

B B A (BUSINESS ADMINISTRATION)

LOCF SYLLABUS 2023



Department of Business Administration

School of Management Studies

St. Joseph's College (Autonomous)

Tiruchirappalli - 620002, Tamil Nadu, India

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

St. Joseph's College (Autonomous), an esteemed institution in the realm of higher education in India, has embarked on a journey to uphold and perpetuate academic excellence. One of the pivotal initiatives in this pursuit is the establishment of five Schools of Excellence commencing from the academic year 2014-15. These schools are strategically designed to confront and surpass the challenges posed by the 21st century.

Each School amalgamates correlated disciplines under a unified umbrella, fostering synergy and coherence. This integrated approach fosters the optimal utilization of both human expertise and infrastructural assets. Moreover, it facilitates academic fluidity and augments employability by nurturing a dynamic environment conducive to learning and innovation. Importantly, while promoting collaboration and interdisciplinary study, the Schools of Excellence also uphold the individual identity, autonomy, and distinctiveness of every department within.

The overarching objectives of these five schools are as follows:

1. **Optimal Resource Utilization:** Ensuring the efficient use of both human and material resources to foster academic flexibility and attain excellence across disciplines.
2. **Horizontal Mobility for Students:** Providing students with the freedom to choose courses aligning with their interests and facilitating credit transfers, thereby enhancing their academic mobility and enriching their learning experience.
3. **Credit-Transfer Across Disciplines (CTAD):** The existing curricular structure, in accordance with regulations from entities such as TANSICHE and other higher educational institutions, facilitates seamless credit transfers across diverse disciplines. This underscores the adaptability and uniqueness of the choice-based credit system.
4. **Promotion of Human Excellence:** Nurturing excellence in specialized areas through focused attention and resources, thus empowering individuals to excel in their respective fields.
5. **Emphasis on Internships and Projects:** Encouraging students to engage in internships and projects, serving as stepping stones toward research endeavors, thereby fostering a culture of inquiry and innovation.
6. **Addressing Stakeholder Needs:** The multi-disciplinary nature of the School System is tailored to meet the requirements of various stakeholders, particularly employers, by equipping students with versatile skills and competencies essential for success in the contemporary professional landscape.

In essence, the Schools of Excellence at St. Joseph's College (Autonomous) epitomize a holistic approach towards education, aiming not only to impart knowledge but also to cultivate critical thinking, creativity, and adaptability – qualities indispensable for thriving in the dynamic global arena of the 21st century.

Credit system

The credit system at St. Joseph's College (Autonomous) assigns weightage to courses based on the hours allocated to each course. Typically, one credit is equivalent to one hour of instruction per week. However, credits are awarded regardless of actual teaching hours to ensure consistency and adherence to guidelines.

The credits and hours allotted to each course within a programme are detailed in the Programme Pattern table. While the table provides a framework, there may be some flexibility due to practical sessions, field visits, tutorials, and the nature of project work.

For undergraduate (UG) courses, students are required to accumulate a minimum of 133 credits, as stipulated in the programme pattern table. The total number of courses offered by the department is outlined in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

OBE is an educational approach that revolves around clearly defined goals or outcomes for every aspect of the educational system. The primary aim is for each student to successfully achieve these predetermined outcomes by the culmination of their educational journey. Unlike traditional methods, OBE does not prescribe a singular teaching style or assessment format. Instead, classes, activities, and evaluations are structured to support students in attaining the specified outcomes effectively.

In OBE, the emphasis lies on measurable outcomes, allowing educational institutions to establish their own set of objectives tailored to their unique context and priorities. The overarching objective of OBE is to establish a direct link between education and employability, ensuring that students acquire the necessary skills and competencies sought after by employers.

OBE fosters a student-centric approach to teaching and learning, where the delivery of courses and assessments are meticulously planned to align with the predetermined objectives and outcomes. It places significant emphasis on evaluating student performance at various levels to gauge their progress and proficiency in meeting the desired outcomes.

Here are some key aspects of Outcome-Based Education:

Course: A course refers to a theory, practical, or a combination of both that is done within a semester.

Course Outcomes (COs): These are statements that delineate the significant and essential learning outcomes that learners should have achieved and can reliably demonstrate by the conclusion of a course. Typically, three or more course outcomes are specified for each course, depending on its importance.

Programme: This term pertains to the specialization or discipline of a degree programme.

Programme Outcomes (POs): POs are statements that articulate what students are expected to be capable of by the time they graduate. These outcomes are closely aligned with Graduate Attributes.

Programme Specific Outcomes (PSOs): PSOs outline the specific skills and abilities that students should possess upon graduation within a particular discipline or specialization.

Programme Educational Objectives (PEOs): PEOs encapsulate the expected accomplishments of graduates in their careers, particularly highlighting what they are expected to achieve and perform during the initial years postgraduation.

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

The Learning Outcomes-Centric Framework (LOCF) places the learning outcomes at the forefront of curriculum design and execution. It underscores the importance of ensuring that these outcomes are clear, measurable, and relevant. LOCF orchestrates teaching methodologies, evaluations, and activities in direct correlation with these outcomes. Furthermore, LOCF adopts a backward design approach, focusing on defining precise and attainable learning objectives. The goal is to create a cohesive framework where every educational element is in harmony with these outcomes.

Assessment practices within LOCF are intricately linked to the established learning objectives. Evaluations are crafted to gauge students' achievement of these outcomes accurately. Emphasis is often placed on employing authentic assessment methods, allowing students to showcase their learning in real-life scenarios. Additionally, LOCF frameworks emphasize flexibility and adaptability, enabling

educators to tailor curriculum and instructional approaches to suit the diverse needs of students while ensuring alignment with the defined learning outcomes.

Some Important Terminologies

Core Course (CC): Core Courses represent obligatory elements within an academic programme, imparting fundamental knowledge within the primary discipline while ensuring consistency and acknowledgment.

Allied Course (AC): Allied Courses complement primary disciplines by furnishing supplementary knowledge, enriching students' understanding and skill repertoire within their academic pursuit.

Foundation Course (FC): Foundation Courses serve to bridge the gap in knowledge and skills between secondary education and college-level studies, facilitating a smoother transition for students entering higher education.

Skill Enhancement Course (SE): Skill Enhancement Courses aim to nurture students' abilities and competencies through practical training, open to students across disciplines but particularly advantageous for those in programme-related fields.

Value Education (VE): Value education encompasses the teaching of moral, ethical, and social values to students, aiming to foster their holistic development. It instills virtues such as empathy, integrity, and responsibility, guiding students towards becoming morally upright and socially responsible members of society.

Ability Enhancement Compulsory Course (AE): Ability Enhancement Compulsory Course is designed to enhance students' knowledge and skills; examples include Communicative English and Environmental Science. These courses are obligatory for all disciplines.

AE-1: Communicative English: This three-credit mandatory course, offered by the Department of English during the first semester of the degree programme, is conducted outside regular class hours.

AE-2: Environmental Science: This one-credit compulsory course, offered during the second semester by the Department of Human Excellence, emphasizes environmental awareness and stewardship.

Allied Optional (AO): Allied optional courses are elective modules that complement the primary disciplines by providing additional knowledge and skills. These courses allow students to explore areas of interest outside their major field of study, broadening their understanding and enhancing their skill set.

Discipline Specific Elective (ES): These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen; these are also more applied in nature. Four courses are offered, two courses each in semester V and VI

Note: To offer one ES, a minimum of two courses of equal importance/weightage is a must. A department with two sections must offer two courses to the students.

Generic Elective (EG): A course chosen from a different discipline or subject area, typically to gain exposure. Students pursuing specific disciplines must select Generic Elective courses from the options available across departments as per the college's course offerings. The breadth of Generic Elective (GE) Courses is directly linked to the diversity of disciplines offered by the college. Two GE Courses are available, one in each semester V and VI, and are open to students from other departments.

Self-paced Learning (SP): It is a two-credit course designed to foster students' ability for independent and self-directed learning. With a syllabus structured to be completed within 45 hours, this course encourages learners to take control of their own educational journey. Notably, Self-paced Learning is conducted outside of regular class hours, emphasizing autonomy and self-motivation in students.

Internship (IS): Following the fourth semester, students are required to undertake an internship during the summer break. Subsequently, they must submit a comprehensive report detailing their internship experience along with requisite documentation. Additionally, students are expected to participate in a viva-voce examination during the fifth semester. Credits for the internship will be reflected in the mark statement for the fifth semester.

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

Extra Credit Courses: To support students in acquiring knowledge and skills through online platforms such as Massive Open Online Courses (MOOCs), additional credits are granted upon verification of course completion. These extra credits can be availed across five semesters (2 - 6). In line with UGC guidelines, students are encouraged to enhance their learning by enrolling in MOOCs offered by portals like SWAYAM, NPTEL, and others. Additionally, certificate courses provided by the college also qualify for these extra credits.

Outreach Programme (OR): It is a compulsory course to create a sense of social concern among all the students and to inspire them to dedicated service to the needy.

Course Coding

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

23	UXX	0	0	XX	00/X
Year of Revision	UG Department Code	Semester Number	Part Specification	Course Specific Initials	Running Number/with Choice

Course Specific Initials

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

GE - General English

CC - Core Theory; CP- Core Practical

AC - Allied Course

AP - Allied Practical

FC - Foundation Course

SE - Skill Enhancement Course

VE - Value Education

WS - Workshop

AE - Ability Enhancement Course

AO - Allied Optional

OP - Allied Optional Practical

ES - Discipline Specific Elective

IS - Internship

SP - Self-paced Learning

EG - Generic Elective

ES - Discipline Specific Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

OR - Outreach Programme

EVALUATION PATTERN

Continuous Internal Assessment

Sl No	Component	Marks Allotted
1	Mid Semester Test	30
2	End Semester Test	30
3	*Three Components (15 + 10 + 10)	35
4	Library Referencing (30 hours)	5
Total		100

Passing minimum: 40 marks

* The first component is a compulsory online test (JosTEL platform) comprising 15 multiple choice questions (10 questions at K1 level and 5 questions at K2 level); The second and third components would be decided by the course in-charge with K levels.

Question Paper Blueprint for Mid and End Semester Tests

Duration: 2 Hours		Maximum Marks: 60						
Section		K levels						Marks
		K1	K2	K3	K4	K5	K6	
A (compulsory)		7						$7 \times 1 = 7$
B (compulsory)			5					$5 \times 3 = 15$
C (either...or type)				3				$3 \times 6 = 18$
D (2 out of 3)	For courses with K5 as the highest cognitive level, one K4 and one K5 question is compulsory. (Note: two questions on K4 and one question on K5)				1	1*		2 × 10 = 20
	For courses with K6 as the highest cognitive level: Mid Sem : two questions on K4 and one question on K5; End Sem : two questions on K5 and one question on K6)				Mid Sem			
						End Sem		
					1	1	1*	
Total								60

* Compulsory

For Quantitative Courses

Duration: 2 Hours						Maximum Marks: 60
Section	K levels					Marks
	K1	K2	K3	K4	K5	
A (compulsory)	9					$9 \times 1 = 9$
B (either...or type)		1	2			$3 \times 5 = 15$
C (3 out of 4)				2	1*	$3 \times 12 = 36$
Total						60

* Compulsory

Question Paper Blueprint for Semester Examination

Duration: 3 Hours				Maximum Marks: 100	
UNIT	Section A (Compulsory)	Section B (Compulsory)	Section C (Either...or type)	Section D (3 out of 5)	
	K1	K2	K3	K4	K5
UNIT I	2	2	2	3*	2*
UNIT II	2	2	2		
UNIT III	2	2	2		
UNIT IV	2	2	2		
UNIT V	2	2	2		
Marks	$10 \times 1 = 10$	$10 \times 3 = 30$	$5 \times 6 = 30$	$3 \times 10 = 30$	

* For courses with K5 as the highest cognitive level wherein two K4 and one K5 questions are compulsory.
(Note: three questions on K4 and two question on K5)

For Quantitative Courses

Duration: 3 Hours						Maximum Marks: 100
Section	K levels					Marks
	K1	K2	K3	K4	K5	
A (compulsory)	10					$10 \times 2 = 20$
B (either...or type)		2	3			$5 \times 4 = 20$
C (4 out of 5)				3	1*	$4 \times 15 = 60$
Total						100

* Compulsory

Evaluation Pattern for Part IV and One/Two-credit Courses

Title of the Course	CIA	Semester Examination	Total Marks
<ul style="list-style-type: none"> • Skill Enhancement Course (Non Major Elective) • Foundation Course • Skill Enhancement Course (WS) 	20 + 10 + 20 = 50	50 (A member from the Department other than the course instructors)	100
<ul style="list-style-type: none"> • Self-paced Learning • Comprehensive Examination 	25 + 25 = 50	50 (CoE)	100
<ul style="list-style-type: none"> • Value Education • Environmental Studies 	50	50 (CoE)	100
• Skill Enhancement Course: Soft Skills	100	-	100
• Generic Elective	100	100 (CoE)	100
• Project Work and Viva Voce	100	100	100

Grading System

The marks obtained in the CIA and semester for each course will be graded as per the scheme provided in Table - 1.

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

$$SGPA \text{ and } CGPA = \frac{\sum_{i=1}^n C_i Gp_i}{\sum_{i=1}^n C_i}$$

$$WAM = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$$

Where,

C_i - credit earned for the Course i

Gp_i - Grade Point obtained for the Course i

M_i - Marks obtained for the Course i

n - Number of Courses **passed** in that semester

WAM - Weighted Average Marks

Classification of Final Results

- For each of the first three parts in the UG Programme, there shall be separate classification on the basis of CGPA, as indicated in Table - 2.
- For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management as Outstanding/Excellent/Very Good/Good/Above Average/Average, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in all the five Parts of the programme.

- Grade in Part IV and Part V shall be shown separately and it shall not be taken into account for classification.
- A pass in SHEPHERD will continue to be mandatory although the marks will not be counted for the calculation of the CGPA.
- Absence from an examination shall not be considered as an attempt.

Table - 1: Grading of the Courses

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

Table - 2: Grading of the Final Performance

CGPA	Grade	Performance
9.00 and above	O	Outstanding*
8.00 to 8.99	A+	Excellent*
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	RA	Re-appear

**The Candidates who have passed in the first appearance and within the prescribed duration of the UG programme are eligible. If the Candidates Grade is O/A+ with more than one attempt, the performance is considered "Very Good".*

Vision

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

Mission

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

Programme Educational Objectives (PEOs)

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

Programme Outcomes (POs)

1. Graduates will be able to comprehend the concepts learnt and apply in real life situations with analytical skills.
2. Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher Education.
3. Graduates with acquired knowledge of modern tools communicative skills and will be able to contribute effectively as team members.
4. Graduates are able to read the signs of the time analyze and provide practical solutions.
5. Graduates imbued with ethical values and social concern will be able to understand and appreciate social harmony, cultural diversity ensure sustainable environment.

Programme Specific Objectives (PSOs)

On completion of the Programme, the Under Graduates will be able to

1. Relate and interpret concepts of management, business administration, accounting, finance, law and taxation through management technique and modern learning tools.
2. Build and develop various facets of managerial skills, accounting skills, inter-personal Communication skills, leadership skills, analytical skills, investment skills and entrepreneurial Skills to enhance employability skills or enter the portals of higher education.
3. Critically appraise and analyze the challenges in the business environment to as an individual or as a team.
4. Formulate and construct innovative business solutions to comport investigation of complex problems through effective decision-making.
5. Support and exhibit concern towards morally and ethically upright society.

PROGRAMME STRUCTURE					
Part	Semester	Specification	No. of Courses	Hours	Credits
1	1 - 4	Languages (Tamil / Hindi/ French/ Sanskrit)	4	17	12
2	1 - 4	General English	4	20	12
3	1 - 6	Core Course	14	65	50
	3, 4	Core Practical	2	8	4
	1, 2	Allied Course	2	12	8
	3, 4	Allied Optional	2	12	8
	5, 6	Discipline Specific Elective	4	20	12
	5	Internship	1	-	1
	5	Self-paced Learning	1	-	2
	5	Project Work and Viva Voce	1	-	2
	5	Comprehensive Examination	1	-	2
4	1	Foundation Course	1	2	1
	1	Skill Enhancement Course (Non-Major Elective)	1	2	1
	5	Skill Enhancement Course (Soft Skills)	1	2	1
	6	Skill Enhancement Course (WS)	1	2	1
	1 - 4	Value Education	4	8	4
	1, 2	Ability Enhancement Compulsory Course	2	2(6)	4
	5, 6	Generic Elective	2	8	4
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Extra Credit Courses (MOOC)/Certificate Courses	(5)	-	(15)
		Total	48(5)	180(6)	133(15)

PROGRAMME PATTERN								
Course Details						Scheme of Exams		
Sem	Part	Course Code	Title of the Course	Hours	Credits	CIA	SE	Final
1	1	23UTA11GL01A	General Tamil - 1	5	3	100	100	100
		23UFR11GL01	French - 1					
		23UHI11GL01	Hindi - 1					
		23USA11GL01	Sanskrit - 1					
	2	23UEN12GE01	General English - 1	5	3	100	100	100
	3	23UBU13CC01	Core Course - 1: Principles of Management	4	3	100	100	100
		23UBU13CC02	Core Course - 2: Accounting for Managers - 1	4	3	100	100	100
		23UBU13AC01	Allied Course - 1: Managerial Economics	6	4	100	100	100
	4	23UBU14FC01	Foundation Course: Computer Application in Business	2	1	100	-	100
		-	Skill Enhancement Course - 1: (Non Major Elective): Refer ANNEXURE 1	2	1	100	-	100
		23UHE14VE01	Value Education - 1: Essentials of Humanity*	2	1	50	50	50
23UEN14AE01		Ability Enhancement Compulsory Course - 1: Communicative English	(6)	3	100	-	100	
Total				30	22			
2	1	23UTA21GL02	General Tamil - 2	4	3	100	100	100
		23UFR21GL02	French - 2					
		23UHI21GL02	Hindi - 2					
		23USA21GL02	Sanskrit - 2					
	2	23UEN22GE02	General English - 2	5	3	100	100	100
	3	23UBU23CC03	Core Course - 3: Human Resource Management	4	3	100	100	100
		23UBU23CC04	Core Course - 4: Marketing Management	4	3	100	100	100
		23UBU23CC05	Core Course - 5: Business Communication	3	2	100	100	100
		23UBU23AC02	Allied Course - 2: Business Mathematics and Statistics for Managers	6	4	100	100	100
	4	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights*	2	1	50	50	50
		23UHE24AE01	Ability Enhancement Compulsory Course - 2: Environmental Studies*	2	1	50	50	50
	-	Extra Credit Courses (MOOC/Certificate Courses) - 1			(3)			
Total				30	20(3)			
3	1	23UTA31GL03	General Tamil - 3	4	3	100	100	100
		23UFR31GL03	French - 3					
		23UHI31GL03	Hindi - 3					
		23USA31GL03	Sanskrit - 3					
	2	23UEN32GE03	General English - 3	5	3	100	100	100
	3	23UBU33CC06	Core Course - 6: Accounting for Managers - 2	6	5	100	100	100
		23UBU33CC07	Core Course - 7: TallyPrime	3	3	100	100	100
		23UBU33CP01	Core Practical - 1: TallyPrime - Software	4	2	100	100	100
		23UBU33AO01A	Allied Optional - 1: Organizational Behaviour	6	4	100	100	100
	23UBU33AO01B	Allied Optional - 1: Emotional Intelligence and Managerial Effectiveness						
	4	23UHE34VE03A	Value Education - 3: Social Ethics - 1*	2	1	50	50	50
23UHE34VE03B		Value Education - 3: Religious Doctrine - 1*						
	-	Extra Credit Courses (MOOC/Certificate Courses) - 2			(3)			
Total				30	21(3)			
4	1	23UTA41GL04C	General Tamil - 4 வணிகத் தமிழ் (Business Tamil)	4	3	100	100	100
		23UFR41GL04	French - 4					
		23UHI41GL04	Hindi - 4					
		23USA41GL04	Sanskrit - 4					
	2	23UEN42GE04	General English - 4	5	3	100	100	100
	3	23UBU43CC08	Core Course - 8: Operations Research for Managers	6	5	100	100	100
		23UBU43CC09	Core Course - 9: Business Analytics	3	3	100	100	100
		23UBU43CP02	Core Practical - 2: Business Analytics	4	2	100	100	100
23UBU43AO02A		Allied Optional - 2: Entrepreneurial Development	6	4	100	100	100	

		23UBU43AO02B	Allied Optional - 2: Management of Business Sustainability							
4		23UHE44VE04A	Value Education - 4: Social Ethics - 2*	2	1	50	50	50		
		23UHE44VE04B	Value Education - 4: Religious Doctrine - 2*							
		-	Extra Credit Courses (MOOC/Certificate Courses) - 3	-	(3)					
			Total	30	21(3)					
5	3	23UBU53CC10	Core Course - 10: Management Accounting	6	5	100	100	100		
		23UBU53CC11	Core Course - 11: Legal Aspects of Business	4	3	100	100	100		
		23UBU53CC12	Core Course - 12: Research Methods for Management	4	2	100	100	100		
		23UBU53ES01A	Discipline Specific Elective - 1: Production and Material Management	5	3	100	100	100		
		23UBU53ES01B	Discipline Specific Elective - 1: Strategic Management							
		23UBU53ES02A	Discipline Specific Elective - 2: Banking and Insurance Management	5	3	100	100	100		
		23UBU53ES02B	Discipline Specific Elective - 2: Financial Planning and Investment Management							
		23UBU53IS01	Internship	-	1	100	-	100		
		23UBU53SP01A	Self-paced Learning: Advertising and Sales Promotion*	-	2	50	50	50		
	23UBU53SP01B	Self-paced Learning: Customer Relationship Management*								
	4		-	Generic Elective - 1: Refer ANNEXURE 2	4	2	100	100	100	
			23USS4SE01	Skill Enhancement Course - 2: Soft Skills	2	1	100	-	100	
			-	Extra Credit Courses (MOOC/Certificate Courses) - 4	-	(3)				
			Total	30	22(3)					
6	3	23UBU63CC13	Core Course - 13: Financial Management	7	5	100	100	100		
		23UBU63CC14	Core Course - 14: International Business	7	5	100	100	100		
		23UBU63ES03A	Discipline Specific Elective - 3: Services Marketing	5	3	100	100	100		
		23UBU63ES03B	Discipline Specific Elective - 3: Logistics and Supply Chain Management							
		23UBU63ES04A	Discipline Specific Elective - 4: Industrial Relations and Labour Laws	5	3	100	100	100		
		23UBU63ES04B	Discipline Specific Elective - 4: Leadership and Group Dynamics							
		23UBU63PW01	Project Work and Viva Voce	-	2	100	100	100		
	23UBU63CE01	Comprehensive Examination*	-	2	50	50	50			
	4		-	Generic Elective - 2: Refer ANNEXURE 3	4	2	100	100	100	
			-	Skill Enhancement Course - 3 (WS): Refer ANNEXURE 4	2	1	100	-	100	
			23UBU64SE02B	Skill Enhancement Course - 3 (WS): Export Management						
		-	Extra Credit Courses (MOOC/Certificate Courses) - 5	-	(3)					
			Total	30	23(3)					
2 - 6	5	23UCW65OR01	Outreach Programme (SHEPHERD)	-	4					
1 - 6			Total (3 years)	180	133(15)					

*- for grade calculation 50 marks are converted into 100 in the mark statements

Passed by	Board of Studies held on 18.12.2023
Approved by	48th Academic Council Meeting held on 27.03.2024

ANNEXURE 1**Skill Enhancement Course - 1: (Non-Major Elective)***

Department	Course Code	Title of the Course
Botany	23UBO14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Organic Farming
Computer Science	23UCS14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Office Automation
BCA	23UBC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Fundamentals of Information Technology
Mathematics	23UMA14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Mathematics for Competitive Examinations
Statistics	23UST14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Basics of Statistics
Vis Com	23UVC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Digital Storytelling and Scriptwriting
English	23UEN14SE01	Skill Enhancement Course - 1: (Non-Major Elective): English for Communication
History	23UHS14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Tourism
Tamil	23UTA14SE01	Skill Enhancement Course - 1: (Non-Major Elective): பேச்சுக்கலைத் திறன் (Oratory Skills)
B. Com	23UCO14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Accounting
	23UCO14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Consumer Protection and Rights
B. Com CA	23UCC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Entrepreneurship Skills
Economics	23UEC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Demography
Chemistry	23UCH14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Role of Chemistry in Daily Life
Electronics	23UEL14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Consumer Electronics
Physics	23UPH14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Physics for Everyday Life
	23UPH14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Home Electrical Installation

