

# **B COM COMMERCE WITH COMPUTER APPLICATIONS**

## **LOCF SYLLABUS 2023**



**Department of Commerce Computer Applications**

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 TANSCHÉ 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

SI 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
<b>Total</b>		<b>100</b>

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 the third components are decided by the course in-charge.

### 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)						2 × 10 = 20	
	For courses with K6 as the highest cognitive level: <b>Mid Sem:</b> two questions on K4 and one question on K5; <b>End Sem:</b> two questions on K5 and one question on K6)							
				1	1*			
			Mid Sem					
				End Sem				
			1	1	1*			
<b>Total</b>							<b>60</b>	

\* 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		
<b>Marks</b>	<b>10 × 1 = 10</b>	<b>10 × 3 = 30</b>	<b>5 × 6 = 30</b>	<b>3 × 10 = 30</b>	

\* 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)

## 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"> <li>• Skill Enhancement Course (Non Major Elective)</li> <li>• Foundation Course</li> <li>• Skill Enhancement Course (WS)</li> </ul>	20 + 10 + 20 = 50	50 (A member from the Department other than the course instructors)	100
<ul style="list-style-type: none"> <li>• Self-paced Learning</li> <li>• Comprehensive Examination</li> </ul>	25 + 25 = 50	50 (CoE)	100
<ul style="list-style-type: none"> <li>• Value Education</li> <li>• Environmental Studies</li> </ul>	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)**

1. Graduates will be able to get employment skills, entrepreneurial skills and leadership skills in the functional areas of various businesses by gaining knowledge in various disciplines of Commerce, Accounting, Economics, Finance, Marketing and Auditing.
2. Graduates will be able to acquire skills to work as tax consultants, Audit assistants and work in all types of financial and commercial services.
3. Graduates will gain knowledge to enter into professional exams, government board examinations to go for employment in government departments. Graduates will have choices to pursue higher education in all the fields of commerce and Computer Application
4. Graduates will obtain the ability in Object oriented programming concepts, C++, C, RDBMS, and Programming in ORACLE, JAVA, and VISUAL BASIC and be able to develop software in Linux environments. They also have knowledge in web designing.
5. Graduates will be trained to have ethical values, soft skills, communication skills and environmental friendly skills and to face the changing international trends.

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	12	62	47
	3 - 6	Core Practical	4	13	9
	1, 2	Allied Course	2	5	3
	1, 2	Allied Practical	2	5	3
	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)
		<b>Total</b>	<b>50(5)</b>	<b>180(6)</b>	<b>133(15)</b>

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	23UCC13CC01	<b>Core Course - 1:</b> Financial Accounting - 1	5	4	100	100	100
		23UCC13CC02	<b>Core Course - 2:</b> Principles of Management	5	4	100	100	100
		23UCC13AC01	<b>Allied Course - 1:</b> Programming in C	2	1	100	100	100
		23UCC13AP01	<b>Allied Practical - 1:</b> Programming in C	2	1	100	100	100
	4	23UCC14FC01	<b>Foundation Course:</b> Business Communication	2	1	100	-	100
		-	<b>Skill Enhancement Course - 1:</b> (Non Major Elective): <a href="#">Refer ANNEXURE 1</a>	2	1	100	-	100
		23UHE14VE01	<b>Value Education - 1:</b> Essentials of Humanity*	2	1	50	50	50
		23UEN14AE01	<b>Ability Enhancement Compulsory Course - 1:</b> Communicative English	(6)	3	100	-	100
	<b>Total</b>				<b>30</b>	<b>22</b>		
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	23UCC23CC03	<b>Core Course - 3:</b> Financial Accounting - 2	6	5	100	100	100
		23UCC23CC04	<b>Core Course - 4:</b> Modern Marketing	5	3	100	100	100
		23UCC23AC02	<b>Allied Course - 2:</b> Office Automation	3	2	100	100	100
		23UCC23AP02	<b>Allied Practical - 2:</b> Office Automation	3	2	100	100	100
		23UHE24VE02	<b>Value Education - 2:</b> Fundamentals of Human Rights*	2	1	50	50	50
	4	23UHE24AE01	<b>Ability Enhancement Compulsory Course - 2:</b> Environmental Studies*	2	1	50	50	50
	-	Extra Credit Courses (MOOC / Certificate Courses)- 1	-	(3)				
<b>Total</b>				<b>30</b>	<b>20(3)</b>			
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	23UCC33CC05	<b>Core Course - 5:</b> Corporate Accounting	7	6	100	100	100
		23UCC33CC06	<b>Core Course - 6:</b> Object Oriented Programming with C++	3	2	100	100	100
		23UCC33CP01	<b>Core Practical - 1:</b> Object Oriented Programming with C++	3	2	100	100	100
		23UCC33AO01A	<b>Allied Optional - 1:</b> Elements of Mathematics	6	4	100	100	100
		23UCC33AO01B	<b>Allied Optional - 1:</b> Business Mathematics					
	4	23UHE34VE03A	<b>Value Education - 3:</b> Social Ethics - 1*	2	1	50	50	50
23UHE34VE03B		<b>Value Education - 3:</b> Religious Doctrine - 1*						
	-	Extra Credit Courses (MOOC / Certificate Courses)- 2	-	(3)				
<b>Total</b>				<b>30</b>	<b>21(3)</b>			

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	23UCC43CC07	<b>Core Course - 7:</b> Management Accounting	7	6	100	100	100
		23UCC43CC08	<b>Core Course - 8:</b> RDBMS	3	2	100	100	100
		23UCC43CP02	<b>Core Practical - 2:</b> Oracle SQL	3	2	100	100	100
		23UCC43AO02A	<b>Allied Optional - 2:</b> Elements of Statistics	6	4	100	100	100
		23UCC43AO02B	<b>Allied Optional - 2:</b> Business Statistics					
4	23UHE44VE04A	<b>Value Education - 4:</b> Social Ethics - 2*	2	1	50	50	50	
	23UHE44VE04B	<b>Value Education - 4:</b> Religious Doctrine - 2*						
	-	Extra Credit Courses (MOOC / Certificate Courses) - 3		(3)				
<b>Total</b>				<b>30</b>	<b>21(3)</b>			
5	3	23UCC53CC09	<b>Core Course - 9:</b> Cost Accounting	7	5	100	100	100
		23UCC53CC10	<b>Core Course - 10:</b> Data Analysis using R	4	3	100	100	100
		23UCC53CP03	<b>Core Practical - 3:</b> R Programming	3	2	100	100	100
		23UCC53ES01A	<b>Discipline Specific Elective - 1:</b> Business Law	5	3	100	100	100
		23UCC53ES01B	<b>Discipline Specific Elective - 1:</b> Customer Relationship Management					
		23UCC53ES02A	<b>Discipline Specific Elective - 2:</b> Banking Theory Law and Practice	5	3	100	100	100
		23UCC53ES02B	<b>Discipline Specific Elective - 2:</b> Auditing and Corporate Governance					
		23UCC53IS01	Internship	-	1	100	-	100
		23UCC53SP01A	<b>Self-paced Learning:</b> Event Management*	-	2	50	50	50
	23UCC53SP01B	<b>Self-paced Learning:</b> Information Security*	-	2	50	50	50	
4	-	<b>Generic Elective - 1:</b> <a href="#">Refer ANNEXURE 2</a>	4	2	100	100	100	
	23USS54SE01	<b>Skill Enhancement Course - 2:</b> Soft Skills	2	1	100	-	100	
	-	Extra Credit Courses (MOOC / Certificate Courses) - 4		(3)				
<b>Total</b>				<b>30</b>	<b>22(3)</b>			
6	3	23UCC63CC11	<b>Core Course - 11:</b> Income Tax Law and Practice	7	5	100	100	100
		23UCC63CC12	<b>Core Course - 12:</b> Financial Accounting Package - TallyPrime	3	2	100	100	100
		23UCC63CP04	<b>Core Practical - 4:</b> Financial Accounting Package - TallyPrime	4	3	100	100	100
		23UCC63ES03A	<b>Discipline Specific Elective - 3:</b> Investment Management and Stock Trading	5	3	100	100	100
		23UCC63ES03B	<b>Discipline Specific Elective - 3:</b> Advertising and Sales Promotion Management					
		23UCC63ES04A	<b>Discipline Specific Elective - 4:</b> Entrepreneurship Development	5	3	100	100	100
		23UCC63ES04B	<b>Discipline Specific Elective - 4:</b> Sales Management					
		23UCC63PW01	Project Work and Viva Voce	-	2	100	100	100
		23UCC63CE01	Comprehensive Examination*	-	2	50	50	50
	4	-	<b>Generic Elective - 2:</b> <a href="#">Refer ANNEXURE 3</a>	4	2	100	100	100
-		<b>Skill Enhancement Course - 3 (WS):</b> <a href="#">Refer ANNEXURE 4</a>	2	1	100	-	100	
	-	Extra Credit Courses (MOOC / Certificate Courses) - 5		(3)				
<b>Total</b>				<b>30</b>	<b>23(3)</b>			
2 - 6	5	23UCW65OR01	Outreach Programme (SHEPHERD)	-	4			
<b>Total (3 years)</b>				<b>180</b>	<b>133(15)</b>			

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

<b>Passed by</b>	<b>Board of Studies held on 18.12.2023</b>
<b>Approved by</b>	<b>48th Academic Council Meeting held on 27.03.2024</b>

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

Department	Course Code	Title of the Course
Botany	23UBO14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Organic Farming</a>
Computer Science	23UCS14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Office Automation</a>
BCA	23UBC14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Fundamentals of Information Technology</a>
Mathematics	23UMA14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Mathematics for Competitive Examinations</a>
Statistics	23UST14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Basics of Statistics</a>
Vis Com	23UVC14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Digital Storytelling and Scriptwriting</a>
English	23UEN14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): English for Communication</a>
History	23UHS14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Tourism</a>
Tamil	23UTA14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): பேச்சுக்கலைத் திறன் (Oratory Skills)</a>
BBA	23UBU14SE01A	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Practical Advertising</a>
	23UBU14SE01B	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Digital Marketing</a>
B. Com	23UCO14SE01A	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Accounting</a>
	23UCO14SE01B	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Consumer Protection and Rights</a>
Economics	23UEC14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Demography</a>
Chemistry	23UCH14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Role of Chemistry in Daily Life</a>
Electronics	23UEL14SE01	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Consumer Electronics</a>
Physics	23UPH14SE01A	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Physics for Everyday Life</a>
	23UPH14SE01B	<a href="#">Skill Enhancement Course - 1: (Non-Major Elective): Home Electrical Installation</a>

\*Offered to students from other Departments

**ANNEXURE 2**  
**Generic Elective - 1\***

Department	Course Code	Title of the Course
Botany	23UBO54EG01	<a href="#">Generic Elective - 1: Landscape designing</a>
Computer Science	23UCS54EG01	<a href="#">Generic Elective - 1: Ethical Hacking</a>
BCA	23UBC54EG01	<a href="#">Generic Elective - 1: Fundamentals of Data Science</a>
Mathematics	23UMA54EG01	<a href="#">Generic Elective - 1: Numerical Ability</a>
Statistics	23UST54EG01	<a href="#">Generic Elective - 1: Actuarial Statistics</a>
Vis Com	23UVC54EG01	<a href="#">Generic Elective - 1: Media Education</a>
English	23UEN54EG01	<a href="#">Generic Elective - 1: Film Studies</a>
History	23UHS54EG01	<a href="#">Generic Elective-1: Tamil Heritage and Culture</a>
Tamil	23UTA54EG01	<a href="#">Generic Elective - 1: தமிழிலக்கியத்தில் மனித உரிமைகள் (Human rights in Tamil literature)</a>
BBA	23UBU54EG01A	<a href="#">Generic Elective - 1: Global Supply Chain Management</a>
	23UBU54EG01B	<a href="#">Generic Elective - 1: Starts-ups and small Business Management</a>
B.Com.	23UCO54EG01A	<a href="#">Generic Elective - 1: Computerised Accounting</a>
	23UCO54EG01B	<a href="#">Generic Elective - 1: Basics of Excel</a>
	23UCO54EG01C	<a href="#">Generic Elective - 1: Personal Investment Planning</a>
Economics	23UEC54EG01	<a href="#">Generic Elective - 1: Principles of Economics</a>
Chemistry	23UCH54EG01	<a href="#">Generic Elective - 1: Health Science</a>
Electronics	23UEL54EG01A	<a href="#">Generic Elective - 1: Everyday Electronics</a>
	23UEL54EG01B	<a href="#">Generic Elective - 1: Wireless Communication</a>
Physics	23UPH54EG01A	<a href="#">Generic Elective-1: Everyday Physics</a>
	23UPH54EG01B	<a href="#">Generic Elective-1: Renewable Energy Physics</a>

\*Offered to students from other Departments



**ANNEXURE 3**  
**Generic Elective - 2\***

Department	Course Code	Title of the Course
Botany	23UBO64EG02	<a href="#">Generic Elective - 2: Solid Waste Management</a>
Computer Science	23UCS64EG02	<a href="#">Generic Elective - 2: 3D Printing and Design</a>
BCA	23UBC64EG02	<a href="#">Generic Elective - 2: Industry 4.0</a>
Mathematics	23UMA64EG02	<a href="#">Generic Elective - 2: Quantitative Techniques</a>
Statistics	23UST64EG02	<a href="#">Generic Elective - 2: Applied Statistics</a>
Vis Com	23UVC64EG02	<a href="#">Generic Elective - 2: Digital Media Production</a>
English	23UEN64EG02	<a href="#">Generic Elective - 2: English for the Media</a>
History	23UHS64EG02	<a href="#">Generic Elective - 2: Intellectual Revivalism in Tamil Nadu</a>
Tamil	23UTA64EG02	<a href="#">Generic Elective - 2: தமிழர் மருத்துவம் (Tamil Medicine)</a>
BBA	23UBU64EG02A	<a href="#">Generic Elective - 2: Personality Development</a>
	23UBU64EG02B	<a href="#">Generic Elective - 2: NGO Management</a>
B. Com	23UCO64EG02A	<a href="#">Generic Elective - 2: Rural Marketing</a>
	23UCO64EG02B	<a href="#">Generic Elective - 2: Entrepreneurship Development</a>
	23UCO64EG02C	<a href="#">Generic Elective - 2: Digital Marketing</a>
Economics	23UEC64EG02	<a href="#">Generic Elective - 2: Economics for Competitive Exams</a>
Chemistry	23UCH64EG02	<a href="#">Generic Elective - 2: Solid Waste Management</a>
Electronics	23UEL64EG02A	<a href="#">Generic Elective - 2: CCTV and Smart Security Systems</a>
	23UEL64EG02B	<a href="#">Generic Elective - 2: Entrepreneurial Electronics</a>
Physics	23UPH64EG02A	<a href="#">Generic Elective - 2: Laser Technology and its applications</a>
	23UPH64EG02B	<a href="#">Generic Elective - 2: Physics of Earth</a>

\*Offered to students from other Departments

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

<b>School</b>	<b>Course Code</b>	<b>Title of the Course</b>
<b>SMS</b>	23UBU64SE02A	<a href="#">Skill Enhancement Course - 3 (WS): Practical Stock Trading</a>
	23UBU64SE02B	<a href="#">Skill Enhancement Course - 3 (WS): Export Management</a>
	23UCO64SE02A	<a href="#">Skill Enhancement Course - 3 (WS): MSMEs</a>
	23UCO64SE02B	<a href="#">Skill Enhancement Course - 3 (WS): Digital Banking</a>
	23UCO64SE02C	<a href="#">Skill Enhancement Course - 3 (WS): Relationship Marketing</a>
	23UEC64SE02	<a href="#">Skill Enhancement Course - 3 (WS): Contemporary Issues in Economics</a>

*\*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 - நாமமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும்
- பாணிக்கவாசகர் கிருவாசகர் - நமச்சிவாய வாழ்க நாதன்தாள் வாழ்க முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை
- பொய்கையாழ்வார்-வையந் தகளியா வர்கடலே
- 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
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9. ஏசுதாசன். ப.ச., தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சரி 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
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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	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	
<b>Mean Overall Score</b>											<b>2.3 (High)</b>	

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 A1*, Didier, Paris 2020.
2. J.Girardet and J.Pecheur, *Echo A1*, CLE International, 2<sup>e</sup> edition, 2017
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

#### Websites and eLearning Sources

1. <https://www.wikihow.com/Pronounce-the-Letters-of-the-French-Alphabet>
2. <https://francais.lingolia.com/en/grammar/tenses/le-present>
3. <https://www.lawlessfrench.com/grammar/articles/>
4. <https://www.frenchpod101.com/french-vocabulary-lists/10-lines-you-need-for-introducing-yourself>
5. <https://www.tolearnfrench.com/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	
<b>Mean Overall Score</b>											<b>2.5 (High)</b>	



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.

