Opening Entries in the books of Buying Company as per AS 14 (Inter Company Investments Excluded)

Unit IV (15 hours)

Holding companies – Subsidiary companies – Capital profit – revenue profit – Minority interest – Cost of control - Consolidated Balance Sheet as per AS 21 of Holding Company and its subsidiary companies (Excluding Inter-Company Holdings)

Unit V (15 hours)

Liquidation – Statement of Affairs and Deficiency Accounts – Liquidator's Final Statement of Receipts and Payments (problems) -Environmental accounting and reporting (theory only)

Textbook

1. S.P. Jain & K.L. Narang, (2014), Advance Accountancy Volume-II, Kalyani Publishers, New Delhi

Books for Reference

1. T.S. Reddy and A. Murthy (2013), Corporate Accounting, Margham Publications, Chennai
2. Shukla MC, Grewal TS & Gupta SC (2016), Advanced Accounts, Vol. II, S. Chand & Company Ltd, New Delhi
3. R. L. Gupta & M. Radhaswamy (2013), Corporate Accounting, Sultan Chand & Sons, New Delhi

Theory 25%

Problems 75%

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

Semester IV	Course Code 17UCO430208	Title of the Paper CORPORATE ACCOUNTING													Hours 5	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	4	5	5	5	4	4	5	5	4	3	5	4.54		
CO2	5	5	4	5	5	5	4	4	5	5	4	3	5	4.54		
CO3	5	5	4	5	5	5	4	4	5	5	4	3	5	4.54		
CO4	5	5	4	5	5	5	4	4	5	5	4	3	5	4.54		
CO5	5	5	4	5	5	5	4	4	5	5	4	3	5	4.54		
CO6	5	5	4	5	5	5	4	4	5	5	4	3	5	4.54		
Mean Overall Score														4.54		

Result: The Score for this Course is 4.5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
17UCO430209**

**L P C
4 - 2**

SECURITYANALYSIS

Course Outcomes

After completing this course the student will be able to

1. Analyze and evaluate financial markets and investors' behaviour
2. Appreciate the various investment avenues those benefit the individuals and the nation as a whole
3. Understand the functions of stock market and practical aspects of share price movements.
4. Gain exposure on the application of various tools and techniques of risks and return analysis.
5. Be acquainted with the basic technical analysis to predict price movements in stock market.
6. understand and evaluate futures and option contracts.

Unit-I (12 hours)

Investments: Meaning, Objectives and Characteristics–Types of Investors - Investment process - Speculation - Security Analysis –Portfolio – Meaning - Construction of portfolio - Negotiable and non-negotiable securities – Participatory notes - Mutual Funds – Debt and equity based funds

Unit-II (12 hours)

New issue market - Methods of issues -Placement of the issues - Pricing of new issues - Investors protection - The secondary market - History of stock exchange - Its function - Types of orders - Share groups - scrips traded on stock exchanges– Trading and Settlement cycle - Online trading – Stock Market Indices – Major Stock market indices– Computation of Benchmark and Stock Index value – Observation of BSE and NSE share prices – Observation of selected BSE and NSE listed share price movements.

Unit-III (12 hours)

Risk and Return Analysis- Systematic risk - Unsystematic risk - Measurement of systematic and unsystematic risk - Capital Asset Pricing Model- Security Market Line - and Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis - Quantitative Analysis.

Unit IV (12 hours)

Technical Analysis - Assumptions - History of technical analysis -Technical tools - Dow Theory - Primary trend - Secondary trend - Mirror trends- Short

Selling- Odd Lot Trading - Moving Average - Efficient Market Theory and Hypothesis.

Unit V (12 hours)

Futures and Options - Meaning - Types - Factors affecting the value of option - Futures - Types.

Textbook

1. Natarajan L, (2016), Investment Management, Security Analysis and Portfolio management, Margham Publications, Chennai.

Books for Reference

1. PunithavathiPandian, (2013), Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd, New Delhi.
2. Avadhani VA, (2014), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.
3. Bhalla VK, (2014), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi.

Webliography

1. http://www.streetdirectory.com/travel_guide/150083/investment/investor_types_what_type_of_investor_are_you.html
2. <http://www.bseindia.com/>
3. <https://www.nseindia.com/>

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

Semester IV	Course Code 17UCO430209	Title of the Paper SECURITY ANALYSIS												Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	5	5	5	5	5	4	5	5	4.9	
CO2	5	5	4	5	5	5	5	5	5	5	5	5	5	4.9	
CO3	5	5	4	5	5	5	5	5	5	5	5	5	5	4.9	
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5.0	
CO5	5	5	4	5	5	5	5	5	5	5	5	5	5	4.9	
CO6	5	5	4	5	5	5	5	5	5	5	4	5	5	4.8	
Mean Overall Score														4.9	

Result: The Score for this Course is 4.9 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
17UCO430301A

L P C
4 - 4

**Core Elective-I (WD):
FINANCIAL MANAGEMENT**

Course Outcomes (CO)

After completing this course the student will be able to

1. Understand the role of financial managers in business corporations.
2. Know the basic concepts and scope of Financial Management.
3. Determine working capital with the given information.
4. Ascertain cost of capital and interpret the effects of leverages on the same.
5. Appreciate the relevance of capital structure theories.
6. Understand the significance of various dividend theories and their effect on prices of shares.

Unit-I (12 hours)

Nature, Meaning and scope of Financial Management - Goals of financial management -Importance -Financial Planning and forecasting - Factors affecting financial planning- Time value of money – computing techniques – discounting/ Present value Techniques.

Unit-II (12 hours)

Working capital management - Concept of working capital - liquidity vs. Profitability- Need and importance of working capital. Determinants of working capital- Components of working capital - Computation of working capital.

Unit-III (12 hours)

Cost of Capital - Concept - Importance and types of cost of capital - Measurement of cost of capital - Weighted average cost of capital – Operating, financial and combined leverages and interpretation.

Unit-IV (12 hours)

Capital structure - Meaning, factors affecting capital structure -Capital structure Theories.

Unit V (12 hours)

Dividend Policy - dividend themes - Walter's model - Gordon's model - Modigliani Miller model - Determinants of dividend policy - forms of dividend.

Textbook

I.M.Y.Khan and P.K.Jain, (Latest Ed.), Financial Management, Tata McGraw Hill, New Delhi.

Books for References

1. V.K. Saxena and C.D.Vashis, Essentials of Financial Management (Latest Ed.), Sultan Chand and Sons, New Delhi.
2. Brealey and Mysers, (Latest Ed.), Principles of Corporate Finance, Tata McGraw Hill, New Delhi.
3. Prasanna Chandra, (Latest Ed.), Financial Management Theory and Practice - Tata McGraw Hill, New Delhi.
4. T.S. Reddy & Y. Hari Prasad & Reddy (Latest Ed.), Financial Management, Margham Publications, Chennai.

Theory 25%

Problems 75%

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

Semester IV	Course Code 17UCO430301A	Title of the Paper FINANCIAL MANAGEMENT														Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	3	5	4	3	4	4	4	5	5	4	2	4	5	4	4.00		
CO2	4	5	4	3	4	4	4	5	5	4	3	4	5	4	4.15		
CO3	4	5	4	3	4	4	3	5	5	5	3	3	5	4	4.08		
CO4	5	5	4	3	4	4	3	5	5	4	3	4	5	4	4.15		
CO5	5	5	4	3	4	4	4	5	5	4	2	4	5	5	4.23		
CO6	4	5	5	4	4	4	4	4	4	5	4	3	3	5	4.15		
Mean Overall Score															4.12		

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
17UCO430301B

L P C
4 - 4

Core Elective-I (WD): SECRETARIAL PRACTICES

Course Outcomes:

After completing this course, the students will be able to

1. Be acquainted with significant aspects of joint stock companies and their formation and registration.
2. Appreciate the rights, duties, functions and importance of company secretary in a Joint stock companies.
3. Know various aspects of Board of Directors of Joint stock companies.
4. Well verse with different kinds of meetings conducted in a corporate.
5. Draft notices, minutes, chairman's speech of company meetings.
6. Know the different types of companies and the qualities of a company secretary.

Unit-I (12 hours)

Introduction to company - Meaning, Definition, Features & Types, Conversion of Public & Private company & Reconversion of Private & Public Company - company Formation Procedure for formation and Registration- Consequences of Non- Registration, Filing of Periodical Returns & Penalties therein. Procedure for getting compliance certificate. Specimens.

Unit-II (12 hours)

Company Secretary - Who is a Secretary? Importance - Types - Positions - Qualities - Qualifications - Appointments and dismissals - Powers - Rights - Duties - Liabilities. Role of Company Secretary as a Statutory Officer, as a coordinator and as a Administrative Officer.

Unit-III (12 hours)

Appointment of Director - Removal of Director - Rights - Liabilities. Law Governing Meetings - Requisites of valid meeting - Chairman of a meeting Appointments - Duties and Powers - Notice - Agenda - Quorum - Motion Resolution - Methods of Voting - Minutes.

Unit-IV (12 hours)

Kinds of Company Meetings - Board of Directors meetings - Statuary meetings - Annual General meeting - Extraordinary General meeting - Duties of a Company secretary relating to the meetings.

Unit V (12 hours)
 Drafting of Correspondence - Relating to the meetings - Notices - Agenda - Chairman's speech - Writing of minutes.

Textbooks

1. Kapoor, N.D, (Latest), 'Elements of Company Law', Sultan Chand & Sons, New Delhi.
2. Kuchhal, M.C, (Latest), 'Secretarial Practice' Vikas Publishing House Pvt. Ltd., New Delhi.

Books for Reference

1. Prasanta K. Gosh and Balachandran, V, (Latest), Company Law and Practice - I & II, Sultan Chand & Sons, New Delhi.
2. Autar Singh, (Latest), 'Company Law', Eastern book Co., Lucknow.
3. Ashok K. Bagriyal, (Latest), 'Company Law', Vikas Publishing House Pvt. Ltd., New Delhi.
4. Bansal, CL, (2005), Corporate Governance-Law, Practice, procedures with case studies, Taxmann Allied services (P) Ltd.

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

Semester IV	Course Outcomes (COs)	Course Code 17UCO430301B		Title of the Paper SECRETARIAL PRACTICES										Hours 4	Credits 4
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1	3	5	4	3	4	4	5	5	4	2	4	5	4	4.00
	CO2	4	5	4	3	4	4	5	5	4	3	4	5	4	4.15
	CO3	4	5	4	3	4	3	5	5	5	3	3	5	4	4.08
	CO4	5	5	4	3	4	3	5	5	4	3	4	5	4	4.15
	CO5	5	5	4	3	4	4	5	5	4	2	4	5	5	4.23
	CO6	4	5	5	4	4	4	4	4	5	4	3	3	5	4.15
Mean Overall Score															4.12

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
17UCO430404A

L P C
6 - 5

Allied:
ELEMENTS OF STATISTICS

Course Outcomes:

1. Measures in central tendency and standard deviation
2. Applications of central tendency
3. Measures of Skewness and Correlation Analysis
4. Application of Correlation Analysis
5. Method of constructing indices and least squares
6. Knowledge of Time series analysis
7. Basic concepts of probability
8. Using SPSS

UNIT I

Measures of central tendency - arithmetic mean, median, mode - computation of individual, discrete and continuous series - Measures of dispersion - standard deviation - coefficient of variation (simple problems & business applications only) Chapter 7 (Vol. I), Pages 177-188, 196-205, 211-218, Chapter 10 (Vol. I), Pages 282-297.

UNIT II

Measures of Skewness - computation of Karl Pearson's coefficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks (simple problems & business applications only) Chapter 9 (Vol. I), Pages 330-338, Chapter 10 (Vol. I), Pages 377- 382, 386-393, 404-407.

UNIT III

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - quantity & value indices - Time series analysis - components - method of least squares - fitting a straight line trend only (simple problems & business applications only) Chapter 13 (Vol. I), Pages 515-525, 529-534, 537-539, Chapter 14 (Vol. I), Pages 590-598, 613-619.

UNIT IV

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only) Chapter 1 (Vol. II), Pages 751-765, 774-792.

UNIT V

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness. Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1.1, 3.1.2, 3.1.4.

Textbooks

1. S.P. Gupta, Statistical method, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005. (For Units I, II, III & IV).
2. Ajai S. Gaur and Sanjaya S. Gaur, Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS, Second Edition, SAGE Publications Pvt. Ltd., 2009. (For Unit V).

References

1. Vijaya Krishnan and Sivathanu Pillai, Statistics for Beginners, Atlantic Books, 2011.
2. Eelko Huizingh, Applied Statistics with SPSS, SAGE Publications Pvt. Ltd., 2007.

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

Semester IV	Course Code 17UCO430404A	Title of the Paper ELEMENTS OF STATISTICS												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Mean Overall Score														5	

Result: The Score for this Course is 5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
17UCO430404B**

**L P C
6 - 4**

**Allied:
BUSINESS STATISTICS**

Course Outcomes:

1. Fundamentals of Statistics.
2. Understanding the concept of measure of central tendency.
3. Application of central tendency.
4. Solving problems related to measure of dispersion.
5. Application of skewness and correlation analysis.
6. Trained to solve the problems related to probability.
7. Applying the index number techniques in business.
8. Using the SPSS software for statistical measures.

UNIT-I

Measures of central tendency - arithmetic mean, median & mode - correction of incorrect values - Open end classes - weighted AM - combined AM - median for unequal intervals - quartiles, deciles & percentiles - relation between AM, median & mode - Measures of dispersion - Range - Quartile deviation - Mean deviation - standard deviation - combined SD - relation between QD, MD & SD - coefficient of variation (simple problems & business applications only). Chapter 7 (Vol. I), Pages 177-222, Chapter 8 (Vol. I), Pages 268-301.

UNIT-II

Measures of Skewness - computation of Karl Pearson's & Bowley's coefficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks - Association of two attributes - types of association - consistency of data - Comparison of observed and expected frequencies - Yule's coefficient of association (simple problems & business applications only) Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382, 386-393, 404-408, Chapter 12 (Vol. I), Pages 478-488.

UNIT-III

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - weighted aggregative indices - quantity & value indices - test of adequacy of indices - time reversal test - factor reversal test - family budget method - method of least squares - fitting a straight line

trend only (simple problems & business applications only) Chapter 13 (Vol. I), Pages 515-545, 557-560, Chapter 14 (Vol. I), Pages 613-619.