*Offered to students from other Departments

ANNEXURE 2
Generic Elective - 1*

Department	Course Code	Title of the Course
Botany	23UBO54EG01	Generic Elective - 1: Landscape designing
Computer Science	23UCS54EG01	Generic Elective - 1: Ethical Hacking
BCA	23UBC54EG01	Generic Elective - 1: Fundamentals of Data Science
Mathematics	23UMA54EG01	Generic Elective - 1: Numerical Ability
Statistics	23UST54EG01	Generic Elective - 1: Actuarial Statistics
Vis Com	23UVC54EG01	Generic Elective - 1: Media Education
English	23UEN54EG01	Generic Elective - 1: Film Studies
History	23UHS54EG01	Generic Elective-1: Tamil Heritage and Culture
Tamil	23UTA54EG01	Generic Elective - 1: தமிழிலக்கியத்தில் மனித உரிமைகள் (Human rights in Tamil literature)
B.Com.	23UCO54EG01A	Generic Elective - 1: Computerised Accounting
	23UCO54EG01B	Generic Elective - 1: Basics of Excel
	23UCO54EG01C	Generic Elective - 1: Personal Investment Planning
B. Com CA	23UCC54EG01	Generic Elective - 1: E-commerce and E Business Management
Economics	23UEC54EG01	Generic Elective - 1: Principles of Economics
Chemistry	23UCH54EG01	Generic Elective - 1: Health Science
Electronics	23UEL54EG01A	Generic Elective - 1: Everyday Electronics
	23UEL54EG01B	Generic Elective - 1: Wireless Communication
Physics	23UPH54EG01A	Generic Elective-1: Everyday Physics
	23UPH54EG01B	Generic Elective-1: Renewable Energy Physics

*Offered to students from other Departments

ANNEXURE 3
Generic Elective - 2*

Department	Course Code	Title of the Course
Botany	23UBO64EG02	Generic Elective - 2: Solid Waste Management
Computer Science	23UCS64EG02	Generic Elective - 2: 3D Printing and Design
BCA	23UBC64EG02	Generic Elective - 2: Industry 4.0
Mathematics	23UMA64EG02	Generic Elective - 2: Quantitative Techniques
Statistics	23UST64EG02	Generic Elective - 2: Applied Statistics
Vis Com	23UVC64EG02	Generic Elective - 2: Digital Media Production
English	23UEN64EG02	Generic Elective - 2: English for the Media
History	23UHS64EG02	Generic Elective - 2: Intellectual Revivalism in Tamil Nadu
Tamil	23UTA64EG02	Generic Elective - 2: தமிழர் மருத்துவம் (Tamil Medicine)
B. Com	23UCO64EG02A	Generic Elective - 2: Rural Marketing
	23UCO64EG02B	Generic Elective - 2: Entrepreneurship Development
	23UCO64EG02C	Generic Elective - 2: Digital Marketing
B. Com CA	23UCC64EG02	Generic Elective - 2: Total Quality Management
Economics	23UEC64EG02	Generic Elective - 2: Economics for Competitive Exams
Chemistry	23UCH64EG02	Generic Elective - 2: Solid Waste Management
Electronics	23UEL64EG02A	Generic Elective - 2: CCTV and Smart Security Systems
	23UEL64EG02B	Generic Elective - 2: Entrepreneurial Electronics
Physics	23UPH64EG02A	Generic Elective - 2: Laser Technology and its applications
	23UPH64EG02B	Generic Elective - 2: Physics of Earth

*Offered to students from other Departments

ANNEXURE 4**Skill Enhancement Course - 3 (WS)***

School	Course Code	Title of the Course
SMS	23UCO64SE02A	<u>Skill Enhancement Course - 3 (WS): MSMEs</u>
	23UCO64SE02B	<u>Skill Enhancement Course - 3 (WS): Digital Banking</u>
	23UCO64SE02C	<u>Skill Enhancement Course - 3 (WS): Relationship Marketing</u>
	23UCC64SE02	<u>Skill Enhancement Course - 3 (WS): Stress Management</u>
	23UEC64SE02	<u>Skill Enhancement Course - 3 (WS): Contemporary Issues in Economics</u>

**Offered to students from other Departments within School*

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UTA11GL01A	General Tamil - 1	5	3

கற்றலின் நோக்கங்கள்
தமிழ்ச் செவ்வியல் இலக்கியங்களையும் காப்பியங்களையும் மாணவர்கள் அறிந்துகொள்ளல்
தமிழர் பேணி வளர்த்த அறம்சார் விழுமியங்களை மாணவர்கள் தம் வாழ்வில் பின்பற்றுதல்
தமிழில் பக்திஇயக்கப் பங்களிப்பையும் பகுத்தறிவுச் சிந்தனை மரபையும் உணர்தல்
மாணவர்கள் தம் எழுத்தாற்றலையும் மொழிப்புலமையையும் வளர்த்தெடுத்தல்
போட்டித்தேர்வுகளை எதிர்கொள்ளும் வகையில் இலக்கணம், இலக்கியம் கற்றல்

அலகு - 1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

(10 மணி நேரம்)

1. இலக்கணம் :

அ.தொல்காப்பியம், இறையனார் களவியல் உரை , நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை- நூல்கள்

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

- வல்லினம் மிகும் இடங்கள்
- வல்லினம் மிகா இடங்கள்
- ஈரொற்று வரும் இடங்கள்
- ஒரு, ஓர் வரும் இடங்கள்
- அது, அஃது வரும் இடங்கள்
- தான், தாம் வரும் இடங்கள்

பயிற்சி : வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல்.

2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு

3. அற இலக்கியம்-பதினெண்கீழ்க்கணக்கு நூல்கள்

4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்

5. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் -- பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

அலகு - 2 சங்க இலக்கியம்

(15 மணி நேரம்)

எட்டுத்தொகை :

6. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்

7. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே

8. ஐங்குறுநூறு -நெல் பல பொலிக! பொன் பெரிது சிறக்க!" (முதல் பாடல்)-வேட்கைப் பத்து

9. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி

10. புறநானூறு -189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187

பத்துப்பாட்டு:

முல்லைப்பாட்டு (முழுவதும்)

அலகு - 3 அற இலக்கியம்

(10 மணி நேரம்)

12. திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம்

13. நாலடியார்-பாடல்: 131 (குஞ்சியழகும்)

14. நான்மணிக்கடிகை-நிலத்துக்கு அணியென்ப

15. பழமொழி நானூறு- தம் நடை நோக்கார்

16. இனியவை நாற்பது- 37. இளமையை மூப்பு என்று

அலகு - 4 காப்பிய இலக்கியம்

(20 மணி நேரம்)

17. சிலப்பதிகாரம் - வழக்குரைகாதை

18. மணிமேகலை- பாத்திரம் பெற்ற காதை
19. பெரியபுராணம் - பூசலார் நாயனார்புராணம்
20. கம்பராமாயணம்- குகப் படலம்
21. சீறாப்புராணம் – மானுக்குப் பிணை நின்ற படலம்
22. இயேசு காவியம் -ஊதாரிப்பிள்ளை

அலகு - 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

(15 மணி நேரம்)

23. பக்தி இலக்கியம்:

- திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும்
- மாணிக்கவாசகர் கிருவாசகம் - நமச்சிவாய வாழ்க நாதன்தான் வாழ்க முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை
- பொய்கையாழ்வார்-வையந் தகளியா வார்கடலே
- பூதத்தாழ்வார்-அன்பே தகளியா
- பேயாழ்வார்-திருக்கண்டேன் பொன்மேனி கண்டேன்
- ஆண்டாள் – திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்)

24. பகுத்தறிவு இலக்கியம் :

- திருமூலர் – திருமந்திரம் (270,271, 274, 275 285)
- பட்டினத்தார் -திருவிடை மருதூர் (காடே திரிந்து – எனத் தொடங்கும் பாடல்
- பா.எண்.279, 280)
- கடுவெளி சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்)
- இராவண காவியம் – தாய்மொழிப் படலம் - 18. (ஏடுகை யில்லா ரில்லை முதல் - 22. செந்தமிழ் வளர்த்தார் வரை)

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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பாடநூல்

1. பொதுத்தமிழ்-1 (தமிழ் இலக்கிய வரலாறு-1), தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002, முதற்பதிப்பு - 2023
2. பார்வை நூல்கள்
3. வரதராசன்.மு., தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி. 2021
4. விமலானந்தன். மது. ச., தமிழ் இலக்கிய வரலாறு, முல்லை நிலையம், சென்னை, 2019
5. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, பாரி நிலையம், சென்னை, 2022
6. சிற்பி பாலசுப்பிரமணியன் & சேதுபதி.சொ., தமிழ் இலக்கிய வரலாறு, கவிதா வெளியீடு, சென்னை, 2015
7. சிற்பி பாலசுப்பிரமணியன், & பத்மநாபன். நீல., புதிய தமிழ் இலக்கிய வரலாறு (3 தொகுதிகள்), சாகித்ய அக்காதெமி, புதுடெல்லி,2013
8. பெருமாள். அ.கா., தமிழ் இலக்கிய வரலாறு, சுதர்சன் புகல், நாகர்கோவில், 2014
9. ஏசுதாசன். ப.ச., தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சுரி புக ஹவுஸ், சென்னை, 2015
10. ஸ்ரீகுமார். எஸ்., தமிழ் இலக்கிய வரலாறு, ஸ்ரீசெண்பகா பதிப்பகம், சென்னை, 2014
11. பாக்கியமேரி எஃப்., வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, பூவேந்தன் பதிப்பகம், சென்னை,2022
12. சுப்புரெட்டியார்.ந., தமிழ் பயிற்றும் முறை, மணிவாசகர் நூலகம், சிதம்பரம், 1980

Websites and eLearning Sources

1. <https://www.chennaiibrary.com/>
2. <https://www.sirukathaigal.com>
3. <https://www.tamilvirtualuniversity.org>
4. <https://www.noolulagam.com>
5. <https://www.katuraitamilblogspot.com>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	சங்க இலக்கியங்கள்வழி பண்டைத்தமிழரின் வாழ்வியலையும் பண்பாட்டையும் அறிந்து கொள்வர்	K1
CO2	அற இலக்கியங்கள், காப்பியங்கள் வெளிப்படுத்தும் அறம்சார் விழுமியங்களைத் தம் வாழ்வில் பின்பற்றுவர்	K2
CO3	இலக்கணக் கோட்பாடுகளை இக்கால வாழ்வியலோடு பொருத்திப் பார்ப்பர்	K3
CO4	மொழியறிவோடு பெறுவர் திறன் பகுத்தாராயும் இலக்கியங்களைப்	K4
CO5	பக்தி இயக்கங்களின் செல்வாக்கையும், தமிழரின் பகுத்தறிவு மரபையும் மதிப்பிடுவர்	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
1	23UTA11GL01A		General Tamil - 1								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	3	2	2	3	3	2	2	2	2.2	
CO2	2	2	3	2	2	2	3	2	3	2	2.3	
CO3	1	2	2	3	2	2	2	3	3	3	2.3	
CO4	2	2	3	2	2	3	2	3	3	2	2.4	
CO5	3	1	2	2	2	2	3	2	3	3	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UFR11GL01	French - 1	5	3

Course Objectives
Identify the basic French sentence structure
Define and describe the various grammatical tenses and use them to communicate in French
Examine the various documents presented and discuss and reply to the questions asked on it
Analyze and interpret expressions used to convey the cause, the effect, the purpose, and the opposition in French
Evaluate the grammatical nature present in passages

UNIT I (15 Hours)

- Salut ! Enchanté

UNIT II (15 Hours)

- J'adore

UNIT III (15 Hours)

- Tu veux bien ?

UNIT IV (15 Hours)

- On se voit quand ?

UNIT V (15 Hours)

- Bonne idée

Teaching Methodology	Videos, Audios, PPT presentation, Role-play, Quiz
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Book for Study

1. Mérieux, R. & Loiseau, Y. (2017). *Latitudes -1- (A1 /A2)*, méthode de français, Didier. (Units 1 - 6 only)

Books for Reference

1. P.Dauda,L.Giachino and C.Baracco, *Generation AI*, Didier, Paris 2020.
2. J.Girardet and J.Pecheur, *Echo AI*, CLE International, 2^eedition ,2017
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

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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>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	recall and remember the usage of grammatical tenses in constructing sentences in a dialogue.	K1
CO2	apply the learnt grammar rules in practice exercises to improve their understanding	K2
CO3	explain the nuances in the usage of various grammatical tenses and their aspects	K3
CO4	demonstrate knowledge of various expressions used to express opinions, emotions, cause, effect, purpose, and hypothesis in French	K4
CO5	communicate in French and summarize a given text	K5

Relationship Matrix												
Semester	Course Code	Title of the Course					Hours	Credits				
1	23UFR11GL01	French - 1					5	3				
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	1	3	1	3	3	2	3	2	2.4	
CO2	2	3	3	2	1	3	3	3	3	2	2.5	
CO3	1	3	2	1	2	2	2	2	3	2	2.0	
CO4	3	3	3	3	3	3	3	2	3	2	2.8	
CO5	3	3	3	3	2	3	3	3	3	2	2.8	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UHI11GL01	Hindi - 1	5	3

Course Objectives

To understand the basics of Hindi Language
To make the students to be familiar with the Hindi words
To enable the students to develop their effective communicative skills in Hindi.
To introduce the socially relevant subjects in Modern Hindu Literature
To empower the students with globally employable soft skills

UNIT I: Buniyadi Hindi (15 Hours)

- Swar
- Vyanjan
- Barah Khadi
- Shabd aur
- Vakya Rachna

UNIT II: Hindi Shabdavali (15 Hours)

- Rishto ke Naam
- Gharelu padartho ke Naam

UNIT III: Vyakaran (15 Hours)

- Sadharan Vakya aur Sangya
- Sarvanam
- Visheshan
- Kriya aadi shabdo ka prayog

UNIT IV: Chote Gadyansh ka pattan (15 Hours)

- Bacho ki Kahaniya
- Patra-Patrikao mein prakashit Gadyansho ka Pathan

UNIT V: Nibandh (15 Hours)

- Sant Tiruvalluvar
- E.V.R Thandai Periyar
- Naari Sashaktikaran
- Paryavaran Sanrakshan
- Vibhinna pratiyogi parikshao ke bare mein jaankari dena
- Pratiyogi priksa par adharit nibandho dwara bhasha ki kshamta badhane vale prashikshan kary.

Teaching Methodology	Videos, PPT, Quiz, Group Discussion, Project Work.
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Books for Study

1. Gupth, M.K. (2020). *Hindi Vyakaran*, Anand Prakashan, Kolkatta.
2. Tripaty, V. (2018). *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi.
3. Jain, S.K. (2019). *Anuwad: Siddhant Evam Vyavhar*, Kailash Pustak Sadan, Madhya Pradesh.

Books for Reference

1. Abdul Kalam, A. P.J. (2020). *Mere sapnom ka Bharath*, Prabath Prakashan, Noida.
2. Singh, L.P. (2017). *Kavya ke sopan*, Bharathy Bhavan Prakashan.
3. Kumar, A. (2019). *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher.

4. (2018). *Adhunik Hindi Vyakaran our Rachana*, Bharati Bhavan Publishers & distributors.
5. Shukla, A.R. (2022). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

Websites and e-Learning Sources

1. <https://learningmole.com/hindi-alphabet-letters-pronunciation-guide/>
2. <https://www.careerpower.in/hindi-alphabet-varnamala.html>
3. <https://www.youtube.com/watch?v=b0UvXnIC8qc>
4. <https://www.importanceoflanguages.com/learn-hindi-language-guide/>
5. <https://parikshapoint.com/hindi-sahitya/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of the course, the student will be able to	
CO1	Introduction to Hindi sounds	K1
CO2	Acquisition of Hindi Vocabulary	K2
CO3	Sentence formation in Hindi	K3
CO4	Reading of stories and other passages	K4
CO5	Modules to increase language ability through general essays based on competitive exams	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UHI11GL01	Hindi - 1									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	1	3	3	3	1	3	2	2.3	
CO2	2	3	2	3	1	2	3	3	3	2	2.4	
CO3	3	2	2	2	1	3	2	3	2	3	2.3	
CO4	3	1	2	3	2	3	2	3	3	2	2.4	
CO5	2	3	3	2	3	2	3	3	1	3	2.5	
Mean Overall Score											2.38 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23USA11GL01	Sanskrit - 1	5	3

Course Objectives
To help the students learn the alphabets of Sanskrit.
To understand the Sanskrit grammar and sabdas.
To have an idea of the epics.
To closely understand the literary works in Sanskrit with special reference to Pancamahakavyas.
To understand the Raghuvasa Mahakava and Kalidasa.

UNIT I (15 Hours)

Introduction to Sanskrit (Alphabets, Two letter words and three letter words)

Grammar:

akārāntahpumlīṅgaḥśabda-s - 1. बाल (Bāla) and 2. देवे (Deva) *ākārāntahstrīlīṅgaḥśabda-s* - 1. बाला (Bālā) and 2. लता (Latā) *akārāntahnapuṃsakalīṅgaḥśabda-s* -

1. फल (Phala) and 2. वन (Vana)

UNIT II (15 Hours)

Introduction to *Rāmāyana, Kālidāsa* and his poetic works

Text: *Raghuvamśa* (Canto I) Verses 1-15

UNIT III (15 Hours)

Introduction to the works of *Bhāravi* -

Text: *Raghuvamśa* (canto I) Verses 16-30

UNIT IV (15 Hours)

Introduction to the works of *ŚrīHarṣa* -

Text: *Raghuvamśa* (Canto I) Verses 31-45

UNIT V (15 Hours)

Grammar:

Conjugations -*Laṭlakāra-s* – (Present tense)

(i) गच्छत (Gacchati) (ii) ततष्ठत (Tiṣṭhati) (iii) पठत (Paṭhati)

(iv) नृत्यत (Nr̥tyati) (v) कुप्यत (Kupyati) (vi) कथयत (Kathayati)

(vii) गणयत (Gaṇayati) (viii) अतत (Asti)

(ix) करोत (Karoti) (x) शृणोत (Śṛṇoti)

Indeclinables (Avyayaani) - अतप (api), कदा (kadā), च (ca), अद्य (adya), तवना (vinā), सह (saha), तत्र (tatra), कम् (kim), यद् (yadi) - तर्ह (tarhi), यथा (yathā) - तथा (tathā) Prefixes (Upasargas) - आङ् (āñ), तव (vi), परर (pari), अनु (anu),

अति (adhi), उत् (ut), प्रत (prati), उप (upa), प्र (pra) तनर् (nir)

Teaching Methodology	Videos, PPT, demonstration.
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Book for Study

1. Murugan, C., et al. (eds.). (2022). *Kalasala Samskrta Sukha Bodhini I* (for under graduate foundation course) Published by University of Madras.

Book for Reference

1. Vadhyar, R.S. (2017). *Shabdha manjari*, R.S. Vadyar & Sons, Palakkad.

Websites and e-Learning Sources

1. <https://www.arlingtoncenter.org/Sanskrit%20Alphabet.pdf>

2. <https://courses.lumenlearning.com/suny-hccc-worldcivilization/chapter/sanskrit/>
3. https://www.newworldencyclopedia.org/entry/Sanskrit_literature
4. <https://archive.org/details/AShortHistoryOfsanskritLiterature>
5. https://archive.org/details/raghuvamsha_with_sanjivini_edited_by_mr_kale

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	remember the usage of grammatical tenses in constructing sentences in dialogue.	K1
CO2	apply the rules of usage in practice exercises and identify errors	K2
CO3	explain the nuances in the usage of various grammatical tenses and aspects	K3
CO4	demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesis in French	K4
CO5	communicate in French and summarize the given text	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23USA11GL01	Sanskrit - 1									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	3	2	3	1	3	2	3	2	2	2.1	
CO2	2	3	2	3	1	2	2	3	2	3	2.5	
CO3	3	2	2	2	2	2	3	2	3	2	2.1	
CO4	3	2	3	2	2	3	3	2	3	2	2.4	
CO5	3	2	3	3	2	2	3	2	3	3	2.3	
Mean Overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN12GE01	General English - 1	5	3

Course Objectives

To enable learners to acquire self awareness and positive thinking required in various life situations

To help them acquire the attribute of empathy

To assist them in acquiring creative and critical thinking abilities

To enable them to learn the basic grammar

To assist them in developing LSRW skills

UNIT I: Self-awareness ELF-A (WHO) & Positive Thinking (UNICEF) (15 Hours)

Life Story

- Chapter 1 from Malala Yousafzai, I am Malala
- An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K. Gandhi

Poem

- Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore
- Love Cycle – Chinua Achebe

UNIT II: Empathy (15 Hours)

Poem

- Nine Gold Medals – David Roth
- Alice Fell or poverty – William Wordsworth

Short Story

- The School for Sympathy – E.V. Lucas
- Barn Burning – William Faulkner

UNIT III: Parts of Speech (15 Hours)

- Articles
- Noun
- Pronoun
- Verb
- Adverb
- Adjective
- Preposition

UNIT IV: Critical & Creative Thinking. (15 Hours)

Poem

- The Things That Haven't Been Done Before – Edgar Guest
- Stopping by the Woods on a Snowy Evening – Robert Frost

Readers Theatre

- The Magic Brocade – A Tale of China
- Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School" by Louis Sachar)

Unit V: Paragraph and Essay Writing (15 Hours)

- Descriptive
- Expository
- Persuasive
- Narrative
- Reading Comprehension

Teaching Methodology	Interactive methods, and multimedia presentations
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Books for Study

1. Yousafzai, M. (2013). *I am Malala*, Little. Brown and Company.
2. Gandhi, M. K. (2011). *An Autobiography or The Story of My Experiments with Truth (Chapter - I)*. Rupa Publications.
3. Tagore, R. (1913). "*Gitanjali 35*" from *Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali*. MacMillan.
4. Shepard, A. (2017). *Stories on Stage*. Shepard Publications.

Books for Reference

1. Krishnasamy. N. (1975). *Modern English: A Book of Grammar, Usage and Composition*. Macmillan.
2. Nesfield, J. C. (2019). *English Grammar Composition and Usage*. Macmillan.

Websites and eLearning Sources

1. <https://archive.org/details/i-am-malala>
2. <https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx>
3. <https://www.poetryfoundation.org/poems/45668/gitanjali-35>
4. <https://amzn.eu/d/9rVzINv>
5. <https://archive.org/details/in.ernet.dli.2015.44179>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	discover self awareness and positive thinking required in various life situations	K1
CO2	classify the attributes of empathy	K2
CO3	apply creative and critical thinking skills	K3
CO4	focus on grammar for functional purposes	K4
CO5	integrate the LSRW skills for effective communication	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UEN12GE01	General English - 1									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	3	3	3	3	3	3	3	
CO2	2	3	3	3	2	3	3	3	3	3	2.5	
CO3	3	3	3	2	3	3	3	3	3	2	2.8	
CO4	3	3	3	3	3	3	3	3	3	3	3	
CO5	3	2	3	3	3	3	3	3	3	3	2.8	
Mean Overall Score											2.82 (High)	

Semester	Course Code	Title of the Course	Hours/ Week	Credits
1	23UBU13CC01	Core Course - 1: Principles of Management	4	3

Course Objectives
To impart knowledge about evolution of management
To provide understanding on planning process and importance of decision making in organization
To learn the application of principles in organization
To familiarize students about direction and co-ordination
To study the process of effective controlling in organization

UNIT I: Management Concept (12 Hours)

Management: Importance - Definition - Nature and Scope of Management - Process - Role of a manager - Functions of Management - Levels of Management - Development of Management thoughts - Fayol's 14 principles of Management.

UNIT II: Planning (12 Hours)

Planning: Nature - Importance - Forms - Types - Steps in Planning - Objectives - Policies - Procedures and Methods - Natures and Types of Policies - Decision -making - Process of Decision - making - Types of Decision.

UNIT III: Organizing (12 Hours)

Organizing: Types of Organizations - Organization Structure - Span of Control and Committees - Departmentalization - Informal Organization- Authority - Delegation - Decentralization - Difference between Authority and Power - Responsibility.

UNIT IV: Directing & Coordinating (12 Hours)

Direction - Nature and Purpose. Co- ordination - Need, Type and Techniques and requisites for excellent Co-ordination

UNITV: Controlling (12 Hours)

Controlling - Meaning and definition - Importance - Types of control - Techniques of control - Control Process - Effective controlling measures.

Teaching Methodology	PPTs, Role Play, Management Games
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Books for Study

1. Stoner, J. A. F., Freeman, R. E & Gilbert, D. R. (2004). *Management*. (6th Ed.). Pearson Education.
2. Griffin, T. O. (2014). *Management*. Houghton Mifflin Company.
3. Robbins, S. A., Decenzo, D. A. & Coulter, M. (2011). *Fundamentals of Management*. (7th Ed.). Pearson Education.
4. Stoner, J. A. F., Freeman, R. E & Gilbert, D. R. (2014). *Management*. (6th Ed.). Prentice Hall.
5. Robbins, S., Coulter, M., Sidani, D. & Jamali, D. (2014). *Management: Arab World Edition*. Pearson.

Books for Reference

1. Tripathi P. C. & Reddy, P. N (2017). *Principles of Management*. (6th Ed.). Sultan Chand& Sons.
2. Prasad, L. M. (n.d). *Principles & Practice of Management*. (8th ed.). Sultan Chand & Sons.
3. Robbins, S. A., Decenzo, D. A. & Coulter, M. (2017). *Fundamentals of Management*. (13th Ed.). Pearson Education.
4. Gupta, C. B. (n.d). *Principles of Management*. (3rd Ed.). Sultan Chand& Sons.
5. Koontz, H., Wehrich, H. & Aryasri, A. R. (2015). *Principles of Management*. (2nd Ed.). McGraw-Hill.