<b>Teaching Methodology</b>	Videos, PPT, Quiz, Group Discussion, Project Work.
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#### Books for Study

1. Gupt, 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	23UHI1GL01		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	
<b>Mean Overall Score</b>											<b>2.38 (High)</b>	

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:

*ākārāntahpumliṅgaḥśabda-s* - 1. बाल (Bāla) and 2. देवे (Deva) *ākārāntahstrīliṅgaḥśabda-s* - 1. बाला (Bālā) and 2. लता (Latā) *ākārāntahnapumsakaliṅgaḥśabda-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), क्वम् (kim), यद (yadi) - तर्हि (tarhi), यथा (yathā) - तथा (tathā) Prefixes (Upasargas) - आङ् (āṅ), तव (vi), पर (pari), अनु (anu), अति (adhi), उत् (ut), प्रत (prati), उप (upa), प्र (pra) तनर् (nir)

#### Teaching Methodology

Videos, PPT, demonstration.

#### Book for Study

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

#### Book for Reference

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

#### Websites and e-Learning Sources

1. <https://www.arlingtoncenter.org/Sanskrit%20Alphabet.pdf>
2. <https://courses.lumenlearning.com/suny-hccc-worldcivilization/chapter/sanskrit/>

3. [https://www.newworldencyclopedia.org/entry/Sanskrit\\_literature](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](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	
<b>Mean Overall Score</b>											<b>2.34 (High)</b>	

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

<b>Teaching Methodology</b>	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	23UCC13CC01	Core Course - 1: Financial Accounting - 1	5	4

Course Objectives
To understand the basic accounting concepts and standards
To know the basis for calculating business profits
To familiarize with the accounting methods of depreciation and Bills of Exchange
To learn the methods of calculating profit for single entry system
To gain knowledge on the accounting methods of insurance claims

**UNIT I: Fundamentals of Financial Accounting (15 Hours)**  
 Financial Accounting - Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts - Subsidiary Books - Trial Balance - Classification of Errors - Rectification of Errors - Preparation of Suspense Account - Bank Reconciliation Statement - Need and Preparation

**UNIT II: Final Accounts (15 Hours)**  
 Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts - Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.

**UNIT III: Depreciation and Bills of Exchange (15 Hours)**  
 Depreciation - Meaning - Objectives - Accounting methods - Types - Straight Line Method - Diminishing Balance method - Conversion method. Units of Production Method - Cost Model vs Revaluation  
 Bills of Exchange - Definition - Specimens - Discounting of Bills - Endorsement of Bill - Collection - Noting - Renewal - Retirement of Bill under rebate

**UNIT IV: Accounting from Incomplete Records - Single Entry System (15 Hours)**  
 Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method - Preparation of final statements by Conversion method

**UNIT V: Royalty and Insurance Claims (15 Hours)**  
 Royalty- Meaning - Minimum Rent - Short Working - Recoupment of Short Working - Leasing - Lessor and Lessee - Sublease - Accounting Methods. Insurance Claims -Calculation of Claims - Average clause (Loss of Stock only)

<b>Teaching Methodology</b>	Demonstration, Black board teaching,
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#### Books for Study

1. Jain, S. P., & Narang, K. L. (2016). *Financial accounting- I*, (25th Ed.). Kalyani Publishers.
2. Maheshwari, S. N. (2021). *Financial accounting*, (6th Ed.). Vikas Publications.
3. Grewal, S., & Gupta. (2019) *Advanced accounts*, (12th Ed.). volume 1 S.Chand and Sons.
4. Radhaswamy., & Gupta, R. L. (2018). *Advanced accounting*. Sultan Chand.
5. Gupta, R. L., & Gupta, V. K. (2021). *Financial accounting*, (13th Ed.). Sultan Chand.

#### Books for Reference

1. Arulanandan & Raman. (n.d). *Advanced accountancy*. Himalaya Publications.
2. Tulsian. (n.d). *Advanced accounting*, Tata McGraw Hills.
3. Charumathi., & Vinayagam. (n.d) *Financial accounting*. S.Chand and Sons.
4. Goyal & Tiwari. (n.d). *Financial accounting*. Taxmann Publications.
5. Anthony, R. N., Hawkins, D., & Merchant, K. A. (n.d). *Accounting: Text and cases*. McGraw-Hill Education.

#### Websites and eLearning Sources

1. <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
2. <https://www.slideshare.net/ramusakha/basics-of-financial-accounting>
3. <https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>



Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	define identify and categorize the Financial Statements and remember the concept of rectification of errors and Bank reconciliation statement	K1
CO2	describe, interpret and correlate the knowledge in preparing Final accounts of trading concerns	K2
CO3	recognize, classify and illustrate the various methods of providing depreciation	K3
CO4	state, discuss and appraise the methods of calculation of profit	K4
CO5	determine and appraise the royalty accounting treatment and claims from insurance companies in case of loss of stock	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCC13CC01	Core Course - 1: Financial Accounting-1									5	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	3	2.5	
CO2	2	3	2	1	2	3	3	2	2	3	2.3	
CO3	2	2	3	2	3	2	3	2	3	2	2.4	
CO4	1	2	2	3	1	2	3	2	2	3	2.1	
CO5	2	2	2	2	3	1	3	2	2	3	2.2	
<b>Mean Overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCC13CC02	Core Course - 2: Principles of Management	5	4

Course Objectives
To understand the basic management concepts and functions
To know the various techniques of planning and decision making
To familiarize with the concepts of organisation structure
To gain knowledge about the various components of staffing
To enable the students in understanding the control techniques of management

### UNIT I: Introduction to Management (15 Hours)

Meaning- Definitions - Nature and Scope - Levels of Management - Importance - Management Vs. Administration - Management: Science or Art -Evolution of Management Thoughts - F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers - Qualification - Duties and Responsibilities.

### UNIT II: Planning (15 Hours)

Planning - Meaning - Definitions - Nature - Scope and Functions - Importance and Elements of Planning - Types - Planning Process - Tools and Techniques of Planning - Management by Objective (MBO). Decision Making: Meaning - Characteristics - Types - Steps in Decision Making - Forecasting.

### UNIT III: Organizing (15 Hours)

Meaning - Definitions - Nature and Scope - Characteristics - Importance - Types - Formal and Informal Organization - Organization Chart - Organization Structure: Meaning and Types Departmentalization- Authority and Responsibility - Centralization and Decentralization - Span of Management.

### UNIT IV: Staffing (15 Hours)

Introduction - Concept of Staffing- Staffing Process - Recruitment - Sources of Recruitment - Modern Recruitment Methods - Selection Procedure - Test- Interview- Training: Need - Types- Promotion - Management Games - Performance Appraisal - Meaning and Methods - 360-degree Performance Appraisal - Work from Home - Managing Work from Home.

### UNIT V: Directing (15 Hours)

Motivation -Meaning - Theories - Communication - Types - Barriers to Communications - Measures to Overcome the Barriers. Leadership - Nature - Types and Theories of Leadership - Styles of Leadership - Qualities of a Good Leader - Successful Women Leaders - Challenges faced by women in workforce - Supervision. Co-ordination and Control: Coordination - Meaning - Techniques of Co-ordination. Control - Characteristics - Importance - Stages in the Control Process - Requisites of Effective Control and Controlling Techniques - Management by Exception [MBE].

Teaching Methodology	Ppt, Videos and Case Studies
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### Books for Study

1. Gupta, C. B. (n.d). L. M. Prasad. *Principles of management*. S. Chand& Sons Co. Ltd.
2. Pagare, D. (n.d). *Principles of management*, Sultan Chand & Sons Publications.
3. Tripathi, P. C. & Reddy, P. N. (n.d). *Principles of management*. Tata McGraw, Hill.
4. Prasad, L. M. (n.d). *Principles of management*. S.Chand&Sons Co. Ltd.
5. Sharma, K. R., Gupta, S. K. & Sharma, R. (n.d). *Business management*. Kalyani Publications.

### Books for Reference

1. Sundhar, K. (n.d). *Principles of management*. Vijay Nichole Imprints Limited.
2. Koontz, H. & Weirich, H. (n.d). *Essentials of management*. McGraw Hill, Sultan Chand and Sons.
3. Griffffin. (n.d). *Management principles and applications*. Cengage learning.
4. Mintzberg, H. (n.d). *The nature of managerial work*. Harper & Row.
5. Eccles, R. G. & Nohria, N. (n.d). *Beyond the hype: Rediscovering the essence of management*. Boston The Harvard Business School Press.

### Websites and eLearning Sources

1. <http://www.universityofcalicut.info/syl/management>
2. <https://www.managementstudyguide.com/manpower-planning.htm>
3. <https://www.businessmanagementideas.com/notes/managementnotes/coordination/coordination/2139>

2

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	demonstrate the importance of principles of management.	K1
CO2	the importance of planning and decision making in an organization.	K2
CO3	comprehend the concept of various authorizes and responsibilities of an organization.	K3
CO4	enumerate the various methods of Performance appraisal	K4
CO5	demonstrate the notion of directing, co-coordination and control in the management	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UCC13CC02	Core Course - 2: Principles of Management								5	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	3	2.5
CO2	2	3	2	1	2	3	3	2	2	3	2.3
CO3	2	2	3	2	3	2	3	2	3	2	2.4
CO4	1	2	2	3	1	2	3	2	2	3	2.1
CO5	2	2	2	2	3	1	3	2	2	3	2.2
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCC13AC01	Allied Course - 1: Programming in C	2	1

Course Objectives
To describe the core syntax and semantics of C programming language
To discover the need for working with the strings and functions
To acquire knowledge on Functions and Recursive functions
To understand the concept of Pointers and Arrays
To illustrate the process of structuring the data using Structures

**UNIT I: Introduction to C (6 Hours)**  
 Introduction to C Language: C Language Introduction - Features of C Language - Benefits of Cover other languages - Compilation of C Program - First Program in C - Pre-processor in C Pre - processor directives.

**UNIT II: C Data types and Operators (6 Hours)**  
 Variables, Data Types and Operators: Variables and Keywords in C-Scope rules in C-Data Types in C-Operators and Its Types -Typecasting in C

**UNIT III: Control Structures (6 Hours)**  
 Control Flow Statements: Decision Making Statements - Switch Statement in C - C Loops and Control Structure - Practice problems - Continue Statement, Break Statement - Array & String Handling in C: Arrays in C - Strings in C

**UNIT IV: Arrays and Functions (6 Hours)**  
 Multidimensional Arrays in C - String functions in C - Practice problems - Functions in C: Function Prototype - Parameter Passing Techniques in C - Storage Classes in C - Recursion Concept - Functions in C - Practice problems

**UNIT V: Pointers and Structures (6 Hours)**  
 Pointers, Structures and Unions: Pointers in C - Structures- Union - Enumeration (or enum) in C - Pointer Vs Array in C - C application programs (Sorting, Matrix manipulations, student's mark list preparation)

<b>Teaching Methodology</b>	PPT, Chalk and Talk method
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### Books for Study

- Balaguruswamy, E. (2019). *Programming in ANSI C*, (8th Ed.). McGraw Hill Education.
- Dey, P. & Ghosh, M. (2018). *Programming in C*, (2nd Ed.). Oxford University Press.
- Kernighan, B.W. & Ritchie, D. M. (2015). *The C programming language*, (2nd Ed.). Pearson Education India.

### Books for Reference

- Kanetkar, Y. P. (2019). *Let us C*, (16th Ed.). BPB Publications.
- Jones, J. A., & Harrow, K. (n.d). *Problem solving with C*. Pearson Education.
- Nagraj, G. C. (n.d). *Programming for problem solving*. Himalaya Publishing House.

### Websites and eLearning Sources

- <http://elearning.vtu.ac.in/econtent/courses/video/BS/14CPL16.html>
- <https://nptel.ac.in/courses/106/105/106105171>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	understand the concept of Program and Control Structures to solve any given problem	K1
CO2	apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations	K2
CO3	apply the concept of Strings for writing programs related to character array	K3
CO4	write programs using concept of user defined and recursive functions	K4
CO5	create and write Structure programs for the given problem	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	23UCC13AC01		Allied Course - 1: Programming in C							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	2	1	2	2	3	2	2	2	3	3	2.2
CO2	2	3	1	2	2	2	3	3	2	2	2.2
CO3	2	2	2	3	3	3	3	3	2	2	2.5
CO4	2	3	3	2	3	3	3	3	3	2	2.7
CO5	1	2	3	2	3	2	3	3	2	2	2.3
<b>Mean Overall Score</b>											<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCC13AP01	Allied Practical - 1: Programming in C	2	1

### Course Objectives

To understand the core syntax and semantics of C programming language

To understand problem statements and identify appropriate solutions

To demonstrate the use of IDE and C Compiler

To develop programs using C Language Arrays and Pointers

To write C programs using functions and Structures

### Exercises

1. Write a C program to find roots of a Quadratic equation.
2. Write a C program to find the total no. of digits and the sum of individual digits of a positive integer.
3. Write a C program to generate the Fibonacci sequence of first N numbers.
4. Write a C program to sum the series  $S=1 - x + (x^2/2!) - (x^3/3!) + \dots - (x^n/n!)$
5. Write a C program to arrange the elements of an integer array using Bubble Sort algorithm.
6. Write a C program to input two matrices and perform matrix multiplication on them
7. Write a C program to check whether the given string is palindrome or not without using Library functions.
8. Write a C program to count the number of lines, words and characters in a given text.
9. Write a C program to generate Prime numbers in a given range using user defined function.
10. Write a C program to find factorial of a given number using recursive function.
11. Write a C program to maintain a record of n student details using an array of structures with four fields - Roll number, Name, Marks and Grade. Calculate the Grade according to the following conditions.

Marks Grade

$\geq 80$  A

$\geq 60$  B

$\geq 50$  C

$\geq 40$  D

$< 40$  E. Print the details of the student, given the student Roll number as input.

Teaching Methodology	PPT, Lab demonstration
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### Books for Study

1. Balaguruswamy, E. (2019). *Programming in ANSI C*, (8th Ed.). McGraw Hill Education.
2. Dey, P., & Ghosh, M. (2018). *Programming in C*, (2nd Ed.). Oxford University Press.
3. Kernighan B. W., & Ritchie, D. M. (2015). *The C programming language*, (2nd Ed.). Pearson Education India.

### Books for Reference

1. Kanetkar, Y. P. (2019). *Let us C*, (16th Ed.). BPB Publications.
2. Jones, J.A. & Harrow, K. (n.d). *Problem solving with C*. Pearson Education.
3. Nagraj, G. (n.d). *C programming for problem solving*. Himalaya Publishing House.

### Websites and eLearning Sources

1. <http://elearning.vtu.ac.in/econtent/courses/video/BS/14CPL16.html>
2. <https://nptel.ac.in/courses/106/105/106105171>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	apply the concept of Control Structures to solve any given problem	K1
CO2	apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations	K2
CO3	apply the concept of Strings for writing programs related to character array	K3
CO4	write programs using concept of user defined and recursive functions	K4
CO5	apply concept of structures to write programs	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UCC13AP01	Allied Practical - 1: Programming in C								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	2	1	2	2	3	2	2	2	3	3	2.2
CO2	2	3	1	2	2	2	3	3	2	2	2.2
CO3	2	2	2	3	3	3	3	3	2	2	2.5
CO4	2	3	3	2	3	3	3	3	3	2	2.7
CO5	1	2	3	2	3	2	3	3	2	2	2.3
<b>Mean Overall Score</b>											<b>2.3 (High)</b>



Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCC14FC01	Foundation Course: Business Communication	2	1

Course Objectives
To educate students role & importance of communication skills
To build their listening, reading, writing & speaking communication skills
To introduce the modern communication for managers
To understand the skills required for facing interview
To facilitate the students to understand the concept of Communication

**UNIT I Introduction to Communication (6 Hours)**  
 Definition - Methods - Types - Principles of effective Communication - Barriers to Communication - Communication etiquette.

**UNIT II Business Letter (6 Hours)**  
 Business Letter - Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters - Enquiry, replies, Order, Sales, circulars, Grievances.