UNIT-IV

Probability - concepts of probability - application of addition & multiplication theorems - conditional probability - Baye's theorem (no proofs, simple problems & business applications only) Chapter 1 Vol. II), Pages 751-771, 774-792.

UNIT-V

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability & Validity - summarizing data - Basic concepts - Measures of central tendency - Variation - Percentiles, quartiles & Inter quartile range - Skewness. Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1, 3.2.

Textbooks

1. S.P. Gupta, Statistical method, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005. (For Units I, II, III & IV).
2. Ajai S. Gaur and Sanjaya S. Gaur, Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS, Second Edition, SAGE Publications Pvt. Ltd., 2009. (For Unit V).

References

1. Vijaya Krishnan and Sivathanu Pillai, Statistics for Beginners, Atlantic Books, 2011.
2. Eelko Huizingh, Applied Statistics with SPSS, SAGE Publications Pvt. Ltd., 2007.

Theory - 80%

Problems - 20%

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

Semester IV	Course Code 17UCO430404B	Title of the Paper BUSINESS STATISTICS										Hours 6	Credits 5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO2	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO3	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO6	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO7	5	5	5	5	5	5	5	5	5	5	5	5	5	
CO8	5	5	5	5	5	5	5	5	5	5	5	5	5	
Mean Overall Score														5

Result: The Score for this Course is 5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester IV
17UFC441004A

Hours/Week: 2
Credits: 2

FORMATION OF YOUTH-II

Course Outcome

1. To ensure preparing the students to live in harmony with nature.
2. To ensure the youth the significance of public health and the related issues.
3. To ensure sensitizing the youth about addictions and their consequences.
4. To ensure educating the youth on disaster management and First-Aid.
5. To ensure enlightening on the developmental issues and challenges of youth today.
6. To ensure the value of counselling for attaining positive mental health.

Unit-I: Harmony with Nature

What is environment, Why should we think of harmony, Longing for human well-being, Principles to conserve environmental resources, Causes of disharmony, The fruits of harmony with nature, Forest resources, Water resources, Mineral resources, Food resources, Fruits of disharmony, Economic values and growth, Environmental Ethics, Guidelines to live in harmony with nature, Towards life-centered system for better quality of life

Unit-II: Public Health

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

Unit-III: Disaster Management and First-Aid

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

Unit-IV: Issues Dealing with Science

What is Science, Science and Religion, Social Relevance of Science and Technology, Science and technology for social justice, Difference caused by Science and Technology, Need for indigenous technology, Science, Technology and Innovation Policy of India, Harnessing the forces of science and technology for the future

Unit-V: Counselling for the Adolescents

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

Text Book:

1. **Formation of Youth**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2016.

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

Semester IV	Course Code 17UFC441004A	Title of the Paper FORMATION OF YOUTH-II												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	5	4	5	5	3	4	5	5	4	5	4	4.4	
CO2	4	4	4	4	4	5	4	3	4	4	4	5	5	4.2	
CO3	5	3	5	4	5	4	4	3	4	4	4	5	5	4.2	
CO4	3	4	5	4	4	5	4	4	4	4	4	3	4	4.0	
CO5	2	4	4	4	5	5	4	4	5	5	5	4	5	4.3	
CO6	4	3	4	4	5	3	4	5	5	4	5	5	4	4.2	
Mean Overall Score														4.2	

Result: The Score for this Course is 4.2 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
17UFC441004B**

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

RELIGIOUS DOCTRINE-II

Course Outcome

1. To ensure appreciation of the harmony of religion.
2. To ensure training the youth in the power of prayer.
3. To ensure the understanding of Mary's role in salvation history and Marian Dogmas.
4. To ensure enlightening the graces and invisible effects of the sacraments.
5. To ensure the youth with the promise that God forgives failings on repentance.
6. To ensure understanding the concept of salvation and the promise of eternal life.

Unit: I Harmony of Religions

Introduction - Religions of India - Buddhism - Jainism - Sikhism - Judaism - Confucianism - Christianity - Zoroastrianism - Islam

Unit: II The Christian Prayer

Prayer Defined - Reasons to pray - The Way to Pray - Types of Prayer - Obstacles for Prayer - Prayer in Old -The Lord's Prayer

Unit: III Mary, the Blessed Virgin, Mother of God

Introduction - Marian Dogmas - Mary in need of Redemption - Mary in the New Testament - Apparitions of Mary - Devotion to Mary

Unit: IV Sacraments of Initiation

Introduction - An Overview - Baptism - Confirmation - Holy Eucharist

Unit: V Sacraments of Healing & at the Service of the Community

Reconciliation - Anointing of the Sick - Holy Orders – Matrimony

Text Book:

1. **Life in the Lord**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2011.

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

Semester IV	Course Code 17UFC441004B	Title of the Paper RELIGIOUS DOCTRINE-II												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9	
CO2	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9	
CO3	4	3	4	4	3	4	4	5	4	4	5	5	5	4.2	
CO4	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9	
CO5	4	1	4	3	3	4	4	4	5	4	4	4	5	3.8	
CO6	4	1	4	3	3	5	5	5	5	4	5	4	4	4.0	
Mean Overall Score														3.9	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530210

L P C
6 - 4

FUNDAMENTALS OF COST ACCOUNTING

Course Outcomes:

After completing this course, students will be able to :

1. Be familiar with cost accounting principles and concepts and prepare cost sheets.
2. Calculate issue price of materials and understand significant aspects of inventory management and control.
3. Determine wages payable under different plans.
4. Ascertain, allocate, appropriate and absorb overheads of different departments.
5. Reconcile costing profits with financial profits and integrate cost accounting with financial accounting.
6. Understand and assume the role of a cost accountant in relevance to today's economic scenario.

Unit I (18 hours)

Introduction-evolution of cost accounting -cost concepts and cost objects- cost classification -cost organization and its relationship with other departments - preparation of cost sheet - Tender and quotations.

Unit II (18 hours)

Material cost-purchase procedure, store keeping and stock control, pricing, issue of materials and accounting thereof, identification of slow, non-moving item. ABC analysis - levels of inventories and economic order quantity- Analysis - investigation and corrective steps for treatment of stock discrepancies-control through other means like JIT analysis, VED analysis and scrap analysis. Treatment of Normal loss and abnormal loss of materials

Unit III (18 hours)

Labour cost - remuneration methods - monetary and non-monetary incentive schemes - pay roll procedures- labour analysis and idle time -measurement of labour efficiency and productivity- analysis of non-productive time and their cost - labour turnover and remedial measures- treatment of idle time and over time.

Unit IV (18 hours)

Overheads-indirect expenses-nature, collection and classification of indirect expenses and treatment-production overheads-distribution, appropriation,

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absorption by products- use of predetermined recovery rates, treatment of under and over -absorption of overheads.

Unit V (18 hours)

Cost accounting records- Cost ledgers- Reconciliation of cost and Financial accounts and integrated accounts.

Textbook

1. Alex K (2012), Cost Accounting, Pearson Education, New Delhi.

Books for Reference

1. Jain & Narang, (2016), Cost Accounting Principles and Practices, Kalyani Publishers, New Delhi.
2. Bannerjee, (Latest Ed.), Cost Accounting, 12th edition, Macmillan Publishers, New Delhi.
3. S.N. Maheswari, (Latest Ed.), Cost Accounting, S.Chand & Co, New Delhi.

Theory 25%

Problems 75%

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

Semester V	Course Code 17UCO530210	Title of the Paper FUNDAMENTALS OF COST ACCOUNTING														Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4.8		
CO2	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8		
CO3	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8		
CO4	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8		
CO5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8		
CO6	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8		
Mean Overall Score															4.8		

Result: The Score for this Course is 4.8 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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BUSINESS MANAGEMENT

Course Outcomes:

After completing this course, students will be able to :

1. Know the basic concepts, principles and theories of management
2. Execute the meaning, characteristics and process of management
3. Plan and execute an event.
4. Understand the concepts, theories and process of organizing
5. Distinguish centralization and decentralization and different types of departmentation.
6. Understand the elements of direction and practice the appropriate method of leadership.

Unit-I (15 Hours)

Introduction: Concept – nature- process- and significance of Management: Managerial roles- An overview of functional areas of management - Development of management thought; Classical and neo classical systems; Contingency approaches- Lean Management concepts

Unit-II (15 Hours)

Planning: Meaning – process - types - Decision making – meaning and process- Management by objectives; corporate planning.

Unit-III (15 Hours)

Organizing: Meaning - nature - process- significance - Authority and responsibility relationships - Centralization and decentralization- Departmentation- Organization structure – forms and contingency factors - Matrix organisation – Concept of 5s - Coordination.

Unit IV (15 Hours)

Motivation: Motivating and leading people at work: Motivation – meaning; Theories – Maslow, Herzberg, McGregor, and Ouchi; Financial and non-financial incentives.

Unit V (15 Hours)

Leadership and Control: Leadership – meaning and leadership styles; Servant leadership. Leadership theories (Including continuum theory); Likert's System management. Communication – nature - process - networks, and barriers-effective communication. Control- Concept and process-

effective control system - Techniques of control – TQM, Six Sigma, Responsibility Accounting, Kaizen, Pareto Chart, Fish-bone diagram etc.

Textbook

1. Dinkar Pagare (2013), Business Management, Sultan Chand & Sons, New Delhi

Books for References

1. Prasad LM, (2015), Principles & Practice of Management, Sultan Chand & Sons New Delhi.
2. Drucker Peter F, (2014), Practice of Management, Harper Collins Publishers of India Ltd., New Delhi
3. Drucker Peter F, (2014), Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.

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

Semester V	Course Code 17UCO530211	Title of the Paper BUSINESS MANAGEMENT												Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	4	5	4	5	5	5	4	4	4	4	4.53	
CO2	4	4	5	4	4	5	4	4	4	5	5	5	4	4.38	
CO3	4	5	4	5	5	4	5	5	5	5	4	4	4	4.53	
CO4	5	5	4	4	5	5	5	5	5	4	5	4	5	4.69	
CO5	5	4	4	5	5	5	5	4	5	5	5	5	4	4.69	
CO6	5	4	5	5	5	4	5	4	5	4	5	4	4	4.53	
Mean Overall Score														4.55	

Result: The Score for this Course is 4.5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530212

L P C
5 - 4

AUDITING

Course Outcomes:

After completing this course, students will be able to :

1. Be proficient with the general principles of auditing.
2. Know the significances of vouching principles and procedures.
3. Understand the process of verification and valuation of the assets and liabilities.
4. Know the statutory rights, duties, roles and qualification of auditors in joint stock companies.
5. Familiarize with the EDP based environment
6. Disseminate the knowledge of online policy on auditing to the society.

Unit I: (15 hours)

Origin of audit - definition of audit - book-keeping and accountancy, auditing and investigation - qualities of an auditor - objectives of audit – Auditing Assurance standards -internal audit and statutory audit - status of internal auditor - test check -meaning and objectives of internal check - auditors duty with regard to internal check - consideration at the commencement of a new audit - audit programme - audit note book - working papers.

Unit II: (15 hours)

Vouching - meaning - voucher - points to be noted in a voucher -internal check as regards cash - vouching the debit side and credit side of the cash book - teeming and lading method of frauds - vouching of trading transactions - internal check as regards purchases - duty of an auditor in connection with credit purchases, purchase return, credit sales, the duties of an auditor in connection with credit sales, sales return, goods sold on sale or return system and goods sent on consignment.

Unit III: (15 hours)

Verification and valuation of assets and liabilities - meaning of verification - problems in the valuation of assets - valuation of assets during inflationary period - fixed assets - mode of valuation of fixed assets - floating or current assets - mode of valuation of floating assets - wasting assets -valuation of wasting assets - intangible assets - auditors position as regards the valuation of assets - verification of assets - verification of liabilities, share capital, trade creditors, bills payable, outstanding expenses, contingent liabilities.

Unit IV: (15 hours)
 Audit of joint stock companies - Requirements of CARO as per Companies Act- qualifications and - disqualification appointment, rotation, and removal of auditor - remuneration and expenses of an auditor - powers and duties of an auditor - status of an auditor - auditors lien - audit of share capital - audit of share transfer, unclaimed dividends - duty of an auditor in connection with the payment of dividends; auditor's report- liabilities of an auditor - liabilities of an auditor under Companies Act law of agency - liability of an auditor to third parties.

Unit V (15 hours)
 EDP Auditing - definition - Need for Control - Effects of EDP Auditing- Foundations of EDP Auditing - steps in EDP Audit - Some major Audit Decisions - Legal influences of EDP Audit - Division of Auditing in EDP Environment - Online Computer Systems - Documentation under CAAT - Using CAAT in Small Business Computer Environment.

Textbook

1. B.N. Tandon, (Latest Ed.), Principles of Auditing, S.Chand & Company, New Delhi.
2. Ravinderkumar and Virender Sharma, (Latest Ed.), Auditing Principles and Practice, PHI learning Pvt. Ltd. Revised Edition, New Delhi.

Books for Reference

1. Ghatalaia, Spicer and Pegler's Practical Auditing, S. Chand & Co., New Delhi.
2. Depaula, (Latest Ed.), "Principles of Auditing", Deep & Deep Publishing House, Delhi.
3. Dicksee, (Latest Ed.), "Principles of Auditing", Vikas Publishing House, New Delhi.
4. Batlibai, (Latest Ed.), Principles of Auditing, S. Chand & Co., New Delhi.
5. S.Vengadamani (2013), Practical Auditing, Margham Publications, Chennai.

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

Semester V	Course Code 17UCO530212	Title of the Paper AUDITING														Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	5	5	4	5	4	5	5	5	4	4	4	4	4.53			
CO2	4	4	5	4	4	5	4	4	4	5	5	5	4	4.38			
CO3	4	5	4	5	5	4	5	5	5	5	4	4	4	4.53			
CO4	5	5	4	4	5	5	5	5	5	4	5	4	5	4.69			
CO5	5	4	4	5	5	5	5	4	5	5	5	5	4	4.69			
CO6	5	4	5	5	5	4	5	4	5	4	5	4	4	4.53			
Mean Overall Score														4.55			

Result: The Score for this Course is 4.5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530213

L P C
6 - 4

MANAGEMENT ACCOUNTING

Course Outcomes:

After completing this course, students will be able to :

1. Appreciate various tools and techniques of Management accounting and its importance in decision making.
2. Calculate accounting ratios and interpret them relevantly.
3. Prepare Fund flow statement and cash flow statement as per AS3.
4. Apply capital budgeting methods to evaluate capital expenditure proposals.
5. Draft various kinds of budgets for a business concern.
6. Relate the concept of zero base budgeting with real life decision environment

Unit I (15 Hours)

Management Accounting: Meaning- nature scope and functions of management accounting- role of management accounting in decision making; management accounting vs. financial accounting- tools and techniques of management accounting. Financial statements- meaning and types of financial statement- objectives and methods of financial statements analysis-comparative and common size statements.