Websites and eLearning Sources

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>

3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	describe nature, scope, role, levels, functions and approaches of management	K1
CO2	apply planning and decision making in management	K2
CO3	identify organization structure and various organizing techniques	K3
CO4	understand Direction, Co-ordination & Control mechanisms	K4
CO5	relate and infer ethical practices of organisation.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UBU13CC01	Core Course - 1: Principles of Management								4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	2	2	2	2	2	2.2
CO2	3	2	2	2	2	2	3	2	3	3	2.4
CO3	2	3	2	3	2	3	2	3	3	3	2.6
CO4	2	2	2	1	2	2	2	1	2	2	1.8
CO5	3	2	3	3	1	3	1	3	2	1	2.2
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU13CC02	Core Course - 2: Accounting for Managers - 1	4	3

Course Objectives

To impart knowledge about basic concepts of accounting its applications

To analyze and interpret financial reports of a company

To understand the gross profit and net profit earned by organization

To foster knowledge of Non-Profit Organization

To understand the procedures of Accounting under Single entry system.

UNIT I: Introduction to Financial Accounting (12 Hours)

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting - Accounting Transactions - Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance

UNIT II: Subsidiary Books (12 Hours)

Subsidiary books - Preparation of cash Book - Bank reconciliation statement

UNIT III: Preparation of Final Accounts (12 Hours)

Adjustments - Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT IV: Accounts of Non-Profit Organization (12 Hours)

Meaning of Non-profit Organization- Receipts and Payments Account- Income and Expenditure Account- Difference Between Receipts and Payments Account- Balance Sheet Simple Problems

UNIT V: Single Entry System (12 Hours)

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System - Statement of Affairs Method - Conversion Method

Teaching Methodology	Problem solving
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Books for Study

1. Goel, D. K. & Goel, S. (2018). *Financial Accounting*. (2nd Ed.). Arya Publications.
2. Jain, S. P. & Narang, K. (1999). *Financial Accounting*. (4th Ed.). Kalyani Publishers.
3. Shankar, R. R. & Manikandan, S. (n.d). *Financial Accounting*. (3rd Ed.). SCITECH.
4. Shukla & Grewal. (2002). *Advanced Accounting*. (15th Ed.). Sultan Chand & Sons.
5. Tulsian, P. C. (2006). *Financial Accounting*. Pearson Education.

Books for Reference

1. Ganesan, K. & Begam, S. U. S. (n.d). *Accounting for Managers*. (Volume 1), Charulatha Publications.
2. Reddy, T. S. & Murthy, A. (2019). *Financial Accounting*. (6th Ed). Margham Publications.
3. Kolitz, D. (2017). *Financial Accounting*. Taylor and Francis group.
4. Arora, M. N. (2019). *Accounting for Management*. Himalaya Publications House.
5. Maheswari, S. N. (2018). *Financial Accounting*. Vikas Publishing House.
6. Charles, T. H., Gary, L. S. & John, A. E. (207). *Introduction to Financial Accounting*. Pearson Publications.

Websites and eLearning Sources

1. https://ebooks.lpude.in/management/mba/term_1/
2. [DMGT403_ACCOUNTING_FOR MANAGERS.pdf](#)
3. <https://www.drnishikantjha.com/booksCollection/>
4. [Accounting%20for%20Management%20for%20MBA%20.pdf](#)
5. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
6. [https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)
7. <https://www.profitbooks.net/what-is-depreciation>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	prepare Journal, ledger, trial balance and cash book	K1
CO2	classify Subsidiary Books	K2
CO3	prepare final accounts with adjustments	K3
CO4	prepare Receipts & Payments Account. Income & Expenditure Account	K4
CO5	prepare single and double entry system of accounting.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UBU13CC02	Core Course - 2: Accounting for Managers - 1								4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	3	3	3	2	2	1	2.5
CO2	3	3	2	2	2	3	2	2	2	1	2.3
CO3	3	3	3	2	2	2	2	2	2	2	2.3
CO4	2	3	3	3	3	2	3	2	3	2	2.6
CO5	2	2	2	2	2	3	2	2	3	2	2.2
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU13AC01	Allied Course - 1: Managerial Economics	6	4

Course Objectives

To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving
To Understand the optimal point of cost analysis and production factors of the firm
To Provide insights to the various market structures in an economy
To describe the pricing methods and strategies that are consistent with evolving marketing needs

UNIT I: Concept of Managerial Economics (18 Hours)

Nature and scope of managerial economics - definition of economics - important concepts of economics - relationship between micro, macro and managerial economics - nature and scope - objectives of firm.

UNITII: Concept and Types of Demand (18 Hours)

Demand analysis -- Marginal utility analysis - indifference curve analysis Meaning of demand - Law of demand - Types of demand-Determinants of demand - Elasticity of demand - Demand forecasting.

UNITIII: Cost Analysis (18 Hours)

- Cost Concepts - Law of variable proportion - Law of return to scale and economics of scale - cost analysis - Different types of cost- Cost output relationship short run and long run - Revenue curves of firms -Break-Even Analysis.

UNIT IV: Market Structure (18 Hours)

Market classification - Perfect competition - Monopoly - Monopolistic competition - Duopoly - Oligopoly .

UNIT V: Pricing (18 Hours)

Pricing methods and strategies - Objectives - Factors - General consideration of pricing - methods of pricing - Dual pricing - Price discrimination - National Income Concepts.

Teaching Methodology	PPTs, Graphs, Reading NewsPapers Papers and Magazines
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Books for Study

1. Mehta, P. L. (2016). *Managerial Economics*. Sultan Chand & Sons.
2. Varshney, R. L. & Maheswari, K. L (n.d).*Managerial Economics*. Sultan Chand & Sons.
3. Journal of Economic Literature - American Economic Association.
4. Mithani, D. M. (2016). *Managerial Economics*. Himalaya Publishing House.

Books for Reference

1. Sankaran, S. (n.d). *Managerial Economics*. Margham Publication.
2. Ahuja, H. L. *Managerial Economics*. S. Chand& Sons.

Websites and eLearning Resources

1. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	analyze & apply the various managerial economic concepts in individual & business decisions.	K1
CO2	explain demand concepts, underlying theories and identify demand forecasting techniques.	K2
CO3	employ production, cost and supply analysis for business decision making	K3
CO4	classify market structures under competitive scenarios	K4
CO5	identify pricing strategies	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UBU13AC01	Allied Course - 1: Managerial Economics								6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	2	3	2	1	2	2.0
CO2	2	2	2	2	3	3	2	2	1	2	2.1
CO3	2	2	3	2	2	2	2	3	2	3	2.3
CO4	2	3	2	2	3	2	3	2	1	3	2.3
CO5	3	3	2	3	3	3	3	2	1	3	2.6
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU14FC01	Foundation Course: Computer Applications in Business	2	1

Course Objectives
To build skills in Ms-Word
To build basic skills in Ms-Excel
To build advanced skills in Ms-Excel
To build skills in Ms- Power Point
To familiarize students with google forms for students with relevance in business scenario and its applications

UNIT I: Introduction About MS-Excel (6 Hours)

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Printing Documents.

UNIT II: Basics in MS-Excel (6 Hours)

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns

UNIT III: Advance MS-Excel (6 Hours)

Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization

UNIT IV: Presentation (6 Hours)

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts

UNIT V: Preparation of Google Forms (6 Hours)

Use Google forms to develop & share questionnaire.

Teaching Methodology	PPTs, Videos, Practical Exercises
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Books for Study

1. Ahmed, P. R. (2019). *Computer Application in Business*. Margham Publications.
2. Paramaewaran, R. (n.d). *Computer Application in Business*

Books for Reference

1. Shrivatsava, S. S. (2015). Ms-Office (1st Ed.). Laxmi Publications.
2. Bucki, L. A., Walkenbach, J., Wempen, F. & Alexander, M. (2013). *Microsoft Office 2013 BIBLE*, Wiley.

Websites and eLearning Sources

1. <https://byjus.com/govt-exams/microsoft-word>
2. <https://www.microsoft.com/en-us/microsoft-365/blog>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	demonstrate hands on experience with Ms-word for business activities	K1
CO2	demonstrate hands on experience with basic Ms-Excel skills for business activities	K2
CO3	demonstrate hands on experience with advanced Ms-Excel skills for business activities	K3
CO4	demonstrate hands on experience with Ms-power point for business activities	K4
CO5	demonstrate hands on experience with Google forms for creating questionnaire and survey.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UBU14FC01	Foundation Course: Computer Applications in Business								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	2	2	2	2	2.5
CO2	2	2	2	3	3	2	2	2	2	2	2.2
CO3	3	3	2	2	3	3	2	2	1	2	2.3
CO4	3	3	2	2	3	2	3	2	2	2	2.4
CO5	3	3	1	3	3	2	3	3	2	2	2.5
Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UHE14VE01	Value Education - 1: Essentials of Humanity	2	1

Course Objectives
To identify one's own potentials, strengths and weaknesses
To identify various challenges (physical, emotional, and social) in adolescence
To consciously overcome one's challenges and move towards self-esteem
To maximize one's own potential in enabling a holistic development
To assimilate human values comprehensively

UNIT I: Principles of Value Education (6 Hours)

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

UNIT II: Development of Human Personality (6 Hours)

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

UNIT III: The Dimensions of Human Development (6 Hours)

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

UNIT IV: Responsible Parenthood (6 Hours)

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

UNIT V: Gender Equality and Empowerment (6 Hours)

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

Teaching Methodology	Chalk and Talk, Power point
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Book for Study

1. Department of Human Excellence. (2021). *Essentials of Humanity*. St. Joseph's College.

Books for Reference

1. Xavier, A. (2012). *You Shall Overcome*, (6th Ed.). ICRDE Publication.
2. Alex, K. (2009). *Soft Skills*. S. Chand.
3. Kalam, A.A. P. J. (2012). *You Are Unique*. Puna Publishing.

Websites and eLearning Sources

1. <http://livingvalues.net>. Accessed 05 March 2021.
2. <http://www.apa.org/topics/personality#>. Accessed 05 March 2021.
3. <http://www.peacecorps.gov/educators/resources/global-issues-gender-equaligy-and-womens-empowerment/>. Accessed 05 March 2021.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	recall the prescribed values and their dimensions.	K1
CO2	examine themselves by learning the developmental changes happening in the course of their lifetime.	K2
CO3	Apply the trained values in the day-to-day life.	K3

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UHE14VE01	Value Education - 1: Essentials of Humanity								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	2	3	3	2.8
CO2	3	2	2	3	3	2	3	3	2	2	2.5
CO3	2	3	3	3	2	3	3	3	3	3	2.8
Mean Overall Score										2.7 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives

To recognize and identify the components of a formal letter.

To summarize the main points of a given letter and identify the intended meaning.

To use appropriate grammatical structures in context within their own writing.

To compare and contrast the elements of successful and unsuccessful letters.

To create well-structured letters with clear purpose and effectively evaluate and revise their own writing.

Basic Level

UNIT I (18 Hours)

- 1) A letter to avail college hostel
- 2) A requisition letter to provide fee concession
- 3) A requisition letter to provide Bonafide certificate
- 4) A letter to avail resources in college library
- 5) An On Duty Permission Letter
- 6) Nouns
- 7) Pronouns
- 8) Adjectives
- 9) Verbs
- 10) Adverbs

UNIT II (18 Hours)

- 11) A letter to provide conduct certificate
- 12) A letter to provide new ID card
- 13) A Permission letter for Name Correction in Mark sheet
- 14) A permission letter for Sports Events
- 15) A letter to avail permission for the Shepherd programme
- 16) Prepositions
- 17) Conjunctions
- 18) Articles
- 19) Conjugation of present form 'Be' verbs
- 20) Conjugation of past form 'Be' verbs

UNIT III (18 Hours)

- 21) A letter to avail the College Hostel
- 22) A permission letter to join the sport team
- 23) A request letter to access college Wi-Fi
- 24) A letter to vice principal requesting to change Elective course
- 25) A permission letter for project extension
- 26) Conjugation of future form 'Be' verbs
- 27) Conjugation of present continuous 'Be' verbs
- 28) Conjugation of Past continuous 'Be' verbs
- 29) Conjugation of Future continuous 'Be' verbs
- 30) Conjugation of Present Perfect 'Be' verbs

UNIT IV (18 Hours)

- 31) An apology letter to Dean for using mobile phone
- 32) A request letter to repair fan and tube light

- 33) A letter to invite Chief guest for Bibliophile Club meeting
- 34) A requisition Letter to issue the Transfer certificate
- 35) A permission letter for group exam coaching class
- 36) Conjugation of Past Perfect 'Be' verbs
- 37) Conjugation of Future Perfect 'Be' verbs
- 38) Conjugation of Present Perfect Continuous 'Be' verbs
- 39) Conjugation of Past Perfect Continuous 'Be' verbs
- 40) Conjugation of Future Perfect Continuous 'Be' verbs

UNIT V

(18 Hours)

- 41) A letter seeking help to find the missing laptop
- 42) A letter to the editor regarding frequent power cut
- 43) A medical leave letter
- 44) A requesting OD Letter to issue invitation to other colleges
- 45) A requisition letter to change Shift
- 46) Conjugation of present form 'Action' verbs
- 47) Conjugation of past form 'Action' verbs
- 48) Conjugation of Present form 'do' verbs
- 49) Conjugation of Past form 'do' verbs
- 50) Conjugation of Future form 'have' verbs

Teaching Methodology	Chalk and Talk, discussion, Training
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Book for Study

1. Jayapaul, V.L. (2023). *Begin to Learn English*. St. Joseph's College (Autonomous), Tiruchirappalli.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	compose various types of letters (request, permission, and apology) demonstrating clarity, coherence, and correctness.	K1
CO2	exhibit a sound understanding of nouns, pronouns, adjectives, verbs, and adverbs, utilizing them accurately in written and spoken English.	K2
CO3	apply language skills in real-life college scenarios, gaining confidence in communicating effectively with peers, faculty, and administrative staff.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English									6	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2	2	3	2	3	3	2	3	2	2	2.3	
CO3	2	3	2	3	2	2	3	2	3	2	2.4	
Mean Overall Score											2.37 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives

To recognize and identify common punctuation marks and their usage in paragraphs.
To summarize the main topics introduced in a paragraph and demonstrate understanding.
To apply the learned concepts to construct paragraphs that convey ideas effectively.
To analyze paragraphs to identify the role of prefixes, suffixes, and noun types in enhancing meaning.
To synthesize information to create paragraphs, evaluate their own writing, and engage in role-playing scenarios to demonstrate understanding.

Intermediate Level

UNIT I		(18 Hours)
1) Paragraph Punctuation		
2) Introducing a Topic		
3) Rhyming Words		
4) Word Association		
5) Going To		
6) What Will Happen		
UNIT II		(18 Hours)
7) Every Drop Counts		
8) Prefix		
9) Suffix		
10) Comprehending Characters		
11) Complimenting & Thanking		
12) Proper & Common Nouns		
UNIT III		(18 Hours)
13) Noun Substitution Table		
14) A, Some		
15) Visual Comprehension		
16) Singular to Plural		
17) Making & Responding		
18) Pronoun Classification		
UNIT IV		(18 Hours)
19) Pronoun I, Me, He, Him, She, Her, We.		
20) Singular to Plural		
21) Responding		
22) Pronoun Classification		
23) Using Preposition of Movement		
24) Preposition: Visual Talk		
UNIT V		(18 Hours)
25) Prepositional Phrases		
26) Storytelling		
27) Asking For Opinion		
28) Using Things Creatively		
29) Transition Sequencing		
30) Role Play		

Book for Study

- Joy, J. L. (2020). *Learning to Communicate*. St. Joseph's College (Autonomous), Tiruchirappalli.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	demonstrate proficiency in paragraph construction, rhyming words, and the use of prefixes and suffixes.	K1
CO2	apply advanced grammar rules, including proper/common nouns and pronoun usage, in both written and spoken communication.	K2
CO3	express opinions, compliments, and gratitude effectively, showcasing an enhanced ability to articulate thoughts and emotions.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English									6	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2	2	3	2	3	3	2	3	2	2	2.3	
CO3	2	3	2	3	2	2	3	2	3	2	2.4	
Mean Overall Score											2.37 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives

To recognize and demonstrate basic self-introduction strategies.

To summarize information from listening and reading exercises, demonstrating understanding.

To apply learned concepts to construct essays, actively contribute to group discussions, and create coherent narratives.

To analyze reviews to understand how different elements contribute to a comprehensive evaluation.

To synthesize information to create compelling presentations, actively participate in debates, interviews, and assess their own communication proficiency.

Advance Level

UNIT I		(18 Hours)
1)	Self Introduction	
2)	Listening	
3)	Reading	
UNIT II		(18 Hours)
4)	Essay Writing	
5)	Group Discussion	
6)	Story Building, Story Writing & Story Narration	
UNIT III		(18 Hours)
7)	Book Review	
8)	Film Review	
UNIT IV		(18 Hours)
9)	News Paper Reading and Analysis	
10)	Public speaking: Drafting and Speaking	
UNIT V		(18 Hours)
11)	Debate	
12)	Interview Skills	

Websites and eLearning Resources

- <https://ielts-up.com/listening/ielts-listening-practice.html>
- <https://www.bestmytest.com/ielts/speaking>
- <https://ielts-up.com/speaking/ielts-speaking-practice.html>
- <https://learnenglishteens.britishcouncil.org/skills/writing/a2-writing/film-review>

Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	exhibit high-level language skills in self-introduction, listening, reading, and diverse writing tasks such as essay writing and storytelling.	K1
CO2	critically evaluate and analyze literature through book reviews, film reviews, and newspaper reading, demonstrating an ability to articulate informed opinions.	K2
CO3	showcase proficiency in public speaking, group discussions, debates, and interviews, reflecting a comprehensive mastery of advanced communication skills.	K3

Relationship Matrix											
Semester	Course Code	Title of the Course					Hours			Credits	
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English					6			3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
Mean Overall Score										2.37 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UTA21GL02	General Tamil - 2	4	3

கற்றலின் நோக்கங்கள்				
தமிழ் இலக்கிய வரலாற்றை அறிதல்.				
எழுத்து, சொல் இலக்கணங்களின் அடிப்படைகளைக் கண்டறிதல்.				
அயலகக் கவிதை வடிவங்களை விளங்கிக் கொள்ளுதல்.				
மொழிபெயர்ப்புக் கவிதைகளின் வாயிலாக மொழிபெயர்ப்புத் திறனை வளர்த்தெடுத்தல்.				
போட்டித் தேர்வுகளை எதிர்கொள்வதற்கான இலக்கண அறிவு பெறுதல்.				

அலகு - 1 (12 மணிநேரம்)

பாரதியார் கவிதைகள் - குயில்பாட்டு (குயில் தன் பூர்வ ஜென்மக் கதை உரைத்தல்)
பாரதிதாசன் கவிதைகள் - சஞ்சீவி பர்வத்தின் சாரல்
நற்றமிழ்க்கோவை - முதல் மூன்று கட்டுரைகள்

அலகு - 2 (12 மணிநேரம்)

வெ.இராமலிங்கனார் - சொல், தமிழன் இதயம்
முடியரசனார் - உயிர் வெல்லமோ, மனத்தாய்மை
பெருஞ்சித்திரனார் - அஞ்சாதீர், மொழி, இனம், நாடு
பட்டுக்கோட்டை கலியாண சுந்தரனார் - வருங்காலம் உண்டு, உழைக்காமல் சேர்க்கும் பணம்
இலக்கணம் - எழுத்து
இலக்கிய வரலாறு - புதுக்கவிதை, தமிழில் புதிய கவிதை வடிவங்கள்

அலகு-3 (12 மணி நேரம்)

சுரதா - நல்ல தீர்ப்பு
கண்ணதாசன் - ஒரு பாணையின் கதை
அப்துல் ரகுமான்- வீடு
மேத்தா - ஒரேகுரல்
இலக்கிய வரலாறு - தமிழ்ச்சிறுகதைகள், இருபதாம் நூற்றாண்டு உரைநடை வளர்ச்சி
சிறுகதை - முதல் மூன்று சிறுகதைகள்

அலகு - 4 (12 மணிநேரம்)

அரசியல் கவிதைகள்
ஈரோடு தமிழன்பன்- அகல் விளக்காக இரு
ஆதவன் தீட்சண்யா- இன்னும் இருக்கும் சுவர்களின் பொருட்டு
சுகிர்தராணி- என் கண்மணியே இசைப்பிரியா
சக்தி ஜோதி - யுகாந்திர உறக்கம்
பழநி பாரதி- வெள்ளைக்காகிதம்
லிவிங்ஸ்மைல் வித்யா - நினைவில் பால்யம் அழுத்தம்
இலக்கணம் - சொல்

அலகு - 5 (12 மணிநேரம்)

அயலகக் கவிதைகள்
ஓசேரிசால் (தமிழில் நெய்தல்)- விடைகொடு எந்தாய் மண்ணே
ஹைபுன் கவிதைகள்
சிறுகதை - நான்கு முதல் ஆறு சிறுகதைகள்
நற்றமிழ்க் கோவை - நான்கு முதல் ஆறு கட்டுரைகள்

கற்பித்தல் முறை (Teaching Methodology)	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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பாடநூல்கள்

1. தமிழாய்வுத்துறை (2023). பொதுத்தமிழ் -2, தூய வளனார் தன்னாட்சிக் கல்லூரி.

2. தமிழாய்வுத்துறை (2021). நற்றமிழ்க் கோவை, தூய வளனார் தன்னாட்சிக் கல்லூரி.

Websites and eLearning Sources

1. <https://www.chennaiLibrary.com/bharathiyar/kuyilpattu.html>
2. www.tamildigitallibrary.in
3. <https://eluthu.com/kavithai>
4. https://podhutamizh.blogspot.com/2017/09/blog-post_42.html
5. <https://thamizhsudar.com>
6. <https://ta.wikipedia.org/wiki>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	தமிழ் இலக்கிய நூல்கள் பற்றிய அறிவைப் பெறுவர்.	K1
CO2	தமிழ் இலக்கண வளர்ச்சியைப் புரிந்து கொள்வர்.	K2
CO3	பிழையின்றி எழுதும் திறன் பெறுவதோடு கற்றல் திறனையும் வளர்த்துக்கொள்வர்.	K3
CO4	பிற கவிதை வடிவங்களைக் கையாளும் திறன் பெறுவர்.	K4
CO5	போட்டித் தேர்வுகளை எதிர்கொள்ளும் திறனைப் பெறுவர்.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UTA21GL02	General Tamil - 2									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO2	PSO3	PSO4	PSO5		
CO1	2	1	2	2	3	3	3	2	3	2	2.3	
CO2	2	1	2	2	2	3	2	2	2	2	2.0	
CO3	2	1	2	2	3	3	3	2	3	2	2.3	
CO4	1	2	1	2	2	3	2	2	3	2	2.0	
CO5	1	1	2	2	3	3	3	2	3	2	2.2	
Mean Overall Score											2.16 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UFR21GL02	French - 2	4	3

Course Objectives

- | |
|--|
| To construct simple phrases with pronominal verbs |
| To apply the different types of articles |
| To understand the usage of pronouns |
| To analyse the French culture through French culinary art |
| To evaluate and compare the French fashion in current scenario |

UNIT I

(12 Hours)

- 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: Où 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: Découvrez et Dégustez
- 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

Teaching Methodology	Chalk and talk, visual cues like flashcards, one to one conversation
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Book for Study

1. Dauda, P., Giachino, L. & Baracco, C. (2016). *Generation A1*. Didier.

Books for Reference

1. Girardet, J. & Pecheur, J. (2017). *Echo A1*. CLE International, (2nd Ed.).
2. Mérieux, R. & Loiseau, Y. (2012). *Latitudes A1*. Didier.
3. Fournier, I. (2011). *Talk French*. Goyal Publishers.

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	relate pronominal verbs in expressing one's day today activity	K1
CO2	compare the different types of articles – article partitif and contracte	K2
CO3	construct texts using pronouns – passages and dialogues	K3
CO4	discover the food habits of the French culture	K4
CO5	appraise the French fashion	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UFR21GL02	French - 2									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	1	3	1	2	2	2	2.2	
CO2	2	1	2	3	2	3	1	2	2	2	2.0	
CO3	3	2	3	2	2	3	3	1	3	2	2.4	
CO4	3	2	2	1	3	3	3	1	1	3	2.2	
CO5	2	1	2	2	3	3	3	2	2	2	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UHI21GL02	Hindi - 2	4	3

Course Objectives

To understand the basics of Hindi Language
To make the students to be familiar with the Hindi words
To enable the students to develop their effective communicative skills in Hindi
To introduce the socially relevant subjects in Modern Hindi Literature
To empower the students with globally employable soft skills

UNIT I (12 Hours)

- Kafan
- Letter Writing - Chutti Patra
- Bakthikal - Namakarn
- Sarkari Kariyalayom Ka Naam

UNIT II (12 Hours)

- Baathcheeth - Dookan Mein
- Kriya
- Letter Writing - Rishthedarom Ko Patra
- Bakthikal - Samajik Paristhithiyam

UNIT III (12 Hours)

- Vah Thodthi Patthar
- Adverb
- Letter Writing - Naukari Keliye Avedan Patra
- Bakthikal - Sahithyik Paristhithiyam

UNIT IV (12 Hours)

- Mukthi
- Samas
- Letter Writing - Kitab Maangne Keliye Patra
- Bakthikal - Salient Features, Main Divisions

UNIT V (12 Hours)

- Anuvad
- Sandhi
- Letter Writing - Nagarpalika Ko Patra
- Bakthikal - Visheshathayem

Teaching Methodology	Peer Instruction Exercise, Videos, PPT, Quiz, Group Discussion
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Books for Study

1. Viswanath Tripaty. (2018). *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd.
2. Kamathaprasad Gupth, M. (2020). *Hindi Vyakaran*. Anand Prakashan.
3. Sadananth Bosalae. (2020). *kavya sarang*, Rajkamal Prakashan.