**UNIT III Group discussion (6 Hours)**  
 Interviews- Direct, telephonic & Virtual interviews- Group discussion - Presentation skills - body language

**UNIT IV Report Writing (6 Hours)**  
 Communication through Reports - Agenda- Minutes of Meeting - Resume Writing

**UNIT V Modern Forms of Communication (6 Hours)**  
 Modern Forms of Communication: podcasts, Email, virtual meetings - Websites and their use in Business - social media- Professional Networking sites

<b>Teaching Methodology</b>	Ppt, Group Discussion, Panel Discussion
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#### Books for Study

1. Mohan, K. & Banerji, M. (2008). *Developing communication skills*, Macmillan India Ltd.
2. Nawal, M. (n.d). *Business communication*. Cengage.
3. Bovee., Thill. & Schatzman. (n.d). *Business communication today*. Peason Education Private Ltd.
4. Brown, M. (2008). *Making presentation happen*. Allen & Unwin.
5. Sundar, K. A. (n.d). *Business communication*. Vijay Nicole imprints Pvt. Ltd.

#### Books for References

1. Paul, R. & Kovalahalli, J. S. (2017). *Essentials of business communication*. Sultan Chand & Sons.
2. Gupta, C. B. (n.d). *Basic business communication*, Sultan Chand & Sons.
3. Sharma, R. C., & Mohan, K. (2006). *Business correspondance and report writing*. Mc Graw Hill, India Pvt Ltd.
4. Galaagher, K. (2010). *Skills development for business and management students*.
5. Oxford University Press.
6. Bhatia, R. C. (2015). *Business communication*. Ane Books Pvt Ltd.

#### Websites and eLearning Sources

1. [https://www.managementstudyguide.com/business\\_communication.html](https://www.managementstudyguide.com/business_communication.html)
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
<b>CO1</b>	understand communication process and its barriers.	<b>K1</b>
<b>CO2</b>	develop business letters in different scenarios	<b>K2</b>
<b>CO3</b>	develop oral communication skills & conducting interviews	<b>K3</b>
<b>CO4</b>	use managerial writing for business communication	<b>K4</b>
<b>CO5</b>	identify usage of modern communication tools & its significance for managers	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>1</b>	<b>23UCC14FC01</b>		<b>Foundation Course: Business Communication</b>							<b>2</b>	<b>1</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	2	1	3	3	2	1	2	<b>2.2</b>
<b>CO2</b>	2	2	3	1	3	2	3	2	2	2	<b>2.2</b>
<b>CO3</b>	2	2	3	2	3	2	3	2	3	2	<b>2.4</b>
<b>CO4</b>	1	2	3	2	1	2	3	2	2	2	<b>2.0</b>
<b>CO5</b>	3	3	2	2	1	2	3	3	1	2	<b>2.2</b>
<b>Mean Overall Score</b>											<b>2.23 (High)</b>

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*. Punya Publishing.

#### Websites and eLearning Sources

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

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

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UHE14VE01	Value Education - 1: Essentials of Humanity									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	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	
<b>Mean Overall Score</b>											<b>2.7 (High)</b>	

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

<b>Teaching Methodology</b>	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	
<b>Mean Overall Score</b>											<b>2.37 (High)</b>	

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

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

### Intermediate Level

#### UNIT I (18 Hours)

- 1) Paragraph Punctuation
- 2) Introducing a Topic
- 3) Rhyming Words
- 4) Word Association
- 5) Going To
- 6) What Will Happen

#### UNIT II (18 Hours)

- 7) Every Drop Counts
- 8) Prefix
- 9) Suffix
- 10) Comprehending Characters
- 11) Complimenting & Thanking
- 12) Proper & Common Nouns

#### UNIT III (18 Hours)

- 13) Noun Substitution Table
- 14) A, Some
- 15) Visual Comprehension
- 16) Singular to Plural
- 17) Making & Responding
- 18) Pronoun Classification

#### UNIT IV (18 Hours)

- 19) Pronoun I, Me, He, Him, She, Her, We.
- 20) Singular to Plural
- 21) Responding
- 22) Pronoun Classification
- 23) Using Preposition of Movement
- 24) Preposition: Visual Talk

#### UNIT V (18 Hours)

- 25) Prepositional Phrases
- 26) Storytelling
- 27) Asking For Opinion
- 28) Using Things Creatively
- 29) Transition Sequencing
- 30) Role Play

#### Book for Study

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

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

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



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

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

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

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

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

#### அலகு - 1

(12 மணிநேரம்)

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

#### அலகு - 2

(12 மணிநேரம்)

வெ. இராமலிங்கனார் - சொல், தமிழன் இதயம்  
முடியரசனார் - உயிர் வெல்லமோ, 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 என்தாய் மண்ணே  
ஹைபுன் கவிதைகள்  
சிறுகதை - நான்கு முதல் ஆறு சிறுகதைகள்  
நற்றமிழ்க் கோவை - நான்கு முதல்ஆறு கட்டுரைகள்

கற்பித்தல் முறை (Teaching Methodology)	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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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.chennaiibrary.com/bharathiyar/kuyilpattu.html>
2. [www.tamildigitallibrary.in](http://www.tamildigitallibrary.in)
3. <https://eluthu.com/kavithai>
4. [https://podhutamizh.blogspot.com/2017/09/blog-post\\_42.html](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	PSO1	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	
<b>Mean Overall Score</b>											<b>2.16 (High)</b>	

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

<b>Teaching Methodology</b>	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 AI*. Didier.

### Books for Reference

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

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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
<b>Mean Overall Score</b>										<b>2.2 (High)</b>	

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

<b>Teaching Methodology</b>	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.

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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
<b>Mean Overall Score</b>										<b>2.36 (High)</b>	



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. Saralasangraha 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.

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1. <https://www.meritnation.com>
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3. <https://mycoaching.in/lang-lakar>
4. [https://sanskritdocuments.org/sites/giirvaani/giirvaani/rv/sargas/01\\_rv.htm](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

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

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

<b>Teaching Methodology</b>	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.dailywritings.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	
<b>Mean Overall Score</b>											<b>2.36 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCC23CC03	Core Course - 3: Financial Accounting - 2	6	5

Course Objectives
To understand the meaning and concepts of financial accounting
To enhance preparation of accounting statements in a business concerns
To impart the business knowledge on various kinds of business
To apply the knowledge of accounting with different businesses concerns
To obtain the knowledge on legal provisions of different business establishments

### UNIT I: Consignment and Joint Venture (18 Hours)

Accounting for Consignment and Joint venture - Consignment accounts- Account sales - Direct expenses- Non recurring expenses - Accounting treatment for consignment transactions- Consignor's books- Consignee's book-Joint Venture- Accounting treatment for joint ventures

### UNIT II: Hire Purchase and Instalment System (18 Hours)

Hire Purchase System - Accounting Treatment - Calculation of Interest - Default and Repossession - Hire Purchase Trading Account Instalment System - Calculation of Profit.

### UNIT III: Branch and Departmental Accounts (18 Hours)

- Dependent Branches : Accounting Aspects - Debtors system -Stock and Debtors system - Distinction between Wholesale Profit and Retail Profit - Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses - Inter- Departmental Transfer at Cost or Selling Price.

### UNIT IV: Partnership Accounts - I (18 Hours)

Partnership Accounts: - Admission of a Partner - Treatment of Goodwill - Calculation of Hidden Goodwill - Retirement of a Partner - Death of a Partner.

### UNIT V: Partnership Accounts - II (18 Hours)

Dissolution of Partnership - Methods - Settlement of Accounts Regarding Losses and Assets - Realization account - Treatment of Goodwill - Preparation of Balance Sheet - Insolvency of a Partner - One or more Partners insolvent - All Partners insolvent - Garner Vs Murray - Accounting Treatment - Piecemeal Distribution - Surplus Capital Method - Maximum Loss Method.

**THEORY 20% & PROBLEM 80%**

<b>Teaching Methodology</b>	demonstration, chalk and talk method
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#### Books for Study

1. Jain, S. P. & Narang, K. L. (2016). *Financial Accounting- I*, (25th Ed.). Kalyani Publishers.
2. (Unit I & II)
3. Reddy, T. S. & Murthy, A. *Financial Accounting*. Margham Publishers. (Unit III, IV, V)

#### Books for Reference

1. Shukla, G. & Gupta. (2019). *Advanced Accounts, Volume-1*, (12th Ed.). S. Chand and Sons.
2. Maheshwari, S. N. (2021). *Financial Accounting*, (6th Ed.). Vikas Publications.
3. Arulanandan & Raman. *Advanced Accountancy*. Himalaya Publications.

#### Websites and e Learning Sources

1. <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
2. <https://www.slideshare.net/ramusakha/basics-of-financial-accounting>
3. <https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-level)
CO1	understand the meaning and concepts of consignment, Joint venture, Hire purchase system, Instalment systems, Branch and Departmental accounts and partnership accounts.	K1
CO2	enhance preparation of accounting statements of consignment, Joint venture, Hire purchase system, Instalment systems, Branch and Departmental accounts and partnership accounts.	K2
CO3	impart the business knowledge on consignment, Joint venture, Hire purchase system, Instalment systems, Branch and Departmental accounts and partnership accounts.	K3
CO4	apply the knowledge of accounting with different businesses of partnership firms and prepare the accounting statements.	K4
CO5	explore the financial methods in different businesses and partnership firms	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UCC23CC03	Core Course - 3: Financial Accounting - 2									6	5
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	3	2	2	3	2.5	
CO2	2	3	2	1	2	3	3	2	2	3	2.3	
CO3	2	2	3	2	3	2	3	2	3	2	2.4	
CO4	1	2	2	3	1	2	3	2	2	3	2.1	
CO5	2	2	2	2	3	1	3	2	2	3	2.2	
<b>Mean Overall Score</b>											<b>2.3(High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCC23CC04	Core Course - 4: Modern Marketing	5	3

### Course Objectives

To understand the need of modern marketing under different perspectives.

To know the process of marketing and its impact on society.

To analyze the significance of marketing in the modern world.

To reflect on the features of marketing and its outcome on community development.

To gain knowledge on product development strategy.

#### UNIT I: Marketing (15 Hours)

**Marketing:** Introduction - Features - Classifications - Importance - Types - Functions - Process - Concepts - Market orientation - Performance marketing.

#### UNIT II: Market Segmentation and Consumer Behaviour (15 Hours)

**Market Segmentation and Consumer Behaviour:** Importance of Market segmentation - Bases - target marketing strategies. - Behaviour analysis - Buying motives -Classifications- Rational - Inherent Learned, Emotional and patronage- Factors - Buying decision process.

#### UNIT III: Product Management, Advertising and Personal Selling (15 Hours) Product

**Management, Advertising and Personal Selling:** Product - Product mix - Product Life cycle- - Factors affecting PLC. New product development - stages - Bureau of Indian Standards (BIS) and Agricultural Marketing (AGMARK) - Food Safety and Standards Authority of India (FSSAI) mark. Advertising - Branding - Packaging and Labeling - Publicity - Media selection - New media of Advertising - Attention, Interest, Desire, and Action (AIDA) and Defining Advertising Goals for Measured Advertising Response (DAGMAR) - Personal selling - Nature - Significance -Scope.

#### UNIT IV: Marketing of Services and Rural Marketing (15 Hours)

**Marketing of Services and Rural Marketing:** Importance - Characteristics of services - Goods Vs services- 7Ps: Product, Place, Price, Promotion, Physical Evidence, People, and Processes - Marketing mix. Rural marketing: features - causes of rural marketing - Marketing Mix for rural marketing.

#### UNIT V: New Horizons in Marketing: Direct marketing (15 Hours) New

**Horizons in Marketing:** Direct marketing: Nature - Scope - Advantages- Forms of direct marketing - Database marketing- Tele marketing - Tele shopping- Multi level marketing. Online and Digital marketing: Importance - Benefits - Limitations - Problems of online marketing in India - concept - Role - Green Marketing: Importance -Fundamental requirements - Problems.

#### Teaching Methodology

PPT, Videos and group discussion

#### Book for Study

1. Pillai, R. S. N. & Bhagavathi. (2018). *Marketing Management*. S. Chand Publishing, (Unit I-V)

#### Books for Reference

1. Philip, T.K. & Gary, A. (2018). *Principles of Marketing*, Prafulla Agnihotri, Pearson Publications.
2. Raman, B. S. (2022). *Modern Marketing*. United Publishers,
3. Rajan, S. (2019). *Marketing Management*. Tata McGraw-Hill.



Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On Successful completion of this course, the students will be able to	
CO1	understand the concept of modern marketing	K1
CO2	rephrase the product development and pricing strategy in marketing.	K2
CO3	identify the various levels of distribution in marketing and the effects of adversity	K3
CO4	reflect on the needs of marketing research and its importance in decision making	K4
CO5	measure the importance of sale promotion in Marketing.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UCC23CC04	Core Course - 4: Modern Marketing									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	2	3	3	2	2	2	3	3	2	2.4	
CO2	3	3	2	2	2	3	3	2	2	2	2.4	
CO3	2	2	2	3	2	2	2	2	3	2	2.2	
CO4	3	3	3	2	3	3	3	3	2	3	2.8	
CO5	2	3	2	3	3	3	2	2	3	3	2.6	
<b>Mean Overall Score</b>											<b>2.48 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCC23AC02	Allied Course - 2: Office Automation	3	2

Course Objectives
To know the classification and devices of computer system.
To understand new models in Digital Economy.
To create a document, insert images and perform mail merge.
To create a worksheet and perform calculations using different functions and charts.
To develop technical, scientific presentations using PowerPoint and building forms using Access.

### UNIT I: Introduction To Computers

(9 Hours)

Computer systems - Computer and its characteristics - Types of Computers - Major building blocks of Computer System - Computer Hardware - Computer Software - Types of Input devices - Output devices.

### UNIT II: Digital Economy Basics

(9 Hours) Digital

Enterprise - Digital Economy - New communication models in Digital Economy - New Business models in Digital Economy - New Governance models in Digital Economy.

### UNIT III: Microsoft Word

(9 Hours) Creating

documents - Formatting text - styles and paragraphs - Creating bulleted and numbered lists - Creating Tables - Editing and formatting Tables - Word referencing features - Performing a Mail merge - Constructing forms - Customizing page layouts

### UNIT IV: Microsoft Excel

(9 Hours) Introducing

the interface and setting options - Constructing and formatting an EXCEL worksheet, working with Worksheets and sheet tabs - Sorting and filtering data - Creating Charts based on Worksheet data - Learning basic formula operations - Constructing a formula - Using the function library

### UNIT V: Microsoft Powerpoint And Access

(9 Hours) Introduction

- Saving presentations in different formats - Using View and Zoom options - Setting up slides and applying layouts - Working with Themes and text manipulation - working with textboxes - Arranging and manipulating objects - Inserting audio and video - Applying animations and transitions. **MS ACCESS:** Constructing Tables and manipulating data - Building forms using form wizard.

Teaching Methodology	PPT, Videos and group discussion
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### Books for Study

- Pradeep, K. S. & Priti, S. (2016). *Information Technology Theory and Practice.*, PHI Learning Private Ltd.  
**UNIT I:** Chapters 4, 5.7, 5.8  
**UNIT II:** Chapter 1
- Linda, F. (2020). *Learn Microsoft Office 2019.* Packt Publication Ltd.  
**UNIT III:** Chapters 1.2, 1.3, 2.2, 2.3, 2.4, 3  
**UNIT IV:** Chapters 8.3, 8.4, 8.6, 9.2,9.3  
**UNIT V:** Chapters 5.2, 5.3, 6.1, 6.2, 6.3, 6.4, 7.2, 13.1, 13.2

### Books for Reference

- Abid, M., Amjad, M. (2019). *Fundamentals of Computers.* Dreamtech Press Ltd.,
- Thareja, R. (2019). *Fundamentals of Computers,* (2nd Ed.). Oxford University Press Ltd.,
- Blokdyk, G. (2021). *Microsoft Office 365 A Complete Guide.* 5STARCOOKS publishing Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On Successful completion of this course, the students will be able to	
CO1	understand the classifications, devices of computer, different formatting options in document and basics of worksheets and databases.	K1
CO2	know new models in digital economy, identifying calculations to solve problems, and generation of queries in databases.	K2
CO3	examine computers and components, implement various functions in worksheets and apply animations in presentations.	K3
CO4	build multiple copies of same document using Mail merge, spreadsheets to perform calculations, display data and conduct analysis	K4
CO5	develop technical and scientific presentations which use charts and visual aids to share data in new models of Digital Economy.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UCC23AC02	Allied Course - 2: Office Automation									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	1	2	2	3	2	1	2	2.0	
CO2	3	3	3	2	1	3	2	3	2	2	2.4	
CO3	2	2	3	2	2	2	3	2	2	3	2.3	
CO4	3	3	2	1	2	3	2	3	1	2	2.2	
CO5	2	3	3	2	2	2	3	3	2	1	2.4	
<b>Mean Overall Score</b>											<b>2.26(High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCC23AP02	Allied Practical - 2: Office Automation	3	2

### Course Objectives

To know the Document Creation and basic Formatting
To understand to perform mathematical calculations and conduct analysis
To apply the standard statistical inference procedures.
To develop technical and scientific presentations which use charts and visual aids to share data.
To design and construct databases to store, extract, and analyze the data

### Exercises

1. Creating Resume using MS-Word.
2. Mail Merge using MS-Word.
3. Statistical and Mathematical Functions in MS-Excel
4. Student Marklist Preparation
5. Payroll Preparation
6. Working with Charts using MS-Excel.
7. Creating and apply different effects in MS-PowerPoint slide.
8. Creating database using MS-Access.
9. Finding, sorting and displaying the data in MS-Access data base.
10. Generate a Form and Report using MS-Access.