Unit II (15 Hours)

Ratio analysis; Accounting Ratios -classification of ratios-profitability ratios-turnover ratios -liquidity ratios -Solvency ratios- advantages of ratio analysis-limitations of accounting ratios. – Calculation of accounting ratios – Preparation of Profit and loss a/c and Balance sheet from accounting ratios and given information

Unit III (15 Hours)

Fund flow statement - objectives - uses and limitations - preparation of fund flow statement - schedule of changes in working capital – non fund items - adjusted profit and loss account - cash flow statement - significance-preparation of cash flow statement as per AS3

Unit IV (15 Hours)

Capital expenditure decisions - need and importance - methods of evaluating capital expenditure proposals - pay-back period - Accounting rate of return - discounted cash flow methods.

Unit V (15 Hours)

Budgeting for profit planning and control: meaning of budget and budgetary control; Objectives, Merits and Limitations of budgets; - Functional budgets- Production budget- sales budget – purchase budget – cash budget- control ratios- Fixed and Flexible budgets; Zero base budgeting;

Textbook

1. Khan M. Y. and Jain P. K. (2013), Management Accounting, Tata McGraw Hill Company Ltd., New Delhi.

Books for References

1. Pillai.R. S. N. and Bagavathi V (2010), Management Accounting, Sultan Chand Company Ltd., New Delhi,
2. Shashi K. Gupta, Sharma R.K, (2005), Management Accounting Principles and Practices, New Delhi.
3. T.S. Reddy & Y. Hari Prasad Reddy (Latest edition), Management Accounting, Margham Publications, Chennai.

Theory 25%

Problems 75%

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

Semester V	Course Code 17UCO530213	Title of the Paper MANAGEMENT ACCOUNTING												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8	
CO2	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8	
CO3	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8	
CO4	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8	
CO5	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8	
CO6	5	5	5	5	5	5	4	4	5	5	5	5	5	4.8	
Mean Overall Score														4.8	

Result: The Score for this Course is 4.8 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530302A

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4 - 4

Core Elective (WS): HUMANRESOURCE MANAGEMENT

Course Outcomes:

After completing this course, students will be able to :

1. Gain exposure on the principles and practices of Human resource management.
2. Understand various aspects of recruitment.
3. Assimilate various dimensions of training and development.
4. Knows significant features of Job evaluation techniques and compensation policies and procedures.
5. Be familiar with various factors influencing motivation and different mechanisms available for grievance handling.
6. Work as HR personnel in organizations.

Unit I

(12 Hours)

Human Resource Management an Introduction - Meaning and –Objectives of Human resource management (HRM) - scope - Functions of Human Resource Management - Qualities of HR Manager-Human resource management as a Profession - Strategic HRM- an overview-Human Resource Information System (HRIS).

Unit II

(12 Hours)

HR- Procurement - Job Analysis-meaning and process-Job Design- Human Resource Planning (HRP) - meaning and significance-factors affecting HRP- Steps in HRP process Recruitment – process and sources – Selection- phases of selection process - Placement, Orientation and Socialization.

Unit III

(12 Hours)

HR –DEVELOPMENT- Career Planning- meaning and benefits-Employee Training- meaning and significance- methods of employee training - Management Development programmes.

Unit IV

(12 Hours)

HR– EVALUATION AND COMPENSATION- Performance Evaluation-meaning and objectives- process and methods of performance evaluation-Job Evaluation- an overview Compensation Administration- Factors Influencing Wages and Salary Administration -Components of Wage and Salary Administration-Incentives and Benefits- elements.

Unit V**(12 hours)**

HR – Maintenance - Employee Safety and health- Essential of an effective safety programmes-Discipline and Disciplinary Action- Employee Grievance- Human Resources Audit- Human Resources Accounting- International Human Resource Management practices – HR Practices in India. – trade unions

Textbook:

1. Durai Pravin (2010), Human Resource Management, Pearson Education, New Delhi

Books for Reference:

1. Mamoria C. B. & Gankar S. V (2008), Human Resource Management, Himalaya Publishing House New Delhi
2. Monappa A and Saiyadain, M (2001) Personnel management, Mc-Graw Hill Education, New Delhi
3. DeCenzo, D.A. & Robbins, S.P (2001), Fundamentals of Human Resource Management, John Wiley and Sons, New Delhi.

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

Semester V	Course Code 17UCO530302A	Title of the Paper HUMAN RESOURCE MANAGEMENT															Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8					
CO1	3	5	4	3	4	4	4	5	5	4	2	4	5	4	4.00			
CO2	4	5	4	3	4	4	4	5	5	4	3	4	5	4	4.15			
CO3	4	5	4	3	4	3	3	5	5	5	3	3	5	4	4.08			
CO4	5	5	4	3	4	3	5	5	5	4	3	4	5	4	4.15			
CO5	5	5	4	3	4	4	4	5	5	4	2	4	5	5	4.23			
CO6	4	5	5	4	4	4	4	4	4	5	4	3	3	5	4.15			
Mean Overall Score															4.12			

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530302B

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4 - 4

**Core Elective (WS):
BUSINESS CORRESPONDENCE**

Course Outcomes:

After completing this course, students will be able to :

1. Imbibe meaning of Business Communication and the general principles of communication.
2. Identify different types of organisational communications.
3. Learn the mechanical structure of letters and drafting of others forms of communications viz. Orders, Memo, Agenda, and Minutes.
4. Familiarise with vocabulary used in business communication, often misspelt and correct usage.
5. Understand the mechanism of writing business reports.
6. Draft different kinds of business letters and communications.

Unit I (12 Hours)

Business Communication – Introduction – Objectives - Media of Communication -Principles of Communication - Non-Verbal Communication- Barriers to Communication.

Unit II (12 Hours)

Organizational Communication – Downward – Upward – Horizontal – Informal Communication – Email as a means of Communication.

Unit III (12 Hours)

Need - Functions and kinds of Business Letter - Essentials of an effective business letter. Layout – Physical appearance – Mechanical structure of a letter, style and punctuation. Process of writing, Order of writing, the final draft, check lists for reports. Writing of Memorandum, Inter - office Memo, Notices, Agenda, Minutes, and Job application letters.

Unit IV (12 Hours)

Vocabulary: Words often confused, Words often misspelt, Common errors in English. Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Unit V (12 Hours)

Report Writing – Meaning - Importance of reports - Characteristics of a good report -Preparation of report - Report by individual - Report by Committee.

Textbook

1. Rajendra Pal, J.S. Kolharlli, (2014), Essentials of Business Communication, Sultan Chand & Sons, New Delhi

Books for Reference

1. Sharma, Business Correspondence & Report Writing, (2008), Tata McGraw-hill Education (India) Ltd., New Delhi.
2. G.S.R.K. BabuRao, (2005), Business Communication and Report Writing, Himalaya Publishing House, New Delhi.
3. Asha Kaul, (2000), Effective Business Communication, Prentice Hall of India, New Delhi.
4. Access Series (2011) Communication for Business, Tata McGraw Hill, New Delhi
5. Monippally, (2014) Business Communication, Tata McGraw Hill, New Delhi.

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

Semester V	Course Code 17UCO530302B	Title of the Paper BUSINESS CORRESPONDENCE										Hours 4	Credits 4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	5	4	3	4	4	5	5	4	2	4	5	4	4.00
CO2	4	5	4	3	4	4	5	5	4	3	4	5	4	4.15
CO3	4	5	4	3	4	3	5	5	5	3	3	5	4	4.08
CO4	5	5	4	3	4	3	5	5	4	3	4	5	4	4.15
CO5	5	5	4	3	4	4	5	5	4	2	4	5	5	4.23
CO6	4	5	5	4	4	4	4	4	5	4	3	3	5	4.15
Mean Overall Score														4.12

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UEC530302

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Core Elective-2 (Within School)
PRINCIPLES OF ECONOMICS

Course Outcome

- * To provide basic and conceptual understanding of economic concepts and principles.
- * To make the students understand the methods and measurement of national income.
- * To acquire knowledge of the key factors of production.
- * To understand the concept of inflation in the present era.
- * To know the basic ideas about the internal and international trade.
- * To know the important theories of international trade and terms of trade.

Unit-I: Nature and Scope of Economics

Meaning and Definitions of economics, nature, scope, Uses and Limitations.

Unit-II: Demand Analysis

Meaning – Law of Demand and its determinants – Meaning, types and degrees of Elasticity – Measurement of price elasticity- Meaning- factors involved in forecasting- Methods of forecasting – criteria for good forecasting.

Unit-III: Production and Costs Analysis

Law of variable proportions- Law of returns to scale – Cost concepts – cost-output relationship- Economies and Diseconomies of scale.

Unit-IV: Pricing Techniques

Full-cost pricing- Marginal Pricing- Target pricing- Peak-load pricing- Going-rate pricing- Cyclical pricing- Customary pricing- Product line pricing- skimming pricing- Penetrating pricing.

Unit-V: National Income and Economic Policies

National Income- components - Methods and Difficulties in the calculation of National Income- Monetary policy and Fiscal policy.

Textbook:

1. S.Sankaran, (1991), Micro Economics, Margham Publications, Madras.
2. Ahuja H.L. (1996), *Principles of Micro Economics, A New look at Economic Theory*, S.Chand, New Delhi.

Books for Reference

1. Kennedy, Maria John M., (1999). Advanced Micro Economic Theory (Second Edition) Himalaya, Publishing House, NewDelhi.
2. Stigler, G.. (1996). Theory of Price (Fourth Edition) PrenticeHall of India, New Delhi.
3. Jhingan M. L., (1992). *Micro Economic Theory*, Konark, New Delhi.

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

Semester V	Course Code 17UEC530302	Title of the Paper Part-III: Principles of Economics												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	3	4	3	2	4	5	2	3	4	4	3	4	3.38	
CO2	3	2	3	1	3	4	4	3	4	3	3	4	5	3.23	
CO3	4	3	3	4	1	3	3	4	4	2	2	4	4	3.15	
CO4	3	4	3	2	4	3	4	3	3	3	4	4	5	3.46	
CO5	2	3	2	4	4	2	3	2	5	4	3	4	3	3.15	
CO6	3	4	3	2	4	1	4	3	2	2	4	4	4	3.08	
Mean Overall Score														3.24	

Result: The Score for this Course is 3.24 (High Relationship)

Note:

Mapping Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UBU530302A

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4 - 4

**Core Elective-I (WS):
PROJECT MANAGEMENT**

Course Outcomes

1. To understand the project management concepts
2. To impart knowledge on Project identification & Appraisal
3. To help the students to identify feasible projects
4. To know the methods of financing such projects and controlling its cost
5. To learn and understand about project evaluation
6. To know about how to prepare project in Business

UNIT I: INTRODUCTION

Nature and contents of project management: project characteristics-Attributes of a good project manager- Taxonomy of projects- Projects environment – History of project management – Project as a conversion process – project life cycle – project roles – A System approaches to project management.

UNIT II: PROJECT IDENTIFICATION & APPRAISAL

Introduction – Government & the regular – project identification – Project preparation – Tax incentives and Project investment decisions – Tax planning for project investment decisions – Zero based project formulation – Technical, Commercial, Economic, Financial and Management appraisal – Social cost benefit analysis and project risk analysis.

UNIT III: PROJECT FINANCING

Project cost estimation – Project financing – Financial evaluation of projects – Financial Projections – Project planning and scheduling – Estimation, Resource analysis, Justification and Evaluation – Teams and organization – Projects cost control.

UNIT IV: PROJECT REVIEW

Role of management and leadership in project environment – Problem – solving and decision making – Project review Rehabilitation of sick Units – Project organization – Project Contracts

UNIT V: PROJECT EVALUATION

Meaning – Project review and administrative aspects – Computer aided project management – Options in projects – Risk analysis – Topics of interest on project management.

Textbook

1. Chandraprasanna, Projects-Planning, Analysis, Selection, Implementation and Review Tata McGraw Hill, New Delhi 2004.

References

1. Maylor Harvey, Project management, Pearson Education, New Delhi, 2004
2. Rao P.C.K, Project Management & Control, Sultan Chand & Sons, New Delhi, 2004.

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

Semester V	Course Code 17UBU530302A	Title of the Paper PROJECT MANAGEMENT												Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	3	4	4	3	3	3	4	3	4	3	2	4	3.30	
CO2	4	4	3	4	4	5	4	3	1	3	4	3	4	3.53	
CO3	3	3	3	3	3	4	4	3	3	2	1	3	4	3.00	
CO4	3	2	3	4	2	3	4	2	4	3	2	3	4	3.00	
CO5	3	3	4	2	3	4	1	4	3	4	3	3	3	3.07	
CO6	3	4	3	5	4	3	2	4	3	2	3	3	3	3.23	
Mean Overall Score															3.18

Result: The Score for this Course is 3.18 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UBU530302B

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Core Elective-I (WS): LOGISTICS & SUPPLY CHAIN MANAGEMENT

Course Outcomes

1. To understand about Logistics & Supply chain management concepts
2. To learn the importance on logistic and supply chain management in the current business Scenario
3. To identify various dimensions of financial supply chain management
4. To learn the perspective of E-Finance and its Legal Aspects
5. To Understand the Global logistics concepts
6. Students have get some idea about Logistics and supply chain management Planning

Unit-I:

INTRODUCTION TO LOGISTICS

Fundamentals of Logistics- Definition and Activities-Aims and importance-Progress in Logistics and Current Trends-Organization and Achieving Integration.

Unit-II:

PLANNING THE SUPPLY CHAIN

Logistics Strategy-Implementing the Strategy-Locating Facilities-Planning Resources-Controlling Material Flow

Unit-III:

MEASURING AND IMPROVING PERFORMANCE OF SUPPLY CHAIN

Procurement-Inventory Management-Warehousing and Material Handling Transport-Global Logistics

Unit-IV:

SUPPLY CHAIN MANAGEMENT:

Basic Concepts of supply Chain Management-Planning and Sourcing-Making and Delivering>Returns-It and Supply Chain Management.