Books for Reference

1. Acharya Ramchandra Shukla. (2021). *Hindi Sahitya Ka Itihas*. Prabhat Prakashan.
2. Krishnakumar, G. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.
3. Aravind Kumar. (2019). *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher.
4. Lakshman Prasad Singh. (2017). *Kavya ke sopan*. Bharathy Bhavan Prakashan.

Websites and e-Learning Sources

1. <https://hindigrammar.in/sandhi.html>
2. <https://www.successcds.net/class10/hindi/samas-in-hindi>
3. <https://mycoaching.in/kriya-ke-bhed-verb-in-hindi>
4. <https://namastesensei.in/adverb-in-hindi-examples/>
5. <https://viahindi.in/hindi-vyakaran/sandhi-paribhasha-prakar-or-udaharan>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of the course, the student will be able to	
CO1	find out the Terms & Expressions related to letter writing.	K1
CO2	explain the works of Hindi writers.	K2
CO3	complete the sentences in Hindi using basic grammar.	K3
CO4	analyze the social & political conditions of Devotional period in Hindi Literature.	K4
CO5	justify the human values stressed on the works of the following authors "Premchand, Nirala, etc."	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
2	23UHI21GL02		Hindi - 2					4	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	2	2	3	3	3	2	2	2.5
CO2	1	3	1	2	2	3	3	3	2	3	2.3
CO3	3	2	3	2	2	3	2	3	2	2	2.4
CO4	2	3	3	1	3	2	3	2	1	2	2.2
CO5	3	2	2	2	3	2	3	2	3	2	2.4
Mean Overall Score											2.36 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23USA21GL02	Sanskrit - 2	4	3

Course Objectives	
To bring out the salient aspects of classical Sanskrit poetry	
To introduce court epics in Sanskrit	
To train students in declensions of pronouns in Sanskrit	
To coach the students in the conjugation patterns of verbs in Sanskrit	
To offer coaching in morpho-phonemic rules and their applications in Sanskrit	

UNIT I (12 Hours)
Asmathi usmath tat kim (MFN) sarvanaam asabdaha

UNIT II (12 Hours)
Sandhi Niyamaah Abhyaash (Guna , Visarga , Dirgha , Vrddhi)

UNIT III (12 Hours)
Lang lakaarah Kriyapadaani Prayoga Vivaranam

UNIT IV (12 Hours)
Raguvamsaha Pratama sargaha (1 -15 slokas)

UNIT V (12 Hours)
Suvacanani Vakya Prayoga Vivaranam

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises
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Books for Study

1. Saralasangraham Skisha. (2021).
2. Dhaatu Manjari. (2021).

Books for Reference

1. Paindrapuram Ashram, Srirangam. (2019).
2. Vadhyar, R. S., & Sons, Book - Seller and Publishers. (2021).
3. Kulapthy, K. M. (2018). *Saral Sanskrit Balabodh*. Bharathiys Vidya Bhavan.

Websites and eLearning Sources

1. <https://www.meritnation.com>
2. <https://www.aplustopper.com>
3. <https://mycoaching.in/lang-lakar>
4. https://sanskritdocuments.org/sites/giirvaani/giirvaani/rv/sargas/01_rv.htm
5. <https://resanskrit.com/blogs/blog-post/sanskrit-shlok-popular-quotes-meaning-hindi-english>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	remembering names of different objects, remembering different verbal forms and sandhi	K1
CO2	contrast different verbal forms Explain good sayings, Relate good saying to life.	K2
CO3	apply and build small sentences	K3
CO4	analyze different forms of Verbs and nouns	K4
CO5	appreciate subhashitas and Sanskrit poetry	K5
Relationship Matrix		

Semester	Course Code	Title of the Course									Hours	Credits
2	23USA21GL02	Sanskrit - 2									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	1	3	2	2	2	3	3	2	1	2.1	
CO2	3	2	3	2	2	3	2	3	3	2	2.5	
CO3	2	2	3	2	2	2	2	3	3	1	2.1	
CO4	3	2	3	3	1	2	3	3	3	1	2.4	
CO5	3	2	2	2	3	2	2	3	3	1	2.3	
Mean Overall Score											2.28 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UEN22GE02	General English - 2	5	3

Course Objectives

To develop an expanded and specialised vocabulary related to diverse themes such as education, entertainment, career, and society through activities like word grids, reading, and discussions.
To enhance problem-solving abilities through activities like debates, role-playing, and scenario analysis.
To enable students to express ideas with precision and clarity by practising different forms of expressing quality, comparison, and actions in various contexts.
To equip students with language skills relevant to professional settings.
To encourage students to explore language as a tool for creative expression and communication.

UNIT I

(15 Hours)

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

UNIT II

(15 Hours)

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

UNIT III

(15 Hours)

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. 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
49. Emailing an Application
50. Mock Interview

UNIT V

(15 Hours)

51. Society Word Grid
52. Classify Society Wordlist
53. Rearrange the Story
54. Storytelling
55. Story Cluster
56. Words Denoting Time
57. Expressing Time
58. What Can You Buy?
59. Noise Pollution
60. Positive News Headlines
61. Negative News Headlines
62. Matching Conditions
63. What Would You Do?
64. If I were the Prime Minister
65. My Dream Country

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method
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Book for Study

1. Joy, J.L. & Peter, F.M. (2014). *Let's Communicate 2*, Trinity Press.

Books for Reference

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

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	write paragraphs with apt punctuation marks	K1
CO2	discuss basic issues with friends, relatives and members of the family	K2
CO3	use polite expressions in appropriate ways	K3
CO4	evaluate the language and communication aspects of the topics	K4
CO5	create and produce various forms of communication, including professional documents like resumes and cover letters, debates	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UEN22GE02	General English - 2									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2	2	3	2	3	3	2	3	2	2	2.3	
CO3	2	3	2	3	2	2	3	2	3	2	2.4	
CO4	2	2	3	2	3	3	2	3	2	3	2.5	
CO5	2	2	2	3	2	2	2	3	2	2	2.2	
Mean Overall Score											2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23CC03	Core Course - 3: Human Resource Management	4	3

Course Objectives
To learn the concepts of HRM
To know the functions of HRM
To study the different types of recruitment and selection process
To observe the problems of current trends of HRM
To know the global thinking of HRM

UNIT I: Introduction to HRM (12 Hours)

HRM - Definition - Objectives - Importance - Functions and Process - HR Manager - Duties and Responsibilities

UNIT II: Human Resource Planning (12 Hours)

Definition - Meaning - Importance - Benefits - Recruitment- Meaning - Methods of Recruitment. Selection - Meaning - Steps in Selection Process - Problems Involved in Placement.

UNIT III: Training and Development (12 Hours)

Meaning, objective and purpose - Training Need Analysis - benefits, methods of training. Executive development - methods

NIT IV: Performance Appraisal (12 Hours)

Introduction - Meaning, Definition - Objectives - Methods of Performance Appraisal -Uses and limitations of Performance Appraisal- Promotion - Transfer - Separation - Meaning-Objectives.

UNIT V: Recent trends in HRM (12 Hours)

Contemporary Challenges in Human Resource Management- HRIS - Outsourcing HR Activities - Making HR Activities Ethical - Managing Diversity - Knowledge Management.

Teaching Methodology	Multimedia Presentations, Case studies, Role Play
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Book for Study

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

Books for Reference

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, students will be able to	
CO1	define the various functionalities of HRM and thereby assume the roles / responsibilities of a HR manager.	K1
CO2	develop HR plans / policies to derive recruitment & selection strategies to solve problems involved with placement and attrition.	K2
CO3	compare employee performance and analyse the needs for training in an organization.	K3
CO4	analyse compensation structure to motivate employees and enhance workforce productivity.	K4
CO5	reframe human resource issues with transnational (or) multinational business organizations and offer solutions.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
2	23UBU23CC03		Core Course - 3: Human Resource Management						4	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	1	2	1	1.9
CO2	3	3	2	2	2	3	1	2	2	1	2.1
CO3	3	2	2	2	1	3	2	2	2	1	2
CO4	3	2	2	2	3	2	2	2	2	3	2.3
CO5	2	1	2	2	3	3	1	2	3	1	2
Mean Overall Score										2.06 (Medium)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23CC04	Core Course - 4: Marketing Management	4	3

Course Objectives
To learn the fundamental knowledge of marketing and its function, Environment and Marketing segmentation.
To understand the influence of consumer buying behaviour in Decision Process.
To articulate the marketing mix concepts, product life cycle strategies and construct a new product development.
To illustrate the different types of Pricing and Physical distribution and to know about the effectiveness of channel conflict management.
To review the categories of promotional mix and emerging trends.

UNIT I: Introduction to Marketing (12 Hours)

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

UNIT II: Consumer Buying Behaviour (12 Hours)

Definition - Consumer Behaviour and Factors influencing consumer behaviour - Types - general consumers, industrial consumers, online consumers - Buying Behaviour - Factors - Buying Motives - Stages of Buying Decision Process.

UNIT III: Product (12 Hours)

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

UNIT IV: Pricing & Physical Distribution (12 Hours)

Price - Definition - Pricing objectives - Pricing policies - Methods of pricing - Factors influencing Pricing Decisions - New Product Development - Psychological aspects in Pricing - Channel of Distribution - Types - Channel Members - Channel conflict management.

UNIT V: Promotion and Emerging trends in Marketing (12 Hours)

Definition - Promotional Mix - Advertisement- Features - advantages - disadvantages-types- Sales promotion - Forms, -Publicity - Personal selling - E-Marketing - Green Marketing - Niche Marketing - Social Media Marketing - Influencer Marketing.

Teaching Methodology	PowerPoint Presentations, Practical Exercises, Analysis of advertisements
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Book for Study

1. Gupta, C. B., & Nair, N. R. (2020). *Marketing Management*. (19th Ed.). Sultan Chand & Sons.

Books for Reference

1. Kotler, P. (2016). *Marketing Management*. (16th Ed.).Prentice Hall of India Pvt Ltd.
2. Chernev, A. (2014). *Strategic Marketing Management*. Cerebellum Press, Inc.
3. Scott, D. M. (2007). *The New Rules of Marketing*. P.R. John Wiley & Sons, Inc.
4. Ottman, J. (2017). *The New Rules of Green Marketing*. Routledge, Green Key Publishing Ltd.

5. Pillai, R.S.N., & Bhagavathy. (2010). *Marketing Management*, S. Chand Publishing.

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	list and identify the core concepts of marketing	K1
CO2	outline the nature of consumer behaviour, product, PLC	K2
CO3	ascertain the use of product mix and channel of distribution in marketing	K3
CO4	analyze the appropriate pricing methods	K4
CO5	assess the sales force and its applications	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
2	23UBU23CC04		Core Course - 4: Marketing Management					4	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	2	2	1	2	3	2.0
CO2	2	3	2	3	2	2	2	3	2	2	2.3
CO3	3	2	2	3	2	2	3	2	3	2	2.4
CO4	3	3	3	2	2	1	3	2	2	2	2.3
CO5	2	2	3	2	3	2	2	3	2	2	2.4
Mean Overall Score										2.28 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23CC05	Core Course - 5: Business Communication	3	2

Course Objectives
To educate students role & importance of communication skills
To build their listening, reading, writing & speaking skills.
To introduce the techniques of modern communication for managers.
To equip them with the skills required for facing interview.
To introduce the students to the concept of Corporate Communication.

UNIT I: Introduction to Business Communication (9 Hours)

Definition - classification - purpose , process and importance of communication in management, - barriers and gateway in communication - Effective listening, Oral & written communication Verbal & non-verbal communication, Body language, facial expressions and Paralanguage.

UNIT II: Business Letters (9 Hours)

Introduction to business letters - Business Enquiries - Types of business letter, Layout of business letter, -Letters of Complaints-Collection Letters.

UNIT III: Interview Skills (9 Hours)

Writing CVs and Application Letter, Group discussions, interview, types of interview.

UNIT IV: Modern Business Communication (9 Hours)

Business etiquette's - netiquettes, Intranet, Internet, teleconferencing, video conferencing, E-mail, MMS etc.

UNIT V: Corporate Communication (9 Hours)

Definition, scope, importance and components of corporate communication, professional communicator responsibilities, corporate communication and Public Relation, role of social media in communication. Recent trends in communication;

Teaching Methodology	Group Presentations, Individual Presentations, Role play
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Books for Study

1. Sehgal, M. K., & Khetrpal, V. *Business Communication*. Excel Books.
2. Rai, U. *Business Communication*. Himalaya Publishing House.

Books for Reference

1. Pal, R. *Business Communication*. Sultan Chand and Sons Publication.
2. Lesikar, R. V., & Pettit Jr., J. D. *Basic Business Communication: Theory and Application* (10th Ed.). Tata McGraw-Hill.
3. Bisen, & Priya *Business Communication*. New Age International Publication.
4. Chaturvedi, P. D. *Business Communication* (3rd Ed.). Pearson Education.
5. Sharma, R. C., & Krishna, M. *Business: Correspondence and Report Writing* (3rd Ed.). Tata McGraw-Hill.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	recognize the concepts and principles for effective oral and written communication.	K1
CO2	interpret strategies to adopt and develop communication skills in various models of work place.	K2
CO3	use skills relating to speaking, writing, and listening in order to maximize confidence and core strengths.	K3
CO4	correlate leadership skills and make use of opportunities for career growth.	K4
CO5	enable students appraise and plan modern communication methods related to the corporate world.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course					Hours	Credits			
2	23UBU23CC05	Core Course - 5: Business Communication					3	2			
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.5
CO2	3	2	3	2	2	3	2	3	2	3	2.5
CO3	2	3	2	2	3	2	3	2	3	2	2.4
CO4	3	2	3	2	3	3	2	2	2	3	2.5
CO5	2	3	2	3	2	2	3	3	3	2	2.5
Mean Overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23AC02	Allied Course - 2: Business Mathematics and Statistics for Managers	6	4

Course Objectives

To illustrate the basic calculation about matrices.
To identify the objectives and uses of derivatives function.
To apply the Measures of Central Tendency and measures of dispersion in business.
To examine the application of correlation and regression
To understand Index Numbers and analyze time Series

UNIT I: Matrices (18 Hours)

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

UNIT II: Differentiation (18 Hours)

Differential Calculus - Applications - Rules of Differentiation - Simple differentiation of algebraic function - First & second order differentiation - Maxima & Minima of Algebraic functions

UNIT III: Measures of Central Tendency (18 Hours)

Measures of Central Tendency - Mean Median, Mode - Measures of Dispersion: Range, Quartile Deviation- Mean Deviation - Standard Deviation and Co-efficient of variation.

UNIT IV: Correlation and Regression (18 Hours)

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

UNIT V: Time series and Index numbers (18 Hours)

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

Teaching Methodology	Problem solving, Case studies, Group Projects
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Book for Study

1. Gupta, P. K., & Gupta, S. P. (2022). *Business Statistics and Business Mathematics*. Sultan Chand & Sons.

Books for Reference

1. Vittal, P. R. (2001). *Business Statistics*. Margham Publications.
2. Vohra, N. D. (2021). *Quantitative Techniques in Management*. Tata McGraw-Hill Education Private Limited.
3. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of Mathematical Statistics*. Sultan Chand & Sons.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On Successful completion of this course, students will be able to	
CO1	understand the basic calculation about matrices.	K1
CO2	solve applied problems in derivative function.	K2
CO3	examine the basic statistical techniques used in business.	K3
CO4	recognize the usage of correlation and regression to find relationship between variables.	K4
CO5	determine the application of statistics and its use in business forecasting.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UBU23AC02	Allied Course - 2: Business Mathematics and Statistics for Managers									6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	1	2	1	3	3	3	2	2	2.3	
CO2	2	2	2	2	2	2	3	3	3	2	2.4	
CO3	2	2	1	2	1	2	2	3	2	1	2.1	
CO4	2	2	2	2	1	2	2	3	2	2	2.1	
CO5	2	1	1	2	2	2	1	2	1	1	2.1	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights	2	1

Course Objectives
To sensitize students about various human rights and their importance
To empower them with the right understanding of human rights
To enable them to understand the Fundamental rights and the duties in the constitution of India
To help them comprehend the background, principles and the articles of UDHR
To make them involved in activities to defend human rights

UNIT I: Human Rights - An Introduction (6 Hours)

Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights - Challenges for Human Rights in the 21st Century.

UNIT II: Historical Development of Human Rights (6 Hours)

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

UNIT III: India and Human Rights (6 Hours)

Introduction- Preamble to Indian Constitution - Classification of Fundamental Rights-Salient Features of Fundamental Rights-and Fundamental Duties.

UNIT IV: Human Rights of Women and Children (6 Hours)

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

UNIT V: Human Rights Violations and Organizations (6 Hours)

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

Teaching Methodology	Chalk and Talk, Power point, Handouts and Group discussion
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Book for Study

1. Department of Human Excellence, (2021). *Techniques of Social Analysis: Fundamentals of Human Rights*.

Books for Reference

1. Venkatachalem. (2005). *The Constitution of India*, Giri Law House.
2. Naik, V. & Shany, M. (2011). *Human rights education and training*, Crescent Publishing Corporation.
3. Neera, B. (2011). *Human Rights Content and Extent*. Swastika Publications.

Websites and eLearning Sources

1. <https://www.un.org/en/universal-declaration-human-rights/>
2. <https://www.ilo.org/global/lang--en/>
3. <https://www.amnesty.org/en/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	identify the importance and the values of human rights	K1
CO2	understand the historical background and the development of Human Rights and the related organizations	K2
CO3	apply the provisions of National and International human rights to themselves and the society	K3

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
2	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	2	2	2	2.1
CO2	3	2	1	2	2	3	2	2	2	2	2.1
CO3	3	2	2	2	2	2	3	2	1	2	2.1
Mean Overall Score										2.1 (Medium)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UHE24AE01	Ability Enhancement Compulsory Course - 2: Environmental Studies	2	1

Course Objectives
To enable students connect themselves with nature
To Impart knowledge of the concept of Biodiversity
To create awareness of the causes and consequences of various pollution
To help them recognize the available natural resources and the need to sustain them
To enable them to Identify the environmental problems and offer alternatives by making interventions both individually and collectively

UNIT I: Introduction to Environmental Studies (6 Hours)

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

UNIT II: Natural Resources (6 Hours)

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

UNIT III: Ecosystems, Biodiversity and Conservation (6 Hours)

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

UNIT IV: Environmental Pollution (6 Hours)

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

UNIT V: Environmental Organizations and Treatise (6 Hours)

United Nations Environment Program (UNEP) - International treaties on Environmental protection - Ministry of Environment, Forest and Climate Change - Important National Environmental Acts and rules- Environmental Impact assessment - Issues deals with Population growth.

Teaching Methodology	Chalk and Talk, Power point and Field visit
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Book for Study

1. Department of Human Excellence, (2021). *Environmental Studies*.

Books for Reference

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

Websites and eLearning Sources

1. <https://www.unep.org/>
2. <http://moef.gov.in/en/>
3. <https://www.ipcc.ch/reports/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	identify the concepts related to global ecology and the environment	K1
CO2	comprehend the natural resources and environmental organizations	K2
CO3	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UHE24AE01	Ability Enhancement Compulsory Course - 2: Environmental Studies									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	1	2	2	3	2	2	2	2	2.1	
CO2	3	2	1	2	2	3	2	2	2	2	2.1	
CO3	3	2	2	2	2	2	3	2	1	2	2.1	
Mean Overall Score											2.1 (Medium)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UTA31GL03	General Tamil - 3	4	3

கற்றலின் நோக்கங்கள்				
தனிப்பாடல்களின் பாடற்பொருளை அறிதல்				
சிற்றிலக்கியங்களின் வகைகளையும் வகைமைகளையும் அறிதல்				
இடைக்காலப் புலவர்களின் பங்களிப்பை உணர்தல்				
சிற்றிலக்கியங்களின் பாடுபொருள், தனித்தன்மை, மரபு ஆகியவற்றை அறிதல்				
சிற்றிலக்கியங்கள்வழி தமிழின் வளர்ச்சி நிலையை அறிதல்				

அலகு - 1

(12 மணி நேரம்)

ஒளவையார்

காவிரியே தார்வேந்தன் (16) கற்றது கைமண்ணளவு (39) மதியாதார் முற்றம் (42)

இனியது கேட்கின் (55) தாயொடு அறுசுவை (64)

காளமேகப் புலவர் -

நஞ்சிருக்குத் தோலுரிக்கு நாதர்முடி(4) ஒடுஞ் சுழிசுத்த முண்டமாகும் (16)

அடிநந்தி சேர்தலால் ஆகம் (22) செருப்புக்கு வீரரைச் சென்றுழக்கும் (52)

துதிவாணி வீரம் (80)

இராமச்சந்திர கவிராயர் - வஞ்சகர்பா னடந்தலைந்த - 19

பொற்களந்தைப் படிக்காகத் தம்பிரான் - குட்டுதற்கோபிள்ளைப் பாண்டிய - 21

தமிழ்விடுதாது,- கண்ணிகள் 19 முதல் 62 வரை

கலிங்கத்துப்பரணி - தேவியைப் பரவியது, பாடல் 121 முதல் 134 வரை

அலகு - 2

(12 மணி நேரம்)

முகூடற்பள்ளு - நாட்டுப்படலம் பாடல்கள் 19 - முதல் 27 வரை

முத்துகுமாரசாமி பிள்ளைத்தமிழ் - அம்புலிப்பருவம் முதல் 5 பாடல்கள்

அறிஞர் அண்ணா - வேலைக்காரி நாடகம்

அலகு - 3

(12 மணி நேரம்)

திருக்குறறாலக்குறவஞ்சி - மலைவளம் (6 பாடல்கள்)

இலக்கியவரலாறு - சிற்றிலக்கியங்கள்

நற்றமிழ்க்கோவை கட்டுரைகள் 7, 8, 9

அலகு - 4

(12 மணி நேரம்)

தாயுமானவர் திருப்பாடல்கள் - பராபரக்கண்ணி 7 முதல் 30 வரை உள்ள கண்ணிகள்

இலக்கணம் - அணிகள்

குணங்குடி மஸ்தான் சாகிபு - குறை இரங்கி உரைத்தல் - 7 பாடல்கள்

அலகு - 5

(12 மணி நேரம்)

திருவருட்பா - திருக்கதவம் திறத்தல்

இலக்கிய வரலாறு - இடைக்காலப் புலவர்கள், நாடகத்தமிழ்

நற்றமிழ்க்கோவை - கட்டுரைகள் - 10, 11, 12

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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பாட நூல்கள்

1. தமிழாய்வுத்துறை (2023), பொதுத்தமிழ்-3, தூய வளனார் கல்லூரி

2. தமிழாய்வுத்துறை (2021), நற்றமிழ்க்கோவை, தூய வளனார் கல்லூரி

பார்வை நூல்கள்

1. செயராமன் ந. வீ. (1967), சிற்றிலக்கியச் செல்வம், மணிவாசகர் பதிப்பகம்

2. பொன்னுசாமி (2023), சிற்றிலக்கிய வரலாறு, இரண்டு தொகுதிகள், பாரிநிலையம்

3. சண்முகம் பிள்ளை மு. (2022), சிற்றிலக்கிய வகைகள், மணிவாசகர் பதிப்பகம்

Websites and eLearning Sources

1. <https://ta.wikipedia.org/wiki/>

2. <https://www.britannica.com/science/Siddha-medicine>

3. <https://nischennai.org/main/siddha-medicine/>
4. <https://tamil.hindustantimes.com/>
5. <https://www.tamiluniversity.ac.in/english/library2-/digital-library/>
6. <https://www.tamilelibrary.org/>
7. www.projectmadurai.or
8. <http://www.tamilvu.org/ta/library-libcontnt-273141>
9. <https://www.tamildigitallibrary.in/>
10. <https://noolaham.org/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	இடைக்காலப் புலவர்களின் பாட்டுத்திறனை அறிந்து கொள்வர்	K1
CO2	சிறநிலக்கிய வகைகளையும் வகைமைகளையும் அறிந்து கொள்வர்	K2
CO3	பள்ளு, பரணி, பிள்ளைத்தமிழ், குறவஞ்சி போன்ற இலக்கியங்கள் வழி வீரம், பக்தி, காதல் உணர்வை அறிந்து கொள்வர்	K3
CO4	சிறநிலக்கியங்களின் அமைப்பு பாட்டு வடிவங்களை அறிந்து கொள்வர்	K4
CO5	இடைக்காலத் தமிழ் வளர்ச்சி நிலையை அறிந்து கொள்வர்	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
3	23UTA31GL03		General Tamil - 3								4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	3	2	3	2	3	3	2	2.5	
CO2	2	2	2	3	3	2	2	3	3	2	2.4	
CO3	3	3	2	3	3	2	2	3	3	3	2.7	
CO4	3	2	2	3	2	3	2	3	2	3	2.5	
CO5	2	3	2	3	2	3	2	3	2	3	2.5	
Mean Overall Score											2.52 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UFR31GL03	French - 3	4	3

Course Objectives

To analyse the French clothing with respect to its culture
To apply prepositions and understand its usages
To analyse a contemporary text in present tense
To evaluate the French festivals and compare with their own cultural context
To apply the past tense using simple conversation

UNIT I (12 Hours)

- TITRE: Vivre la ville
- GRAMMAIRE : la comparaison, les prépositions avec les noms géographiques, les pronoms personnels COI, le pronom y (le lieu)
- LEXIQUE : se repérer sur un plan de ville, la ville, les lieux de la ville
- PRODUCTION ORALE : demander et indiquer une direction dans un dialogue
- PRODUCTION ECRITE : décrire votre ville natale, créez les affiches en appréciant votre ville

UNIT II (12 Hours)

- TITRE: Visiter une ville
- GRAMMAIRE : la position des pronoms compléments, les verbes du premier groupe en – ger et – cer, les verbes ouvrir et accueillir
- LEXIQUE : dire les informations sur une ville de votre choix, les transports, les points cardinaux, les prépositions de lieu
- PRODUCTION ORALE : Indiquer le chemin
- PRODUCTION ECRITE : Demander des renseignements touristiques

UNIT III (12 Hours)

- TITRE: On vend ou on garde
- GRAMMAIRE : la formation du pluriel, les adjectifs de couleurs, l'adjectif beau, nouveau, vieux
- LEXIQUE : savoir comment s'habiller des grandes occasions, les couleurs, les formes, les matériaux
- PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France
- PRODUCTION ECRITE : adresser des souhaits à quelqu'un

UNIT IV (12 Hours)

- TITRE: Ventes d'autrefois, ventes d'aujourd'hui
- GRAMMAIRE : les pronoms relatifs qui et que, l'imparfait, les verbes connaître, écrire, mettre et vendre, la question avec inversion
- LEXIQUE : comprendre la description de personnes dans un extrait de roman, les mesures, l'informatique
- PRODUCTION ORALE : imaginez un dialogue avec un personnage célèbre. Utilisez l'inversion.
- PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

UNIT V

(12 Hours)

- **TITRE:** Félicitations! / On voyage!
- **GRAMMAIRE :** les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : lequel, les adverbes de manières, les verbes recevoir et conduire
- **LEXIQUE :** les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel
- **PRODUCTION ORALE :** Présenter ses vœux–
- **PRODUCTION ECRITE :** Faire une réservation

Teaching Methodology	PPT Presentation, Seminar, Video Assignments
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Book for Study

1. Dauda, P., Giachino, L., & Baracco, C. (2016). *Generation AI*. Didier.

Books for Reference

1. Girardet, J., & Pecheur, J. (2017). *Echo AI*. (2nd Ed.). CLE International.
2. Mérieux, R., & Loiseau, Y. (2012). *Latitudes AI*. Didier.
3. Fournier, I. (2011). *Talk French*. Goyal Publishers.