<b>Teaching Methodology</b>	Lab practical
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### Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of the project students will be able to	
CO1	know the Document Creation and basic Formatting	K1
CO2	understand to perform mathematical calculations and conduct analysis	K2
CO3	apply the standard statistical inference procedures	K3
CO4	develop technical and scientific presentations which use charts and visual aids to share data.	K4
CO5	design and construct databases to store, extract, and analyze the data	K5

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>2</b>	<b>23UCC23AP02</b>		<b>Allied Practical - 2: Office Automation</b>							<b>3</b>	<b>2</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Scores of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	2	3	2	2	2	3	3	2	1	2	<b>2.2</b>
<b>CO2</b>	3	2	2	2	1	3	3	3	2	2	<b>2.4</b>
<b>CO3</b>	2	3	3	2	2	2	3	3	2	2	<b>2.4</b>
<b>CO4</b>	3	3	3	1	2	3	3	3	1	2	<b>2.4</b>
<b>CO5</b>	2	2	3	2	2	2	3	3	2	2	<b>2.4</b>
<b>Mean Overall Score</b>										<b>2.36 (High)</b>	

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 21<sup>st</sup> 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.

<b>Teaching Methodology</b>	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	
<b>Mean Overall Score</b>											<b>2.1 (Medium)</b>	

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	
<b>Mean Overall Score</b>											<b>2.1 (Medium)</b>	

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

சுற்றலின் 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) சுற்றது கைமண்ணளவு (39) மதியாதார் முற்றம் (42)

இனியது கேட்கின் (55) தாயொடு அறுகவை (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 படிக்காசுத் தம்பிரான் - குட்டுதற்கோபிள்ளைப் பாண்டிய - 21

தமிழ்விடுதூது, - கண்ணிகள் 19 முதல் 62 வரை

கலிங்கத்துப்பரணி - தேவியைப் பரவியது, பாடல் 121 முதல் 134 வரை

#### அலகு - 2

(12 மணி நேரம்)

முக்கூடற்பள்ளு - நாட்டுப்படலம் பாடல்கள் 19 - முதல் 27 வரை

முத்துகுமாரசாமி பிள்ளைத்தமிழ் - அம்புலிப்பருவம் முதல் 5 பாடல்கள்

அறிஞர் அண்ணா - வேலைக்காரி நாடகம்

#### அலகு - 3

(12 மணி நேரம்)

திருக்குற்றாலக்குறவஞ்சி - மலைவளம் (6 பாடல்கள்)

இலக்கியவரலாறு - சிற்றிலக்கியங்கள்

நற்றமிழ்க்கோவை கட்டுரைகள் 7, 8, 9

#### அலகு - 4

(12 மணி நேரம்)

தாயுமானவர் திருப்பாடல்கள் - பராபரக்கண்ணி 7 முதல் 30 வரை உள்ள கண்ணிகள்

இலக்கணம் - அணிகள்

குணங்குடி மஸ்தான் சாகிபு - குறை இரங்கி உரைத்தல் - 7 பாடல்கள்

#### அலகு - 5

(12 மணி நேரம்)

திருவருட்பா - திருக்கதவம் திறத்தல்

இலக்கிய வரலாறு - இடைக்காலப் புலவர்கள், நாடகத்தமிழ்

நற்றமிழ்க்கோவை - கட்டுரைகள் - 10, 11, 12

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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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](http://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	சிற்றிலக்கிய வகைகளையும் வகைமைகளையும் அறிந்து கொள்வர்	K2
CO3	பள்ளு, பரணி, பிள்ளைத்தமிழ், குறவஞ்சி போன்ற இலக்கியங்கள் வழி வீரம், பக்தி, காதல் உணர்வை அறிந்து கொள்வர்	K3
CO4	சிற்றிலக்கியங்களின் 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	
<b>Mean Overall Score</b>											<b>2.52 (High)</b>	

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 : lequell, 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

<b>Teaching Methodology</b>	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	
<b>Mean Overall Score</b>											<b>2.22 (High)</b>	

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)

<b>Teaching Methodology</b>	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)
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
<b>Mean Overall Score</b>										<b>2.42 (High)</b>	

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

<b>Teaching Methodology</b>	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](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	
<b>Mean Overall Score</b>											<b>2.4 (High)</b>	

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

<b>Teaching Methodology</b>	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 successful 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
<b>Mean Overall Score</b>										<b>2.36 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCC33CC05	Core Course - 5: Corporate Accounting	7	6

Course Objectives
To obtain Knowledge on the concepts of corporate set of business
To understand the legal requirements for the formation and liquidation of a company
To impart knowledge on preparation of financial statements of a company in revised format
To enhance knowledge on preparing the financial statements for Banking companies
To Analyse the causes for liquidation of companies

**UNIT I: Issue of Shares and Debentures (21 Hours)**

Shares and debentures - issue -Application- Allotment - Calls-in-arrears and Calls-in-advance Redemption of shares and debentures

**UNIT II: Company Final Accounts (21 Hours)**

Company Final Accounts - Computation of Managing director's remuneration- Preparation of Profit and Loss appropriation account- Preparation of Final accounts: Profit and Loss account and Balance sheet.

**UNIT III: Amalgamation and Absorption (21 Hours)**

Amalgamation- In nature of merger-In nature of Purchase-Net Asset Method-Net payment method. Absorption: Net asset method-Net payment method-Intrinsic Value method. External Reconstruction: Lump sum purchase price-Net payment method-Inter Company Holdings.

**UNIT IV: Holding and Subsidiary Company (21 Hours)**

Holding Company: Preparation of consolidated balance sheet - cost of control - Pre-acquisition reserves and profits - Post - acquisition profits - Minority interest - Revaluation of assets and liabilities - Liquidation of company: Statement of affairs - Liquidator's final statement of account.

**UNIT V: Banking Company (21 Hours)**

Banking Company accounts: Legal requirements - Accounting treatments - Income recognition - Asset classification - Provisions on bills discounted - Preparation of profit & loss a/c and balance sheet. Insurance Company accounts: Revenue account- Profit and Loss- account-Profit and Loss appropriation account and Balance sheet.

<b>Teaching Methodology</b>	PPT, VIDEOS and group discussion
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**Book for Study**

1. Jain, S.P. & Narang, K. L. (Volume I & II). (2015). *Corporate Accounting*, (6th Ed.). Kalyani Publications.

**Books for Reference**

1. Reddy, T.S. & Murthy, A. (2020). *Corporate Accounting*. Margam Publication.
2. Shukla, S.M. & Gupta, K. L. (2018). *Corporate Accounting*, (52nd Ed.). Sahitya Bhawan Publication.
3. Goyal, B. K. *Basic corporate Accounting*, (6th Ed.). Taxmann Publications.
4. Gupta, R.L. & Radhaswamy, M. *Advanced Accountancy*, (17th Ed.). 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	know the concepts of corporate sectors and gain knowledge on valuation of shares and goodwill and Companies accounting treatment	K1
CO2	make out the legal requirements for formation of a company and operations of a banking sectors	K2
CO3	enhance knowledge on accounting entries of mergers and acquisition of a company as an entrepreneur.	K3
CO4	prepare the financial statements of a company	K4
CO5	critically evaluate the causes of liquidation	K5

Relational Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UCC33CC05	Core Course - 5: Corporate Accounting									7	6
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	2	2	3	2	2	2	2	2.3	
CO2	2	3	3	3	2	3	3	2	2	2	2.5	
CO3	2	3	3	3	2	2	3	3	2	2	2.5	
CO4	2	2	3	3	2	2	3	3	2	2	2.4	
CO5	2	3	3	2	2	2	3	3	2	3	2.5	
<b>Mean Overall Score</b>											<b>2.44 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCC33CC06	<b>Core Course - 6:</b> Object Oriented Programming with C++	3	2

Course Objectives
To Describe the principles of OOPs concepts.
To learn the syntax and semantics of the C++ programming language.
To understand tokens, expressions, and control structures.
To create classes, objects and access its member functions and variables.
To design and implement C++ programs using OOPs.

**UNIT I: Introduction (9 Hours)**

Basic concepts of OOPS - benefits of OOP - applications - What is C++. Introduction - tokens - key Identifiers and constants - basic data types - user defined data types - derived data types - operators in C++ - resolution operator - manipulators. Functions in C++: Introduction - main function - Function Prototyping- inline function - overloading- friend and virtual functions.

**UNIT II: Functions in C++ (9 Hours)**

Classes and Objects - defining member functions - arrays with in a class - static members -static member full - arrays of objects - friend functions - returning objects.

**UNIT III: Constructor and Destructor (9 Hours)**

Constructor and Destructor: Constructors - parameterized constructors - multiple constructors- multiple constructors in a class - default arguments - dynamic - copy constructor - destructor.

**UNIT IV: Operators Overloading and Type Conversion (9 Hours)**

Operators overloading and type conversion: definition - unary, binary, binary operators using friend's manipulation string rules for overloading. Inheritance: types of inheritance - derived class - virtual base class - abstract class.

**UNIT V: Pointers, Virtual Functions and Polymorphism (9 Hours)**

Pointers, Virtual functions and polymorphism: pointers to objects - this pointer - virtual functions - cons-operations - C++ stream classes - unformatted I/O operation - output with manipulations I/O.

<b>Teaching Methodology</b>	PPT, Videos and e videos
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**Book for Study**

- Balagurusamy, E. *Object - Oriented programming with C++*, (2nd Ed.). Tata Megraw Hill Publishing.

**Book for Reference**

- Hubbard, J. *Programming in C++*. Schaum's Outlines Series.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	know the concepts of OOPS	K1
CO2	understand the Classes and Objects	K2
CO3	understand the concept of Constructors	K3
CO4	apply the concept of Inheritance	K4
CO5	analyze the pointers, virtual functions and polymorphism	K5

Relational Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UCC33CC06	Core Course - 6: Object Oriented Programming with C++								3	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	2	1	2	3	3	2	1	2	2.2
CO2	3	2	2	2	1	3	3	3	2	2	2.3
CO3	2	1	3	2	2	2	3	2	2	2	2.1
CO4	3	3	3	1	2	3	2	2	1	2	2.2
CO5	2	3	3	1	2	2	3	3	2	1	2.3
<b>Mean Overall Score</b>										<b>2.22 (High)</b>	



Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCC33CP01	<b>Core Practical - 1:</b> Object Oriented Programming with C++	3	2

### Course Objectives

To learn Object Oriented Programming Concepts in C++
To understand the Syntax and Semantics of C++.
To create simple programs using classes and objects in C++.
To analyze the OOPs concepts
To implement Object Oriented Programs

### Exercises

#### 1. Control Structures

- if Statement
- if-else Statement
- switch Statement
- For loop
- While loop
- Do while loop

#### 2. Functions

- Function overloading
- Friend function

#### 3. Classes and Objects

#### 4. Constructor & Destructor

- Default constructor
- Parameterized constructor

#### 5. Operator overloading

#### 6. Inheritance

- Single Inheritance
- Multiple Inheritance
- Multilevel Inheritance
- Hierarchical Inheritance
- Hybrid Inheritance

#### 7. Pointers

#### 8. Virtual functions

<b>Teaching Methodology</b>	Lab practical
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<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO- Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, students will be able to	
<b>CO1</b>	gain the knowledge on object-oriented programming	<b>K1</b>
<b>CO2</b>	understand the Syntax and Semantics of C++	<b>K2</b>
<b>CO3</b>	illustrate the Functions	<b>K3</b>
<b>CO4</b>	apply the OOPs concepts	<b>K4</b>
<b>CO5</b>	analyze and handle the pointers	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>	<b>Title of the Course</b>								<b>Hours</b>	<b>Credits</b>
<b>3</b>	<b>23UCC33CP01</b>	<b>Core Practical - 1:</b> Object Oriented Programming with C++								<b>3</b>	<b>2</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	1	2	3	3	2	1	2	<b>2.2</b>
<b>CO2</b>	3	2	2	2	1	3	3	3	2	2	<b>2.3</b>
<b>CO3</b>	2	1	3	2	2	2	3	2	2	2	<b>2.1</b>
<b>CO4</b>	3	3	3	1	2	3	2	2	1	2	<b>2.2</b>
<b>CO5</b>	2	3	3	1	2	2	3	3	2	1	<b>2.3</b>
<b>Mean Overall Score</b>										<b>2.22(High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCC33A001A	Allied Optional - 1: Elements of Mathematics	6	4

### Course Objectives

To give basic knowledge of Mathematics to the students who did not study Mathematics at the higher secondary level.
To train the students in the working techniques of various branches of Mathematics.
To train the students to understand the concept of permutation and combination problems.
To train the students to know about the Applications of Matrices.
To motivate the students to get the basic knowledge of AP and GP.

#### UNIT I (18 Hours)

Indices - positive indices - fractional indices - operations with power functions

#### UNIT II (18 Hours)

logarithms - laws and operations - change of base (simple problems only)

#### UNIT III (18 Hours)

Permutations - combinations (concepts & simple problems only)

#### UNIT IV (18 Hours)

Arithmetic progression - Geometric progression (simple problems only).

#### UNIT V (18 Hours)

Matrices - types of matrices - operations on matrices - determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only).

<b>Teaching Methodology</b>	Chalk and talk, PPT
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#### Book for Study

- Sanchetti, D.C., & Kapoor, V.K. (2002) *Business Mathematics*, (11th Ed.). Sultan Chand and Sons, New Delhi.
  - Unit-I** Chapter 6 (Sec: 6.1- 6.4; Pages 142-163),
  - Unit -II** Chapter 7 (Sec: 7.0-7.1, Pages 191-212).
  - Unit-III** Chapter 9 (Sec: 9.2- 9.11; Pages 302-331)
  - Unit-IV** Chapter 12 (Sec: 12.1,12.2& 12.4, 12.5; Pages 384-396& 411-424).
  - Unit-V** Chapter 20 (Sec: 20.1-20.15; Pages 791-828), Chapter 20 (20.22, 20.23; Pages 840-849).

#### Book for Reference

- Vittal, P.R. (2001). *Business Mathematics*, Margham Publications, New Delhi.
- Kapoor, V.K. (2009) *Introductory to Business Mathematics*. S.Chand and Sons, New Delhi,.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	have knowledge in indices, logarithms, arithmetic progression, matrices and LPP.	K1
CO2	understand the different techniques available in matrices and LPP to solve problems.	K2
CO3	apply learnt techniques on real life business problems.	K3
CO4	illustrate various learned techniques with examples.	K4
CO5	identify to apply learnt techniques to business problems.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UCC33AO01A	Allied Optional - 1: Elements of Mathematics									6	4
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	2	2	1	2	3	3	3	2	2.1	
CO2	2	1	1	2	2	3	2	3	2	3	2.1	
CO3	2	3	1	2	1	3	3	3	2	3	2.3	
CO4	2	3	1	2	1	3	3	3	2	3	2.3	
CO5	1	2	1	2	2	3	2	3	3	3	2.2	
<b>Mean Overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCC33AO01B	Allied Optional - 1: Business Mathematics	6	4

Course Objectives
To introduce the fundamentals of Mathematics
To train the students in the basics of Mathematics
To train the students in the working techniques of various branches of Mathematics.
To make the students Understand permutation and combination
To introduce the concept of AP and GP

**UNIT I** (18 Hours)  
Indices - positive indices - fractional indices - operations with power functions logarithms - laws and operations - change of base (simple problems only)

**UNIT II** (18 Hours)  
Permutations - Kramp's factorial notation- permutations of n different things - Circular permutations - Permutations of things not all different - combinations - Combination of things not all different. (concepts & simple problems only)

**UNIT III** (18 Hours)  
Arithmetic progression - Sum of series in A.P - Geometric progression- Sum of series in G.P (simple problems only).

**UNIT IV** (18 Hours)  
Matrices - types of matrices - operations on matrices - determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only).