Unit-V:

FINANCIAL SUPPLY CHAIN MANAGEMENT

Financial Supply Chain- Elements of Financial Supply Chain Management-The Evolution of e-Financial Supply Chain-E-Financial supply chain- E-

Financial supply chain banks Perspective-Legal Aspects of E-Financial Supply Chain.

Textbook:

1. Raghuram G. & Rangaraj. N., Logistics and supply Chain Management, Macmillan Publication, 2012

References:

1. Agarwal B.K., Logistics and supply chain Management, Macmillan publication, 2009
2. Martin Christopher., Logistics and Supply Chain Management: Creating Value-Adding Networks, Ft Prentice Hall, 2010

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

Semester V	Course Code 17UBU530302B	Title of the Paper LOGISTICS AND SUPPLY CHAIN MANAGEMENT														Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	3	5	4	5	4	3	2	5	5	4	5	3	4	4.69	
CO2	3	4	2	3	2	5	4	3	5	2	4	5	3	2	4	3.92	
CO3	4	5	4	4	4	4	5	4	4	3	3	3	1	1	1	3.84	
CO4	3	2	4	4	3	3	4	3	3	4	4	5	1	3	3	3.77	
CO5	4	3	2	5	2	1	3	2	4	1	5	2	1	3	4	3.23	
CO6	3	4	3	4	3	4	4	3	4	4	5	1	3	4	3	4.00	
Mean Overall Score																3.90	

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCC530302

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**Core Elective-II (WS):
E-COMMERCE**

Course Outcomes:

After completing this course the student will be able to:

1. Know the evaluation of E-commerce
2. Identify different technologies and models for electronic commerce
3. Learn the various approaches to safe E-Commerce
4. Familiarize with E-cash and payment schemes and security
5. To study the different features and characteristics in E-Commerce.
6. To analyse the improved efficiency of cloud computing in this computer modern world.

Unit I: E-Commerce (12 hrs)

Definitions – Needs and Importance - E-commerce Vs Traditional Commerce – Advantages, Impact of Internet on Business – Evolution and Growth in India - Environment and opportunities – Classifications.

Unit-II: Technologies and Models for electronic commerce (12 hrs)

Electronic market place technologies - Electronic data interchange – Http, TCP/IP – HTML - XML– electronic commerce with World Wide Web

Unit- III: Approaches to safe E-commerce (12 hrs)

Overview – safe transport protocols – secure transactions – secured electronic payment protocol – SET certificates for authentication – Security on web servers and enterprise networks – conclusion.

Unit-IV: E-Cash and Payment Schemes (12 hrs)

Internet monetary payment and security requirements - payment and purchase order process – online electronic cash

Unit-V: Security (12 hrs)

Need for computer security – specific intruder approaches – security strategies and tools – Encryption – Enterprise networking and access to internet – Antivirus programs – security teams

Textbooks:

1. Web commerce technology handbooks – Daniel Minoli, Emma Minoli

Books for Reference:

1. E-Commerce – Kamlesh K Bajaj and Debjani Nag

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

Semester V	Course Code 17UCC530302	Additional Course: E-COMMERCE										Hours 4	Credits 4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	4	5	3	3	4	3	3	5	4	3	2	3	4	3.5
CO2	4	3	2	4	4	3	2	4	3	5	3	4	3	3.3
CO3	3	3	2	5	4	4	3	3	4	5	3	2	4	3.4
CO4	5	3	3	4	3	2	4	2	4	3	2	3	4	3.2
CO5	4	4	2	3	3	4	3	5	3	2	4	3	3	3.3
CO6	3	2	3	4	4	5	4	3	4	3	1	4	3	3.3
Mean Overall Score:														3.3

Result: The Score for this Course is 3.3 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530215A

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**Self-Paced Course-I (POC):
SOCIAL NETWORKING SERVICES**

Course Outcomes:

After completing this course, the students will be able to

1. Gain knowledge on the social networking services and uses.
2. Know the different Social Networking Sites.
3. Deal with various Social Networking Apps.
4. Gain practical insights of Facebook.
5. Understand the comprehensive framework of Twitter and LinkedIn.
6. Gain communication and presentation skills required in social networking.

Unit-I

Social Networking Service–Meaning and Definition – History – Social Impact - Features – Emerging Trends – Professional, Curriculum and Learning Uses - Niche Networks – Trading Network – Business Model – Social Interaction – Issues - Psychological effects of Social Networking.

Unit-II

Social Networking Sites (SNS) -Meaning – Basic concepts – Risk and Benefits- Types – Facebook –YouTube – Instagram - Twitter – Reddit - Vine (shut down soon) – Ask.fm -Tumblr -Flickr- Google+ - LinkedIn – Pinterest –VK- ClassMates -Meetup

Unit-III

Social Networking Apps- Meaning – Functions – Features – Benefits – Types – Messenger – WhatsApp; Calls – Chats -Contacts – Group – Broadcasting – Status – Gallery – Document – Location – Settings - QQ Chat – WeChat – QZone – Instagram – Viber – LINE - Snapchat - YY

Unit-IV

Facebook - Create a Profile –Events – Pages – Groups – Sharing – Message – Friend request – Photos/videos- Tag friends – Post- Understand the privacy options - Deactivate a social network profile - Set profile permissions and privacy settings

Unit-V:

Twitter – How does it work – Create an account –Signing Up - Tweets – Following – Followers - Notification – Message –Disadvantage of Twitter –

Deactivation of account – LinkedIn–Profile –My network – Learning – Jobs – interests – Posts – Groups – Privacy and Settings.

References

1. https://en.wikipedia.org/wiki/Social_networking_service
2. http://www.slideshare.net/ShrutiArya10/introduction-to-social-networking-sites-and-websites?qid=16074485-0621-4c19-8c0b-5937c59e69dd&v=&b=&from_search=1
3. http://www.uws.edu.au/__data/assets/pdf_file/0003/476337/The-Benefits-of-Social-Networking-Services.pdf
4. <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>
5. <http://mashable.com/2012/05/16/facebook-for-beginners/#zt.hb.qTluqt>
6. <https://www.facebook.com/>
7. <http://mashable.com/guidebook/twitter/>
8. <https://twitter.com/>
9. <http://mashable.com/2012/05/23/linkedin-beginners/#HcgfpgK2QGqW>

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

Semester V	Course Code 17UCO530215A	Title of the Paper SOCIAL NETWORKING SERVICES												Hours -	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	5	5	5	5	4	5	5	5	5	5	4	4	4.8	
CO2	5	4	4	5	5	4	5	5	5	5	4	4	5	4.6	
CO3	5	4	4	5	5	4	5	5	5	5	4	4	5	4.6	
CO4	5	5	4	4	5	4	5	5	5	5	5	4	5	4.7	
CO5	5	5	5	5	5	4	5	5	5	5	4	5	5	4.8	
CO6	5	5	5	5	5	5	5	5	5	5	5	5	4	4.9	
Mean Overall Score														4.7	

Result: The Score for this Course is 4.7 (Very High Relationship)
Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530215B

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Self-Paced Course-II (POC): ENTREPRENEURSHIP

Course Outcomes:

After completing this course, the students will be able to

1. Understand various concepts, features and kinds of entrepreneurship.
2. Appreciate the significant sources of ideas and techniques used to generate them.
3. Know the procedures of drafting projects and evaluation of the same
4. Advocate with various funding and lending agencies and their schemes
5. Synthesis various forms assistances provided by government and its nodal agencies
6. Be aware of the choice of selection of Small, Medium and Large scale enterprise.

Unit I: Introduction

Entrepreneurship concepts -characteristics – Classification – Role of Entrepreneurship in economic development –Start-ups - Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

Unit II: Idea Generation and Opportunity Assessment:

Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities

Unit III: Project Formulation and Appraisal:

Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Unit IV: Institutions Supporting Small Business Enterprises:

National level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

Unit V: Government Policy and Taxation Benefits:

Government Policy for SSIs - tax Incentives and Concessions – Non-tax Concessions –Rehabilitation and Investment Allowances

Textbook

1. Anil Kumar, S., ET.al., (2011)Entrepreneurship Development New Age, International Publishers, New Delhi.

Books for Reference

1. Arya Kumar (2012), Entrepreneurship, Pearson, Delhi,.
2. Poornima M.CH (2009), Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi,
3. Michael H. Morris, ET. A (2011)., Entrepreneurship and Innovation, Cengage Learning, New Delhi.

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

Semester V	Course Code 17UCOS30215B	Title of the Paper ENTREPRENEURSHIP													Hours -	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	5	4	4	5	4	5	4	4	4	4	4	4	4.23		
CO2	5	4	4	4	4	5	4	4	4	5	5	5	5	4.46		
CO3	4	5	4	5	4	4	5	5	4	5	4	4	4	4.30		
CO4	5	5	4	4	4	5	5	5	5	3	5	4	3	4.53		
CO5	5	4	4	5	5	5	5	3	5	5	5	5	4	4.64		
CO6	5	4	5	5	5	4	5	4	5	4	5	4	4	4.53		
Mean Overall Score														4.46		

Result: The Score for this Course is 4.5 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530215C

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Self-Paced Course-III (POC):
SALESMANSHIP AND PERSONAL SELLING

Course Outcomes:

After completing this course, the students will be able to

1. Understand the basic principles and concepts associated with personal selling and Salesmanship.
2. Be enlightened to the motives of buyers.
3. Know the selling process in detail.
4. Be empowered with the nuances of preparing sales reports.
5. Become proficient with sales promotional techniques and methods.
6. Gain familiarity with the promotional mix decisions

Unit-I:

Introduction to Personal Selling: Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career.

Unit-II:

Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling

Unit-III:

Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.

Unit-IV:

Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling

Unit-V:

Promotion: Nature and importance of promotion; Communication process. Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions.

Textbook:

1. C. L. Tyagi and Arun Kumar(2005), Sales Management, Atlantic Publishers and Distributors Pvt. Ltd, New Delhi

References:

1. S. K. Sarangi (2011), Marketing Management II, Asian books Private Limited, New Delhi

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

Semester V	Course Code 17UCO530215C	Title of the Paper SALESMANSHIP AND PERSONAL SELLING										Hours	Credits
Course Outcomes (COs)	Programme Outcomes (POs)										Mean Score of COs		
	Programme Specific Outcomes (PSOs)										Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	5	4	3	4	5	3	4	3	5	3	3	4	3
CO2	5	4	4	4	5	3	4	3	5	3	3	4	3
CO3	5	4	3	4	5	3	4	3	5	3	2	4	3
CO4	5	4	3	4	4	3	3	3	5	3	3	4	3
CO5	5	4	4	4	5	3	4	3	5	3	3	4	3
CO6	5	4	4	4	5	3	4	3	5	3	3	4	3
Mean Overall Score													3.76

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530215D

L P C
- - 2

Self-Paced Course-IV (POC): BUSINESS ENVIRONMENT

Course Outcomes:

After completing this course, the students will be able to

1. Have an overview of business Environment in India.
2. Understand the present scenario in the relationship between government and business in India.
3. Analyse the recent developments in the economic, fiscal and monetary policies of the government.
4. Know the cultural environment and the impact of foreign culture over Indian Business.
5. Understand the constituents of Financial System and environment.
6. Critically evaluate the business problems different dimensions of environment.

Unit-I: Business Environment

It's Nature & Significance - Types - Micro & Macro Environment - Environmental Analysis & Strategic Management process- Importance & limitations-Approaches to Environmental Analysis

Unit- II: Political Environment

Constitutional Environment - Features - Fundamental Rights & Duties- Government and business relationship in India – Provision of Constitution Pertaining to Business

Unit-III: Economic Environment

Features and Functions of Economic System - Types of Economic System – Economic System and their Impact of Business – Plan Investment – Union Budget – Fiscal deficit and revenue deficit – Previous five year plans and Niti Aayog

Unit- IV: Social & Cultural Environment

Social Attitudes – Impact of foreign culture on business – Types of social organisation - Business Ethics - Social Responsibilities of business towards different groups

Unit-V: Financial Environment

Financial System – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies (NBFCs)

Textbooks

1. Gupta C.B (2014)., Business Environment, Sultan & Chand Publications, New Delhi

Books for Reference

1. Francis Cherunilam(2014), Business Environment, Himalaya Publishing House, Mumbai
2. Dr. N. Premavathy, Business Environment, Sri Vishnu Publications, Chennai
3. Sankaran, Business Environment, Margham Publications, Chennai

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

Semester V	Course Code 17UC0530215D	Title of the Paper BUSINESS ENVIRONMENT													Hours -	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	4	3	4	5	3	4	3	5	3	3	4	3	3.76		
CO2	5	4	4	4	5	3	4	3	5	3	3	4	3	3.84		
CO3	5	4	3	4	5	3	4	3	5	3	2	4	3	3.69		
CO4	5	4	3	4	4	3	3	3	5	3	3	4	3	3.61		
CO5	5	4	4	4	5	3	4	3	5	3	3	4	3	3.84		
CO6	5	4	4	4	5	3	4	3	5	3	3	4	3	3.84		
Mean Overall Score														3.76		

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17UCO530215E

L P C
- - 2

**Self-Paced Course-V (POC):
INNOVATION MANAGEMENT**

Course Outcomes:

1. Understand the basics of innovation.
2. Appreciate the value of creativity.
3. Gain exposure to various theories of innovation.
4. Comprehend the innovation process.
5. Inculcate the nuances of innovation for the success of business.
6. Formulate innovative ideas and develop a project proposal

Unit I: Innovation and Competitive Advantage

Innovation -Introduction, meaning, definition, concepts, nature, importance, early stage of innovation-identifying opportunities-Discovering new points of differentiation, Innovation drivers-State-Technology-Types of Innovations; Descriptions of Technological, Marketing and organization.

Unit II: Innovation and Creativity:

Creativity-Meaning, definition, need for and importance of creativity-Factors influencing creativity. Individual-Self evaluation of individual-SWOT analysis-Team-Group dynamics-Meaning, Characteristics, Stages, Types, Factors affecting group behavior and team building- Leadership –meaning and nature-creating Breakthroughs in Innovation. Perception –Meaning, Definition, Perceptual process, Factors affecting perception and techniques to improve perception.