Websites and eLearning Sources

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>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	relate colours, materials and shapes to the french clothing.	K1
CO2	select appropriate prepositions in giving directions.	K2
CO3	construct a text in present tense using different verbs.	K3
CO4	examine the travel manners and celebrations of the French.	K4
CO5	justify the usage of past tense in a biography.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UFR31GL03	French - 3									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	1	2	2	3	2	3	1	2	3	2.1	
CO2	3	2	3	3	1	2	1	2	2	3	2.2	
CO3	2	1	3	2	2	3	1	3	2	2	2.1	
CO4	3	1	3	2	3	3	3	1	2	3	2.4	
CO5	3	2	3	2	2	3	3	2	2	1	2.3	
Mean Overall Score											2.22 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UHI31GL03	Hindi - 3	4	3

Course Objectives

To appreciate the features of Modern Hindi Prose
To understand the Hindi literature in association with the contemporary requirements
To enable the students to develop their effective communicative skills in Hindi
To strengthen the language competence among the students
To empower the students with globally employable soft skills

UNIT I (12 Hours)

- Tera Sneh Na Khoon
- Samband Bodak
- Reethikal - Namakarn
- Tense

UNIT II (12 Hours)

- Himadri Thung Sring Se
- Paribakshik Shabdavali
- Smuchaya Bodak
- Reethikal - Samajik Paristhithiyam

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

- Shokgeeth
- Avikary Shabdh
- Reethikal - Main Divisions
- Social Media and Modern World

UNIT V (12 Hours)

- Reethikal - Visheshathayem
- Anuvad
- Bahoo Ki Vidha (One Act Play)

Teaching Methodology	Videos, PPT, Quiz, Group Discussion, Case Based Problem Solving
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Books for Study

1. Jain, S.K. (2019). *Anuwad: Siddhant Evam Vyavhar*. Kailash Pustak Sadan.
2. Gupth, K. M. (2020). *Hindi Vyakaran*, Anand Prakashan.
3. Bosalae, S. (2020). *kavya sarang*. Rajkamal Prakashan.

Books for Reference

1. Ramdev. (2016). *Vyakaran Pradeep*. Hindi Bhavan.

2. Singh, L.P. (2017). *Kavya Ke Sopan*. Bharathy Bhavan Prakashan.
3. Shukla, A.R. (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.
4. Gosamy, K. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.

Websites and eLearning Sources

1. <https://www.hindwi.org/poets/jaishankar-prasad/all>
2. <https://youtu.be/e9wK-pYfVPc>
3. <https://www.amarujala.com/kavya/sahitya/sumitranandan-pant-best-hindi-poems>
4. <https://mycoaching.in/samuchchay-bodhak-kya-hai>
5. <https://www.subhshiv.in/2021/06/avikari-shabd.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of the course, the student will able to	
CO1	find out the dialects of Hindi language.	K1
CO2	compare the poems of Sumithra Nandanpanth, Prasad & Bachan in Context with their experience of life.	K2
CO3	illustrate the importance given to family ethics by the youth in the modern period according to “Bahoo Ki vidha” One Act play.	K3
CO4	categorize the poetics in some selective poems.	K4
CO5	justify the social & political conditions of Devotional period in Hindi Literature.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course					Hours	Credits				
3	23UHI31GL03	Hindi - 3					4	3				
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	3	3	2	3	2	1	3	2	2.4	
CO2	3	2	3	2	2	3	2	3	2	3	2.5	
CO3	3	2	2	3	1	3	2	3	2	3	2.4	
CO4	2	3	3	2	3	2	3	3	2	1	2.4	
CO5	3	2	2	3	3	2	1	3	2	3	2.4	
Mean Overall Score											2.42 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23USA31GL03	Sanskrit - 3	4	3

Course Objectives
To introduce simple poetry in Sanskrit
To give an exposure to the Vedas and Vedangas
To acquaint students with epics and puranas
To train students in conjugation of verbs in future tense
To introduce Upasarga-s and their role in verb formations

UNIT I (12 Hours)
Ramodantam , Balakandam (1-15 verses)

UNIT II (12 Hours)
Ramodantam, Balakandam (15-30 verses)

UNIT III (12 Hours)
Vedas - Vedangas vivaranam

UNIT IV (12 Hours)
Asta dasha Purana and Dashopanishads

UNIT V (12 Hours)
Upasargas and Bhavishyat Kaalah Vakya Prayoga

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises
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Books for Study

1. Vedic literature
2. Ramodantam

Books for Reference

1. Parameshwara. (2018). *Ramodantam*. LIFCO Chennai.
2. Vadhyar, R. S., & Sons. (2019). *History of Sanskrit Literature*, Book - sellers and publishers , Kalpathu ,Palghat, Kerala , south India.
3. Kulapathy, K.M Saral *Sanskrit Balabodh, Bharathita vidya bhavan*, Munshimarg.

Websites and eLearning Sources

1. <https://www.scribd.com/doc/210917188/Sri-Ramodantam-Sanskrit-Text-With-English-Translation>
2. <http://www.sushmajee.com/ms-ppp/text/ved-notes.pdf>
3. <https://occr.org.in/publication/Vedanga.pdf>
4. https://www.forgottenbooks.com/en/download/TheThirteenPrincipalUpanishadsTranslatedFromtheSanskrit_10017247.pdf
5. <https://www.learn Sanskrit.org/guide/uninflected-words/the-upasarga/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	Remember Characters and events of Ramayana	K1
CO2	Understand social ethics and moral duties.	K2
CO3	Apply the values learnt, in day to day life	K3
CO4	Appreciate the Vedic Philosophy	K4
CO5	Evaluate and create new words with upasargas	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23USA31GL03	Sanskrit - 3									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	2	3	3	3	3	3	2	1	2.3	
CO2	3	3	2	3	3	2	2	3	3	3	2.7	
CO3	3	3	1	3	3	1	1	3	3	3	2.4	
CO4	2	2	1	2	3	2	2	3	2	1	2.0	
CO5	3	3	2	3	2	2	3	3	3	2	2.6	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UEN32GE03	General English - 3	5	3

Course Objectives
To develop strategies to enhance reading skills through teacher-led practices, promoting comprehension, critical analysis, and creative engagement with various genres.
To strengthen informal and formal letter writing skills.
To analyze and appreciate different literary forms, including anecdotes, biographies, poems, and prose, fostering critical thinking and creative expression.
To practice applying grammatical structures, including the simple future and future continuous tenses, in writing tasks.
To engage in critical discussions through reading and writing about societal issues.

UNIT I: Suggestions to Develop Your Reading Habit (13 Hours)

- 1.0 Introduction
- 1.1 Objectives
- 1.2 Listening and Reading Skills through Teacher-led Reading Practice
- 1.3 Glossary
 - 1.3.1 Words
 - 1.3.2 Phrases
- 1.4 Reading Comprehension
- 1.5 Critical Analysis
- 1.6 Creative Task
- 1.7 General Writing Skill: Letter Writing: Informal
- 1.8 Grammar: Simple Present Tense

UNIT II: The Secret of Success: An Anecdote (13 Hours)

- 1.9 Introduction
- 2.0 Objectives
- 2.1 Listening and Reading Skills through Teacher-led Reading Practice
- 2.2 Glossary
 - 2.3.1 Words
 - 2.3.2 Phrases
- 2.4 Reading Comprehension
- 2.5 Critical Analysis
- 2.6 Creative Task
- 2.7 General Writing Skills: Letter Writing: Formal
- 2.8 Grammar: Present Continuous Tense

UNIT III: The Impact of Liquor Consumption on the Society (13 Hours)

- 2.9 Introduction
- 3.0 Objectives
- 3.1 Listening and Reading Skills through Teacher-led Reading Practice
- 3.2 Glossary
 - 3.3.1 Words
 - 3.3.2 Phrases
- 3.4 Reading Comprehension
- 3.5 Critical Analysis
- 3.6 Creative Task
- 3.7 General Writing Skills: Letter to Newspaper
- 3.8 Grammar: Simple Past Tense

UNIT IV: Dr. A.P.J. Abdul Kalam: A Short Biography**(12 Hours)**

- 3.9 Introduction
- 4.0 Objectives
- 4.1 Listening and Reading Skills through Teacher-led Reading Practice
- 4.2 Glossary
- 4.3.1 Words
- 4.3.2 Phrases
- 4.4 Reading Comprehension
- 4.5 Critical Analysis
- 4.6 Creative Task
- 4.7 General Writing Skill: Write a letter applying for a job
- 4.8 Grammar: Past Continuous Tense

UNIT V: Golden Rule: A Poem**(12 Hours)**

- 4.9 Introduction
- 5.0 Objectives
- 5.1 Listening and Reading Skills through Teacher-led Reading Practice
- 5.2 Glossary
- 5.3.1 Words
- 5.3.2 Phrases
- 5.4 Reading Comprehension
- 5.5 Critical Analysis
- 5.6 Creative Task
- 5.7 Grammar: Simple Future Tense
- 5.8 General Writing Skill: Circular-Writing

UNIT VI: Hygiene**(12 Hours)**

- 5.9 Introduction
- 6.0 Objectives
- 6.1 Listening and Reading Skills through Teacher-led Reading Practice
- 6.2 Glossary
- 6.3.1 Words
- 6.3.2 Phrases
- 6.4 Reading Comprehension
- 6.5 Critical Analysis
- 6.6 Creative Task
- 6.7 General Writing Skill: Writing an Agenda for a Meeting
- 6.8 Grammar: Future Continuous Tense

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method
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Book for Study

1. Jayraj., & Arul, S.J. et al. (2016). *Trend-Setter: An Interactive General English Textbook for Undergraduate Students*. Trinity.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On completion of this course, students will be able to	
CO1	recall and explain the fundamental components of English language and grammar.	K1
CO2	demonstrate their understanding of various texts by summarizing, paraphrasing, and interpreting the contents.	K2
CO3	apply their language and comprehension skills to create written communication.	K3
CO4	critically analyze the texts presented in the course.	K4
CO5	synthesize the language and grammar knowledge to compose creative tasks	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
3	23UEN32GE03		General English - 3					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
CO4	2	2	3	2	3	3	2	3	2	3	2.5
CO5	2	2	2	3	2	2	2	3	2	2	2.2
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UBU33CC06	Core Course - 6: Accounting for Managers - 2	6	5

Course Objectives
To Understand the Cost concepts and Elements of cost
To study the various methods of cost Accounting for production or render services
To Apply the techniques of Cost Accounting and control the cost of Material, Labour and Overhead.
To recognize different methods of costing like Batch, Job, Contract Costing and Process costing for different industries.
To prepare a Cost statement fix the selling price and calculate the profit of the business.

UNIT I: Basic Concept of Costing (18 Hours)

Meaning - objectives and scope of cost accounting - cost concepts - cost accounting Vs financial accounting - Elements of cost -Classification of cost - types of costing - Methods of Costing -Preparation of cost sheet

UNIT II: Material Control (18 Hours)

Meaning - objectives of material control - stores record - bin card, stores ledger, Various Levels of stock - Maximum Level, Minimum Level, Re-order Level, Danger Level, Average Level -EOQ - ABC Analysis - Perpetual Inventory system, Valuation of material -FIFO - LIFO - simple average - weighted average method.

UNIT III: Labour and Overheads (18 Hours)

Labour cost - types - methods of wage payment - Time Rate -Straight, and differential piece rate. Premium and bonus plans - Halsey, Halsey-weir and Rowan. OVERHEADS- Primary and secondary Apportionment and Allocation of overheads - Step ladder methods- repeated distribution Method- Machine hour rate (Simple problems)

UNIT IV: Job and Contract Costing (18 Hours)

Job costing- Batch Costing- Contract Costing - systems of contract costing -Profit or loss on contracts- Escalation clause - Cost plus contract. (Simple Problem)

UNIT V: Process Costing (18 Hours)

Process costing -Characteristics and features of process costing -Process losses- Normal loss, Abnormal loss and Abnormal gain- Computation of process costing (Simple Problems)

Teaching Methodology	Problem Solving. Peer Learning, PPTs.
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Book for Study

1. Jain, S. P., & Narang, K. L. (2016). *Cost Accounting Principles and Practices*. Kalyani Publishers.

Books for Reference

1. Maheswari, S.N., & Mittal, S. N. (2021). *Cost Accounting, Principles & Practices*. A Mahavir Publication.
2. Shukla, M. C, Grewal, T. S., & Guptha, M. P. (2007). *Cost Accounting Text and Problems*. S.Chand
3. Iyengar, S. P. *Cost Accounting*. Sultan Chand & Sons
4. Reddy, T. S., & Reddy, Y. H. P. *Cost Accounting*. Mahargam Publication.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	understand the Cost concepts and Elements of Cost	K1
CO2	classify the types of cost and the Methods of costing	K2
CO3	apply the cost accounting concepts and Control Material, Labour and Over Head Costs	K3
CO4	connect the concepts and Methods of Costing prepare the statement of cost and fix the selling price	K4
CO5	defend the Methods of costing to help the Management in formulating Business Policy to Maximize the Profit and Minimize the cost	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
3	23UBU33CC06		Core Course - 6: Accounting for Managers - 2						6	5	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	1	2	2	3	2	2	3	2.1
CO2	2	2	1	3	3	3	2	3	2	2	2.3
CO3	3	2	3	2	3	2	2	2	3	3	2.5
CO4	2	2	2	1	2	2	2	1	2	2	1.8
CO5	2	2	2	3	2	3	3	2	2	2	2.3
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UBU33CC07	Core Course - 7: TallyPrime	3	3

Course Objectives
To understand the basic concepts of Tally.
To know the procedure to create voucher.
To familiarize various stock groups.
To learn the methods of creating budgets.
To study and apply the concepts of GST.

UNIT I: Creation of company (9 Hours)

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

UNIT II: Creation of Vouchers (9 Hours)

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

UNIT III: Preparation of stock groups (9 Hours)

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

UNIT IV: Creation of budgets (9 Hours)

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

UNIT V: Preparation for GST (9 Hours)

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

Teaching Methodology	Multimedia Presentations, Problem solving
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Book for Study

1. AK Nadhani. (2017). Simple Tally 9. BPB Publications.

Books for Reference

1. Vishnu, P. S. (2012). Tally ERP 9. Computech Publications Ltd.
2. Nadhani, A. K & Nadhani, K. K. (2005). Implementing Tally. BPB Publications.
3. Srinivasa Valaban. (2012). Computer applications in Business. Sultan & Sons.
4. Rizwan Ahmed. (2016). Margham Publication.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	understanding the fundamental and key components of computerized accounting software	K1
CO2	create ledgers and groups in various modes.	K2
CO3	sketch the purchase and sales order and describe the fundamentals of GST.	K3
CO4	analyse inventory transactions in inventory vouchers.	K4
CO5	create the voucher entries for the transactions as financial reports	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UBU33CC07	Core Course - 7: TallyPrime									3	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	3	3	1	2	2.6	
CO2	2	1	2	2	2	2	1	1	1	2	1.6	
CO3	2	2	2	2	1	1	2	3	3	3	2.1	
CO4	2	2	2	2	2	3	3	3	3	2	2.4	
CO5	3	2	3	3	3	3	3	3	3	2	2.8	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UBU33CP01	Core Practical - 1: TallyPrime - Software	4	2

Course Objectives
To understand the basic concepts of Tally.
To know the procedure to create voucher.
To familiarise various stock groups.
To learn to create budget.
To study and apply the concepts of GST.

Practical Exercise

1. Creation of a company.
2. Alteration and deletion of company.
3. Creation of primary groups, single group and sub - groups.
4. Preparation of voucher entries for the given transactions.
5. Preparation of Trial Balance.
6. Treatment of closing stock, cash.
7. Treatment of outstanding expenses, prepaid expenses.
8. Preparing final accounts.
9. Formation of stock category, stock groups, and units of measure.
10. Creation and alteration of budget.
11. Generating report on trial balance.
12. Generating report on budget.
13. Generating report on final accounts.
14. Creation of payroll.
15. Prepare inter- intra state purchase and sales order transaction under GST.

Teaching Methodology	Multimedia Presentations, Problem solving.
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Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	understanding the fundamental and key components of tally prime	K1
CO2	create ledgers and groups in various modes.	K2
CO3	record inventory transactions in inventory vouchers.	K3
CO4	generate various financial reports.	K4
CO5	prepare purchase and sales order and describe the fundamentals of GST	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UBU33CP01	Core Practical - 1: TallyPrime - Software									4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	1	2	2	3	2	2	3	2.1	
CO2	2	2	1	3	3	3	2	3	2	2	2.3	
CO3	3	2	3	2	3	2	2	2	3	3	2.5	
CO4	2	2	2	1	2	2	2	1	2	2	1.8	
CO5	2	2	2	3	2	3	3	2	2	2	2.3	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UBU33AO01A	Allied Optional - 1: Organisational Behaviour	6	4

Course Objectives
To know the concepts of Organization behaviour
To study the individual behavioural of the person
To develop the personality of a person
To know the causes of stress and manage it
To manage the organizational change

UNIT I: Introduction to OB (18 Hours)

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

UNIT II: Individual-Behaviour & Personality (18 Hours)

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

UNIT III: Motivation (18 Hours)

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

UNIT IV: Group Dynamics & Conflict Management (18 Hours)

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

UNIT V: Stress Management & Organisational Change (18 Hours)

Stress management: Definition, Symptoms, Measurement of Stress- Sources and consequences of stress- Stress and task performance- Strategies for coping with stress- Organisational Change: Concept of change, Why organizational change- Resistance to Change-Managing Resistance.

Teaching Methodology	Multimedia Presentations, Case studies, Role play.
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Book for Study

1. K. Aswathappa. (2007). *Organizational Behaviour*. (7th Ed.). Himalaya Publishing House.

Books for Reference

1. Stephen, P. R (2005). *Organisational Behaviour*. (11th Ed.). Pearson Education India.
2. Fred Luthans. (2010). *Organisational Behaviour*. (12th Ed.). Tata McGraw Hill.
3. UMA Sekaran. (2012). *Organizational Behaviour*. Tata McGraw Hill.
4. Bhattacharya. (2016). *Organization Behaviour*. Oxford University Press.
5. S. S. Khanka. (2013). *Organisational Behaviour*. (4th Ed.). S Chand & Co Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	identify and learn the fundamental concepts of Organization behaviour	K1
CO2	relate the behavioural concepts in organization	K2
CO3	discover the leadership skills	K3
CO4	connect the knowledge about organizational Climate and change	K4
CO5	reframe the contemporary changes of organizational behaviour.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UBU33AO01A	Allied Optional - 1:Organisational Behaviour								6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	3	3	2	2	2	2.4
CO2	3	3	2	2	2	3	3	1	2	1	2.2
CO3	2	3	3	3	1	2	3	3	3	1	2.4
CO4	3	3	3	2	2	2	2	2	3	3	2.5
CO5	3	2	2	2	3	3	3	2	2	3	2.5
Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
3	23UBU33AO01B	Allied Optional - 1: Emotional Intelligence and Managerial Effectiveness	6	4

Course Objectives
To understand the basic and secondary emotions.
To apply core emotional intelligence competencies for achieving results.
To develop greater self-awareness and consciously use emotional data to create productive workplace relationships.
To recognize and use emotions intelligently for gaining managerial effectiveness.
To build leadership skills and maintain an emotionally intelligent team.

UNIT I: Emotional Intelligence (18 Hours)

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

UNIT II: Components of Emotional Intelligence (18 Hours)

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

UNIT III: Introduction to concepts of Emotional Literacy (18 Hours)

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

UNIT IV: Emotional Intelligence and Managerial Effectiveness (18 Hours)

Emotional Intelligence at workplace- Emotional learning in organizations-Training of EI in organizations- Concept of Managerial Effectiveness - 7 Habits of highly effective people

UNIT V: Leadership and Emotional Intelligence. (18 Hours)

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

Teaching Methodology	Multimedia Presentations, Case studies, Role play.
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Books for Study

1. Goleman Daniel. *Working with Emotional Intelligence*. Bantam Books.
2. Stephen, R. C. *7 Habits of Highly Effective People*.

Books for Reference

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

Journals

1. Human Resource Development Quarterly
2. Journal of Applied Social Psychology
3. Journal of Managerial Psychology

Websites and eLearning Sources

1. http://www.unh.edu/emotional_intelligence/ei%20Reprints/ELpubs%201990-1999.htm
2. <http://www.emotionalintelligencecourse.com/eq-blog/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	relate the concepts of Emotional Intelligence with Emotions.	K1
CO2	illustrate the components of Emotional Intelligence and Emotional Competency.	K2
CO3	demonstrate the application of cognitive and behavioural skills in their personal and professional life.	K3
CO4	analyse Emotional training and learning methods at workplace to enhance personal and Managerial effectiveness	K4
CO5	interpret Emotional Learning and Leadership styles.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UBU33AO01B	Allied Optional - 1: Emotional Intelligence and Managerial Effectiveness								6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	2	3	3	3	2	2	2.6
CO2	2	3	2	3	2	2	3	3	3	2	2.5
CO3	2	2	2	1	2	2	2	2	1	2	1.8
CO4	2	3	2	3	2	3	3	3	2	3	2.6
CO5	2	3	3	1	3	1	2	1	2	1	1.9
Mean Overall Score										2.28 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UHE34VE03A	Value Education - 3: Social Ethics - 1	2	1

Course Objectives
To gain a comprehensive understanding of the principles advocated in social ethics.
To examine the different types of political systems in a thorough manner.
To comprehend the role and obligations of the educated youth.
To evaluate the conduct of the elected representatives in a detailed manner.
To thoughtfully analyze the various forms of cyber crime.

UNIT I: Introduction to Social Ethics (6 Hours)

Social ethics, social ethics and social responsibility, social ethics play an important role on the areas, religion influences social changes and vice versa, secularism. Social ethics and corporate dynamics, forms of social ethics.