**UNIT V** (18 Hours)  
Linear programming - mathematical formulation of LP Model - graphical method-simplex method ( simple problems & business applications only)

<b>Teaching Methodology</b>	Black board, chalk and talk, PPT
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#### Book for Study

- Sanchetti, D.C., & Kapoor, V.K. (2002) *Business Mathematics*, (11th Ed.). Sultan Chand and Sons, New Delhi.  
**Unit-I** Chapter 6 (Sec: 6.1- 6.4; Pages 142-163), Chapter 7 (Sec: 7.0-7.2; Pages 191-212).  
**Unit-II** Chapter 9(Sec: 9.2- 9.11; Pages 302-331),  
**Unit-III** Chapter 12 (Sec: 12.1,12.2 & 12.4, 12.5; Pages 384-396 & 411-424).  
**Unit-IV** Chapter 20(Sec: 20.1-20.15; Pages 791-828), Chapter 20 (20.22, 20.23; Pages 840- 849).  
**Unit-V** LP 1 - LP 40

#### Books for Reference

- Vittal, P.R. (2001). *Business Mathematics*, Margham Publications, New Delhi.
- Kapoor, V.K. (2009) "*Introductory to Business Mathematics*", S.Chand and Sons, New Delhi,.
- Navaneetham, (2008). *Business Mathematics and Statistics*. Jai Publishers.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	have knowledge in indices, logarithms, arithmetic progression, matrices and LPP.	K1
CO2	understand the different techniques available in differentiation, integration, matrices and LPP to solve problems.	K2
CO3	apply learnt techniques on real life business problems.	K3
CO4	illustrate various learned techniques with examples.	K4
CO5	evaluate business problems like profit maximization, cost minimization, consumer's and producer's surplus using the learned techniques.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UCC33A001B	Allied Optional - 1: Business Mathematics									6	4
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	2	2	1	2	3	3	3	2	2.1	
CO2	2	1	1	2	2	3	2	3	2	3	2.1	
CO3	2	3	1	2	1	3	3	3	2	3	2.3	
CO4	2	3	1	2	1	3	3	3	2	3	2.3	
CO5	1	2	1	2	2	3	2	3	3	3	2.2	
<b>Mean Overall Score</b>											<b>2.2 (High)</b>	

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](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	
<b>Mean Overall Score</b>											<b>2.6 (High)</b>	



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

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

<b>Teaching Methodology</b>	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	
<b>Mean Overall Score</b>											<b>2.6 (High)</b>	

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 கிழங்குமறியோர் (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.

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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](http://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	
<b>Mean Overall Score</b>											<b>2.3 (High)</b>	

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

<b>Teaching Methodology</b>	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. Mérioux, 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	
<b>Mean Overall Score</b>											<b>2.24 (High)</b>	

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

<b>Teaching Methodology</b>	Debate Participation, Videos, PPT, Quiz, Project Work
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#### Books for Study

1. Bosalae, S. (2020). *kavya sarang*. Rajkamal Prakashan.
2. Gupth, M. K. (2020). *Hindi Vyakaran*. Anand Prakashan.
3. Jain, S.K. (2019). *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)

Sanskrita 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)

Sanskrita Racanani Vubhavoga

<b>Teaching Methodology</b>	Videos, PPT, Blackboard, Demonstration, Exercises
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#### Books for Study

1. *Karnabhavam & Literature Language*
2. *Dhaatu Manjari*
3. *Sanskrita 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](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](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
<b>Mean Overall Score</b>										<b>2.48 (High)</b>	

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

<b>Teaching Methodology</b>	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)
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
<b>Mean Overall Score</b>										<b>2.36 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCC43CC07	Core Course - 7: Management Accounting	7	6

Course Objectives
To explain the importance and functions of Management Accounting
To apply the managerial accounting concepts and methods
To develop and implementation the role of costing and management in decision making in the business
To create the future requirements of the business accounting
To analyze the periodical financial statements of the firm

**UNIT I: Management Accounting (21 Hours)**

Introduction and scope - Objectives - Relationship between Financial, Cost and Management accounting- Analysis of financial statements; Common size and comparative financial statements, Trend percentages - Accounting ratios.

**UNIT II: Fund Flow Analysis (21 Hours)**

Introduction, Meaning of Funds Flow Statement-Ascertainment of flow of funds- Technique of preparing funds flow statement- Schedule of Changes in Working Capital- Adjusted Profit and Loss account- Funds Flow Statement: Meaning of Cash Flow Statements - Advantages - Limitations - Preparation of Cash Flow Statement - Types of Cash flows - Operating, Financing and Investing Cash flows.

**UNIT III: Capital Budgeting (21 Hours)**

Meaning and concepts - capital budgeting process - appraisal - criteria - Pay back method - Discounted cash flow Techniques - ARR, IRR method - NPV method.

**UNIT IV: Budgetary Control (21 Hours)**

Concepts and Objectives, Merits and Demerits of Budgetary Control, Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting.

**UNIT V: Marginal Costing (21 Hours)**

Concept - Break Even Analysis - Break - Even Chart - Importance and assumptions - Application of Profit Volumes Ratio

<b>Teaching Methodology</b>	PPT, black board, group discussion
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**Book for Study**

1. Khan & Jain. (2021). *Management Accounting* (8th Ed.). Tata McGraw Hill.

**Books for Reference**

1. Reddy, T. S. & Hari Prasad Reddy. (2015). *Management Accounting*. Margam Publications Chennai.
2. R. Kishore. (2018). *Advance Management Accounting*. Taxman allied Services Pvt. Ltd.
3. Dr. M. Shek Mohamed, Dr. E. Mubarak Ali & Dr. M. Abdul Hakim. (2012). *Management Accounting*. Raja Publications.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	describe the managerial accounting objectives in a way that demonstrates a clear understanding of ethical responsibilities.	K1
CO2	understand various costing schedules where an analysis of cost classification, behaviour, and type is completed.	K2
CO3	discover the application skills to estimation of working capital, computation of contribution, P/V ratio, break even sales and margin of safety in the process of decision-making.	K3
CO4	analyzing the financial statement using terms, ratios, factors, working capital requirements, and breakeven analysis.	K4
CO5	evaluate cash and fund flow of the company, managerial applications of marginal costing.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4	23UCC43CC07	Core Course - 7: Management Accounting								7	6
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	3	3	3	2	3	2.6
CO2	2	3	2	3	2	3	3	2	2	3	2.5
CO3	2	3	2	3	2	3	3	2	2	3	2.5
CO4	2	3	2	3	2	2	3	2	2	3	2.4
CO5	2	3	2	3	2	3	3	2	2	3	2.5
<b>Mean Overall Score</b>										<b>2.5 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCC43CC08	Core Course - 8: RDBMS	3	2

Course Objectives
To recall the fundamentals of Database.
To learn the ER-models to represent simple database application scenarios.
To understand the Relational Algebra Operation.
To apply Normalization techniques.
To analyze the PL/SQL Expressions and Statements.

#### UNIT I (9 Hours)

**Basic Concepts:** Data modeling for a Database - Records and Files Abstraction and Data Integration - The Three level Architecture for DBMS - Components of a DBMS - advantages and Disadvantages of DBMS. Data Model: Introduction - Data Association -Entity- Relationship Model

#### UNIT II (9 Hours)

**Relational Model:** Introduction - Relational Database - Attributes and Domain - Tuple - Relation and their scheme - Relation representation - Keys - Relationship -Relation operation - Integrity Rules - Relational Algebraic Basic Operation - Additional Relational Algebraic operations.

#### UNIT III (9 Hours)

**SQL:** Introduction - SQL - Data Manipulation: SQL - Basic Data Retrieval - Arithmetic and Aggregate operator - SQL Join - Set Manipulation - categorization - updates - Views. RELATIONAL DATABASE DESIGN: Relational scheme and relational design-Normal Forms-BCNF.

#### UNIT IV (9 Hours)

**Fundamentals of PL/SQL:** Defining variables and constants, PL/SQL expressions and comparisons: Logical Operators, Boolean Expressions, CASE Expressions Handling, PL/SQL Data types: Number Types, Character Types, Boolean Type, Date, time and Interval Types.

#### UNIT V (9 Hours)

**Overview of PL/SQL:** Conditional Control: IF and CASE Statements, IF-THEN Statement, IF-THEN-ELSE Statement, IF-THEN-ELSEIF Statement, CASE Statement, Iterative Control: LOOP and EXIT Statements, WHILE-LOOP, FOR-LOOP, Sequential Control: GOTO and NULL Statements.

Teaching Methodology	PPT, VIDEOS, E-material
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#### Book for Study

1. Bipin, C. D. (2015). *An introduction to Database Systems*. (Revised Ed.). Galgotia Pvt. Ltd.

#### Books for Reference

1. Suresh, K. B. (2001). *Computers Today*, (1st Ed.). Galgotia publication private Ltd.
2. Jane Calabria & Dorothy Burke. (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide*, (1st Ed.). PHI.
3. Taxali, R. k. (1998). *PC Software for WINDOWS Made Simple*, (1st Ed.). Tata McGraw- Hill Publishing Company Limited.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	know the concepts of Database	K1
CO2	understand the ER-models to represent simple database application scenarios	K2
CO3	understand the Relational Algebra Operation	K3
CO4	apply Normalization techniques	K4
CO5	analyze the PL/SQL Expressions and Statements	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4	23UCC43CC08	Core Course - 8: RDBMS								3	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	2	1	2	3	3	2	1	2	2.2
CO2	3	2	2	2	1	3	3	3	2	2	2.3
CO3	2	1	3	2	2	2	3	2	2	2	2.1
CO4	3	3	3	1	2	3	2	2	1	2	2.2
CO5	2	3	3	1	2	2	3	3	2	1	2.3
<b>Mean Overall Score</b>										<b>2.22(High)</b>	



Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCC43CP02	Core Practical - 2: Oracle SQL	3	2

Course Objectives
To gain the knowledge on SQL
To understand the Syntax and Semantics of SQL
To create and Manipulate a Query
To manage the Database Integrity
To analyze and Handle runtime errors

### Exercises

1. Table creation using various constraints.
  - i)DDL
  - ii)DML
  - iii)DCL
  - iv)TCS
2. Constraints
  - Not null
  - Unique
  - Primary key
  - Foreign key
  - Check
  - default
3. Simple Queries (select, sorting and Filter)
4. SQL Comments (single line and multiline)
5. Built in Functions (Group Function, String Function, Date and time Function, Aggregate Function)
6. Operators (Arithmetic, Relational, logical, Miscellaneous and Set operators)
7. Joining (Inner, Left, Right and Full join)
8. Sub Queries and Nested Sub Queries
9. Views
  - i)create view
  - ii)update view
  - iii)Drop view

Teaching Methodology	Practical Lab
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Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	gain the knowledge on SQL	K1
CO2	understand the Syntax and Semantics of SQL	K2
CO3	create and Manipulate a Query	K3
CO4	manage the Database Integrity	K4
CO5	analyze and Handle runtime errors	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	23UCC43CP02		Core Practical - 2: Oracle SQL							3	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	2	1	2	3	3	2	1	2	2.2
CO2	3	2	2	2	1	3	3	3	2	2	2.3
CO3	2	1	3	2	2	2	3	2	2	2	2.1
CO4	3	3	3	1	2	3	2	2	1	2	2.2
CO5	2	3	3	1	2	2	3	3	2	1	2.3
<b>Mean Overall Score</b>										<b>2.22(High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCC43A002A	Allied Optional - 2: Elements of Statistics	6	4

### Course Objectives

To give basic knowledge about Statistics.
To train the students in the working techniques of various branches of Statistics.
To motivate the students by using the SPSS software for statistical measures.
To train the students in mastering the techniques and tools of Statistics.
To motivate the students to apply the techniques in their major subject.

**UNIT I (18 Hours)**  
Measures of central tendency - arithmetic mean, median, mode - computation of individual, discrete and continuous series - Measures of dispersion - standard deviation - coefficient of variation (simple problems & business applications only)

**UNIT II (18 Hours)**  
Measures of Skewness - computation of Karl Pearson's coefficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks (simple problems & business applications only)

**UNIT III (18 Hours)**  
Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - quantity & value indices - Time series analysis - components - method of least squares - fitting a straight line trend only (simple problems & business applications only)

**UNIT IV (18 Hours)**  
Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

**UNIT V (18 Hours)**  
SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness

<b>Teaching Methodology</b>	Black board, chalk and talk, PPT
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### Books for Study

- Gupta, S.P. (2005). *Statistical Methods*, (33rd Ed.). Sultan Chand & Sons, New Delhi.  
**Unit-I** Chapter 7 (Vol. I), Pages 177-188, 196-205, 211-218, Chapter 10 (Vol. I), Pages 282-297.  
**Unit-II** Chapter 9 (Vol. I), Pages 330-338, Chapter 10 (Vol. I), Pages 377- 382, 386-393, 404-407  
**Unit-III** Chapter 13 (Vol. I), Pages 515-525, 529-534, 537-539, Chapter 14 (Vol. I), Pages 590-598, 613-619.  
**Unit-IV** Chapter 1 (Vol. II), Pages 751-765, 774-792.
- Gaur, A.S., & Gaur, S.S. *Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*, (2nd Ed.). Sage Publications Pvt. Ltd.  
**Unit - V** Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1.1, 3.1.2, 3.1.4

### Books for Reference

- Krishnan, V. & Pillai, S. (2001). *Statistics for Beginners*. Atlantic Books.
- Huizingh, E. (2007). *Applied Statistics with SPSS* ., SAGE Publications Pvt. Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO2	understand concept of averages, correlation, index numbers, addition and multiplication theorems in probability, averages in SPSS.	K2
CO3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UCC43AO02A	Allied Optional - 2: Elements of Statistics									6	4
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	3	1	1	3	2	3	2	3	2.2	
CO2	1	2	3	2	3	2	3	2	3	2	2.3	
CO3	2	3	2	1	2	3	3	2	2	3	2.3	
CO4	1	2	2	2	3	1	3	2	2	3	2.1	
CO5	1	2	2	3	1	2	3	2	2	3	2.1	
<b>Mean Overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCC43AO02B	Allied Optional - 2: Business Statistics	6	4

Course Objectives				
To train the students in mastering the techniques and tools of Statistics.				
To motivate the students to apply the techniques in their major subject.				
To make the student Understand the concept of measure of central tendency.				
To train the student Solve problems related to measure of dispersion.				
To introduce the concept of using the SPSS software for statistical measures				

### UNIT I (18 Hours)

Measures of central tendency - arithmetic mean, median & mode - correction of incorrect values - Open end classes - median for unequal intervals - quartiles, deciles & percentiles - relation between AM, median & mode - Measures of dispersion - Range - Quartile deviation - Mean deviation - standard deviation - relation between QD, MD & SD - coefficient of variation (simple problems & business applications only).

### UNIT II (18 Hours)

Measures of Skewness - computation of Karl Pearson's & Bowley's co-efficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks - Association of two attributes - types of association - consistency of data - Comparison of observed and expected frequencies - Yule's coefficient of association (simple problems & business applications only)

### UNIT III (18 Hours)

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - weighted aggregative indices - quantity & value indices - test of adequacy of indices - time reversal test - factor reversal test - family budget method - method of least squares - fitting a straight line trend only (simple problems & business applications only)

### UNIT IV (18 Hours)

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

### UNIT V (18 Hours)

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

<b>Teaching Methodology</b>	Chalk and talk, Lectures, PPT.
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### Books for Study

- Gupta, S.P. (2005). *Statistical Methods*, (33rd Ed.). Sultan Chand & Sons, New Delhi.  
**Unit-I** Chapter 7 (Vol. I), Pages 177-189, 196-222, Chapter 8 (Vol. I), Pages 268-289, 293-301.  
**Unit-II** Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382, 386-393, 404 - 408, Chapter 12 (Vol. I), Pages 478- 488.  
**Unit-III** Chapter 13 (Vol.I), Pages 515-545, 557-560, Chapter 14 (Vol. I), Pages 613-619.  
**Unit-IV** Chapter 1 (Vol. II), Pages 751-765, 774-792.
- Gaur, A.S., & Gaur, S.S. *Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*, (2nd Ed.). Sage Publications Pvt. Ltd.

Unit - V Chapter 1, Chapter 2, (Sections 2.1-2.3), Chapter 3, (Sections 3.1, 3.2).