Unit III: Innovation Theories

Major Contemporary theories: Disruptive –Networked-Open; Alternative theories: Evolutionary – Uncontested – Adaptive –Green Initiatives

Unit IV: Innovation Process

New product development – Criticality of the value proposition, differentiation – paths to market – systems of ideation – Experimentation and Proto typing – Innovation lapse

Unit V: Success and Innovation

Transformation of Business – Business processes – Recognition – execution strategies – designing winning innovative culture – Patents – Intellectual properties – successful innovation case studies (any two)

Textbooks

1. Prahalad C.K and Krishna.(2008) The New Age of Innovation: Driving Concreted Value Through Global Networks, MS McGraw hill.

Reference Books

1. Tidd Joe, and Besant John (2009), Managing Innovation, John Wiley and Sons, Chichester, UK
2. Westland, JC (2008), Global Innovation Management: A strategic approach, Palgrave Macmillian.
3. Moore, G. A. (2006), Dealing With Darwin: How Great Companies Innovate at Every Phase of Their Evolution, Capstone
4. Collins, J. (2009). How the Mighty Fall: And Why Some Companies Never Give in Random House.

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

Semester V	Course Code 17UCO530215E	Title of the Paper INNOVATION MANAGEMENT												Hours	Credits
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of COs		2
	PO1	PO2	PO3	PO4	PO5		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	5	4	5	5		5	3	4	4	4	4	3	4	4.77
CO2	4	4	4	4	4		4	3	4	4	4	4	3	4	3.84
CO3	3	5	4	4	5		4	3	4	4	4	4	3	4	3.92
CO4	3	5	4	4	5		4	3	4	4	4	4	3	4	3.92
CO5	3	3	4	4	4		5	3	4	3	4	5	4	4	3.85
CO6	3	3	4	4	4		5	3	4	3	4	5	4	4	3.85
Mean Overall Score														4.92	

Result: The Score for this Course is 4.0 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs =	Total of Values Total No. of POs & PSOs	Mean Overall Score for COs =	Total of Mean Scores Total No. of COs
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Semester V
17UCO540601A

L P C
1 1 2

Skill Based Elective-I: FUNDAMENTALS OF ACCOUNTING PACKAGES

Course Outcomes:

After completing this course, the students will be able to

1. Understand and navigate through the various Elements of MS Excel interface.
2. Open, save, and enter data in a Worksheet and Workbook.
3. Perform basic operations like opening, saving and editing Worksheets, and Workbook.
4. Enter data in cells and carry out calculations using 'Formulas'.
5. Carry out various arithmetic operations using 'Functions'.
6. Draw charts based on the data in the Excel Worksheet.

Unit I:

(6 hours)

Elements of the User Interface - Selection and navigation, moving around a spreadsheet. Entering and editing information into cells, types of data (text, numbers, and dates). Basic formatting, working with multiple worksheets. Copying, pasting, inserting and deleting cells, ranges of cells, rows, columns and Worksheets. 'Special' pasting – to copy just formulas, or just values, Fill Handle and Flash Fill.

Skill Tested: Entering different types of data and formulas

Unit II:

(6 hours)

Entering labels, values, and dates. Create formulas, apply cell styles and font commands, apply number and date formats. Build addition, subtraction, multiplication and division formulas. Set highlight cell rules. Use relative, absolute, and mixed references. Copy and group worksheets.

Skill tested : Formatting data and performing various arithmetic operations through formulas

Unit III:

(6 hours)

Exploring Functions – using insert function –Keying and pointing to enter functions – Navigating with and creating named ranges – using range names in Functions - Exploring Functions categories: Dates and Time, Financial, Information, Logical, Statistical, Math and Text.

Skill tested: Processing data using different functions

Unit IV: (6 hours)

Basic Functions : Max, Min, Sum, Average, Power, SQT, Mod, Count, Counta, Countblank, Date, Time, Now, Second, Today, Weekday, Year, FV, IRR, NPV, PMT, Rate

Skill Tested: Processing Financial data with Financial and mathematical functions

Unit V: (6 hours)

Building worksheet charts – create chart sheets and chart objects – create combined charts – Insert spark lines. Create Excel tables – sort and filter records in a table – Identify structured references – create a calculated columns in a table – set print areas and custom views. Consolidating Data and linking workbooks. Working with external data sources – get data from Word, export data from Excel and web sources– manage imported data. Using Data Tables and Pivot tables – build a one-variable data table – build a two-variable data table – format a data table- build a Pivot Table – use calculations in a Pivot Tables – create a Pivot Chart.

Skill Tested: Creating charts and building Pivot table

Textbook:

1. Kathleen Stewart (2011), Microsoft Office Excel 2010 - a lesson approach, complete, McGraw Hill, New York

Books for References:

1. Kogent Solutions Inc (2010), Excel 2007 in simple steps, Dreamtech Press, New Delhi.
2. Leon, (2012), Introduction to computers, Vikas Publishing House Pvt. Ltd., New Delhi
3. Alexix Leon and Mathew Leon, (2012), Introduction to computers with Ms Office 2000, TMH, New Delhi

Theory 1 hour

Practical 1 hour

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

Semester V	Course Code 17UCO540601A	Title of the Paper SBE: FUNDAMENTALS OF ACCOUNTING PACKAGES														Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	3	3	5	5	3	4	3	5	5	2	4	4	3.92			
CO2	5	3	3	5	5	3	4	3	5	5	2	4	4	3.92			
CO3	5	3	3	5	5	3	4	3	5	5	2	4	4	3.92			
CO4	5	3	3	5	5	3	4	3	5	5	2	4	4	3.92			
CO5	5	3	3	5	5	3	4	3	5	5	2	4	4	3.92			
CO6	5	3	3	5	5	3	4	3	5	5	2	4	4	3.92			
Mean Overall Score														3.92			

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

Note:

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

Values Scaling:

Mean Score of COs =	Total of Values	Mean Overall Score for COs =	Total of Mean Scores
	Total No. of POs & PSOs		Total No. of COs

Semester V
17UCO540601B

L P C
1 1 2

Skill Based Elective-2:
BUSINESS APPLICATIONS OF SPREAD SHEET

Course Outcomes:

After completing this course, the students will be able to

1. Pass journal entries and post them to ledger
2. Know to create, alter and delete companies and ledgers
3. Create vouchers for financial transactions
4. Form inventory masters and enter financial transactions with stock items
5. Create orders, inventory vouchers and extract reports.
6. Pass entries using vouchers for given Journal entry problems with or without stock items.

Unit I: (6 hours)

Introduction to Accounting - Meaning -Types of Accounts - Journal -ledger- Trial balance.

Skill tested: Passing Journal entries, Preparation of accounts in ledger and Trial Balance.

Unit II: (6 hours)

Accounting Packages- Introduction to Tally - Features-Creation and alteration of Companies - Accounting groups- Ledgers creation, alteration and deletion - Final accounts and Balance sheet extraction.-Accounting Features.

Skill Tested : Creation, alteration and deletion of companies and ledgers

Unit III: (6 hours)

Accounting Vouchers - Types of vouchers (short cut keys)- Voucher entries -Extraction of Day book and Trial balance.

Skill tested: Entering transactions through vouchers.

Unit IV: (6 hours)

Inventory Masters: Creation, alteration and deletion of Stock groups, Stock categories, Units of Measures, Godowns and Stock items - Inventory Features.

Skill tested: Creation of inventory masters such as stock items, stock groups and units of measures. Entering transactions in accounting vouchers using stock items.

Unit V: (6 hours)

Batch wise details - Bill of materials-Purchase and sales order processing - Pure Inventory Vouchers - Entries in Accounting and Inventory vouchers using stock items.

Skill tested: Preparation of orders and creation of inventory vouchers as store keeper.

Textbooks

1. Reddy TS and Murthy, Financial Accounting (2016), Margham Publications, Chennai. (UNIT I)
2. Asok K Nadhani ,(2016) , Tally ERP 9 Training guide, BPB Publications, New Delhi. (Unit II- Unit V).

Books for Reference

1. Soumya Ranjan Behera(2014) , Learn Tally ERP in 30 days, B. K. Publications Pvt. Ltd, Bhubaneswar
2. Shraddha Singh and Navneet Mehra (2014), Tally ERP 9 - Power of simplicity, V & S Publishers, New Delhi

Theory 1 hour

Practical 1 hour

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

Semester V	Course Code 17UC0540601B	Title of the Paper SBE: BUSINESS APPLICATIONS OF SPREADSHEET												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	1	1	4	1	2	-	-	-	5	-	2	-	1.5	
CO2	4	1	1	4	1	2	-	-	-	5	-	2	-	1.5	
CO3	4	1	1	4	1	2	-	-	-	5	-	2	-	1.5	
CO4	4	1	1	4	1	2	-	-	-	5	-	2	-	1.5	
CO5	4	1	1	4	1	2	-	-	-	5	-	2	-	1.5	
CO6	4	1	1	4	1	2	-	-	-	5	-	2	-	1.5	
Mean Overall Score														15	

Result: The Score for this Course is 1.5 (Poor Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V
17USS540701A

L P C
2 - 2

Inter Departmental Courses (IDC): SOFT SKILLS

Course Outcomes

1. To augment the level of confidence in articulation of the students in their communication.
2. To ensure that the students learn to speak and interact with one another as social beings
3. To equip them and train to present the best of themselves as job seekers.
4. To equip with conversation techniques, presentation skills and grooming
5. To prepare them write their own resume and enhance their interview skills required by employers
6. To ensure that the students learn the parameters of group dynamics a key component of conversation

Module I

Basics of Communication: Definition of communication, Barriers of Communication, Grooming, Presentations & Practicum.

Module II

Resume Writing & Interview Skills: Resume Writing: What is resume? Types of Resume - Chronological, Functional and Mixed Resume, Steps in preparation of Resume. **Interview Skills:** Preparation

Module III

Group Discussion: Basics of Group Discussion, Parameters of GD, Essential Points for GD preparation, and GD Topics and Practicum.

Module IV

Personal Effectiveness: Self Discovery; and Goal Setting; Questioners & Presentations for interview, Common interview questions, Attitude, Body Language, The mock interviews and Practicum

Module V

Numerical Ability: Calendar, Average, Percentage; Profit and Loss, Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance, Problems on Trains, Boats and Streams; Ratios and Proportions.

Module VI

Test of Reasoning - Verbal Reasoning: Series Completion, Analogy; Data Sufficiency, Assertion and Reasoning; and Logical Deduction. **Non-Verbal Reasoning:** Series; and Classification

Textbook

1. JASS, 2016. *Straight from the traits: Securing the soft skills*. St. Joseph's College, Trichy

References

1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi.
2. Aggarwal, R.S. 2001. *Quantitative Aptitude*. S.Chand. New Delhi
3. Covey, Stephen. 2004. *7 Habits of Highly effective people*, Free Press.
- Egan, Gerard. (1994). *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/Cole.
4. Khera ,Shiv 2003. *You Can Win*. Macmillan Books , Revised Edition.
5. Murphy, Raymond. 1998. *Essential English Grammar*. 2nd ed., Cambridge University Press.
- Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5th ed., Adams, Media.
6. Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
7. Yate, Martin. 2005. *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting**

Evaluation Pattern

Modules	Topic	Examination Pattern	
		CIA	Online
I	Basics of Communication	15	5
II	Resume Writing & Interview Skills	15	5
III	Group Discussion	10	10
IV	Personal Effectiveness	10	10
V	Numerical Ability (Common Session)	-	10
VI	Test of Reasoning (Common Session)	-	10
	Total	50	50

Semester V
17USS540701B

Hours/Week: 2
Credits: 2

Inter Departmental Courses (IDC): NATIONAL CADET CORPS

Course Outcomes

1. NCC 'C' and 'B' certificates are very much useful and increase credit marks in UPSC and SSB examinations..
2. They learnt discipline punctual and leadership quality.
3. They got physical fitness for Army and Police selection.
4. They learnt general knowledge find political issue.
5. They got trained for social service and volunteers for disaster.
6. They will be the best citizens of India.

Unit-I: About NCC - Personality Development - Self Awareness (6 hours)

NCC Aims and objectives of NCC - Organization and training and NCC song Incentives for cadets in NCC - NCC ranks Religion, culture , traditions and customs of India.- National integration – importance and necessity - Freedom struggle and nationalist movement in India - Personality development - Introduction to personality development - Factors influencing / shaping personality – Physical , social, psychological and philosophical Self awareness – know yourself / insight . - Change your mindset.

Unit-II: Interpersonal Relationship and Communication - NDMA (6 hours)

Interpersonal relationship and communication - Communication skills Leadership traits - Types of leadership Attitude – assertiveness and negotiation - Time management - Effects of leadership with historical examples - Stress management skills - Interview skills - Conflict motives.- Importance of group – team work - Disaster Management - Civil defence organization and its duties – NDMA Types of emergencies / natural disasters- Assistance during natural / other calamities / floods / cyclone / earth quake / accident - Setting up of relief camp during disaster Management - Collection and distribution of aid material .

Unit-III: Social Awareness and Community Development - Hygiene and Sanitation (6 hours)

Social awareness and community development - Basics of social service- weaker sections of our society and their needs - Health and Hygiene Structure and functioning of the human body - Hygiene and sanitation- Physical and mental health - Infectious and contagious diseases and its prevention -

Basic of home nursing and first aid in common medical emergencies - Wounds and fractures - Introduction to yoga and exercises

Unit-IV: AIR-WING (6 hours)

Principles of flight – Elementary Mechanics – Atmosphere - Venturi effect and Bernauli’s theorem - Glossary of terms; Aero engines – Aero-engine components; Aircraft components – Airframe structure; Metereology – Importance of Metereology in Aviation; Air Navigation – Why a pilot should study Navigation; Airmanship – Airmanship; Aeromodelling – History of Aeromodelling – Materials used in Aeromodelling – Types of Aeromodels.

Unit-V: NAVAL (6 hours)

Naval orientation - history of Indian Navy – Navy head quarters commands fleets- ships shore establishment war ships and their role - induction to Anti submarine warfare.- Types of war ships - types anchor parts of anchor - GPS RACON RADAR - types of firewater making in the ships- NBCD organization and structure - Damage flooding.

Text Book

1. Cadet’s hand book published by the Directorate General, National Cadet Corps, Ministry of Defence, R. K. Puram, New Delhi 110022, 2008.