UNIT II: The Economic and Political System of Today (6 Hours)

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

UNIT III: Integrity in Public Life National Integration (6 Hours)

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

UNIT IV: Cyber Crime (6 Hours)

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

UNIT V: Social Integration (6 Hours)

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

Book for Study

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

Books for Reference

1. Arora, R.K. (2014). *Ethics, Integrity and Values*. Public Service Paperback.
2. Cunningham, D. (2004). *There's something happening here: The new left, the Klan, and FBI counterintelligence*. Berkeley: University of California Press.
3. Mali, P. (2017). *Cyber law & Cyber Crimes simplified*. Cyber Info media Paperback.
4. Richardson, M. (2019). *Cyber Crime: Law and Practice Hardcover - Import*.

Websites and eLearning Sources

1. <https://cybercrime.gov.in/>
2. <https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/>

3. <https://www.esv.org/resources/esv-global-study-bible/social-ethics/>
 4. https://en.wikipedia.org/wiki/Political_system

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	know the responsibility of the educated youth.	K1
CO2	understand the values prescribed under social ethics.	K2
CO3	apply their minds critically to the various types of cyber crime.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UHE34VE03A	Value Education - 3: Social Ethics - 1									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	2	2	3	3	2.7	
CO2	3	2	2	2	3	2	2	3	2	2	2.3	
CO3	2	3	3	3	2	3	3	3	3	3	2.8	
Mean Overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UHE34VE03B	Value Education - 3: Religious Doctrine - 1	2	1

Course Objectives
To impart knowledge to students about Salvation History
To familiarize students with the life and mission of Jesus Christ
To help Students understand the Holy Spirit
To empower students on Gospel Values
To equip the students about Mother Mary

UNIT I:	God of salvation	(6 Hours)
UNIT II:	Life & Mission of Jesus Christ	(6 Hours)
UNIT III:	The Holy Spirit	(6 Hours)
UNIT IV:	Gospel Values	(6 Hours)
UNIT V:	Mary, the Mother of God	(6 Hours)

Teaching Methodology	Chalk and Talk, Power point, Assignment and Group discussion
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Book for Study

1. Department of Human Excellence. (2022). *Fullness of Life*. St. Joseph's College, Tiruchirappalli.

Books for Reference

1. (1994). *Compendium: Catechism of the Catholic Church*. Bengaluru: Theological Publications in India.
2. Holy Bible (NRSV).

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	understand the Salvation History	K1
CO2	grasp to the life and purpose of Jesus Christ	K2
CO3	live out the teachings of the Gospel	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UHE34VE03B	Value Education - 3: Religious Doctrine - 1									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	2	2	3	3	2.7	
CO2	3	2	2	2	3	3	3	3	2	2	2.5	
CO3	2	2	3	3	2	2	3	3	3	3	2.6	
Mean Overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UTA41GL04C	General Tamil - 4: வணிகத் தமிழ் (Business Tamil)	4	3

கற்றலின் நோக்கங்கள்	
வணிகம் அன்றாட வாழ்வில் செலுத்தும் தாக்கத்தைக் கண்டறிதல்	
பண்டைத்தமிழர் வாழ்வில் இடம்பெற்ற வணிகத்தின் சிறப்பைக் கற்றுக்கொள்ளுதல்	
பழந்தமிழகம் உலக நாடுகளுடன் கொண்ட வணிக மேலாண்மையை அறிந்துகொள்ளுதல்	
திறனாய்வு நோக்கில் வணிகவியலை ஆராய்தல்	
இலக்கியங்கள்வழி வணிகம்சார் விழுமியங்களைக் கண்டுணர்தல்	

அலகு 1 (12 மணி நேரம்)
பட்டினப்பாலை

மாஅகாவிரிமணம் கூட்டும் (116-125) வான் முகந்தநீர் மலை (126-141)
சேவடிச் செறிகுறங்கின் (146-158) செல் கதிர் நுழையாச் செழுநகர் (183-193)
நெடுநுகத்துப் பகல் போல (206-218)
உரைநடைக்கட்டுரை: சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

அலகு 2 (12 மணி நேரம்)

அவரோவாரார், முல்லையும் பூத்தன (குறுந்தொகை- 221)
முள்ளெயிற்றுப் பாண்மகள் (ஐங்குறுநூறு (மருதத்திணை) - புலவிப்பத்து 47)
கான் உறைவாழ்க்கை (புறநானூறு 33: 1-7)
சிறுகுழை துயல்வரும் காதில், பணைத்தோள் (பெரும்பாணாற்றுப்படை, 161-168)
தேனெய்யொடு கிழங்குமாறியோர் (பொருநராற்றுப்படை, 214-221)
உரைநடைக்கட்டுரை : சங்க இலக்கியங்களில் பண்டமாற்று

அலகு 3 (12 மணி நேரம்)

திருக்குறள் (2 அதிகாரங்கள்): வினைத்திட்டம், பொருள்செயல்வகை உரைநடைக்கட்டுரை.
பண்டையதமிழர்களின் பிறநாட்டுவணிகத் தொடர்பும்,
துறைமுகங்களும்

அலகு 4 (12 மணி நேரம்)

புதினம் - கோலங்களும் கோடுகளும் - ராஜம் கிருஷ்ணன் வணிகக் கடிதங்கள் - பொதுஅமைப்பு மற்றும்
படிவங்கள் - தகவல் தொடர்புப் பதிவேடுகளை உருவாக்குதல், பராமரித்தல் உரைநடைக்கட்டுரை:
பண்டைய தமிழர்களின் வணிக மேலாண்மை

அலகு 5 (12 மணி நேரம்)

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

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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பாட நூல்கள்

1. தமிழாய்வுத்துறை. (2021). வணிகத்தமிழ். தூய வளனார் தன்னாட்சிக் கல்லூரி.
2. ராஜம் கிருஷ்ணன். (2021). கோலங்களும் கோடுகளும். தூய வளனார் தன்னாட்சிக் கல்லூரி.
3. மூர்த்தி அ. கி. (1994). வணிகவியல் அகராதி. மணிவாசகர் பதிப்பகம்.

பார்வை நூல்கள்

1. ஜெயமோகன். (2022). வணிக இலக்கியம். விஷ்ணுபுரம் பதிப்பகம்.
2. நரசய்யா. (2005). கடல்வழி வணிகம். பழனியப்பா பிரதர்ஸ்.
3. மயிலை சீனி வேங்கடசாமி. (1978). பழங்காலத் தமிழர் வாணிகம். நியூ செஞ்சரிபுக் ஹவுஸ்.

Websites and eLearning Sources

1. www.creativecommons.org

2. www.tamildigitallibrary.in
3. <https://www.tamiluniversity.ac.in/english/library2-/digital-library/>
4. <https://www.tamilelibrary.org/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	பண்டைய தமிழர்களிடம் மேலோங்கியிருந்த வணிகவியல் சிந்தனைகளை அறிந்துகொள்வர்.	K1
CO2	பண்டைய இலக்கியங்களுள் வெளிப்படும் வணிகவியல் மேலாண்மைத் தொடர்புகளை அறிந்துகொள்வர்.	K2
CO3	வணிகக்கடிதங்கள், பொதுஅமைப்பு மற்றும் படிவங்கள், பதிவேடுகளை உருவாக்குதல், பராமரித்தல் ஆகியவற்றைக் கற்றுக்கொள்வர்	K3
CO4	புத்திலக்கியங்களுள் வணிகவியல் கூறுகள் பெற்றுள்ள இடத்தை ஆய்ந்து அறிவர்	K4
CO5	வணிகவியல் கலைச்சொற்களைத் தமிழில் கற்றுக் கொண்டு வணிகத்தமிழ்த்துறை வளரத் துணைபுரிவர்	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UTA41GL04C	General Tamil - 4: வணிகத் தமிழ் (Business Tamil)									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	3	2	2	3	3	2	2	2	2.2	
CO2	2	2	3	2	2	2	3	2	3	2	2.3	
CO3	1	2	2	3	2	2	2	3	3	3	2.3	
CO4	2	2	3	2	2	3	2	3	3	2	2.4	
CO5	3	1	2	2	2	2	3	2	3	3	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UFR41GL04	French - 4	4	3

Course Objectives
To analyse the French clothing with respect to its culture
To apply prepositions and understand its usages
To analyse a contemporary text in present tense
To evaluate the French festivals and compare with their own cultural context
To apply the past tense using simple conversation

UNIT I (12 Hours)

- TITRE: On fait le mélange!
- 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: à 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 études a l'étranger/ bon voyage/ la météo
- 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, la météo
- PRODUCTION ORALE : exprimer son opinion sur la météo/parler de l'avenir
- PRODUCTION ECRITE: comparer le système scolaire français et indien

Teaching Methodology	Workshop, group activity, Sharing contemporary french cultural videos
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Book for Study

1. Dauda, P., Giachino, L., & Baracco, C. (2016). *Generation AI*. Didier.

Books for Reference

1. Girardet, J., & Pecheur, J. (2017). *Echo AI*. (2nd Ed.). CLE International.
2. Mérieux, R., & Loiseau, Y. (2012). *Latitudes AI*. Didier.
3. Fournier, I. (2011). *Talk French*. Goyal Publishers.

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	recall the vocabulary pertaining to dwelling place.	K1
CO2	outline crisis management in France.	K2
CO3	develop a travel diary of your own.	K3
CO4	simplify the French education system.	K4
CO5	interpret past tenses in a text.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course					Hours	Credits				
4	23UFR41GL04	French - 4					4	3				
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	1	3	2	2	3	2	1	2	2	2.1	
CO2	3	1	2	3	3	3	2	1	3	1	2.2	
CO3	3	2	3	2	2	3	2	1	3	2	2.3	
CO4	3	1	2	2	3	3	3	1	3	3	2.4	
CO5	2	2	3	3	1	3	1	2	3	2	2.2	
Mean Overall Score											2.24 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UHI41GL04	Hindi - 4	4	3

Course Objectives
To strengthen the language competence among the students
To equip students with cinematic perspective by comparative studies of Hindi literature
To enable the students to develop their effective communicative skills in Hindi
To strengthen the language competence among the students
To incept research-oriented aspirations among students

UNIT I (12 Hours)

- Computer Ka Yug
- Prathyay
- Adhunik Kal – Namakarn
- Namakaran

UNIT II (12 Hours)

- Vigyan Hani/Labh
- Paryayvachy Shabdh
- Adhunik Kal - Samajik Paristhithiyam
- Samanarthy Shabdh

UNIT III (12 Hours)

- Nari Shiksha
- Upasarg
- Adhunik Kal – Sahithyik Paristhithiyam
- Adhunik Kal – Salient Features

UNIT IV (12 Hours)

- Review- Book/Film
- Paryavaran Pradookshan
- Adhunik Kal - Main Divisions
- Adhunik Kal - Visheshathayem

UNIT V (12 Hours)

- Sapnom Kee Home Delivery (Novel)
- Anuvad

Teaching Methodology	Debate Participation, Videos, PPT, Quiz, Project Work
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Books for Study

1. Bosalae, S. (2020). *kavya sarang*. Rajkamal Prakashan.
2. Gupt, M. K. (2020). *Hindi Vyakaran*. Anand Prakashan.
3. Jain, S.K. (2019). *Anuvad: Siddhant Evam Vyavhar*. Kailash Pustak Sadan.

Books for Reference

1. Chaturvedi, R.P. (2015). *Hindi vyakarana*. Upakar Prakashan.
2. Ramdev. (2016). *Vyakaran Pradeep*. Hindi Bhavan.
3. Gosamy, K. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.
4. Shukla, A. R (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

Websites and eLearning Sources

1. <https://youtu.be/xmr-DaQ3LhA>
2. <https://mycoaching.in/adhunik-kaal>
3. <https://m.sahityakunj.net/entries/view/bhartiya-sahitya-mein-anuvad-kee-bhoomika>
4. <https://mycoaching.in/upsarg-in-hindi>
5. <https://kalingaliteraryfestival.com/speakers/mamta-kalia/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of the course, the student will able to	
CO1	list out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	K1
CO2	discuss the dialects of Hindi language.	K2
CO3	illustrate the works of some eminent Hindi Writers related to society.	K3
CO4	analyze the human values expressed in life and literature of Hindi Novelist “Mamatha Kaliyah”.	K4
CO5	evaluate the film & Literary works in Hindi.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
4	23UHI41GL04		Hindi - 4					4	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	3	2	3	2	3	1	2.4
CO2	3	2	3	3	2	3	2	3	1	2	2.4
CO3	3	2	2	3	2	2	1	3	2	3	2.3
CO4	3	2	3	1	3	3	2	3	3	2	2.5
CO5	3	2	2	3	3	2	3	2	3	3	2.6
Mean Overall Score											2.44 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23USA41GL04	Sanskrit - 4	4	3

Course Objectives
To give an exposure to Sanskrit drama in general
To showcase the structure of pre-kalidasa plays in Sanskrit
To coach students in Sanskrit morphology
To acquaint students with the structures of Sanskrit syntax
To impart communicative skills in Sanskrit by training in the functional aspects of the language

UNIT I (12 Hours)
Samskrita Vyavahara sahasri vakiya Prayogaha

UNIT II (12 Hours)
Lot Lakaarah, Prayaogh Kartari Vaakyaani

UNIT III (12 Hours)
Naatakasya Itihaasah Vivaranam, Thuva and Tum Suffixs

UNIT IV (12 Hours)
Karnabhaaram , Naatakasya Visistyam

UNIT V (12 Hours)
Samskrita Racanani Vubhavoga

Teaching Methodology	Videos, Ppt, Blackboard, Demonstration, Exercises
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Books for Study

1. *Karnabhavam & Literature Language*
2. *Dhaatu Manjari*
3. Samskrita Vyavahara Sahasri (A Collection of One Thousand Sentances), Samskrita Bharati, Delhi.

Books for Reference

1. Vadhyar, R.S. & Sons. (2019). *History of Sanskrit Literature*. Book - sellers and publishers , Kalpathu ,Palghat, Kerala, south India,
2. Kulapathy, Saral, K.M. (2018). *Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg.*
3. Bharathi. (2019). *Vadatu sanskritam - Samaskara Binduhu*. S. Aksharam 8th cross, 2nd phase Giri nagar Bangalore.

Websites and eLearning Sources

1. https://sanskritdocuments.org/doc_z_misc_major_works/daily.pdf
2. <https://www.learnsanskrit.org/guide/verbs-1/karmani-and-bhave-prayoga/>
3. <https://ia902903.us.archive.org/7/items/in.ernet.dli.2015.102820/2015.102820.The-Sanskrit-Drama-In-Its-Origin-Development-Theory-And-Practice.pdf>
4. https://archive.org/details/oafI_karna-bharam-karnas-burden-of-bhasa-with-dr.-sudhakar-malaviya-gokuldas-sanskrit
5. <https://sanskritwisdom.com/composition/essays/sanskrit-language/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	understand human behaviors by studying dramas	K1
CO2	remember and identifying Mahabharata characters and events	K2
CO3	apply the morals learnt in day to day life	K3
CO4	appreciate ancient Sanskrit dramas	K4
CO5	create new conversational sentences and to Improve self-character (Personality Development)	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23USA41GL04	Sanskrit - 4									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	3	3	3	3	3	2	2.4	
CO2	2	2	3	3	2	3	2	3	3	2	2.5	
CO3	3	3	2	3	2	1	1	3	3	3	2.4	
CO4	2	2	3	2	3	3	3	3	2	3	2.6	
CO5	2	3	3	3	2	1	3	3	3	2	2.5	
Mean Overall Score											2.48 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
4	23UEN42GE04	General English - 4	5	3

Course Objectives

To develop and enhance language proficiency in listening, reading, and writing skills through teacher-led reading practice, and comprehension exercises.

To encourage creative thinking through creative tasks and essay writing.

To foster effective communication skills by engaging in tasks that require note-taking, note-making, précis writing, paragraph writing, and the synthesis of information from different sources.

To strengthen grammatical skills by focusing on the application of different tenses and to emphasise grammatical accuracy in various writing tasks.

To encourage students to critically engage with media content and evaluate information.

UNIT I: Women Through the Eyes of Media

(13 Hours)

1.0 Introduction

1.1 Objectives

1.2 Listening and Reading Skills through Teacher-led Reading Practice

1.3 Glossary

1.3.1 Words

1.3.2 Phrases

1.4 Reading Comprehension

1.5 Critical Analysis

1.6 Creative Task

1.7 General Writing Skill: Writing Minutes of a Meeting

1.8 Grammar: Present Perfect Tense

UNIT II: Effects of Tobacco Smoking

(13 Hours)

1.9 Introduction

2.0 Objectives

2.1 Listening and Reading Skills through Teacher-led Reading Practice

2.2 Glossary

2.3.1 Words

2.3.2 Phrases

2.4 Reading Comprehension

2.5 Critical Analysis

2.6 Creative Task

2.7 General Writing Skill: Note-Taking

2.8 Grammar: Present Perfect Continuous Tense

UNIT III: Short Message Service (SMS)

(13 Hours)

2.9 Introduction

3.0 Objectives

3.1 Listening and Reading Skills through Teacher-led Reading Practice

3.2 Glossary

3.3.1 Words

3.3.2 Phrases

3.4 Reading Comprehension

3.5 Critical Analysis

3.6 Creative Task

3.7 General Writing Skill: Note-Making

3.8 Grammar: Past Perfect Tense

UNIT IV: An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report (12 Hours)

- 3.9 Introduction
- 4.0 Objectives
- 4.1 Listening and Reading Skills through Teacher-led Reading Practice
- 4.2 Glossary
- 4.3.1 Words
- 4.3.2 Phrases
- 4.4 Reading Comprehension
- 4.5. Critical Analysis
- 4.6. Creative Task
- 4.7 General Writing Skill: Précis Writing
- 4.8 Grammar: Past Perfect Continuous Tense

UNIT V: Traffic Rules (12 Hours)

- 4.9 Introduction
- 5.0 Objectives
- 5.1 Listening and Reading Skills through Teacher-led Reading Practice
- 5.2 Glossary
- 5.3.1 Words
- 5.3.2 Phrases
- 5.4 Reading Comprehension
- 5.5 Critical Analysis
- 5.6 Creative Task
- 5.7 General Writing Skill: Paragraph Writing
- 5.8 Grammar: Future Perfect Tense

UNIT VI: A Handful of Answers: A Zen Tale (12 Hours)

- 5.9 Introduction
- 6.0 Objectives
- 6.1 Listening and Reading Skills through Teacher-led Reading Practice
- 6.2 Glossary
- 6.3.1 Words
- 6.3.2 Phrases
- 6.4 Reading Comprehension
- 6.5 Critical Analysis
- 6.6 Creative Task
- 6.7 General Writing Skill: Writing Short Essays on Current Issues/General Topics
- 6.8 Grammar: Future Perfect Continuous Tense

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method
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Book for Study

1. Jayraj., & Arul, S.J. et al. (2016). *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. Trinity.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	identify and explain key concepts and topics discussed in the course.	K1
CO2	understand the content by summarising, paraphrasing, and interpreting the materials presented.	K2
CO3	apply their knowledge to create various forms of written communication, such as meeting minutes, notes, précis, paragraphs, and essays.	K3
CO4	analyse the application of different tenses in various texts.	K4
CO5	synthesise their knowledge by creating creative tasks, including short essays on current issues and general topics	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
4	23UEN42GE04		General English - 4						5	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
CO4	2	2	3	2	3	3	2	3	2	3	2.5
CO5	2	2	2	3	2	2	2	3	2	2	2.2
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43CC08	Core Course - 8: Operations Research for Managers	6	5

Course Objectives
To introduce Operations Research concepts and essential features of Linear Programming Problem.
To formulate of Transportation problem and find initial basic feasible solution.
To discover the significance of queuing theory.
To examine Game Theory and its applications.
To analyse Network models and construct network- critical path.

UNIT I: Linear Programming Problem (18 Hours)

Definition - Importance and Applications of Operations Research - Linear Programming - Mathematical formulation of a problem - Graphical solutions - Standard forms of LPP for maximization and minimization problems.

UNIT II: Transportation and assignment problem (18 Hours)

Initial basic feasible solution - NWC method - Least cost method - Vogel's Approximation method - Assignment problem- Hungarian method.

UNIT III: Queuing theory and simulation (18 Hours)

Queuing theory- Applications - Single server model - Monte-Carlo Simulation.

UNIT IV: Game theory (18 Hours)

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

UNIT V: Network Analysis (18 Hours)

Basic Difference between PERT and CPM - Drawing of Arrow diagram - Critical path method - Total, free float and independent float - Determination of project completion time using PERT.

Teaching Methodology	Problem solving, Case studies, Quiz, Group Assignments.
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Book for Study

1. Kapoor, V. K. (2014). *Operation research- concepts, problems and solutions*. Sultan Chand & Sons.

Books for Reference

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	solve linear programming problems using appropriate techniques	K1
CO2	find initial basic feasible Transportation and assignment problems	K2
CO3	estimate service performance and waiting time by analysing Queuing models	K3
CO4	model competitive real-world phenomena using concepts from game theory and analyse pure and mixed strategy games	K4
CO5	formulate Network models and apply operations research techniques to solve Network problems	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UBU43CC08	Core Course - 8: Operations Research for Managers									6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	3	3	2	3	3	3	2	2	2.6	
CO2	2	3	2	3	2	2	3	3	3	2	2.5	
CO3	2	2	2	1	2	2	2	2	1	2	1.8	
CO4	2	3	2	3	2	3	3	3	2	3	2.6	
CO5	2	3	3	1	3	1	2	1	2	1	1.9	
Mean Overall Score											2.28 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43CC09	Core Course - 9: Business Analytics	3	3

Course Objectives
To introduce the students to MS - Excel.
To handle and format spreadsheets
To equip them on how to customise and format charts in Excel.
To impart students with the knowledge of Business Analytics.
To enable them identify the application of Business Analytics in various sectors.

UNIT I: Introduction to MS-Excel (9 Hours)

Understanding Microsoft Excel, Excel Workbook Windows, Basic Spreadsheet Skills, Excel Help System, Opening and Closing Workbooks, Understanding Workbook File Formats, Creating New Workbooks, Understanding Worksheets. Editing, Copying and Moving cells, Managing Windows

UNIT II: Charts and Tables (9 Hours)

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

UNIT III: Scenario Analysis, Formulas & Function (9 Hours)

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

UNIT IV: Business Analytics-Introduction (9 Hours)

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

UNIT V: Applications-of-Business-Analytics (9 Hours)

Analytics in Business Support Functions, Analytics in Industries - Telecom, Retail, Healthcare, Governance, Supply Chain, Marketing, Finance, Retail & Human Resource, Sports Analytics, Social Media Analytics and Social Networking Analytics.

Teaching Methodology	Multimedia Presentations, Case studies, Problem solving.
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Books for Study

1. Akaiwa, F., Nordquist, K., & Gross. D. (2016). *Succeeding in Business with Microsoft Excel 2013 - A Problem Solving Approach*. Delmar Cengage Learning.
2. Joyce Cox, Curtis Frye, M.Dow Lambert , Steve Lambert, John Pierce &Joan Preppernau. *Step By Step 2007 Microsoft Office System*, (2016). PHI Learning Private Limited.

Books for Reference

1. AitJohri. (2016). *Business Application Software*, (1st Ed.). Himalaya Publication House. (2016). *Introduction to Information Technology*. ITL Education Solutions Limited, Research And development Wing.Pearson Education
2. Gary Shelly, Thomas, J. C. & Misty Vermaat. (2007). *Microsoft Office 2007: Introductory Concepts and Techniques*. Thomson Learning publishers.
3. James Evans. (2016). *Business Analytics*. (2nd Ed.). Pearson Publishers.

Website and eLearning Sources

1. www.tutorialspoint.com/advanced_excel/index.htm

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	recall the Basic knowledge of Business analytics	K1
CO2	interpret the basic concepts and terminologies in business analytics.	K2
CO3	build MS Excel skills.	K3
CO4	analyse data visualization tools to present information for decision makers	K4
CO5	evaluate the Data with the use of MS Excel.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
4	23UBU43CC09		Core Course - 9: Business Analytics					3	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	2	2	3	3	2	1	2	2.2
CO2	3	2	1	1	1	2	1	1	2	1	1.5
CO3	2	1	1	2	2	2	2	2	2	2	1.8
CO4	2	2	2	2	2	3	3	3	3	2	2.4
CO5	3	2	3	3	3	3	3	3	3	2	2.8
Mean Overall Score										2.14 (Medium)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43CP02	Core Practical - 2: Business Analytics	4	2

Course Objectives

To handle data and prepare pay bills and invoice reports.
To prepare charts and graphs
To learn the various formulae and other built-in functions.
To use a range of lookup and reference functions.
To apply excel techniques to perform practical business analysis tasks.