**Books for Reference**

1. Krishnan, V. & Pillai, S. (2001). *Statistics for Beginners*. Atlantic Books.
2. Huizingh, E. (2007). *Applied Statistics with SPSS* ,SAGE Publications Pvt. Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UCC43AO02B	Allied Optional - 2: Business Statistics									6	4
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	3	1	1	3	2	3	2	3	2.2	
CO2	1	2	3	2	3	2	3	2	3	2	2.3	
CO3	2	3	2	1	2	3	3	2	2	3	2.3	
CO4	1	2	2	2	3	1	3	2	2	3	2.1	
CO5	1	2	2	3	1	2	3	2	2	3	2.1	
<b>Mean Overall Score</b>											<b>2.2 (High)</b>	

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](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	
<b>Mean Overall Score</b>											<b>2.7 (High)</b>	



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

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

<b>Teaching Methodology</b>	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	
<b>Mean Overall Score</b>											<b>2.6 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53CC09	Core Course - 9: Cost Accounting	7	5

Course Objectives
To enlighten the concepts of cost accounting and various material control techniques.
To compute the labour cost under different methods of wage payment systems and the rate of labour turnover
To allocate the overheads to various departments under primary and secondary distribution systems and to compute the machine hour rate
To have through knowledge on the practical application of process costing.
To apply the contract Costing, Service and Operating cost techniques in the respective industries.

**UNIT I: Introduction (21 Hours)**

Cost Accountancy- introduction- Cost, Costing and Cost Accountancy - Functions of Cost Accounting - Comparison of cost accounting and management Accounting and Financial Accounting - classification Cost -Methods costing-Techniques of costing Preparation of Cost Sheet. - Material cost -Purchase procedure, store keeping and stock control, Pricing and issue of materials, Stores Ledger : FIFO ,LIFO, Specific price, Base stock, Highest In- First-out , Average price methods and Notional price methods. ABC analysis, level of inventories, EOQ, JIT and VED analysis

**UNIT II: Labour Costing (21 Hours)**

Remuneration methods, monetary and non-monetary incentive schemes, pay roll procedures, labour analysis and idle time, measurement of labour efficiency and productivity, analysis of non-productive time and their cost, labour turnover and remedial measures, treatment of idle time and over time.

**UNIT III: Overhead Costing (21 Hours)**

Overhead Costing: - classification - apportionment - production overheads distribution, appropriation, absorption by products, treatment of under and over -absorption, administration, selling and distribution overheads-machine hour rate.

**UNIT IV: Reconciliation of Cost and Financial Accounts and Process Costing (21 Hours)**

Reconciliation of cost and financial accounts - Process costing - Simple process accounts including Normal Loss, Abnormal Loss and Abnormal gain treatments-Inter process profits. - Equivalent production method (simple problems only)

**UNIT V: Contract Costing (21 Hours)**

Contract Costing - Features, Distinction between Job and Contract Costing, Retention Money, Escalation Clause, Contract Accounts, Service and Operating Costing: Features, Unit Costing and Multiple Costing, Identification of Cost Unit and Cost Determination and Control.

<b>Teaching Methodology</b>	PPT, black board teaching
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**Book for Study**

1. Jain & Narang. (2016). *Cost Accounting Principles and Practice*. Kalyani Publishers.

**Books for Reference**

1. Murthy & Gursamy, S. (2016). *Cost Accounting*. Vijay Nicole Imprints Private Ltd.
2. Alex, K. (2012). *Cost Accounting*. Pearson Education India.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
<b>CO1</b>	gain knowledge on the concepts of cost accounting techniques.	<b>K1</b>
<b>CO2</b>	understand different methods of material control, wage payment systems, overhead allocation, process costing techniques, contract costing and operating costing	<b>K2</b>
<b>CO3</b>	apply the cost accounting techniques in industries	<b>K3</b>
<b>CO4</b>	analyze the practical application of cost accounting techniques.	<b>K4</b>
<b>CO5</b>	evaluate various elements of cost related to material, labour, overheads and process costing, contract costing and operating costing.	<b>K5</b>

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UCC53CC09	Core Course - 9: Cost Accounting								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	
<b>CO1</b>	3	3	3	3	1	3	3	3	1	3	<b>2.6</b>
<b>CO2</b>	3	2	3	3	1	3	3	3	1	2	<b>2.4</b>
<b>CO3</b>	3	3	3	3	1	3	3	3	1	2	<b>2.5</b>
<b>CO4</b>	3	2	3	1	1	3	3	3	1	3	<b>2.3</b>
<b>CO5</b>	3	3	2	1	1	3	3	3	1	3	<b>2.3</b>
<b>Mean Overall Score</b>										<b>2.42 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53CC10	Core Course - 10: Data Analysis using R	4	3

Course Objectives
To Demonstrate how to Install, Code and Use R Programming Language in R Studio IDE
To learn the fundamentals of R data types.
To perform basic tasks on Vectors, Matrices and Data frames.
To Explain the use of data structure and loop functions.
To Analyse the data and generate reports.

**UNIT I: Introduction to R (12 Hours)**

Introduction-What is R? - Why R? - Advantages of R- Downloading and installing R: Downloading R- Installing R - Primary File types of R-IDE and Text Editor: R studio -Eclipse with StatET - Handling packages in R: Installing an R Package- few commands to get started.

**UNIT II: Getting Started with R (12 Hours)**

Introduction- working with directory-data types in R - few commands for data exploration: load internal dataset- Loading and Handling Data in R: Expression, Variables and Functions-Missing Values Treatment in R-Using the 'as' Operator to Change the Structure of Data.

**UNIT III: Loading and Handling Data in R (12 Hours)**

Vectors -matrices-factors-list- Aggregating and Group Processing of a Variable- Simple Analysis Using R- Methods for Reading Data. Function: Mathematical and statistical functions-Character functions- Looping and conditional execution-User-written functions.

**UNIT IV: Exploring Data in R (12 Hours)**

Data Frames: data frame access-ordering the data frames- R functions for understanding data in Data Frames-Load Data Frames-Exploring data.

**UNIT V: Exploratory Analysis with Base Graphics Tools in R (12 Hours)**

Exploratory Analysis with base graphics tools in R (box plots, bar charts, line plots, heat map, etc.) Customize plot axes, labels, add legends, and add colors- Data Analysis Descriptive Statistics- Spotting problems with Data and Visualization.

<b>Teaching Methodology</b>	Black Board, PPT, E-material
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**Books for Study**

1. Acharya, S. (2018). *Data Analytics using R*, (1st Ed.). McGraw hill Education (India) Private Limited. (UNITS: I, II, IV, V)
2. Robert, I. K. (2011). *R in Action-Data Analysis and Graphics with R*, (1st Ed.). Manning Publications Co. (UNIT III)

**Books for Reference**

1. James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). *Introduction to Statistical Learning with Applications in R*, (1st Ed.). Springer.
2. Kleiber, C., & Zeileis, A. (2008). *Applied Econometrics with R*, (1st Ed.). Springer-Verlag.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	recall the R programming & Writing simple R commands	K1
CO2	understand the import, Read Data from Dataset and Getting insights	K2
CO3	apply Statistical measures and Looping statements	K3
CO4	implement the statistical and mathematical functions	K4
CO5	visualize complex, heterogeneous data in real time scenario	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UCC53CC10	Core Course - 10: Data Analysis Using R									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	2	2	1	3	2	3	1	1	2.1	
CO2	3	1	3	1	1	3	2	3	1	2	2	
CO3	3	3	3	2	1	3	1	3	1	3	2.3	
CO4	3	1	3	3	2	3	2	3	1	2	2.3	
CO5	3	3	3	1	2	3	2	3	1	2	2.3	
<b>Mean Overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53CP03	Core Practical - 3: R Programming	3	2

Course Objectives
Install, load and deploy the required packages, and build new packages for sharing and Reusability.
To Develop an R script and execute it.
To implement different data structures.
To Extract data from different sources and use it for data analysis.
To Visualize and summarize the data

### Exercises

1. Operators
2. Data Structures
  - a) Vector
  - b) List
  - c) Matrix
  - d) Data Frames
  - e) Factors
3. Operators
4. Function
  - f) Mathematical
  - g) Statistical functions
  - h) Character functions
5. Exploratory Analysis
6. Visualization

<b>Teaching Methodology</b>	Practical Lab
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Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	know the installation and updation of Essential Packages	K1
CO2	explore the Basic R programming components	K2
CO3	apply the various data structures	K3
CO4	analyse the different statistical measures	K4
CO5	plot the insights using visualization	K5

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>5</b>	<b>23UCC53CP03</b>		<b>Core Practical - 3: R Programming</b>							<b>3</b>	<b>2</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	1	3	3	3	1	3	<b>2.6</b>
<b>CO2</b>	3	2	3	3	1	3	3	3	1	2	<b>2.4</b>
<b>CO3</b>	3	3	3	3	1	3	3	3	1	2	<b>2.5</b>
<b>CO4</b>	3	2	3	1	1	3	3	3	1	3	<b>2.3</b>
<b>CO5</b>	3	3	2	1	1	3	3	3	1	3	<b>2.3</b>
<b>Mean Overall Score</b>										<b>2.42 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53ES01A	Discipline Specific Elective -1: Business Law	5	3

Course Objectives
To acquire the basic knowledge on laws of Indian contract Act
To understand the principles of special contract
To understand the laws relating to sale of goods act
To apply concepts, principles at while undergoing bailment and pledge
To analyze the concepts of laws of agency

**UNIT I (15 Hours)**  
Nature and source of business law-Law of Contract - Nature of contract - Essentials of Contract - Effect of Void, Voidable, Valid, Illegal, Unlawful Agreements--Contingent contract - remedies for breach of contract - quasi contract.

**UNIT II (15 Hours)**  
Special Contracts- Contract of Indemnity and Guarantee - Distinction between Indemnity and guarantee-Kinds of guarantee - rights of surety -discharge of surety.

**UNIT III (15 Hours)**  
Bailment and Pledge -Bailment- Classification - duties and rights of Bailer and Bailee-finder of lost goods- termination of bailment -Pledge - difference between bailment and pledge- rights and duties of Pawnor and Pawnee.

**UNIT IV (15 Hours)**  
Sale of Goods Act-Sale of goods- Difference between Sale Agreement- other Disposition of goods- Implied conditions and warranties- Transfer of property in title to goods-unpaid Sellers rights.

**UNIT V (15 Hours)**  
Law of Agency - Law of Agency -Definition- various kinds of Agency- Agency by Estoppel-Agency by Ratification -Rights and duties of Third parties to principles and agent- Termination of Agency.

<b>Teaching Methodology</b>	PPT, VIDEOS and CASE STUDIES
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#### Book for Study

1. Kapoor, N. D. (2020). *Elements of Mercantile Law*, (38th Ed.). Sultan and Sons.

#### Books for Reference

1. Kapoor, N. D. (2018). *Elements of Business Law*. S. Chand & Co.
2. Charatimath, N. A. (2017). *Business Law*, (1st Ed.). Himalaya Publishing House Pvt. Ltd.
3. Jain, D. P. (2022). *Mercantile Law*, (1st Ed.). Konark Publishers Pvt. Ltd.



Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	acquire the basic knowledge on laws of Indian contract Act	K1
CO2	understand the principles of special contracts, sale of goods Act, bailment and pledge and law of agency	K2
CO3	demonstrate the laws relating to special contracts, sale of goods Act, bailment and pledge and law of agency	K3
CO4	apply concepts, principles at while undergoing special contracts, sale of goods Act, bailment and pledge and law of agency	K4
CO5	analyze the concepts of special contracts, sale of goods Act, bailment and pledge and law of agency	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	23UCC53ES01A		Discipline Specific Elective - 1: Business Law							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	2	2	3	3	3	3	2	2.7
CO2	3	3	3	3	2	3	3	2	2	3	2.7
CO3	3	3	3	2	3	2	3	2	3	2	2.6
CO4	3	3	3	3	2	2	3	2	2	3	2.8
CO5	3	3	3	2	3	2	3	2	2	3	2.6
<b>Mean Overall Score</b>										<b>2.7 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53ES01B	Disciple Specific Elective - 1: Customer Relationship Management	5	3

Course Objectives
To acquire the basic knowledge on customer relations
To understand the relevance of relationship marketing approach
To understand the importance of automation of customer services, supply chain management
To apply concepts, principles at while undergoing analytical customer relationship management
To analyze the sales force automation

**UNIT I: CRM Concepts (15 Hours)**

Acquiring customers- Cost of Acquiring Customers - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling- CRM and Business Intelligence - CRM and Business Intelligence.

**UNIT II: CRM Approach (15 Hours)**

Drawbacks - emerging challenges in the marketing front-Relationship marketing-definition-concepts - relevance of relationship marketing approach-significance - building customer loyalty, developing relationship strategies for different types of business under different competitive environment.

**UNIT III: CRM and Customer Service (15 Hours)**

Call centre and customer Care - automation of Contact Center - Call Routing - Web Based Self Service - Call Scripting -Cyber Agents - Work force Management - Customer Service - Automation. CRM in e-business, CRM - multi-channel, CRM on B2B, ERP - SCM -Supplier Relationship Management - e-Business Checklist for Success.

**UNIT IV: Analytical CRM (15 Hours)**

CRM and the Data Ware House - Enterprise CRM - OLAP- Data Mining in CRM - Personalization and Collaborative Filtering -Delivering CRM - Defining CRM Success - Preparing Business Plan.

**UNIT V: CRM and Sales Force Automation (15 Hours)**

Objectives - features - benefits -Implementation Issues - Sales process activity management - Sales and territory management - Contact management - load management.

<b>Teaching Methodology</b>	PPT, VIDEOS and group discussion
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**Book for Study**

1. Jagdish, G. S., Sheth, N., & Atu, P. (2017). *Customer Relationship Management: Emerging Concepts, Tools and Applications*. McGraw Hill Education.

**Books for Reference**

1. Rai, A. K. (2011). *Customer Relationship Management Concept & Cases*. Prentice Hall of India Private Limited.
2. Shanmugasundaram, S. (2008). *Customer Relationship Management*. Prentice Hall of India Private Limited.
3. Mukherjee, K. (2008). *CRM*. Prentice Hall of India Private Limited.
4. Dyche, J. (2002). *The CRM Handbook*. Pearson Education.
5. Gosney, JW. & Boehm, T. P. (2001). *Customer Relationship Management Essentials*. Prentice Hall of India.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	acquire the basic knowledge on customer relations	k1
CO2	understand the relevance of relationship marketing approach	k2
CO3	understand the importance of automation of customer services, supply chain management	k2
CO4	apply concepts, principles at while undergoing analytical customer relationship management	K4
CO5	analyze the sales force automation	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	23UCC53ES01B		Disciple Specific Elective -1: Customer Relationship 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	2	2	3	2	3	2	2	2.4
CO2	3	3	2	3	2	2	3	3	2	2	2.5
CO3	3	3	3	2	3	2	3	2	3	2	2.6
CO4	3	2	2	3	2	2	3	2	2	2	2.5
CO5	3	2	3	2	3	2	3	2	2	3	2.5
<b>Mean Overall Score</b>										<b>2.5 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53ES02A	Discipline Specific Elective - 2: Banking Theory Law and Practice	5	3

Course Objectives
To learn the fundamentals of banking system and monetary parameters
To know the customer and acquire the various product and service knowledge related to banking sector
To transact with the bank with ease and fill up the forms correctly
To critically analyze regulatory frame work of banking sector
To know the recent trends and challenges in banking sector

**UNIT I: Introduction (15 Hours)**

Banking: Meaning - Fundamental role and evolution of banking - Banking structure in India - Classification of banks - Roles of Banks - RBI and Its functions- Credit control - Need for credit control: Qualitative and Quantitative measures - Commercial bank - Indigenous bank - Women bank.

**UNIT II: Bank Customer Relationship (15 Hours)**

Types of customer - Obligation of the Banker - Types of deposits - Procedure for opening and Closing a bank account - Joint accounts - Nomination - Closure of deposit accounts and Deposit Insurance - Fund-based services - Non-Fund based services - Money Remittance Services and Banking Channels - Bankers' obligation of secrecy. Anti - Money Laundering and KYC - Banking Ombudsman.

**UNIT III: Negotiable Instruments (15 Hours)**

Introduction - Features - Types - Special parties to Negotiable Instruments - Cheque - Essential of cheques - Crossing of Cheque - Endorsement and Its classifications - Collection of cheque - Dishonour of Cheque - Loan assessment CIBIL - Recovery.

**UNIT IV: Modes of Charging Security (15 Hours)**

Lien - Pledge - Mortgage - Assignment - Hypothecation - NPA: Categories, CAMELS framework - BIS - BASEL Accords - Provisioning Norms - SARFAESI Act - Financial Inclusion.

**UNIT V: Recent Trends in Banking (15 Hours)**

Communication Networks in Banking system, Automated Clearing Systems - CHIPS- Electronic Fund Management - ECS: Important aspects/ features - EFT- IFTP - IMPS - RTGS - NEFT - UPI - Mobile Wallets - IFSC- ATM and Its types -Internet Banking - Core Banking Solutions (CBS) - Computerization of Clearing of Cheques - Cheque Truncation System (CTS) - E-Banking - Mobile Banking - Smart Cards - Types -Financial Applications of Smart Cards, Application of AI in banking- Chat Bots- Block Chain - Cloud computing - Cyber security - Bio metrics - Mobile payments - Decentralized finance (DeFi) - Banking-as-a- Services (BaaS) - Hybrid Banking models - Challenges in banking - Virtual Currency - Crypto currency - Bit Coins - Social responsibility - Collaborative Eco systems.