Semester VI
17UCO630216

L P C
7 - 5

COSTING METHODS AND TECHNIQUES

Course Outcomes:

After completing this course, the students will be able to

1. Know to ascertain cost of products through job and batch costing techniques
2. Prepare the cost sheet based contract costing to know the realized and unrealized profits and to close the contract accounts.
3. Compute the price of services based on service costing
4. Compute the cost of different processes under different circumstances through process costing
5. Understand the basics involved in the preparation of cost sheets for canteens and hotels using a group of costing methods.
6. Prepare the cost sheet for power houses and hospitals
7. Learn the nuances of Marginal costing and identify the appropriate situations for its applications.
8. Choose and apply standard costing in different situations.

Unit-I (21 hours)

Introduction to costing methods and Techniques-Job costing Batch Costing - Contract Costing - Features of contract costing -Types of contracts - Recording of costs of contracts - Profit on contracts -Cost Plus Contracts - Escalation Clause.

Unit-II (21 hours)

Process costing-Simple process accounts including NL, AL and Abnormal gain treatments-Inter process profits-Equivalent Production Units-WIP-Accounting for Joint products and by-products.

Unit-III (21 hours)

Service or Operating Costing - Meaning of Service Costing -Transport Costing - Selection of Units - Service Cost and Management Decisions - Transport Costing - Canteen Costing - Power House Costing -Hospital Costing - Hotel Costing.

Unit-IV (21 hours)

Marginal costing-Basic concepts-Marginal and Absorption costing-CVP Analysis-BE analysis and charts-Limitation and application-Differential cost analysis-Relevant cost analysis-Applications for management decision making.

Unit-V (21 hours)
 Standard Costing-Concepts and uses- Setting of standard cost-Accounting methods-computation of simple variances relating to Materials, Labour, Overheads and Sales- Activity based costing – Target costing.

Textbook

1.Alex K (2012), Cost Accounting, Pearson Education, New Delhi.

Books for Referemces

1. Jain S.P. & Narang K.L., (2014), Cost Accounting Principles and Practice, Kalyani Publishers, New Delhi.
2. Banerjee, (12th edition), Cost Accounting, Macmillan Publishers, New Delhi.
3. S.N. Maheswari (Latest Ed.), Cost Accounting, S.Chand& Co, New Delhi.

Theory 25%
 Problems 75%

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

Semester VI	Course Code 17UEC630216	Title of the Paper COSTING METHODS AND TECHNIQUES														Hours 7	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	4	3	5	4	5	2	1	5	3	3	5	4	3.77			
CO2	5	4	3	5	4	4	2	1	5	4	3	5	4	3.77			
CO3	4	4	3	5	4	4	2	1	5	4	3	5	4	3.69			
CO4	5	4	3	5	4	4	2	1	4	4	3	5	4	3.69			
CO5	4	4	4	5	4	5	2	1	4	4	3	5	4	3.77			
CO6	3	4	4	5	4	5	1	1	4	4	2	5	4	3.54			
CO7	5	4	5	5	4	4	1	1	4	4	2	5	4	3.69			
CO8	4	4	4	5	4	4	2	1	4	4	3	5	4	3.69			
Mean Overall Score														3.70			

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

Note:

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

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UCO630217

L P C
7 - 4

INCOME TAX, LAW AND PRACTICE

Course Outcomes:

After completing this course, the students will be able to

1. Have knowledge of the basic concepts of Income Tax Act, 1961
2. Analyze the components of taxable salary and compute it.
3. Classify the types of house properties and will be able to compute their taxable annual values.
4. Understand the basic concepts of and provisions relating to income from business or profession
5. Understand, classify and compute taxable capital gains
6. Know the income taxable under the head income from other sources and apply the provisions for deductions to and rates of tax and compute the tax.

Unit-I: (18 hours)

Definitions of Previous Year, Assessment Year, Persons, Assessee, Income and Gross Total Income, Capital and Revenue Receipts and Capital and Revenue Expenditures- Residential status and Incidence of Tax- Income exempt under sec.10.

Unit-II: (26 hours)

Meaning, forms and Taxability of Salary and Allowances - Valuation and Taxability of Perquisites- Deductions from Salary- Deductions for individuals U/S 80- Computation of Taxable salary.

Unit-III: (18 hours)

Meaning of GAV and NAV - Types of House Property - Deduction inv/s 24 - Computation of Income from House Property.

Unit-IV: (22 hours)

Basic Principles for Computing Business Income - Specific Deductions under the act, Specific Disallowances under the Act -Computation of Income from Business or profession.

Unit-V: (21 hours)

Definition of Capital Gain, Exceptions - Capital Gains exempt from Income Tax - Meaning of Transfer - Cost of Acquisitions and Cost Improvement - Meaning of Long Term and Short Term Capital Gain -Computation of Capital Gain - Grossing up of Interest - Computation of Income from other Sources.

Textbook

1. Dr.Vinod K Singhanian, "Students Guide to Income Tax", Taxmann Publications Pvt. Ltd., New Delhi, (Latest Edition).

Books for Reference

1. Bagavathi Prasad, "Income Tax Law and Practice", WishwaPrakashan, New Delhi (Latest Edition).
2. Hariharan (Latest Edition), Income Tax Law and Practice, Mcgraw-Hill Management, New Delhi.
3. T.S. Reddy & Y. Hari Prasad & Reddy (Latest edition), Income Tax Law and Practice, Margham Publications, Chennai.

Note:

1. This course has been designed to compute taxable income for individuals only.
2. Questions paper should contain questions only of the current Assessment Year.

Theory 25%

Problems 75%

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

Semester VI	Course Code 17UEC630217	Title of the Paper INCOME TAX LAW AND PRACTICE												Hours 7	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	3	5	4	5	2	1	5	3	3	5	4	3.77	
CO2	5	4	3	5	4	4	2	1	5	4	3	5	4	3.77	
CO3	4	4	3	5	4	4	2	1	5	4	3	5	4	3.69	
CO4	5	4	3	5	4	4	2	1	4	4	3	5	4	3.69	
CO5	4	4	4	5	4	5	2	1	4	4	3	5	4	3.77	
CO6	3	4	4	5	4	5	1	1	4	4	2	5	4	3.54	
CO7	5	4	5	5	4	4	1	1	4	4	2	5	4	3.69	
CO8	4	4	4	5	4	4	2	1	4	4	3	5	4	3.69	
Mean Overall Score														3.70	

Values Scaling:

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

Overall Mean Score:	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High
Result:					

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

Semester VI
17UCO630218

L P C
4 - 3

INFORMATION TECHNOLOGY

Course Outcomes:

After completing this course, the students will be able to

1. Appreciate the uses of IT and various facets of IT.
2. Equip himself with the practical skills of various forms of Document creation.
3. Be familiar with the basic tenets of Spread sheet preparation.
4. Assimilate himself with advanced skills required for preparing various forms business and financial reports.
5. Know to design and develop presentations required in different circumstances.
6. Solve numerical problems related to business environment through spread sheet.

Unit I:

(12 hours)

Information Technology –Meaning – Need – Components, Role of IT – It in business, IT in manufacturing IT in mobile computing, IT in public sector ,Trends in IT , E-Commerce, IT and supply chain management ,IT and SIS ,Electronic Data Interchange (EDI) ,Mobile communication, Blue tooth, Global Positioning system (GPS), Infrared communication , Smart card , Blue Laser Disc, Nano Technology , DNA Computing, Quantum computer , Holographic Memory , IT and Ethical Issues , Privacy , Accuracy , Property and Accessibility Issues .

Unit II:

(12 hours)

Operating system Meaning and definitions , Functions ,Microsoft windows 2010 Task bar .Desktop And customizing , My computer ,setting .Control panel Components , Window explorer – using help and search features, System utilities – System and application – Word processing using Ms word 2010 Word Environment –Basics – Working with word – Formatting – Using Cut – Copy –Paste in Word. Bullet and numbering – Header and Footer –Working with Tables- using spelling and grammar dialog box using auto correct – Using synonyms and thesaurus- Adding graphics- Drawing objects –Mail merge.

Unit III:

(12 hours)

Spread sheet using Microsoft Excel 2010, Excel environment – Basics – Working with worksheet – Entering Data – Navigating through cells – Naming

and Renaming cells _ Editing a worksheet – Cut –Copy ,paste Functions – Find and replace features _ Formulas and Functions – Using auto sum and auto fill – Creating and inserting a chart and transporting to word and power point documents.

Unit IV: (12 hours)

Create , Manage and format pivot tables and pivot charts – the Excel mathematical functions –Create and write complex formulas- perform Data look ups – Create and use IF statements – Use Excel’s data functions – Create and use data validation rules –Apply custom and prebuilt conditional formatting – Work with functions to manipulate strings of text and data – Create and use Macros- Trouble shoot and audit formulas- Use Queries to import external data – Import and clean data – Link and consolidate worksheets and work books .

Unit V: (12 hours)

Making presentation using Microsoft Power Point 2007 .Power point Environment –Basics – Designing and creating a Presentation – Using design templates, working with different views, Working with slides- creating a New slide- inserting a slide – cut –copy- paste functions – Navigating power point – Slide numbering –Running the slides – Working with text and Graphics –Adding multi media and animation –madding transition –inserting pictures and tables from other Office products. creating and using master slides .

Textbook

1. IT in Defence, IT in Media, IT in Publication, IT and Internet, Emerging ITL Education Solution Ltd, Introduction to Information Technology, Dorling, Kindersley (India) PVT. Ltd, NewDelhi.

Books for Reference

1. Bhen(2012), Information Technology for management, Mcgraw-hill management, New Delhi
2. Efraim Turban et al, (2006), Introduction to Information Technology, Wiley India P. Ltd., New Delhi.
3. Leon, (2006), Introduction to computers, Vikas Publishing House Pvt. Ltd., New Delhi.

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

Semester VI	Course Code 17UEC630218	Title of the Paper INFORMATION TECHNOLOGY														Hours 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	5	5	5	5	5	5	5	5	5	4	5	5	4.9			
CO2	5	5	4	5	5	5	5	5	5	5	5	5	5	4.9			
CO3	5	5	4	5	5	5	5	5	5	5	5	5	5	4.9			
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5.0			
CO5	5	5	4	5	5	5	5	5	5	5	5	5	5	4.9			
CO6	5	5	4	5	5	5	5	5	5	5	4	5	5	4.8			
Mean Overall Score															4.9		

Result: The Score for this Course is 4.9 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UCO630219

L	P	C
-	2	1

COMPUTER PRACTICAL FOR INFORMATION TECHNOLOGY

Course Outcomes:

After completing this course, the students will be able to

1. Create different forms of documents using MS Word.
2. Use mail merge options.
3. Know to use spreadsheet for generating reports.
4. Analyse Financial and statistical data through spread sheet.
5. Generate presentations with animation and other features.
6. solve numerical problems through spread sheet.

Practicals:

1. Typing and formatting a page in MS Word
2. Typing all kinds of letters.
3. Typing a Resume
4. Creation of tables in MSWord and entering text and numeric data
5. Use of mail Merge
6. Pay roll preparation in Excel
7. Mark Sheet preparation in Excel
8. Sales Report in Excel
9. Preparing a graph for a given data
10. Creating power point file using templates and master slides
11. Importing data from Word and Excel to power point slides
12. Inserting picture files and audio files
13. Using animation and slide transition schemes in slides

Practical Examination:

One exercise each in MS Word, MS Excel and MS Power point

Semester VI
17UCO630220A

L	P	C
4	-	3

INTERNATIONAL BUSINESS

Course Outcomes:

After completing this course, the students will be able to:

1. Understand the environment of International Business.
2. Give a broad outlook on FDI from Indian perspective.
3. Get a complete exposure on the nuances of Foreign Exchange.
4. Familiarise himself with the risks associated with the risks inherent in Foreign exchange.
5. Read and analyse balance of payments.
6. Critically evaluate the international economic events and their impact in global business.

Unit I: (12 Hours)

Growth of International Trade – Globalisation and its consequences. Multinational Companies – merits and demerits. International Financial System. International monetary system- the Gold Standard, the Bretton Woods system of exchange rates, current exchange rate regimes. International Monetary Fund, its resources and lending facilities.

Unit II: (12 Hours)

Foreign Direct Investment – meaning and definition. Strategies for Foreign Direct Investment – Modes of Investment – Joint ventures, Mergers and acquisitions. Benefits and costs of Foreign Direct Investment from host country and home country perspective.

Unit III: (12 Hours)

Foreign Exchange - meaning. Foreign Exchange dealings and transactions – spot market and forward market. Factors influencing Foreign Exchange rates. Foreign Exchange market – features and trading characteristics, market participants. Participants of Foreign Exchange market. Types of Transaction and Financial instruments of Foreign Exchange market.

Unit IV: (12 Hours)

Foreign Exchange Risk and Transaction risk. Types of Foreign Exchange exposure and risk: Transaction exposure – Operating exposure, Translation exposure, Management of Transaction Risk - hedging, currency diversification, risk sharing, invoicing, netting and offsetting. Management of Operating Risk. Management of Translation exposure.

Unit V: (12 Hours)

Balance of Payment and Balance of Trade: meaning, differences between Balance of Payment and Balance of Trade. The current account, the capital account, deficit and surplus, significance of Balance of Payment statement.

Textbook

1. Kevin S (2016), Fundamentals of International Financial Management, PHI Learning Private Ltd., Delhi.

Books for Reference

1. Aswathappa K (2010), International Business, Tata McGraw-Hill Education, New Delhi
2. Justin Paul(2010), International Business, Prentice Hall India Learning Private Limited, New Delhi.

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

Semester VI	Course Code 17UCO630220A	Title of the Paper INTERNATIONAL BUSINESS															Hr 4	Cr 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8					
CO1	4	5	4	4	5	4	5	4	3	4	4	4	4	4.15				
CO2	5	4	3	4	4	5	4	4	4	5	5	5	3	4.23				
CO3	4	5	4	5	4	4	5	5	3	5	4	4	4	4.30				
CO4	5	5	4	3	4	5	5	5	5	3	5	4	3	4.30				
CO5	5	4	4	5	5	5	5	3	5	5	5	5	4	4.61				
CO6	5	3	5	5	5	4	5	4	5	4	5	4	4	4.46				
														Mean Overall Score	4.34			

Result: The Score for this Course is 4.34 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester VI
17UCO630303A

L P C
4 - 4

**Core Elective-III (WS):
RETAILMANAGEMENT**

Course Outcomes:

After completing this course, the students will be able to:

1. Know various forms of retailing business techniques in India.
2. Gain knowledge on the store location, practical analysis of site and trading.
3. Acquire in depth knowledge of inventory management.
4. Appreciate critical elements of retail stores operations.
5. Equip with skills critical for Physical distribution and store keeping strategies.
6. Equip with Entrepreneurial and research oriented skills required to establish and run retail stores.