Practical Exercises

1. Data Sorting-Ascending and Descending (both numbers and alphabets)
2. Individual Pay Bill preparation.
3. Invoice Report preparation.
4. Drawing Graphs. Take your own table.
5. Usage of Formulae and Built-in Functions
6. Usage of Auto Formatting
7. Create Hlookup and Vlook up Functions
8. Use IF, AND, OR Functions
9. Creating Pivot Tables and Pivot Charts
10. Descriptive Business Analytics Using Excel
11. Time Series Models in Business
12. Mathematics for Business Analytics
13. Data Visualisation and Descriptive Statistics
14. Predictive Analytics
15. Google Analytics

Teaching Methodology	Multimedia Presentations, Practical sessions.
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Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	launch Excel and navigate the worksheet.	K1
CO2	build worksheets and Enhance worksheets	K2
CO3	create charts and share information, sort, and filter lists.	K3
CO4	increase productivity with macros, templates, and custom toolbars and menus.	K4
CO5	use problem-solving tools and Summarize data with data analysis, PivotTables, and Pivot Charts.	K5

Relationship Matrix

Semester	Course Code	Title of the Course									Hours	Credits
4	23UBU43CP02	Core Practical - 2: Business Analytics									4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	3	2	2	2	2	2	2	2.2	
CO2	3	2	2	2	2	2	3	2	3	3	2.4	
CO3	2	3	2	3	2	3	2	3	3	3	2.6	
CO4	2	2	2	1	2	2	2	1	2	2	1.8	
CO5	3	2	3	3	1	3	1	3	2	1	2.2	
Mean Overall Score											2.24 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43AO02A	Allied Optional - 2: Entrepreneurial Development	6	4

Course Objectives
To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
To discuss the role of financial institutions in developing entrepreneurship.
To know the various ideas and implementation of business plan.
To understand the significance of Government in entrepreneurship development
To Identify the driving forces of new venture success and to develop skills in innovation and business planning for entrepreneurial ventures

UNIT I: Introduction to Entrepreneurship (18 Hours)

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

UNIT II: Financial institutions supporting entrepreneurs (18 Hours)

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

UNIT III: Project Management (18 Hours)

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

UNIT IV: Entrepreneurial Development (18 Hours)

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

UNIT V: Entrepreneurial ventures (18 Hours)

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

Teaching Methodology	Multimedia Presentations, Case studies, Role play
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Action Plan

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

Books for Study

1. Dr. Gupta, C. B. & Dr. Srinivasan, N. P. (2016). *Entrepreneurial Development*. Sultan Chand & Sons.

Books for Reference

1. Gardon, E & Natarajan, K. (2012). *Entrepreneurship development*. Himalaya Publishing House.
2. Desai, V. (2016). *Project Management*. (2nd Ed.). Himalaya Publishing House.
3. Hisrich, Robert, D., Manimala, J., Mathew, Peters, Michael. P. & Shepherd, Dean A. (2015). *Entrepreneurship*. Tata-McGraw-Hill.
4. Desai, V. (2014). *The Dynamics of Entrepreneurial Development and Management*, (6th Ed.). Himalaya Publishing House.

5. David, H. (2013). *Entrepreneurial Development*, (5th Ed.). Prentice Hall.

Website and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	identify the Knowledge of the nature of entrepreneurship.	K1
CO2	find out the role of financial institutions supporting entrepreneurs	K2
CO3	apply knowledge to write the the business plans and implementation.	K3
CO4	understand the concepts of Entrepreneurship development.	K4
CO5	develop the awareness about various schemes and subsidies of government for entrepreneurial development.	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
4	23UBU43AO02A		Allied Optional - 2: Entrepreneurial Development								6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	1	3	2	2	1	2	2.2	
CO2	2	3	2	1	3	2	3	1	2	3	2.2	
CO3	3	2	2	2	2	2	2	2	2	2	2.1	
CO4	2	3	2	3	2	3	1	1	2	2	2.1	
CO5	3	2	3	3	2	2	3	3	3	2	2.6	
Mean Overall Score											2.24 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UBU43AO02B	Allied Optional - 2: Management of Business Sustainability	6	4

Course Objectives	
To understand the concept of Business Sustainability in MSMEs.	
To aware of the Business Environment and Market Assessment.	
To know about the Sustainable Production Locations.	
To Analyze Resource Life Extension in sustaining the business environment.	
To create sustainable report and business networks.	

UNIT I: Role of MSMEs (18 Hours)

Definition of MSMEs, Characteristics, Advantages of MSME-Role and significance of MSME in Economic Development-Establishing the needs of SMEs-Forms of Organizations-Proprietary, Partnership, HUFs, LLP, Company etc.

UNIT II: Environment and Market Assessment (18 Hours)

Environmental scanning- Market Assessment - Organizational Structure- Introduction to sustainability Evolution-Principles-Dimensions of sustainability Social-Environmental, Economic and Financial Sustainability.

UNIT III: Sustainable Production Locations (18 Hours)

Concept of Environment - Environmental Audits - Types - Sustainable Production Locations - Eco-industrial Park - Clean Production and Water Reduction - Eliminating Waste at Work.

UNIT IV: Resource Life Extension (18 Hours)

Establishing sustainability as an objective - Achieving Optimal Objectives - Resource Life Extension - Principles - Benefit Perception and Service.

UNIT V: Sustainable Report (18 Hours)

Pre-requisite of a sustainable report—Structure of a sustainable report-Writing and Designing report - Cooperative Networking - Meaning - Getting over the hurdle - Advantages & Disadvantages of Business Networks.

Teaching Methodology	Multimedia Presentations, Case studies, Group Discussions.
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Books for Study

1. Stead, J. G. & Stead, E. *Sustainable Management*. M.E. Sharpe & Co.

Books for Reference

1. Rogers, Jalal & Boyd. (2015). *An Introduction to sustainability Development*. PHI
2. Singh. (2014). *Triple Bottom Reporting and Corporate Sustainability*. PHI learning.
3. Jonathan, T. S. (2013). *The Sustainable Business*. (2nd Ed.). Greenleaf Publishing Ltd. UK.

Website and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	overview of sustainability Development Goals of United Nations	K1
CO2	familiarized with the basis of sustainability Goals Index of India	K2
CO3	analyze the need and importance of sustainable Business Practices in India	K3
CO4	evaluate the nature of rights and duties of stakeholders with regards to sustainable Business.	K4
CO5	prepare Sustainable Reports and Implement Sustainable Business Practices.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UBU43AO02B	Allied Optional - 2: Management of Business Sustainability									6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	1	3	2	2	1	2	2.2	
CO2	2	3	2	1	3	2	3	1	2	3	2.2	
CO3	3	2	2	2	2	2	2	2	2	2	2.1	
CO4	2	3	2	3	2	3	1	1	2	2	2.1	
CO5	3	2	3	3	2	2	3	3	3	2	2.6	
Mean Overall Score											2.24 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UHE44VE04A	Value Education - 4: Social Ethics - 2	2	1

Course Objectives

To understand the significance of natural resources and strive to coexist harmoniously with nature.
To implement strategies for disaster management within the community.
To evaluate the significance and distinctions between science and religion.
To recognize the importance of maintaining a healthy lifestyle.
To utilize counseling techniques to address and resolve individuals' issues.

UNIT I: Harmony with Nature (6 Hours)

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

UNIT II: Issues Dealing with Science and Religion (6 Hours)

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

UNIT III: Public Health (6 Hours)

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

UNIT IV: Disaster Management (6 Hours)

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

UNIT V: Counselling for Adolescents (6 Hours)

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

Books for Study

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

Books for Reference

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

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	Know the value of natural recourses and to live in a harmony with nature.	K1
CO2	Apply the plans of disaster management in the society.	K2
CO3	Analyse the importance and differences of science and religion.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UHE44VE04A	Value Education - 4: Social Ethics - 2									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	3	2	3	3	2.8	
CO2	3	2	2	3	3	2	3	3	2	2	2.5	
CO3	2	3	3	3	2	3	3	3	3	3	2.8	
Mean Overall Score											2.7 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UHE44VE04B	Value Education - 4: Religious Doctrine - 2	2	1

Course Objectives

To explore the rich historical background of the Catholic Church
To explore and comprehend the Sacraments practiced by the Catholic Church
To incorporate Christian Prayer into daily routines
To reflect on personal growth through the lens of Sacraments and Christian Prayer
To promote unity by embracing universal values from various religions

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

Teaching Methodology	Chalk and Talk, Power point, assignment and Group discussion
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Book for Study

1. Department of Human Excellence (2022). Fullness of Life, St Joseph's College (Autonomous), Tiruchirappalli.

Book for Reference

1. (1994). *Compendium: Catechism of the Catholic Church*. Bengaluru: Theological Publications in India.
2. Holy Bible (NRSV).

Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	understand the history of the Catholic Church	K1
CO2	examine and grasp the Sacraments of the Catholic Church	K2
CO3	apply the Christian Prayer to their everyday life	K3

Relationship Matrix

Semester	Course Code	Title of the Course									Hours	Credits
4	23UHE44VE04B	Value Education - 4: Religious Doctrine - 2									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	2	2	3	3	2.7	
CO2	3	2	2	2	3	3	3	3	2	2	2.5	
CO3	2	2	3	3	2	2	3	3	3	3	2.6	
Mean Overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53CC10	Core Course - 10: Management Accounting	6	5

Course Objectives
To understand the techniques of Management Accounting for Better Decision Making
To Plan and formulate policies related to Management accounting
To Interpret the Financial Information based on the Financial statements.
To Assist the Management in directing and Controlling the operational activities of the business.
To Evaluate the efficiency and effectiveness of the policies.

UNIT I: Introduction and concepts of Management Accounting (18 Hours)

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

UNIT II: Ratio Analysis (18 Hours)

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

UNIT III: Fund flow and cash flow statement (18 Hours)

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

UNIT IV: Marginal costing (18 Hours)

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

UNIT V: Budgetary control (18 Hours)

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

Theory -20% Problem 80%

Teaching Methodology	Problem solving, Peer Learning, Seminars, PPTs.
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Book for Study

1. Dr. Maheswari, S.N. (2014). *Principles of Management Accounting*. S. Chand & Sons Publications.

Books for Reference

1. Pillai, R.S.N. & Bagavathi. *Management Accounting*. S.Chand & Sons Publications 2006 Edition.
2. Reddy, T.S. & Reddy, H. P. (2016). *Management Accounting*. Margam Publications.

Website and eLearning Sources

1. <https://www.accounting.com>
2. <https://corporatefinanceinstitute.com>
3. <https://www.topper.com>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the objectives of Management Accounting and know the techniques of Management Accounting.	K1
CO2	analyse the Financial Statements and interpret the results thereof.	K2
CO3	study the cause-and-effect relationship by analyzing the different variables affecting the profits and profitability of the business.	K3
CO4	examine the Financial Statements and Estimate the future Proposals	K4
CO5	apply different techniques of Management Accounting to formulate the policies.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
5	23UBU53CC10		Core Course - 10: Management Accounting					6	5		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	2	2	3	2	2.3
CO2	3	2	3	2	3	2	2	3	3	2	2.5
CO3	2	3	3	3	3	2	3	2	2	3	2.7
CO4	3	2	3	4	4	3	2	3	4	2	3.0
CO5	2	3	3	4	4	2	3	3	4	2	3.5
Mean Overall Score										2.8 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53CC11	Core Course - 11: Legal Aspects of Business	4	3

Course Objectives
To enlighten the students on the basic principles and legal aspects of business laws
To promote the understanding of various legislations relating to contracts
To make them acquire knowledge on Indian Partnership Act
To learn the mechanism for prompt action on complaints, protect customers as per Consumer Protection Act.
To acquire knowledge of the regulatory framework of companies with reference to various provisions of Companies Act

UNIT I: Indian Contract Act 1872 (12 Hours)

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

UNIT II: Sale of Goods Act (12 Hours)

Indemnity and Guarantee - Bailment and Pledge -Sale of goods Act - Definitions - Goods, Sale, Agreement to sell - Conditions and Warranties - Doctrine of Caveat Emptor Rights and remedies in case of breach - Rights of Unpaid Seller.

UNIT III: Indian Partnership Act, 1932 (12 Hours)

Indian Partnership Act,1932, Amended up to act 34 of 2019: Partnership-Definition-Formation - Types -Partnership at will - Particular Partnership - Rights & Duties of Partners. -Dissolution of Partnership firm.

UNIT IV: Consumer Protection Act 1986 (12 Hours)

Consumer Protection Act 1986: Back ground - Definitions - consumer, consumer dispute, Complaint Procedure, defect, deficiency, and service, Remedies, Consumer Protection Council.

UNIT V: Companies Act 2013. (12 Hours)

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

Teaching Methodology	Multimedia Presentations, Case studies.
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Book for Study

1. Kapoor, N. D. (2019). *Business Laws*. S. Chand & Company Ltd.

Books for Reference

1. Shukla, M. C. (2004). *A Manual of Mercantile law*. (13th Ed.). S.Chand& Company Ltd.
2. Kaur, H. (2013). *Business and Corporate Laws*. Lexis Nexis.
3. Sundaram, S. M. (2006). *Industrial Law*. (5th Ed.). Sree Meenakshi Publications.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the law of contract and relate the important business laws in India to manage the businesses efficiently.	K1
CO2	relate the concepts of Business Law to familiarize the students with the legal scenario of doing business in India.	K2
CO3	use the concepts of Business law while carrying on day to day business activities	K3
CO4	analyse the Law of contract, sale of goods Act, Partnership Act and Companies Act and simplify the Business.	K4
CO5	Evaluate the analytical skills of students on their understanding of the concepts of Legal Aspects of Business.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UBU53CC11	Core Course - 11: Legal Aspects of Business									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	3	2	2	3	2	2	3	2	2.3	
CO2	3	2	2	3	2	2	2	3	3	2	2.4	
CO3	2	3	2	3	2	3	3	2	2	3	2.5	
CO4	2	2	3	2	3	2	2	2	3	2	2.3	
CO5	3	3	2	2	2	3	2	2	2	3	2.4	
Mean Overall Score											2.38 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53CC12	Core Course - 12: Research Methods for Management	4	2

Course Objectives
To know what is management research
To study the types of research
To develop the knowledge to conduct the research
To learn the method of writing a research report
To develop the presentation skills

UNIT I: Introduction to research methodology (12 Hours)

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

UNIT II: Data collection (12 Hours)

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

UNIT III: Hypothesis testing (12 Hours)

Hypothesis - meaning - types - Scaling techniques- meaning, types of scales nominal, ordinal - Sampling design - meaning. Concepts, steps in sampling - criteria for good sample design - types of sample designs, probability and non-probability sample.

UNIT IV: Test of significance (12 Hours)

Test of significance Mean, Median, Mode - Assumptions about parametric and non parametric tests.

UNIT V: Interpretation and report writing (12 Hours)

Interpretation - Techniques of interpretation, writing report- significance- and steps - layout of report - types of reports - oral presentation - norms for using tables, chart and diagrams, - Appendix- norms for using Index and Bibliography.

Teaching Methodology	Multimedia Presentations, Case studies, Problem solving
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Book for Study

1. Sekaran, U. (2009). *Research Methods for Business*. (4th Ed.). Wiley India Publications.

Books for References

1. Korthari, C. R. (2012). *Research methodology*. Wiswaprakasan.
2. Tirupathi, P. C. (2014). *A textbook of research methodology in social sciences*.
3. Rajkumar. (2014). *methodology and social science*. Book enclave.
4. William, G. Z. (2006). *Business Research Methods*. (1st Ed.). Cengage Learning India Pvt Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	relate theoretical and practical background of research in Business Management	K1
CO2	solve business problems by means of scientific inquiry	K2
CO3	use analytical skills and sketch research design.	K3
CO4	devise strategies to conduct research	K4
CO5	plan and prepare systematic business research reports	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
5	23UBU53CC12		Core Course - 12: Research Methods for Management						4	2	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	3	1	2	2.6
CO2	2	1	2	2	2	2	1	1	1	2	1.6
CO3	2	2	2	2	1	1	2	3	3	3	2.1
CO4	2	2	2	2	2	3	3	3	3	2	2.4
CO5	3	2	3	3	3	3	3	3	3	2	2.8
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53ES01A	Discipline Specific Elective - 1: Production and Material Management	5	3

Course Objectives
To provide comprehensive outlook on the basic concepts and practices of production.
To understand types of layout facilities
To analyse work study methods and know the importance of material management
To enable the students to gain knowledge on Inventory control and Vendor rating
To give insight on Purchase management and quality control

UNIT I: Introduction to production management (15 Hours)

Nature & scope of Production - Production system - Production function - Types of production system - Role and responsibility of a production manager - Recent trends in Production management - Characteristics of Modern Manufacturing.

UNIT II: Plant location and layout (15 Hours)

Plant location - Meaning - Definition - Factors affecting plant Location decision - Plant layout - Essentials of good plant Layout - Types of Layout.

UNIT III: Material handling (15 Hours)

Introduction - Elements of Material Handling System - Principles of Material Handling System - Unit Load Concept - Selection of Material Handling System - Types of Material Handling Equipment - Work study - Method study and Work Measurement - Production Planning and Control.

UNIT IV: Vendor rating and stores management (15 Hours)

Purchase Cycle - Functions and Purchase Policies - Vendor rating - Objectives - Vendor Rating Methods - Stores management - Stores Location - Stores Layout - Stock Verification - Documents pertaining to purchase and stores management.

UNIT V: Inspection and quality control (15 Hours)

Statistical Quality Control - Inspection and Quality Control - Types of Control Charts for Variables and Attributes - Basic Concepts in TQM - TQM implementation in Manufacturing and service sectors - Need for ISO

Teaching Methodology	Multimedia Presentations, Case studies.
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Books for Study

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

Books for Reference

1. Paneerselvam, R. (2013). *Production and Operations Management*. PHI Learning Private limited.
2. Saravanavel, P. & Sumathi, S. (2010). *Materials Management*. Margham publishers.
3. Sarangi, S. k. (2011). *Production Management and Materials Management: Text & Cases*. Asian Books Pvt.Ltd.
4. Ankita Agarwal. (2022). *Production and Materials Management*. Horizon Press.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	find a comprehensive outlook on basic concepts, and practices of production management.	K1
CO2	identify right plant location and plant layout industries.	K2
CO3	know work study, method study, its procedure & importance of material handing	K3
CO4	outline inventory control concepts and identify vendor rating mechanisms	K4
CO5	evaluate quality control techniques	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UBU53ES01A	Discipline Specific Elective - 1: Production and Material Management									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	3	3	2	3	2	2	2	3	2.5	
CO2	2	3	2	2	3	2	3	3	2	2	2.4	
CO3	2	2	3	3	2	2	3	2	2	3	2.4	
CO4	3	2	2	2	3	2	2	3	3	2	2.4	
CO5	3	2	3	3	2	3	2	2	3	2	2.5	
Mean Overall Score											2.44 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53ES01B	Discipline Specific Elective - 1: Strategic Management	5	3

Course Objectives
To introduce the basic concepts of strategic management.
To provide knowledge on strategic decision making.
To understand the types of strategies.
To study the process of strategic implementation.
To analyse the strategic evaluation and control process.

UNIT I: Introduction to Strategic management (15 Hours)

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

UNIT II: Strategic Decision Making (15 Hours)

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

UNIT III: Types of Strategies (15 Hours)

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

UNIT IV: Strategy Implementation (15 Hours)

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

UNIT V: Strategy Evaluation and Control (15 Hours)

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

Teaching Methodology	Multimedia Presentations, Case studies.
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Book for Study

1. Prasad, L. M. (2016). *Strategic Management*. Sultan Chand & Sons.

Books for Reference

1. Kazmi, A. *Strategic Management And Business Policy*. Tata McGraw Hill Publication.
2. Ghosh, P. K. *Strategic Planning and Management*. Sultan Chand & Sons.
3. Hill, C & Gareth, R. J. *Strategic Management: An Integrated Approach*. Biztantra.
4. Thomas, L. W. & J. David Hunger. (2016). *Strategic Management and Business policy*. (12th Ed.).

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	define the various strategies used in different business and service sectors	K1
CO2	relate strategies according to the business policy	K2
CO3	make use of the business environment for implementing the strategies	K3
CO4	analyse the strategies implemented for effective performance of the business	K4
CO5	recommend solutions for the business problems using strategic decision making skills	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
5	23UBU53ES01B		Discipline Specific Elective - 1: Strategic Management					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	2	2	2	2	2	2.2
CO2	3	2	2	2	2	2	3	2	3	3	2.4
CO3	2	3	2	3	2	3	2	3	3	3	2.6
CO4	2	2	2	1	2	2	2	1	2	2	1.8
CO5	3	2	3	3	1	3	1	3	2	1	2.2
Mean Overall Score											2.24 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53ES02A	Discipline Specific Elective - 2: Banking and Insurance Management	5	3

Course Objectives
To familiarize the basic concepts of banking.
To provide understanding about commercial banking.
To foster knowledge on recent trends in banking.
To impart knowledge on concepts of insurance.
To understand the types of insurance.

UNIT I: Introduction to Banking (15 Hours)

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

UNIT II: Commercial Banking (15 Hours)

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

UNIT III: Recent trends in Banking (15 Hours)

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

UNIT IV: Introduction to Insurance (15 Hours)

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

UNIT V: Types of Insurance (15 Hours)

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

Teaching Methodology	Multimedia Presentations, Case studies.
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Books for Study

1. Sundharam & Varshney. (2010). *Banking theory Law and Practice*. S.Chand&sons.
2. M. N. Mishra & S. B. Mishra. *Insurance -Principles and Practices*. S.Chand

Books for Reference

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

Website and eLearning Sources

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

Course Outcomes		
CO NO.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define and tell the Banking and Insurance system in India	K1
CO2	classify the types of Banks and explain its Functions.	K2
CO3	apply the Knowledge in Banking and Insurance Sector	K3
CO4	analyse the Information regarding Banking and Insurance and decide the Investment opportunities	K4
CO5	evaluate the recent changes in Banking and Insurance sector.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
5	23UBU53ES02A		Discipline Specific Elective - 2: Banking and Insurance management					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	2	2	3	2	2.3
CO2	2	2	2	2	2	2	2	3	2	2	2.1
CO3	2	2	3	3	2	2	3	2	2	3	2.4
CO4	2	2	3	3	4	3	2	3	4	2	2.8
CO5	2	2	3	4	4	2	3	3	4	2	2.9
Mean Overall Score										2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53ES02B	Discipline Specific Elective - 2: Financial Planning and Investment Management	5	3

Course Objectives
To inculcate knowledge on financial planning and investments.
To provide information on the various kinds of investment avenues.
To introduce the students to various financial regulatory authorities.
To impart knowledge on Stock Markets.
To provide insight on Portfolio construction and management.

UNIT I: Introduction to Financial Planning (15 Hours)

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

UNIT II: Introduction to Stock Exchanges and SEBI (15 Hours)

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

UNIT III: Classification of Stock Markets (15 Hours)

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

UNIT IV: Options and Future Trades (15 Hours)

Option - Meaning - Types - Option Trading- Future contracts - Future Markets - Spot prices- Forward prices Vs Future Prices- Future Vs Options.

UNIT V: Introduction to Portfolio Analysis (15 Hours)

Portfolio analysis meaning and concepts - Portfolio Construction & Management - Portfolio Evaluation.

Teaching Methodology	Multimedia Presentations, Case studies, Problem solving, stock market analysis.
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Action Plan (Practical Work)

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

Book for Study

1. Khan, M. Y. (2016). *Indian Financial System*. Tata Mc-Graw Hill.

Books for Reference

1. Rustagi, R. P. (2010). *Financial Analysis and Financial Management*.
2. Gupta, L. C. *Export Study of Tracking in Shares and Stock exchange*.
3. *Report on Currency and Finance* - RBI.
4. Varshney, P. N. & Mittal, D. K. *Indian Financial System*. Sulthan Chand & Sons.
5. Machiraju, H. R. *Indian Financial System*. Vikas Publishing House.
6. Online Trading: <http://virtualstocks.icidirect.com / Gamesite/ customer/ login.aspx>
7. Gomez, C. (2012). *Financial Markets, Institutions and Financial Services*. PHI Learning Private Limited.

8. Bhalla, V. K. (2012). *Investment & Securities markets in India*. Himalaya Publishing House.

Website and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statement	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	identify investment and financial market and identifying new investment opportunities	K1
CO2	classify the Primary and secondary security markets	K2
CO3	discover the trading mechanism process and developing investment practices in the stock market	K3
CO4	take part in secondary market and experimenting with daytoday trading	K4
CO5	plan and adapt investment ideas and re frame the portfolio.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
5	23UBU53ES02B		Discipline Specific Elective - 2: Financial Planning and Investment Management						5	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	2	2	3	3	3	2	2.6
CO2	3	2	3	3	3	3	3	3	2	2	2.7
CO3	3	3	3	3	3	3	2	3	3	3	2.9
CO4	3	2	2	3	2	2	2	3	3	2	2.4
CO5	3	3	2	3	3	3	3	2	3	2	2.7
Mean Overall Score											2.66 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53SP01A	Self-paced Learning: Advertising and Sales Promotion	-	2

Course Objectives
To introduce the basic concepts of strategic management.
To provide knowledge on strategic decision making.
To understand the types of strategies.
To study the process of strategic implementation.
To analyse the strategic evaluation and control process.

UNIT I: Introduction to Advertising

Definition - Advertising - Meaning, objectives - role and functions - Advertising in Marketing Mix - Advertising decisions - Types of Advertising - economic, social and ethical issues - DAGMAR approach - Integrated Marketing Communication - strategic integration of marketing functions and promotional functions - relationship between product mix and promotion mix.

UNIT II: Advertising Media

Definition - Media types - characteristics - Merits and limitation - Types of media - press and broadcasting - outdoor and other media. Response Process in Advertising - Consumer and mental process in buying, AIDA model - Hierarchy of effects model, Information processing model - Brand and Brand Equity - definition of branding - Characteristics of a good brand.