Teaching Methodology	PPT, VIDEOS, chalk and talk method
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**Book for Study**

1. Sundaram, K. P. M. & Varshney, P. N. (2014). *Banking Theory Law & Practice*. Sultan Chand & Sons.

**Books for Reference**

1. Tannan, M.L. (2021). *Banking Law and Practice in India*. India Book House.
2. Gurusamy, S. (2017). *Banking Theory Law and Practice*. Tata McGraw Hill.
3. Gordon, E. & Natarajan, K. (2020). *Banking Theory Law & Practice*. Himalaya. Publishing House.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	learn the fundamentals of banking system and monetary parameters	K1
CO2	acquire the various product and service knowledge related to banking sector	K2
CO3	transact with the bank with ease and fill up the forms correctly	K3
CO4	gain Competency in Security creation, NPA and BASEL Frameworks	K4
CO5	implementing and involving new trends and challenges in banking sector	K4

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UCC53ES02A	Discipline Specific Elective - 2: Banking Theory Law and Practice								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	2	3	2	3	3	2	3	1	2.5
CO2	3	3	2	2	3	2	3	2	3	2	2.5
CO3	3	3	2	3	1	2	3	3	3	2	2.5
CO4	2	3	1	2	3	1	2	3	3	2	2.2
CO5	3	3	1	1	2	1	3	2	2	2	2.0
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53ES02B	<b>Discipline Specific Elective - 2:</b> Auditing and Corporate Governance	5	3

Course Objectives
To understand the concept of auditing in different sectors.
To rephrase the factors of internal and external audit.
To examine the audit report regarding entity`s financial statement.
To ascertain the ownership of a company
To Evaluate the integrity of production system and potential security.

**UNIT I: Introduction (15 Hours)**

**Auditing:** Definition, Features; Accountancy and Auditing, Scope of Auditing - Independent Audit - Materiality in Auditing - Efficiency Audit -Property Audit - Techniques of Auditing - Stages - Standards of Auditing - perception before commencing of audit.

**UNIT II: Vouching (15 Hours)**

Meaning - Significance - Important factors obtained from Vouchers - Features of Vouchers, Differences between checking and vouching - Vouching of Cash Transactions - vouching of trading transactions- vouching of impersonal ledger- Verification and Valuation of assets and liabilities.

**UNIT III: Company Audit (15 Hours)**

Appointment of auditor, powers, duties and liabilities - Divisible profits and dividend -Types of audit report-Duties of an auditor while conducting the audit- Organizing Audit work- commencement of new audit- Criminal liability- Indian Penal Code-Reliefs and Remedies.

**UNIT IV: Investigation (15 Hours)**

Objectives, Difference between audit and investigations - Process of investigations - Special audit of banking companies, Educational, Non-profit institutions and Insurance companies- Investigation report- Investigation to ascertain ownership of a company-Investigation under Income Tax Act- Duties of investigators.

**UNIT V: EDP Auditing (15 Hours)**

Definition - Need for Control - Effects of EDP Auditing - Foundations of EDP Auditing - steps in EDP Audit - Some major Audit Decisions - Legal influences of EDP Audit - Division of Auditing in EDP Environment - Online Computer Systems.

<b>Teaching Methodology</b>	PPT, VIDEOS and CASE STUDIES
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**Books for Study**

1. Sharma, T.R. (2019). *Auditing*, (1st Ed.). Sahitya Bhawan Publications.

**UNIT- I, II, III and IV Chapters 1,2,5,6,8 and 12**

2. Ronweber. (2020). *EDP Auditing Conceptual Foundations and Practice*, (2nd Ed.). Abhijith Publications.

**UNIT - V Chapters 1 and 2**

**Books for Reference**

1. Garg, P. C. A. (2019). *Quick Revision charts for Advanced auditing & Professional ethics*.
2. Oswal, V. C. A. (2016). *Simplified Approach to Advanced Auditing and Professional Ethics*, (8th Ed.). CCH Wolters Kluwer, India.
3. Jha, A. (2020). *Auditing and Corporate governance*, (1st Ed.). Taxmann Publications.

**Websites and eLearning sources**

1. [https://freebcomnotes.blogspot.com/p/auditing\\_3.html](https://freebcomnotes.blogspot.com/p/auditing_3.html)
2. [http://aditi.du.ac.in/uploads/econtent/EDP\\_Auditing.pdf](http://aditi.du.ac.in/uploads/econtent/EDP_Auditing.pdf)

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	obtain knowledge on the fundamentals of auditing and their techniques	K1
CO2	acquire the Vouching of cash and trading transactions	K2
CO3	gain Competency in organizing audit work and commencement of new audit	K3
CO4	critically analyze the regulatory framework of Auditing	K4
CO5	transact EDP auditing through online computer system	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UCC53ES02B	Discipline Specific Elective - 2: Auditing and Corporate Governance								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	2	3	3	3	3	2	2	2.6
CO2	3	2	2	2	2	2	3	2	3	2	2.3
CO3	3	3	2	2	2	2	3	3	3	3	2.3
CO4	3	3	2	2	3	3	3	3	2	3	2.7
CO5	3	3	3	2	2	3	2	2	2	2	2.4
<b>Mean Overall Score</b>										<b>2.46(High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	21UCC53IS01	Internship	-	1

### Course Objectives

To acquire a comprehensive understanding of organizational structures, encompassing the factors influencing structure development and the role of a well-designed structure in achieving organizational objectives.
To apply theoretical knowledge to real-world organizational contexts, gaining practical insights into the components of an organization and how they contribute to its overall functioning.
To develop analytical skills through conducting a SWOT analysis, identifying critical success factors, and assessing the financial highlights of the organization.
To enhance their communication skills by interacting with a faculty mentor and reporting their progress regularly.
To integrate their knowledge by developing insights into the organization's future plans and sustainability strategies.

- a) This study will help the student to have a clear knowledge of what an organization is & the major factors that lead to the structuring of the organization & how good an organization structure will enable in achieving the objectives effectively & efficiently. The study will also reinforce the theoretical knowledge acquired in terms of applications.
- b) The faculty mentor will be assigned to each student by the department.
- c) The study should cover the following topics:
  1. Profile of the organization.
  2. Mission, objectives & strategies of the organization.
  3. Organization design & structure
  4. Policies & procedures followed.
  5. Products, competitors.
  6. SWOT analysis of the organization.
  7. Key result areas of the organization.
  8. Sales development.
  9. System of accounting followed.
  10. Significant factors for success.
  11. Performance appraisal system.
  12. Financial highlights.
  13. Future plans for the growth of the organization.
  14. Sustainability.

Students should interact with the faculty mentor & report the progress made.

The Internship report has to be submitted latest by July 1st which will be evaluated for 100 marks and carries two credits.



Course Outcomes		
CO No.	CO- Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	demonstrate a clear understanding of organizational structure, including the factors influencing its formation, and recognize how a well-designed structure contributes to the effective and efficient achievement of organizational objectives.	K1
CO2	apply theoretical knowledge acquired in the academic setting to real-world situations, emphasizing the practical applications of organizational theories and concepts within an actual organizational context.	K2
CO3	conduct a comprehensive analysis of an organization by covering essential aspects such as its profile, mission, objectives, strategies, design, policies, products, competitors, SWOT analysis, key result areas, sales development, accounting systems, success factors, performance appraisal, financial highlights, future plans, and sustainability.	K3
CO4	develop effective communication skills by interacting with a faculty mentor, reporting progress made during the internship, and presenting a well-structured and detailed internship report. This includes the ability to convey complex information clearly and succinctly.	K4
CO5	develop critical thinking skills to evaluate and analyze various components of an organization, such as its performance appraisal system, financial highlights, and future growth plans. Students should be able to assess the significance of these factors in the overall success and sustainability of the organization.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	21UCC53IS01		Internship							-	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	1	3	1	2	3	2	3	3	2	2.3
CO2	2	3	2	3	3	3	3	3	1	2	2.5
CO3	2	1	2	3	3	3	2	2	2	1	2.1
CO4	3	1	2	1	3	3	2	3	3	1	2.2
CO5	2	3	3	2	3	2	1	3	3	3	2.5
<b>Mean Overall Score</b>										<b>2.32(High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53SP01A	Self-paced Learning: Event Management	-	2

Course Objectives
Acquaint with the knowledge and concept issues and various aspects of event management.
Take up facets of event management
Understand the strategies of event management
Apply the concepts of activities in event Management
Understand and create an event that achieves specific objectives for the host/client.

#### UNIT I: Event

Meaning, Importance - Event Designing, 5 C's of Events. - 5 W's of Event. - Types of Events - Categories - characteristics. - Objectives - Functions.

#### UNIT II: Facets of Event Management

Event Infrastructure - Core Concept - People, Talent, Structure. - Clients - Set Objectives - Contracts with Event Organizers, Locating Interaction Points, Banners, Displays - Staff for the Event, Post-event Follow-up. - Event Organizers: Role -Qualities - Steps- In-house Venue, External Venue.

#### UNIT III: Execution of Event

Networking Components: Print Media, Radio Television, Internet, Cable Network, Outdoor Media, Direct Media. - Importance - Types - Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. Activities - Pre-event - During event -Post-event. Event Management Information System - Technology - Role and Importance.

#### UNIT IV: Marketing of Event

Segmentation - Niche marketing - Targeting. - Positioning - Branding - Reach Interaction Matrix. - Concept of Pricing in Events. - Legislation and Tax Laws. Marketing Communication Tool - Marketing Plan. - Relationship Building, Brand Building, Focusing - Creating Opportunities - Events and the Economy. - Concept of Ambush Marketing.

#### UNIT V: Strategies of Event Management

Strategic Approach - Competitive Analysis - Types - Strategic Alternatives - Objectives. Pre-Event Planning Model (PREP) - Risk versus Return Matrix. - Forms of Revenue Generation. - Basic Evaluation Process: Establishing Tangible Objectives and Sensitivity in Evaluation, Measuring Performance, Correcting deviations, Critical Evaluation Points in Events.

<b>Teaching Methodology</b>	PPT, Videos, group discussion and Case Studies
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#### Book for study

1. Gaur & Singh, S. (2013). *Event Marketing and Management*. Vikas Publishing House Pvt Ltd.

#### Books for Reference

1. Wagen & Van Der, L. (2012). *Event Management*. Pearson Education.
2. Sharma & Diwakar. (2005). *Event Planning and Management*. Deep & Deep Publication Pvt Ltd.
3. Raj & Razaq. (2012). *Event Management*. SAGE Publication India Pvt. Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	understand the importance of communication for leadership & decision making.	K1
CO2	analyze the role of Print Media, Radio Television, Internet, Cable Network, Outdoor Media, and Direct Media in event promotion.	K2
CO3	acquaint with the knowledge and concept issues and various aspects of event management.	K3
CO4	explore various marketing communication tools for event promotion.	K4
CO5	evaluate the appropriateness of different strategic approaches for specific event contexts.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	23UCC53SP01A		Self-paced Learning: Event 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	2	1	2	3	3	2	2	2	2.2
CO2	3	3	2	2	3	1	3	3	2	2	2.4
CO3	2	3	3	2	2	2	2	3	1	2	2.2
CO4	3	3	2	1	2	3	3	3	2	2	2.4
CO5	2	3	3	2	2	2	3	2	2	1	2.3
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCC53SP01B	Self-paced Learning: Information Security	-	2

Course Objectives
To define the fundamentals of information.
To identify and explain the various attacks and threats.
To understand the CIA triad of Confidentiality, Integrity and Availability.
To learn the information security policy.
To know the various security measures.

#### UNIT I: Introduction

Introduction of information security - History-critical characteristic of Information- Components of an information system- securing components.

#### UNIT II: Introduction on Business Needs

Threats- Attacks- Malicious code- Hoaxes-Back doors- Password crack- Brute force- Dictionary-DoS-Spoofing- Man-in-the-middle- Spam- Mail Bombing, Sniffers- Social Engineering- Buffer Overflow-Timing Attack.

#### UNIT III: Risk Management

Introduction- overview of risk management- risk identification- risk assessment- risk control strategies-selecting a risk control strategy.

#### UNIT IV: Information Security Policy

Introduction on information security policy- standards and practices- information security blueprint-continuity strategies- introduction to ISO27000 series.

#### UNIT V: Physical Design

Introduction- Physical design- Firewalls- protecting remote connections- Intrusion Detection-Access control and other tools.

Teaching Methodology	E-material
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#### Book for Study

1. Michael, E. Whitman., & Herbert, J. M. (2012). *Principles of Information Security* (4th Ed.). Thomson Course Technology.

#### Books for Reference

1. Suresh, K. B. (2001). *Computers Today*. (1st Ed.). Galgotia publication private Ltd.
2. Calabria, J & Burke, D. (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide* (1st Ed.). PHI.
3. Taxali, R. K. (1998). *PC Software for WINDOWS Made Simple*, (1st Ed.). Tata McGraw- Hill Publishing Company Limited.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	recall the fundamentals of Information Security	K1
CO2	understand the Threats and various Attacks.	K2
CO3	show the overview of Risk Management.	K3
CO4	analyze the various Security Mechanism.	K4
CO5	summarize the various security policies.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UCC53SP01B	Self-paced Learning: Information Security								-	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	1	2	3	3	2	2	2	2.2
CO2	3	3	2	2	3	1	3	3	2	2	2.4
CO3	2	3	3	2	2	2	2	3	1	2	2.2
CO4	3	3	2	1	2	3	3	3	2	2	2.4
CO5	2	3	3	2	2	2	3	2	2	1	2.3
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

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
<b>Mean Overall Score</b>											<b>2.5 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63CC11	Core Course - 11: Income Tax Law and Practice	7	5

Course Objectives
To Enable the students to know the basic concepts of income tax.
To Understand the calculation procedure of income from salary and its deductions.
To Determine the House Property Income
To Apply the rules of direct taxes for calculation of Income tax of an Individual and filing of tax returns.
To Understand and analyze the Gain on business or profession and capital gains in real life situation

**UNIT I: Income Tax Concepts (21 Hours)**

Definitions - Previous Year, Assessment Year, Persons, Assessee, sources of Income, Gross Total Income, Capital and Revenue Receipts and Expenditure, Residential status and Incidence of Tax, Incomes exempt under sec.10.

**UNIT II: Income from Salary (21 Hours)**

Computation of Income from Salary: Meaning and forms of salary- Taxability of Allowances, Valuation and Taxability of perquisites, Deductions from salary income.

**UNIT III: Income from Salary (21 Hours)**

Computation of Income from House Property: Types of House property - Taxability of income from let out property and self-occupied property, Treatment of unrealized rent and Arrears of Rent. Deduction u/s24,

**UNIT IV: Income from Salary (21 Hours)**

Computation of Income from Business or Profession: Sources - Deductions -allowable and disallowable items under the Act - methods of valuation of closing stock.

**UNIT V: Income from Capital Gains and Other Sources (21 Hours)**

Computation of Income from Capital Gains and Other Sources: Capital Gains exempt from Income Tax, Meaning of transfer, Cost of Acquisitions and Cost of Improvement - Long Term and Short Term Capital gain -Income from other sources - Grossing up of interest.

<b>Teaching Methodology</b>	PPT, Videos and Case Studies
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**Book for Study**

1. Singhanian, V. K. *Students Guide to Income Tax*, (Latest Ed.). Taxmann Publications Pvt Ltd.

**Books for Reference**

1. Hariharan, N. *Income Tax law and Practice*, (Latest). Vijay Nicole.
2. Prasad, B. *Income Tax Law and Practice*, (Latest). Wishwa Prakashan.
3. Reddy & Reddy. *Income Tax Law and Practice*, (Latest). Margam Publication.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	enable the knowledge on basic concepts of income tax.	K1
CO2	understand the calculation procedures of income tax	K2
CO3	apply the rules of direct taxes for calculation of Income tax of an Individual and filing of tax returns.	K3
CO4	analyze various sources of income of an individual	K4
CO5	evaluate the tax liability of assesses	K5



<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>						<b>Hours</b>	<b>Credits</b>	
<b>6</b>	<b>23UCC63CC11</b>		<b>Core Course - 11: Income Tax Law and Practice</b>						<b>7</b>	<b>5</b>	
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	1	3	3	3	1	3	<b>2.6</b>
<b>CO2</b>	3	2	3	3	1	3	3	3	1	2	<b>2.4</b>
<b>CO3</b>	3	3	3	3	1	3	3	3	1	2	<b>2.5</b>
<b>CO4</b>	3	2	3	1	1	3	3	3	1	3	<b>2.3</b>
<b>CO5</b>	3	3	2	1	1	3	3	3	1	3	<b>2.3</b>
<b>Mean Overall Score</b>										<b>2.42 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63CC12	<b>Core Course - 12:</b> Financial Accounting Package - TallyPrime	3	2

Course Objectives				
To Understand the importance of a computerized general ledger system in modern accounting practices.				
To Demonstrate the application of spreadsheet software in accounting, highlighting its role in financial calculations, data analysis, and reporting.				
To Utilize Tally accounting software by creating a company, managing security controls, configuring accounts, creating ledgers, and processing different types of vouchers.				
To Analyze and interpret reports generated by Tally, including account books, bank reconciliation statements, and inventory reports.				
To Understand the application of Tally in departmental accounting for banking companies, considering guidelines from regulatory bodies.				