Unit I: (12 hours)

Retailing - Meaning - Definition - Characteristics - evolution of retailing in India - retailing principles - retail sales objectives - retailing in India - across the globe - reasons for retail growth - emerging trends in retailing - retail formats - store based; non-store based - traditional and non-traditional retailing - internet retailing - cyber retailing.

Unit II: (12hours)

Store location - importance - selection of loyalty - site analysis -trading analysis - demand and supply density - site availability - trends in store location - retail marketing segmentation - significance - market segmentation process - key retail segments.

Unit III: (12 hours)

Inventory - reasons for holding inventory - methods of inventory control - selective inventory management - EOQ model - ABC analysis-VED analysis-FSN analysis - HML analysis-inventory costs- material handling –latest development in inventory management.

Unit IV: (12 hours)

Retail store operations- elements of retail store operations management of retail store- the role of centralized retailer - an integrated retailing approach - operations master schedule - store maintenance- energy management - retailing success tips.

Unit V: (12 hours)

Distribution management - distribution channel - functions of a distribution channel - channel levels - elements of physical distribution -wholesaling - classification and characteristics - warehousing - need -benefits - functions- features and classifications of warehousing.

Textbook

1. Dr. Harjit Singh, (2014), Retail Management - A Global Perspective, Text and Cases, S.Chand & Company Ltd., New Delhi

Books for Reference

1. Gibson G Vedamani, (2011), Retail Management:- Functional Principles and Practices, Jaico Publishing House, New Delhi.
2. Gourav Ghosal, (2010), Retail Management, Maxford Books Publishing House, New Delhi.
3. Dr. L. Natarajan (2016), Retail Management, Margham Publications, Chennai.

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

Semester VI	Course Code 17UCO630303A	Title of the Paper RETAIL MANAGEMENT										Hr 4	Cr 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	5	5	4	5	5	5	5	5	5	5	5	5	5
CO2	5	5	4	5	4	5	5	5	5	5	4	5	5
CO3	5	4	4	5	5	5	5	5	5	4	4	5	5
CO4	5	5	4	5	5	5	5	5	5	5	4	5	5
CO5	5	5	5	5	5	5	5	5	5	5	5	5	4
CO6	5	5	5	5	5	5	5	4	5	5	5	5	5
Mean Overall Score											4.8		

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Result: The Score for this Course is 4.8 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI
17UCO630303B**

**L P C
4 - 4**

**Core Elective-III (WS):
PRINCIPLES OF EVENT MANAGEMENT**

Course Outcomes:

After completing this course, the students will be able to:

1. Understand the importance of event management as a managerial skill.
2. Identify event management procedure.
3. Learn the nuts and bolts of conducting an event.
4. Appreciate the significances of Public Relation in event management.
5. Plan and execute various corporate events.
6. Write a detailed report on corporate events

Unit I: (12 hours)

Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers. Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.

Unit II: (12 hours)

Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, Phonographic Performance License, Utilities- Five Bridge Ambulance Catering, Electricity, Water Taxes Applicable.

Unit III: (12 hours)

Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management– Roles & Responsibilities of Event Managers for Different Events.

Unit IV: (12 hours)

Introductions to Public Relations- Concept- Nature- Importance- Limitations- Media- Types of Media- Media Management, Public Relation Strategy & Planning. Brain Storming Sessions- Writings for Public Relations.

Unit V: (12 hours)

Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events And Reporting.

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Skill Development

1. Preparation of Event Plan for Association meetings, Parent teacher meetings, and other events
2. Preparing Budget for conduct of National level intercollegiate sports events.
3. Preparation of Event Plan for College day Celebrations
4. Preparation of Plan, Budget and Conducting COM CARNIVAL.

Textbook

1. Mark Sonder (2006), Event Entertainment and production, Wiley; 1st edition

Books for References:

1. Laura Capell (2013), Event Management for Dummies.
2. Susan Friedmann (2013), Meeting and Event Planning for Dummies.
3. Corporate Event Production, David Clement (2015), Entertainment Technology Press Ltd, Cambridge.
4. Savita Mohan (2012), Event Management and Public Relation, Enkay Publishing House.
5. Shannon Kikenny (2001), A Complete guide to Successful Event Planning, Indra Publishing House

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

Semester VI	Course Code 17UC0630303B	Title of the Paper PRINCIPLES OF EVENT MANAGEMENT														Hr 4	Cr 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	4	3	4	5	3	4	4	5	4	4	5	4	4.15			
CO2	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00			
CO3	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00			
CO4	5	4	3	4	4	3	4	4	5	4	4	5	4	4.07			
CO5	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00			
CO6	5	4	3	4	4	3	4	4	5	4	4	5	4	4.07			
Mean Overall Score														4.05			

Result: The Score for this Course is 4.0 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UEC630303

L P C
4 - 4

Core Elective (WS): ENVIRONMENTAL ECONOMICS

Course Outcome

- * To understand the basics of environmental and energy economics
- * To make them aware of environmental and energy issues
- * To know the Environmental impact on economic development
- * To know the importance of Energy Economics
- * To get to know the causes of Industrial pollution
- * To know the details of Environmental policies in India

Unit-I: Introduction to Environmental Economics (12 hours)

Definition, Role and significance of Environment- Ecology, Eco-system: components, kinds and functions of Eco-system- Trade off between economic growth and environment.

Unit-II: Conservation of Natural Resources (12 hours)

Need for conservation of resources: Forest, Water and Soil – Energy resources- Conservation of bio diversity- Methods of conservation.

Unit-III: Energy Economics (12 hours)

Meaning, Importance of energy economics- Energy Resources: Types and Classification Renewable and Non- Renewable sources-Conventional and Non- conventional sources of energy.

Unit-IV: Energy Problems and Planning in India (12 hours)

Nature of the Energy Problems in India -Present energy situation- Future energy demand- Energy Planning in India-Role of energy in economic development.

Unit-V: Environmental Issues and Legal Measures (12 hours)

Industrial pollution – Trade related environmental issues- Environmental Law- Air Act, Water Act, Pollution Control-Environmental Protection Act 1986 - Energy policies in India.

Textbook

1. Sankaran, Environmental Economics, Sterling, New Delhi, 2008.

Books for Reference

1. Dhulasi Birundha Varadarajan, Energy Economics, Sterling, New Delhi, 1993.
2. Karpagam, M., Environmental Economics, Sterling, New Delhi, 1999.

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

Semester VI	Course Code 17UEC630303	Title of the Paper Part-III: Environmental Economics													Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	3	4	3	2	5	3	3	5	5	3	3	4	3.615		
CO2	3	2	3	1	2	4	3	3	4	4	4	3	3	3.000		
CO3	3	3	2	2	2	4	3	3	4	3	3	4	3	3.000		
CO4	3	3	2	3	4	4	4	3	4	3	4	3	4	3.385		
CO5	2	2	2	2	3	3	2	3	5	3	2	3	3	2.692		
CO6	3	4	3	2	3	4	4	3	4	3	3	4	4	3.385		
Mean Overall Score														3.179		

Result: The Score for this Course is 3.17 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs	$= \frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs	$= \frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UBU630303A

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**Core Elective-III (WS):
SERVICE MARKETING**

Course Outcomes

1. Better exposure to students about the evolution and growth of service marketing sector
2. They gain expert knowledge on marketing of the wide variety of service also available
3. Concepts of service design and expanded service marketing mix becomes familiar to students offer better employability skills to students
4. Emerging Business sector like Healthcare, Hospitality, Tourism, Education, Logistics and Entertainment Industries
5. Students are more inclined to tackle challenges and opportunities in banking and financial service sector
6. To enable students to gain knowledge on marketing on various services

Unit-I: THE CONCEPTS OF SERVICE (8 Hours)

Meaning and definition of service – Service economy - services marketing – Nature and scope – Unique characteristics - evolution and growth of service sector – classification of services – difference between goods and service – significance – impact of social environment on the growth of services marketing in India – Challenges and issues.

Unit-II: SERVICE DESIGN (8 Hours)

Service design – expanded Marketing Mix - The Service process – factors to be considered in designing service process - Relationship between services and goods – Consumer Service – Buyer Behavior – Decision making process – types of service layout – service benchmarking - market segmentation, targeting and positioning.

Unit-III: SERVICE LIFE CYCLE (8 Hours)

Service Life Cycle – New service development – Service Blue Printing – GAP's model of service quality – Measuring service quality – SERVQUAL – Service Quality function development – service product concept – pricing in service – methods - service promotion.

Unit-IV: SERVICE AND CHANNEL OF DISTRIBUTION (8 Hours)

Location of service and channel of distribution – classification of location – factors governing location – role of service intermediaries – Franchising –

Agent Brokers – Quality of service - Service marketing triangle – Integrated Service marketing communication.

Unit-V: FINANCIAL SERVICE (8 Hours)

Marketing of Service – Financial services, Banking, Insurance, Health services, Hospitality – Tourism, Logistics, Education, Entertainment sectors, Professional or consultancy – Telecommunication services.

TEXT BOOKS

1. Service Marketing and Management by B.Balaji – S.Chand & Co., 2014

REFERENCE

1. Services Marketing Christopher H.Lovelock and Jochen Wirtz, Pearson Education, 2014.
2. Services Marketing by Vasanthi Venugopal and Raghu V.N. – Himalaya Publishing House, 2013.

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

Semester VI	Course Code 17UBU630303A	Title of the Paper SERVICE MARKETING												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	5	4	3	4	4	3	5	4	3	4	3	3.76	
CO2	3	4	4	3	4	4	3	3	4	4	4	3	4	3.66	
CO3	4	4	4	4	3	3	4	4	2	3	3	4	3	3.46	
CO4	4	5	3	4	4	4	3	4	3	4	4	4	4	3.84	
CO5	3	4	4	3	4	3	4	4	4	3	4	3	3	3.54	
CO6	4	3	4	4	3	4	4	3	4	4	3	4	4	3.69	
Mean Overall Score														3.65	

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Result: The Score for this Course is 3.65 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI
17UBU630303B**

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Core Elective-III (WS): STRATEGIC MANAGEMENT

Course Outcomes

1. The students will come to know the various strategies used by the firms at different instances.
2. The students will inherit the strategic decision making skills
3. The students will have the knowledge of various business models
4. The students will understand the role of strategic management in business
5. The students will analyze how strategic implementation takes place in organizations
6. The students will evaluate the strategies operated in different firms

Unit-I : Strategic Management –An introduction (8 hrs)

Strategic management – conceptualization – features of strategy – differences between strategy and tactics – policy & strategy – a comparison – levels of strategy – corporate level, business level & functional level strategies.

Unit-II : Strategic Management – Process, role & limitations (8 hrs)

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

Unit-III: Corporate Strategies (8 hrs)

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

Unit-IV: Choice of strategy & strategy Implementation (8 hrs)

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

Unit-V: Strategy evaluation and control (8 hrs)

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

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operational control – evaluation techniques for strategic control and operational control.

Text book:

1. Dr. S. Sankaran, Strategic management, Margham Publications, 2013

REFERENCES :

1. Azar Kazmi, strategic management and business policy, Tata McGraw Hill Publication, 2011
2. L.M.Prasad, Business Policy and Strategic Management, Sultan chand and sons, 2010.
3. P.K.Ghosh, Strategic Planning and Management, Sultan chand& sons, 2010.
4. Wheelan & Rangarajan, Concepts in Strategic Management & Business Policy, Pearson Education, 2010.

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

Semester VI	Course Code 17UBU630303B	Title of the Paper STRATEGIC MANAGEMENT													Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	5	5	4	4	4	4	5	5	4	4	5	3	4.30		
CO2	4	5	5	5	5	5	4	4	4	5	4	5	3	4.61		
CO3	3	5	5	4	5	3	3	4	3	5	4	5	3	4.00		
CO4	4	5	5	5	5	4	5	5	5	4	5	5	4	4.69		
CO5	3	5	4	4	4	5	5	2	3	4	2	4	4	3.76		
CO6	3	5	4	5	4	5	5	3	3	5	3	4	3	3.69		
Mean Overall Score														4.17		

Result: The Score for this Course is 4.17 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UCC630303

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4 - 4

Core Elective-III (WS):
TOTAL QUALITY MANAGEMENT

Course Outcomes

After completing the course, the student will be able to

1. Understand the importance of product and service quality
2. Identify various quality management principles and process
3. Know about the tools of quality
4. Acquire knowledge about the techniques of total quality management
5. Learn the methodology of quality system
6. Identify the TQM implementation in manufacturing and service sectors.

Unit-I: INTRODUCTION (12 hr)

Introduction - Need for quality - Evolution of quality - Definition of quality - Dimensions of product and service quality - Basic concepts of TQM - TQM Framework - Contributions of Deming, Juran and Crosby-Barrier to TQM - Quality statements.

Unit-II: TQM PRINCIPLES (12 hr)

Leadership – strategic quality planning, quality councils – Employee involvement – Motivation, Empowerment, Team work, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen, - Supplier partnership – partnering, supplier selection, supplier rating.

Unit-III: TQM TOOLS AND TECHNIQUES I (12 hr)

The seven traditional tools of quality – New management tools, - Six sigma: concepts, methodology application to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA- STAGES, types

Unit-IV: TQM TOOLS AND TECHNIQUES II (12 hr)

Control charts – Process capability – concepts of Six Sigma – Quality Function Development- Taguchi quality loss function- TPM- concepts, improvement needs – performance measures

Unit-V: QUALITY SYSTEMS (12 hr)

Need for ISO 9000- ISO 9001-2008 Quality system – Elements, Documentation, Quality Auditing – QS9000-ISO 14000- CONCEPTS, requirements and benefits – TQM implementation in manufacturing and service sectors.

Textbook:

1. Sharma. D.D., (2005), TQM- Principles, Practices and Cases, Delhi, Sultan Chand Publications

References:

1. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 8th Edition, First Indian Edition, Cengage Learning, 2012.
2. Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.
3. Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.
4. Dale H. Besterfield, et al., “Total quality Management”, Pearson Education Asia, Third Edition, Indian Reprint 2006.
5. Krishnan. K, Karmegam. G and Somasundaram. R, TQM, Coimbatore, R.K.Publishers.