UNIT III: Construction of an Advertisement

Definition - Advertisement visualization - copy - basic approaches to copy writing - types of copies - types of headlines - types of illustrations - types of layout - principles governing copywriting. Advertising Budget - Top down and Build up approach, methods of advertising - Advertising Creativity - meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copy writing.

UNIT IV: Media Planning Strategy

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

UNIT V: Sales Promotion Concepts

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

Teaching Methodology	Multimedia Presentations, Case studies, Assignments.
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Books for Study

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

Books for Reference

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	to inculcate the habit of relating the basic concepts in Advertising management with practical situations and to give more insights about this subject.	K1
CO2	to understand the planning, implementation, and evaluation process of Advertising & other forms of marketing communications.	K2
CO3	to promote the understanding of major concepts relating to Advertising and Sales Promotion and its emerging trends in the Indian Marketing Communication Industry by mapping consumer behaviour and the media.	K3
CO4	to equip students with in-depth understanding of contemporary issues in services Management and apply expert knowledge on marketing of various services	K4
CO5	to evaluate the role of the promotional mix in the development of strategic/ tactical marketing plans so as to practice how the Advertisement process influences consumer decision making.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UBU53SP01A	Self - paced Learning: Advertising and Sales Promotion									-	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	3	2	2	3	2	3	3	2.5	
CO2	3	2	2	2	3	3	2	3	2	2	2.4	
CO3	2	2	3	3	2	2	3	2	2	3	2.4	
CO4	3	2	3	2	2	2	2	2	3	2	2.3	
CO5	2	3	2	3	3	2	2	3	3	2	2.5	
Mean Overall Score											2.42 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UBU53SP01B	Self-paced Learning: Customer Relationship Management	-	2

Course Objectives
To understand the nuances of customer relationship management
To familiarize with the knowledge of Customer Information Database.
To impart the students the importance of Customer Value.
To learn the process of CRM
To understand the role of technologies in the customer relationship management

UNIT I: Introduction to CRM

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

UNIT II: Customer Information Database

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

UNIT III: Customer Value

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

UNIT IV: Process of CRM

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

UNIT V: Analytical Tools of CRM

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

Teaching Methodology	Multimedia Presentations, Case studies.
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Books for Study

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

Books for Reference

1. H. Peeru Mohamed & A. Sahadevan. (2005). *Customer Relation Management*. Vikas Publishing.
2. Cathcart, J. (2005). *The Eight Competencies of Relationship selling*. Macmillan India.
3. Assel. *Consumer Behavior*. Cengage Learning. (6th Ed.).
4. Kumar. (2007). *Customer Relationship Management - A Database Approach*. Wiley India.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the need for and importance of maintaining a good customer relationship.	K1
CO2	demonstrate the various aspects of CRM the benefits delivered by CRM.	K2
CO3	implement the Knowledge on customer data for business modelling.	K3
CO4	analyse CRM practices and technologies to enhance the achievement of organizational goals.	K4
CO5	evaluate the customer relationship management strategies for the long-term sustainability of the Organizations.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UBU53SP01B	Self-paced Learning: Customer Relationship Management								-	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	2	3	3	2	2	2.5
CO2	3	3	2	2	2	2	2	3	2	2	2.4
CO3	3	3	3	3	1	1	3	3	2	2	2.4
CO4	3	3	3	3	2	2	3	3	2	2	2.6
CO5	3	3	3	1	1	2	2	2	2	2	2.1
Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23USS54SE01	Skill Enhancement Course - 2: Soft Skills	2	1

Course Objectives
To help students understand, practice, and improve their communication skills
To enable students with effective presentation skills
To help students attend interviews confidently and participate effectively in group discussions
To make students realise their potential and excel on personal as well as professional grounds
To develop the thinking skills of students for better performance in competitive exams, interviews and group discussions

UNIT I: Communication Skills

Basics of Communication: Importance of Good Communication Skills, Types of Communication Skills, Verbal Communication, Non-verbal Communication, Tips for Improving Nonverbal Communication, Communication Styles, Barriers to Communication, Ways To Improve Communication Skills, Practicum

Professional Grooming: How to Create the Impact for that First Impression, Presentation Skills, Developing Handouts, Developing Notes, Adding Visual and Audio Effects, Practicum

UNIT II: Resume Writing & Interview Skills

Resume Writing: The Purpose of a Resume, Finding a Job & Making a Career, Length of Resume, Order of Resume, Tailoring the Resume, What your Resume should include, Some Tips for Listing a Bachelor's degree on Your Resume, What NOT to put on your Resume, Formatting Resume, Difference between Resume, Biodata and Curriculum Vitae, Preparation of a Resume

Interview Skills: Meaning of Interview, Types of Interviews, How to get ready for the big day?, Appropriate Attire, Etiquette, Mastering the Art of Meet and Greet, Resume – Points to Remember, Practicum

Group Discussion: Why is GD Essential?, Factors that influence GD, Outcome of GD, Tips for participation in a GD, Useful phrases for GD, Success Tips in GD, Practicum

UNIT III: Personal Effectiveness

Self-Discovery: Characteristics of Personality, Kinds of Self, Who am I?, Personality Inventory Table

Goal Setting: Why do Goal Setting?, Goal Setting Process, Smart Goals

UNIT IV: Numerical Ability

Average, Simple Interest, Compound Interest, Profit and Loss, Area, Volume and Surface Area

UNIT V: Test of Reasoning

Verbal Reasoning: Series Completion, Analogy. *Non-Verbal Reasoning*

Book for Study

1. Balaiah, J., & Joy, J. L. (2024). *Straight from the Traits: Securing Soft Skills*, (Revised 3rd Ed.). St. Joseph's College, Tiruchirappalli.

Books for Reference

1. Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non-Verbal Reasoning*, S. Chand.
2. Balaiah, J. & Joy, J. L. (2018). *Winners in the Making: A primer on soft skills*. St. Joseph's College, Tiruchirappalli.
3. Covey S. R. (2004). *The 7 Habits of Highly Effective People: Restoring the Character Ethic* (Rev. ed.). Free Press.
4. Egan, G. (1994). *The Skilled Helper* (5th Ed.). Pacific Grove, Brooks/Cole.

5. Khera, S. (2014). *You Can Win*. Macmillan Books.
6. Martin, Y. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*, (5th Ed.). Adams Media.
7. Sankaran, K., & Kumar, M. (2010). *Group Discussion and Public Speaking*, (5th Ed.). M.I. Publishers.
8. Trishna. (2012). *How to do well in GDs & Interviews*, (3rd Ed.). Pearson Education.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	analyse problems directed at testing their cognitive abilities	K3
CO2	present the best of themselves as job seekers and communicate effectively in all contexts	K4
CO3	assess themselves, set goals, and manage conflicts that are expected of a good leader	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23USS54SE01	Skill Enhancement Course - 2: Soft Skills									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	2	2	2	2	3	2	3	2.5	
CO2	2	3	3	2	3	3	2	3	2	2	2.5	
CO3	2	2	3	3	2	3	3	3	2	2	2.5	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63CC13	Core Course - 13: Financial Management	7	5

Course Objectives
To provide insights on financial management.
To describe the concepts of working capital.
To analyse the cost of capital.
To learn the capital structure.
To study the concept of capital budgeting.

UNIT I: Introduction to Financial Management (21 Hours)

Finance- Meaning & Objectives of financial management-Profit Maximization-Wealth Maximization - Scope of Financial Management-Importance of Financial Management- Methods Of financial Management-Organization of Finance Function-Role of Finance manager-Time value of Money (Theory Only)

UNIT II: Financial Planning & Working Capital (21 Hours)

Meaning of Financial Planning- Principles governing financial planning-Estimating Capital requirements- Fixed Capital- Working Capital-Concept of working Capital-Need of Working capital-Types of Working Capital-Management of working capital-Estimation of working capital. (simple problems)

UNIT III: Cost of Capital (21 Hours)

Concept of cost of capital-Importance of cost of Capital-Classification of cost of capital-Approaches to cost of capital-Determination of cost of capital-Computation of cost of capital -Cost of Debt- Cost of Preference Shares- Cost of Equity- Cost of Retained earnings-Weighted Average cost of capital-Meaning of Leverage- Types of leverages-operating, financial and combined leverage (Simple Problems)

UNIT IV: Capital Structure (21 Hours)

Meaning of Capital Structure-Capital structure and financial structure-Pattern of capital structure-Optimum capital structure-Factors determining capital structure- Capital structure theories-NI Approach- NOI Approach- MM Approach-Traditional Approach- .(Theory Only)

UNIT V: Capital Budgeting Techniques (21 Hours)

Concept of capital budgeting-Importance of capital budgeting-Factors affecting capital investment decision Capital Budgeting Appraisal Method-pay-back period, Average rate of return, NPV method-Profitability Index- IRR method (simple problems)

Teaching Methodology
Problem solving, Lectures, Group Discussion, Case study Analysis.

Book for Study

1. Maheswari, S. N. (2014). *Elements of Financial Management*. Sultan Chand & sons.

Books for Reference

1. Chandra, P. (2020). *Fundamentals of Financial Management*. (7th Ed.). Tata McGraw Hill.
2. Khan, M. Y. & Jain, P. K. (2018). *Financial Management. (Text, Problems and Cases)*. Tata McGraw Hill
3. Ponday, I. M. (2015). *Financial Management*. (11th Ed.).
4. Murthy. A. (2013). *Financial Management*. Margam Publications.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	define the basic concepts and objectives Financial Management	K1
CO2	demonstrate, Explain and Interpret Finance decision	K2
CO3	applying acquired knowledge and Make use of the techniques	K3
CO4	analyse and Examine the Methods of Financial Management.	K4
CO5	invent the Analytical skills which would facilitate them to take finance decision	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UBU63CC13	Core Course - 13: Financial Management								7	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	4	4	3.2
CO2	3	3	3	4	4	3	3	3	3	4	3.3
CO3	3	3	3	3	4	3	3	4	4	4	3.4
CO4	3	3	3	3	4	3	3	3	4	3	3.2
CO5	3	3	3	4	4	3	3	3	4	3	3.3
Mean Overall Score										3.028 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
6	23UBU63CC14	Core Course - 14: International Business	7	5

Course Objectives
To familiarize students with basic concepts of International Business
To impart knowledge about the international Business Environment and its influence on business.
To understand the barriers to international trade
To get an idea of international marketing.
To assess the activities of global financial institutions.

UNIT I: Introduction to International Business (21 Hours)

International Business - Definition - Advantages - Features - Scope - Factors causing globalization of business - Changing Scenario of International Business - Stages of internationalization - Approaches to International Business - Theories of International Business - Difference between domestic and international Business.

UNIT II: International Business Environment (21 Hours)

International business environment - Country attractiveness - Factors affecting international business environment - Political, legal, economic, social cultural, technological environment and their impact on International Business.

UNIT III: Barriers to International Trade (21 Hours)

World trade in goods and services - Major trends and developments - World trade and protectionism - Tariff and non- tariff barriers - Foreign investments - Pattern, structure and effects, Movements in foreign exchange and interest rates and their impact on trade and investment flows.

UNIT IV: International Marketing (21 Hours)

International Product Policy and Planning - International Promotion - Advertising - Distribution - Sales Promotion - International Pricing - Export Management.

UNIT V Global Financial Institutions (21 Hours)

Promotion of global business - The role of GATT - WTO - IMF - UNCTAD - NAFTA - EU - SAARC - Multilateral trade negotiation and agreements -Challenges for global business - Global trade and investment - Need for global competitiveness.

Teaching Methodology	PPT Presentations, Case studies, News Reading, Seminars.
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Books for Study

1. Cherunilam, F. (2020). *International Business - Test and cases*. (6th Ed.). PHI Learning Pvt. Ltd.
2. Sankaran, S. (2014). *International Business & Environment*. Margham Publications.

Books for Reference

1. Aswathappa, K. (2015). *International Business*. (6th Ed.). Tata Mc Graw Hill.
2. Charles, W. I. H. & Arun Kumar Jain. (2010). *International Business*. (6th Ed.). Tata Mc Graw Hill.
3. John, D. D. & Lee, H. R. (2010). *International Business*. (12th Ed.). Pearson Education Asia.
4. Michael, R. C., Ilkka, A. R. & Michael, H. M. (2010). *International Business*. (7th Ed.). Cengage Learning.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	discuss the modes of entry to International Business	K1
CO2	outline the Global Business Environment	K2
CO3	explain international trade barriers & foreign investment pattern	K3
CO4	understand international marketing mix	K4
CO5	identify the relevance of international institutions in trading	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
6	23UBU63CC14		Core Course - 14: International Business					7	5		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	1	3	2	3	3	1	2.4
CO2	3	3	2	2	2	2	3	3	2	2	2.4
CO3	3	3	3	3	1	3	3	3	3	2	2.7
CO4	3	2	3	3	2	2	2	3	3	1	2.4
CO5	2	3	2	3	2	3	2	2	2	2	2.3
Mean Overall Score											2.44 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63ES03A	Discipline Specific Elective - 3: Services Marketing	5	3

Course Objectives
To recall the basic concepts of Services Marketing.
To know the Marketing Mix in Service Marketing.
To examine effectiveness of Service life cycle
To discuss on delivering Quality Service.
To analyze the types of Services.

UNIT I: Introduction to Services Marketing (15 Hours)

Meaning and definition of service - Service economy - services marketing - Nature and scope - Unique characteristics - evolution and growth of service sector - classification of services - difference between goods and service - significance - impact of social environment on the growth of services marketing in India - Challenges and issues.

UNIT II: Service Design and Process (15 Hours)

Service design - expanded Marketing Mix - Service process - factors to be considered in designing service process - Relationship between services and goods - Consumer Service - Buyer Behaviour - Decision making process - types of service layout - service benchmarking - market segmentation, targeting and positioning.

UNIT III: Service Life Cycle (15 Hours)

Service Life Cycle - New service development - Service Blue Printing - GAP's model of service quality - Measuring service quality - SERVQUAL - Service Quality function development - service product concept - pricing in service - pricing methods - service promotion.

UNIT IV: Service Intermediaries (15 Hours)

Location of service and channel of distribution - classification of location - factors governing location - role of service intermediaries - Franchising - Agent Brokers - Quality of service - Service marketing triangle - Integrated Service marketing communication.

UNIT V: Types of Services (15 Hours)

Marketing of Service - Financial services, Banking, Insurance, Health services, Hospitality - Tourism, Logistics, Education, Entertainment sectors, Professional or consultancy - Telecommunication services.

Teaching Methodology	Multimedia Presentations, Case studies.
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Books for Study

1. Balaji, B. *Service Marketing and Management*. S. Chand & Co.
2. Christopher, H. L. & Wirtz, J. (2004). *Services Marketing*. Pearson Education.
3. Venugopal, V. & Raghu, V. N. *Services Marketing*. Himalaya Publishing House.

Books for Reference

1. Palmer, Adrian. *Principles of Services marketing*. McGraw Hill.
2. Natarajan, L. *Services Marketing*. Margham Publications
3. Valarie Zeithaml. *et al.* (2010). *Services Marketing*, (5th Ed.). Tata McGraw Hill.
4. *Managing Services Marketing*. E. G. Bateson - Text & Reading. Dryden Press.
5. Balaji. *Services Marketing*. Himalya Publications.
6. S.M. Jha. *Services Marketing*. Himalaya Publications
7. Thomson & Hoffman. *Services Marketing*. Southwestern Publications

Website and eLearning Sources

1. <https://www.mayple.com/blog/service-marketing>
2. <https://thriveagency.com/digital-marketing-services/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	define and understand the concepts of Services Marketing.	K1
CO2	examine and apply Marketing Mix in Service Marketing.	K2
CO3	analyze and design various strategies in the field of Services Marketing.	K3
CO4	evaluate the role of delivering Quality Service.	K4
CO5	understand the marketing of various services	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
6	23UBU63ES03A		Discipline Specific Elective - 3: Services Marketing					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	2	3	2	3	3	2.5
CO2	3	2	3	2	3	3	2	3	2	3	2.6
CO3	2	2	3	3	2	2	3	2	2	3	2.4
CO4	3	2	3	2	3	2	2	2	3	2	2.4
CO5	2	3	2	3	3	2	2	3	3	2	2.5
Mean Overall Score										2.48 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63ES03B	Discipline Specific Elective - 3: Logistics and Supply Chain Management	5	3

Course Objectives				
To understand the important concepts in Logistics				
To educate about various distribution channels.				
To provide knowledge regarding Inventory management.				
To familiarise with the aspects of e-Financial Supply Chain.				
To Become familiar with current supply chain management trends.				

UNIT I: Introduction to Logistics (15 Hours)

Fundamentals of Logistics- Definition - Activities-Aims and importance-Progress in Logistics and Current Trends-Organization and Achieving Integration- Value Added Logistics Services - .Role of Logistics in Competitive Strategy and Customer Service.

UNIT II: Distribution Channels (15 Hours)

Definition - Logistics Strategy-Implementing the Strategy-Locating Facilities-Planning Resources - Controlling Material Flow - Distribution channel structure, channel members and channel strategy - Role of logistics and support in distribution channels.

UNIT III: Inventory Management (15 Hours)

Definition - Procurement- Inventory Management-Warehousing and Material Handling Transport-Global Logistics- Logistics outsourcing - catalysts, benefits, value proposition. Third and fourth party logistics. - Selection of service provider.

UNIT IV: Supply Chain Management (15 Hours)

Definition - Basic Concepts of supply Chain Management-Planning and Sourcing-Making and Delivering>Returns-It and Supply Chain Management- Port Management.

UNIT V: Financial Supply Chain (15 Hours)

Definition - Elements of Financial Supply Chain Management-The Evolution of e-Financial Supply Chain-E-Financial supply chain- E-Financial supply chain banks Perspective-Legal Aspects of E-Financial Supply Chain.

Teaching Methodology	Multimedia Presentations, Case studies.
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Book for Study

1. Bowersox, D. J., Closs, D. J., Cooper, M. B. & Bowersox, J. C. (2013). *Supply Chain Logistics Management*. (4th Ed.). McGraw Hill/Irwin.
2. Agrawal, D. K. *Distribution and Logistics Management: A Strategic Marketing Approach*. Macmillan publishers India

Books for Reference

1. Ruston, A., Crouches, P. & Baker, P. *The Handbook of Logistics and Distribution Management*. kogan page
2. Shah, J. (2016). *Supply chain management: Text and Cases* (2e). Pearson Education India
3. Hugos, M. H. (2007). *Essentials of Supply chain Management*, (3rd Ed.). Wiley.
4. Coyle, J. J., Langley Jr. C.J., Novack, R. A. & Gibson, B. J. (2013). *Managing supply chains-A logistics approach*. (9th Ed.). Cengage Learning.

Course Outcomes		
CO No.	CO-Statements	Cognitive Level (K-level)
CO1	identify the knowledge on logistic and supply chain management in the current business Scenario	K1
CO2	interpret Logistics & Supply chain management concepts	K2
CO3	use the principles of Inventory management and Logistics effectively	K3
CO4	illustrate strategies for effective supply chain management	K4
CO5	appraise on the perspective of E-Finance and its Legal Aspect	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UBU63ES03B	Discipline Specific Elective - 4: Logistics And Supply Chain Management									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	1	3	3	1	1	3	3	3	2	2.3	
CO2	2	2	3	1	2	3	3	3	2	2	2.3	
CO3	2	2	1	2	2	1	3	2	2	3	2	
CO4	2	1	2	1	2	2	1	1	2	2	1.6	
CO5	2	2	2	3	2	2	2	1	1	2	1.9	
Mean Overall Score											2.02 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63ES04A	Discipline Specific Elective - 4: Industrial Relations and Labour Laws	5	3

Course Objectives

To define the concepts related to industrial relations.
To educate about Trade Unions
To provide knowledge about maintaining harmonious relations in India and to resolve disputes
To devise strategies to handle labour issues through grievance redressal mechanisms.
To design mechanisms for the safety and welfare of employees based on legal provisions.

UNIT I: Introduction to Industrial Relations (15 Hours)

Meaning Definition - objectives - Need for IR - Theories of IR - ILO and Industrial relations - Overview of labour laws.

UNIT II: Trade Union (15 Hours)

History and growth of Trade Union - Purpose and functions - Objectives - Trade Unions and economic developments - Types of Union - The Trade Unions Act, 1926.

UNIT III: Industrial Disputes (15 Hours)

Industrial disputes: Meaning and causes-Types - Importance of labour management relations - Disputes settlement machineries, Awards and settlements, Strike and lockout, Lay-off and retrenchment - Role of ILO in industrial relations.

UNIT IV: Grievance Redressal (15 Hours)

Meaning Definition - Principles, Procedure - Disciplinary Procedure - Red hot stove rule - Collective Bargaining - Negotiation and its procedure - The Industrial Employment Standing Orders.

UNIT V: Health and Safety Measures (15 Hours)

Factories Act, 1948- Health and Safety, Occupational Hazards - Industrial Counselling - Statutory Provisions - Constitutional measures for workers.

Teaching Methodology	Multimedia Presentations, Case studies, Role play, Case Analysis, Industrial Visit.
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Books for Study

1. Tripathi, P.C. (2013). *Personnel Management and Industrial Relations*. Sultan Chand & Sons.
2. Memoria, C. B. & Rao, V. S. P. (2019). *Personnel Management*. Himalaya Publishing House Ltd.

Books for Reference

1. Kumar, N. & Mittal, R. (2001). *Personnel Management And Industrial Relations*. Anmol Publications Pvt. Ltd.
2. Monappa, A., Nambudiri, R & Selvaraj, P. (2017). *Industrial Relations and Labour Laws*. McGraw Hill Education.
3. Yoder, Dale & others. (1999). *Personnel Management and Industrial Relations*. Prentice Hall.
4. Bhatia, S. K. (2003). *Constructive Industrial Relations and Labour Laws*. Deep and Deep.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	understand the role and importance of Industrial Relations	K1
CO2	identify the concepts of Trade Union	K2
CO3	evaluate the concepts of industrial Disputes and settlement.	K3
CO4	summarize the importance grievance redressal and collective bargaining	K4
CO5	find out the health and safety measures to be applied in industries	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
6	23UBU63ES04A		Discipline Specific Elective - 4: Industrial Relations and Labour Laws					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	2	2	2	2	2	2	3	2.3
CO2	2	3	2	2	3	2	3	3	2	1	2.3
CO3	2	2	3	3	2	2	2	2	3	1	2.2
CO4	2	3	3	3	1	2	3	3	3	3	2.6
CO5	3	3	2	3	1	3	3	2	2	2	2.4
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UBU63ES04B	Discipline Specific Elective - 4: Leadership and Group Dynamics	5	3

Course Objectives	
To learn the concept of leadership	
To analyze the various theories of leadership for their applicability	
To demonstrate understanding of emotional intelligence and Cultural issues.	
To provide insight into the concepts of Group Dynamics.	
To familiarize the students with the functioning of individuals in group situations and the need for training.	

UNIT I: Introduction to Leadership (15 Hours)

Leadership Attributes - Styles - Theories of Effective Leadership - charismatic leader, transformational leader.

UNIT II: Personality and Leadership (15 Hours)

Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.

UNIT III: Emotional Intelligence (15 Hours)

Factors influencing Leadership Behaviour II: Emotional Intelligence - skills for Emotional intelligence - Cultural - formation - changing culture, Organizational and Situational Factors.

UNIT IV: Group Dynamics (15 Hours)

Understanding Groups, Phases of Group Development - Group Cohesion and Alienation - Conformity and Obedience. Group and its formation - Formal and Informal Groups.

UNIT V: Training for Group Dynamics (15 Hours)

Training for Effective Group Membership - T-Group Training or Sensitivity Training - Process of Decision Making in Groups - Problems and Approaches for 'Consensus' formation - Effective Meetings.

Teaching Methodology	Multimedia Presentations, Case studies.
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Book for Study

1. Stephen, P. R. & Timothy, A. J. (2015). *Organizational Behavior*. (16th Ed.). Pearson Education.

Books for Reference

1. Jan Carmichael. *et.al.* (2016). *Leadership and Management Development*. Oxford Publications.
2. Uday Kumar Haldar. (2016). *Leadership And Team Building*. Oxford Publications.
3. Chandra Mohan. (2016). *Leadership and Team Management*. Himalaya Publishing House.
4. Luthans, F. (2017). *Organizational Behavior: An Evidence - Based Approach*. (12th Ed.) McGraw Hill Education.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	define the different attributes of leadership	K1
CO2	interpret the type of personality of an individual	K2
CO3	discover various organizational and cultural factors influencing The workplace	K3
CO4	relate the concepts of group dynamics	K4
CO5	reframe the training methods for effective group formation	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
6	23UBU63ES04B		Discipline Specific Elective - 4: Leadership and Group Dynamics							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	1	3	3	2	2	3	2.2
CO2	2	3	2	1	2	3	3	2	2	3	2.3
CO3	1	2	3	2	3	2	3	2	3	2	2.3
CO4	1	2	2	3	1	2	3	2	2	3	2.1
CO5	1	2	2	2	3	1	3	2	2	3	2.1
Mean Overall Score										2.2 (High)	