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

Semester	Course Code	Core Elective:												Hours	Credits		
VI	17UCC630303	TOTAL QUALITY MANAGEMENT														4	4
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)									
Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Mean Score of COs				
CO1		4	4	3	4	4	4	3	3	4	4	3	3.63				
CO2		4	3	4	3	3	3	3	3	3	4	5	3.45				
CO3		4	5	4	4	3	4	3	3	4	3	4	3.73				
CO4		3	4	3	5	3	4	4	3	3	4	5	3.82				
CO5		3	3	4	5	3	4	4	4	4	5	3	3.82				
CO6		3	4	4	4	4	3	4	4	4	4	3	3.73				
Mean Overall Score														3.70			

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

Note:

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

Values Scaling:

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

**Semester VI
17UCO640602A**

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Skill Based Elective-II (WS): BASIC ACCOUNTING PRACTICES

Course Outcomes:

After completing this course, the student will be able to ...

1. Understand basic principles of Accounting
2. Identify accounts and apply golden rules for the financial transactions.
3. Pass journal entries and post them in ledger
4. Prepare subsidiary books
5. Prepare trial balances
6. Prepare Final accounts and balance sheet

Unit-I: (5 Hours)

Accounting Definition – Meaning – Objective – Types of Accounts – Golden Rules. Skill tested: Identification of accounts in transactions and application of golden rules.

Unit-II: (7 Hours)

Journal – Recording in Journal – Ledger – Posting in Ledger (Simple Sums). Skill tested: Passing Journal entries and post the same in ledger

Unit-III: (7 Hours)

Subsidiary books – Cash Book – Petty Cash Book – Purchase Book – Sales Book – Purchase return book – Sales Return Book. Skill tested: Preparation of Subsidiary books.

Unit-IV: (4 Hours)

Trial balance – Meaning – Methods and types – Preparation of Trial Balance. Skill tested: Preparation of Trial Balance for given balances of various accounts

Unit-V: (7 Hours)

Final Accounts – Trading Account profit and Loss Accounts – Balance Sheet (Simple Problems). Skill tested: Preparation of Final accounts and Balance sheet without adjustments.

Textbook

1. Reddy TS and Murthy (2011) , Financial Accounting, Margham Publications, Chennai.

Books for References

1. R. L. Gupta & M. Radhaswamy (2014), Financial Accounting, Sultan Chand & Sons, New Delhi.
2. Reddy TS and Hari Prasad Reddy Y (2008) , Financial and Management Accounting, Margham Publications, Chennai.

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

Semester VI	Course Code 17UCO640602A	Title of the Paper BASIC ACCOUNTING PRACTICES													Hr 2	Cr 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69		
CO2	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69		
CO3	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69		
CO4	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69		
CO5	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69		
CO6	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69		
Mean Overall Score														3.69		

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Result: The Score for this Course is 3.6 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UCO640602B

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Skill Based Elective-II (WS): PRACTICAL ADVERTISING

Course Outcomes:

1. Have the basic knowledge in various concepts of advertising.
2. Acquaint with the modern methods and avenues of Advertising.
3. Aware of various media of Advertising and their significances.
4. Possess the skills required for creating an advertisement copy.
5. Gain exposure in various Emotional appeals of advertising and its Importance.
6. Know the significance of portraying advertisement slogans with captions.

Unit-I: (6 hours)

Advertising - Meaning - Definitions - Origin - Growth - Development - Objectives - Nature - Scope - Functions - Primary and secondary functions - AIDA model.

Unit-II: (6 hours)

Advertising - Role - Importance - Benefits - Demerits - Legal regulations - Limitations - Truth in advertising - Ethics in advertising - Role of Advertising standards Council of India.

Unit-III: (6 hours)

Media selection - Factors influencing media selection - different types of Media - Press - Television - Radio - FM Radio - Internet - Merits - Demerits.

Unit-IV: (6 hours)

Advertisement copy - Meaning - Essentials of a good advertising copy - Types of Advertisement copy - components of Advertisement copy- Advertisement layout.

Unit-V: (6 hours)

Advertising appeals - meaning - Definition - Functions - Classifications - Principals. Skills tested: Brand awareness, advertisement slogan awareness, understanding concepts, Creating Advertisement slogans, evaluating contents of advertisements in different media through AIDA model, knowledge of advertisement copy and Creating advertisement copy.

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Textbook

1. Mahendra Mohan, (2006) Advertising Management, Tata McGraw Hill Publishing Co. Ltd., New Delhi.

Books for References

1. Pillai & Bhagavathi (2000) 'Salesmanship', S. Chand & Co., New Delhi.
2. P. Saravanavel (2013), Advertiesment & Salesmanship, Margham Publication, Chennai.

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

Semester VI	Course Code 17UCO640602B	Title of the Paper PRACTICAL ADVERTISING													Hr 2	Cr 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
CO2	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
CO3	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
CO6	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
Mean Overall Score														5		

Result: The Score for this Course is 5.0 (Very High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester VI
17UEC640602

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**Skill Based Elective-II (WS):
PRACTICAL INSURANCE**

Course Outcomes:

1. This course intends to provide a basic understanding of the insurance mechanism.
2. To know the basic concepts and types of insurance.
3. To acquire the practical knowledge about the insurance companies.
4. To know the practical applications of insurance like premium, surrender and loan availability.
5. To understand the policy conditions of insurance companies.
6. To disseminate knowledge among the students and inculcate theoretical structure about insurance companies.

Unit-I: Nature and Importance of Insurance (6 Hours)

Definition - Evolution - Primary and Secondary Functions - Characteristics - Importance to Individual, Business and Society.

Unit-II: Insurance Contract and Risk Management (6 Hours)

Meaning of Contract - Insurable Interest - Utmost Good Faith - Principle of Indemnity and other Principles - Risk Management: Definition and Types - Management of Risk through Identification analysis and control.

Unit-III: Personal Life Insurance and Industrial Insurance (6 Hours)

Features of Life Insurance - Proximate Cause - Assignment and Nomination - Rate of Premium - Endowment Policies - Accident Benefit - Disability Benefits - Industrial Life Insurance: Purpose - Group Life Insurance - Benefits.

Unit-IV: Marine and Fire Insurance (6 Hours)

Marine Insurance: Nature - Procedures - Exceptions - Types - Premium Calculation and payment of Claims - Fire Insurance: Definition – Elements in Insurance - Contract - Policy Conditions - Rate Fixation - Payment of Claims.

Unit-V: Practical Insurance (6 Hours)

Premium calculation through table reading- surrender value estimation- Estimation of Loan availability- Practical applications of Insurance.

Textbook

1. Mishra M.N, *Insurance: Principles & Practices*, S. Chand., New Delhi, 2005.

Books for Reference

1. Srivatsava D.C & Shashank Srivastava, *Indian Insurance Industries Transition & Prospect*, New Century, New Delhi, 2001.
2. Holyoake, Julia & William Weipers, *Insurance*, AITBS Publications, New Delhi, 2002.

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

Semester VI	Course Code 17UECC40602	Title of the Paper PRACTICAL INSURANCE												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	5	4	3	4	5	3	5	4	5	4	3	4.00	
CO2	3	4	5	3	4	4	3	3	4	4	4	3	4	3.69	
CO3	5	5	4	4	3	3	4	4	2	3	4	5	3	3.76	
CO4	4	5	3	4	4	5	3	4	3	5	4	4	4	4.00	
CO5	3	4	4	3	4	3	4	4	4	3	4	5	5	3.84	
CO6	4	3	4	4	3	5	4	4	4	4	3	4	4	3.84	
Mean Overall Score														3.85	

Result: The Score for this Course is 3.85 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI
17UBU640602A

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Skill Based Elective-II (WS): PRACTICAL STOCK TRADING

Course Outcomes

1. To impart the practical knowledge of stock trading
2. To learn and understand primary and Secondary Market
3. Students will have the knowledge of Trading Mechanism of stock Exchange
4. Students can learn the practical stock trading knowledge
5. Practical learning about in the field of Capital and Money Market
6. Students can learn Derivative market concept

Unit-I : The Primary & Secondary Market (5 Hours)

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

Unit-II: Trading Mechanism of Stock Exchange (4 Hours)

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

Unit-III: Options & Future (4 Hours)

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

Unit-IV: Action Plan (Practical Work) (8 Hours)

1. Practical Learning in the field of Capital and Money Market
2. Day To-Day Practices of Stock Market
3. Model Demo of Share Trading
4. Online Trading
5. Spot Trading and DMA

Textbook:

1. M. Y.Khan, “Indian Financial System”, Tata Mc-Graw Hill.

- Clifford Gomez, “Financial Markets, Institutions and Financial Services”, PHI Learning Private Limited, New Delhi-2009.
- V.K Bhalla, Investment & Securities markets in India, Himalaya Publishing House, New Delhi.

References:

- R.P.Rustagi, “Financial Analysis and Financial Management”.
- L.C. Gupta, “Export Study of Tracking in Shares and Stock Exchange”.
- Report on Currency and Finance – RBI.
- P. N. Varshney and D.K.Mittal , “Indian Financial System”, Sulthan Chand & Sons
- H.R.Machiraju, “Indian Financial Sysem”, Vikas Publishing House.
- Online Trading: [Http://virtualstocks.icicidirect.com](http://virtualstocks.icicidirect.com) / Gamesite/customer/login.aspx

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

Semester VI	Course Code 17UBU640602A	Title of the Paper PRACTICAL STOCK TRADING													Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)			Programme Specific Outcomes (PSOs)										Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	3	5	4	3	4	5	3	5	4	5	4	3	4.00		
CO2	3	4	5	3	4	4	3	3	4	4	4	3	4	3.69		
CO3	5	5	4	4	3	3	4	4	2	3	4	5	3	3.76		
CO4	4	5	3	4	4	5	3	4	3	5	4	4	4	4.00		
CO5	3	4	4	3	4	3	4	4	4	3	4	5	5	3.84		
CO6	4	3	4	4	3	5	4	4	4	4	3	4	4	3.85		
Mean Overall Score														3.85		

Result: The Score for this Course is 3.85 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester VI
17UBU640602B

L P C
- - 2

Skill Based Elective-II (WS):
MANAGEMENT AND BUSINESS CASES

Course Outcomes

1. To enable the basic concepts in management with practical situations.
2. To understand the business and management cases
3. The student will analyze management cases and try to analyze cases
4. To know about practical knowledge in case studies
5. To know and understand the General Management Issues
6. To learn the recent management practices

Unit-I:

Introduction to Case Methods

Introduction to case method – principles underlying case method – Case Method of instruction – Case writing – Case Method and Roles.

Unit- II:

Case Studies & Major Concepts

Case studies on the major concepts of OB: Organizational culture – Organizational change – Leadership - Motivation

Unit-III:

Case Studies & Major Concepts of HRM

Case studies on the major concepts of HRM: Human resource development, Performance Management, Career Planning. Employee satisfaction – Case studies on the major concepts of Marketing management: Marketing strategy and Brand Management.

Unit-IV:

Case Studies on General Management

Case studies on General Management issues: Strategic management, Globalization, recent management practices, Ethics and social responsibility

Unit-V:

Case Studies from Famous Companies

Case studies from famous companies: General Management Issues - Current Management and Business issues and cases analysis.

Textbook

1. Neeta Basporkikar, Cases Methods- Cases in Management, 2nd Edition (2008), Himalya Publishing House, Hew Delhi

References:

1. Cases in Management, 1st Edition(2000) Excel Publishers Pvt Ltd., (All India Management Association) New Delhi.
2. G.P Capt., H.Kaushal, Cases study solutions, - Marketing 2nd ed., 2001, Macmillan India Limited, New Delhi.
3. G. P. Caps and H.Kaushal, Case study solutions – Human resources 2nd ed., Macmillan India Limited, New Delhi

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

Semester VI	Course Code 17UBU640602B	Title of the Paper MANAGEMENT AND BUSINESS CASES														Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	4	4	5	4	3	3	4	3	5	4	3	4	4	3.84			
CO2	4	4	4	4	4	3	3	3	4	3	4	3	4	3.30			
CO3	4	4	4	4	3	3	4	4	2	3	3	5	3	3.15			
CO4	4	5	3	4	4	4	3	4	3	4	4	4	4	3.76			
CO5	3	4	4	3	4	3	4	4	4	3	4	3	3	3.53			
CO6	4	3	4	4	3	4	4	3	4	4	4	4	4	3.76			
Mean Overall Score															3.55		

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Result: The Score for this Course is 3.55 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI
17UCC640602**

**L P C
- - 2**

Skill Based Elective-II (WS): PRACTICAL BANKING

Course Outcomes:

1. To impart practical knowledge on e-banking
2. To know the recent development in e banking system.
3. After completing this course, the student will be able to learn the concepts of banking.
4. To know the different banking services to the society.
5. Gain knowledge about the commercial banks
6. Understand the basic ideas and latest development of banking activities.

Unit-I:

Bank – Meaning – definitions – Banker - customer

Unit-II:

Indian Banking System – Structure – RBI - Functions – Commercial Banks – Rural banks – Cooperative Banks-Ombudsman.

Unit-III:

Drawing – Endorsing and Crossing of Cheques

Unit-IV:

Pay in slip – Demand Draft applications and preparation of demand drafts – online / off line filling up of account opening forms of time and demand deposits.

Unit-V:

Drawing, Endorsing of Bill of Exchange and promissory notes.

Reference Books:

1. M.Radlasawmy & S. Vasudevan, Banking
2. Ashok Desai, Indian Banking
3. H.L. Bedi, Practical Banking advance

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

Semester VI	Course Code 17UCC640602	Skill Based Electives: PRACTICAL BANKING															Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8					
CO1	4	4	2	5	5	4	4	3	4	4	4	4	5	4.0				
CO2	5	3	2	4	4	4	3	4	4	3	4	4	5	3.7				
CO3	3	4	2	5	3	4	5	4	5	3	3	4	4	3.7				
CO4	4	4	2	3	4	5	3	4	4	3	4	3	5	3.6				
CO5	4	5	3	4	3	3	3	2	4	3	4	4	3	3.4				
CO6	5	3	3	3	5	5	4	4	3	4	4	3	4	3.8				
Mean Overall Score														3.5				

Result: The Score for this Course is 3.5 (High Relationship)

Note:

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

Values Scaling:

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

Notes

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.