**UNIT I: Computerized Accounting (9 Hours)**  
introduction -Significance -Advantages -Disadvantages -Computerized General Ledger System - Spreadsheet Software and Its Applications -Different Software Available in the Market Advantages - Disadvantages

**UNIT II: Accounting Software Tally (9 Hours)**  
Characteristics of the Software -Creation of a Company -Security Control -Configuration -Accounts Information -Creation of Ledgers -Vouchers -Types of Vouchers -Cost Center Budgets -Balance Sheet -Alteration of Vouchers -Audit -Trial -P & L a/c -Ratio Analysis -Security -Limitations of Tally -Short Cut Keys.

**UNIT III: Tally's Forte (Reports) (9 Hours)**  
Displaying Reports -Characteristics -Objectives -Printing Reports -Display Account Books -Display Statement of Bank Reconciliation of Bank Accounts -Display Inventory Reports -Expert Usage.

**UNIT IV: Inventory Handling Using Tally (9 Hours)**  
-A Practical Approach: Creation of Stock Groups -Creation of Stock Categories -Creation of Stock Items -Creation of Godown -Creation of Units of Measure -Inventory Vouchers.

**UNIT V: Accounts of Banking Companies and Departmental Accounting (9 Hours)**  
Objectives -Characteristics -Advantages -Disadvantages -Preparation of Accounts Using Tally inDepartmental Accounts -Usefulness in Banks -Ledger Preparation -Guidelines of RBI for Profit & Loss Account -Expert Usage.

<b>Teaching Methodology</b>	PPT, Videos
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#### Book for Study

- Hunt, R. & Shelly, J. (2018). *Computers and Common Sense*, (2nd Ed.). Published Prentice Hall of India.

#### Books for Reference

- Martin. (2020). *Principles of Data Base Management*, (1st Ed.). Prentice Hall of India.
- Sulochana & Kalyani. (2019). *Accounting Systems*, (1st Ed.). Kalayani publishers.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	remembering the role of a Computerized General Ledger System in modern accounting.	K1
CO2	understanding the characteristics of Tally software by creating a company, configuring security controls, managing accounts information, creating ledgers, and recording various types of vouchers.	K2
CO3	apply and interpret financial reports generated by Tally, including the balance sheet, audit trial, profit and loss account, and ratio analysis.	K3
CO4	analyzing practical approaches to inventory handling using Tally, including the creation of stock groups, categories, items, godowns, and units of measure.	K4
CO5	evaluating Tally in specialized accounting scenarios, such as handling accounts in banking companies and departmental accounting.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UCC63CC12	Core Course - 12: Financial Accounting Package - TallyPrime								3	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	1	3	3	1	2	3	2	1	2	2.2
CO2	3	1	2	3	2	1	3	3	1	3	2.4
CO3	2	3	2	3	2	2	2	3	2	1	2.3
CO4	3	3	3	2	2	1	2	3	2	1	2.4
CO5	2	3	3	2	1	2	3	1	3	2	2.2
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63CP04	<b>Core practical - 4:</b> Financial Accounting Package - TallyPrime	4	3

Course Objectives	
To Demonstrate proficiency in configuring company features using F11 and utilizing F12 for configuration settings.	
To Understand the principles of group creation and effectively display groups and ledgers.	
To Utilize Tally for the preparation of financial statements, including trading and profit and loss accounts, as well as balance sheets. Understand the types of assets and liabilities included in a balance sheet.	
To Apply advanced Tally functions, including the creation, alteration, and deletion of companies, primary and secondary accounting groups, and final accounts with adjustments.	
To Apply Tally for specialized accounting functions, such as voucher entries using stock items, order processing, and inventory vouchers.	

### Exercises

1. Company creation, Shut a company, Select a company, Alter company details
2. F11: Company Features, F12: Configuration
3. Single Ledger Creation, Multi Ledger Creation, Altering and Displaying Ledgers
4. Group Creation, Single Group Creation, Multiple Group Creation
5. Displaying Groups and Ledgers, Displaying Groups, Display of Ledger
6. Creation of Stock Item, Creation of Godown
7. Trading and Profit and Loss Account, Balance sheet
8. Types of Assets and Liabilities included in a Balance Sheet
9. Creation, alteration and deletion of primary and secondary accounting groups.
10. Final A/Cs with adjustments (Creation and deletion of ledgers)
11. Voucher entry problems in double entry mode, Voucher entry problem in single entry mode.
12. Voucher entries using cost centre, Cost Category
13. Budget preparation and reporting variance, Payroll preparation
14. Accounting vouchers using stock items, Order processing and inventory vouchers
15. Generation of accounting books and reports, Generation of inventory books and reports.
16. TDS, VAT, CST, and Excise, GST

<b>Teaching Methodology</b>	Lab practical
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Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	remembering the ability to create, alter, and delete a company in Tally. Understand the steps involved in selecting a company and shutting down a company.	K1
CO2	understanding to create, alter, and display single and multiple ledgers in Tally. Create and manage accounting groups, including primary and secondary groups.	K2
CO3	apply Tally to generate financial statements, including Trading and Profit and Loss Account and Balance Sheet	K3
CO4	analyzing advanced features of Tally for voucher entry, including handling entry problems in both double-entry and single-entry modes.	K4
CO5	evaluating Tally for managing various taxation aspects, including TDS, VAT, CST, Excise, and GST.	K5

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>6</b>	<b>23UCC63CP04</b>		<b>Core practical - 4:</b> Financial Accounting Package - TallyPrime							<b>4</b>	<b>3</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	2	3	3	3	2	2	2	3	3	2	<b>2.5</b>
<b>CO2</b>	3	2	3	2	3	2	2	3	3	2	<b>2.5</b>
<b>CO3</b>	1	3	2	1	3	2	1	2	2	3	<b>2</b>
<b>CO4</b>	3	1	3	3	1	3	2	3	3	1	<b>2.3</b>
<b>CO5</b>	1	3	2	1	3	2	3	2	3	2	<b>2.2</b>
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63ES03A	<b>Discipline Specific Elective - 3:</b> Investment Management and Stock Trading	5	3

Course Objectives
To understand the various investment avenues that benefit individual and nation
To acquire knowledge on various tools and techniques of financial risk management
To develop and able to analyze the industry, company and economy operation
To apply the variations of options, Futures and determine the functions of OTCE1, in various markets
To Create the various trends of technical analysis

**UNIT I: Investment (15 Hours)**

Meaning, Importance - Features - Process - Nature and Scope - Deposits -Insurance -Mutual Funds - Real Estates - Financial Markets -Industrial Securities -Stock Exchange -Over the Counter Exchange of India (OTCEI) -National Stock Exchange (NSE) -Share Market -Commodity Market.

**UNIT II: Risk and Return Analysis (15 Hours)**

Meaning - sources of financial risk: credit vs. Market, default risk, foreign exchange risk, interest rate risk, purchasing power risk - Types of risks -Credit Rating Information Services of India Limited (CRISIL) -Investment Information and Credit Rating Agency of India Limited (ICRA). Security Exchange Board of India (SEBI) guidelines.

**UNIT III: Approaches to Security And Technical Analysis (15 Hours)**

Fundamental analysis- Gross Domestic Product (GDP) -Inflation - Influence of the economy- Economy Vs Industry and Company- Industry analysis- Company analysis - Guidelines for Investment- Technical analysis - Basic tenets- Dow theory- Index - Major trends- Principles.

**UNIT IV: Derivatives, Options & Futures Trading (15 Hours)**

Types - Factors -Option value -valuation - Limitations -Characteristics -Futures -Distinctions : Forwards and Futures- Futures and Options.

**UNIT V: Stock Trading (15 Hours)**

Importance -Trading account - Online Stock Trading -brokerage -Research Stocks -Deciding -Trade first stock -advanced -alternative -Opportunities -Dematerialized Account (Demat). Initial Public Offering (IPO).

<b>Teaching Methodology</b>	PPT, Videos and Case Studies
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**Books for Study**

1. Pandian, P. (2012). *Security Analysis and Portfolio Management*, (2nd Ed.). Vikas Publishing House. (I to IV units).
2. Art of Stock Investing: Book on Indian Stock Market (Indian Share Market). Core Basics to wealth building Kindle Edition. (unit V).

**Books for Reference**

1. Natarajan, L. (2016). *Investment Management*. Margham Publications.
2. Shing, P. (2016). *Investment Management*. Himalaya Publishing House.
3. Aavadhani, V. (1999). *Investment & Securities markets In India*. Himalaya Publishing House.
4. Donald, E. F., & Ronald, J. J. (2001). *Security analysis and Portfolio Management*. Prentice Hall of India Pvt limited.

Course outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	understand the various concept of investment and its importance in the financial context.	K1
CO2	classify the technical analysis principles, including Dow theory, indices, and major trends, in investment decision-making.	K2
CO3	apply SEBI guidelines in making informed investment decisions.	K3
CO4	analyzing the variations of options, Futures and determine the functions of OTCE1, in various markets	K4
CO5	evaluate the nature and scope of investment opportunities, including deposits, insurance, mutual funds, and real estate.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UCC63ES03A	Discipline Specific Elective - 3: Investment Management and Stock Trading								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	1	3	3	2	2	3	2.4
CO2	2	3	2	1	2	3	3	2	2	3	2.3
CO3	2	2	3	2	3	2	3	3	3	3	2.6
CO4	1	2	2	3	2	2	3	2	2	3	2.2
CO5	3	2	2	2	3	2	3	2	2	3	2.4
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63ES03B	Discipline Specific Elective - 3: Advertising and Sales Promotion Management	5	3

Course Objectives
To Demonstrate an understanding of the significance of advertising in marketing.
To Analyze the functions and departments within an advertising agency, including the creative department, media department, client servicing department, and marketing research department.
To Apply knowledge of advertising copy by identifying different types of advertising copy and understanding creativity in advertising
To Evaluate ethical considerations in advertising, including the role of the Advertising Standards Council of India (ASCI)
To Understand the tools and techniques of consumer sales promotion, trade promotions, and the process of organizing sales promotion campaigns.

**UNIT I: Advertising To Persuade The Buyer (15 Hours)**  
 Importance of Advertising in Marketing -Role of Advertising in Marketing Mix and Positioning - Advertisers and Advertising Agencies Choosing an Advertising Agency -Exciting world of Indian Advertising.

**UNIT II: Overview of an Advertising Agency (15 Hours)**  
 Departments of Advertising Agency -Creative Department -Media Department -Client Servicing department -Marketing research department -Setting Advertising objectives.

**UNIT III: Advertising Copy (15 Hours)**  
 Types of advertising copy -Creativity in Advertising -Copy Testing Methods -Visual Strategies -Art department Specialists -Developing a layout -Power of synergy.

**UNIT IV: Perceived Role of Advertising (15 Hours)**  
 Advertising Standards Council of India (ASCI) -Forms of Ethical violations, Misleading advertising - Advertising to children -Product endorsements -Stereotyping -Cultural -Religious and racial sensitivity in advertising. -Obscenity in Advertising.

**UNIT V: Importance of Sales Promotions (15 Hours)**  
 Strengths and Limitations of Sales Promotion -Difference Between Sales Promotion and Advertising - Tools and Techniques of Consumer Sales Promotion -Trade Promotions -Organizing Sales Promotion Campaigns.

<b>Teaching Methodology</b>	PPT, Videos and group discussion
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#### Book for Study

1. Alan, D. S. & Kruti, S. (2018). *Advertising and Promotions*, (5th Ed.). Tata McGraw Hill.

#### Book for Reference

1. Jaishri, J., & Shruti, J. (2016). *Advertising Management*, (3rd Ed.). Oxford University Press.



Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	remember the importance of advertising in marketing, examining its role within the marketing mix and positioning strategies.	K1
CO2	understand the knowledge of advertising agency structures and departments to understand their functions.	K2
CO3	apply advertising copy by understanding different types and creativity in advertising.	K3
CO4	analysing ethical issues in advertising, understanding the perceived role of advertising in society.	K4
CO5	evaluating the importance of sales promotions, differentiating between the strengths and limitations of sales promotion compared to advertising.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
6	23UCC63ES03B		Discipline Specific Elective - 3: Advertising and Sales Promotion 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	1	3	3	1	2	3	2	3	2	2.2
CO2	3	1	2	3	2	1	3	3	3	3	2.4
CO3	2	3	2	3	2	2	3	3	2	1	2.3
CO4	3	3	3	3	3	1	2	3	2	1	2.4
CO5	2	3	3	2	1	2	3	1	3	2	2.2
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63ES04A	Discipline Specific Elective - 4: Entrepreneurship Development	5	3

Course Objectives
Understand the importance of entrepreneurship in economic development.
Develop skills in creating a business plan and conducting feasibility analysis.
Explore the role of financial institutions in supporting micro and small-scale industries in India.
Evaluate various schemes and support mechanisms provided by DIC, TIIC, NABARD, RSBDC, NSIC, RWED, SFURTI, KVIB, and PMEGP.
Familiarize with different types of IPR -Copyright, Trademark, Geographical Indication, Patent, and Design.

**UNIT I: Entrepreneurs (15 Hours)**

Importance - Concept, Types, Theories and Process, Developing Entrepreneurial Competencies - Intrapreneurship -Concept and Process - Women Entrepreneurship and Rural Entrepreneurship.

**UNIT II: Innovations in Business (15 Hours)**

Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas - Business Plan and Feasibility Analysis -Concept and Process of Technical, Market and Financial Analysis - Preliminary Project Report (PPR)

**UNIT III: Financial Institutions (15 Hours)**

Micro and Small Scale Industries in India; Role of Government in Promoting SSI - Sickness in Small Industries -National Institute for Entrepreneurship and Small Business Development (NIESBUD), Indian Institute of Entrepreneurship (IIE) - Reasons and Rehabilitation - Institutional Finance to Small Industries -Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.

**UNIT IV: Institutional Support to New Venture (15 Hours)**

District Industries Center (DIC) -Tamil Nadu Industrial Development Corporation (TIIC) -Small Industries Service Sector (SISI) -Government / Financial Assistance to Small Business Units: National Bank for Agriculture and Rural Development (NABARD), The Rural Small Business Development Centre (RSBDC), National Small Industries Corporation (NSIC), Rural and Women Entrepreneurship Development (RWED), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Khadi & Village Industry Boards (KVIB), Prime Minister's Employment Generation Programme (PMEGP).

**UNIT V: New Schemes for Entrepreneurs (15 Hours)**

Startup India and Incubator Scheme: Action Points, Seed fund Scheme, Intellectual Property Rights (IPR): Copy Right -Trademark -Geographical Indication - Patent -Design - Types - Successful Entrepreneurs.

<b>Teaching Methodology</b>	PPT, Videos and chalk and talk method
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**Book for Study**

1. Gupta, C. B. & Srinivas. (2020). *Entrepreneurial Development*. Sultan D, Chand & Sons.

**Books for Reference**

1. Vasant, D. (2019). *Management of SmallScale Industries*. Himalaya Publishing House.
2. The Institute of Company Secretaries in India (ICSI). (2014). *Business Environment & Entrepreneurship*. Study Material.
3. Satish, T., & Gupta. (2011). *Entrepreneurship Development-New Venture Creation*. Galgotia Publishing Company.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	understand the entrepreneurial competencies for successful business ventures.	K1
CO2	classify the different types of Entrepreneurship.	K2
CO3	apply screening techniques to evaluate the feasibility of business ideas.	K3
CO4	analyze the functions and services offered by DIC, TIIC, and SISI to new ventures.	K4
CO5	evaluate the effectiveness of the Startup India Scheme and its implementation.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCC63ES04A	Discipline Specific Elective - 4: Entrepreneurship Development									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	2	3	3	2	2	2	3	3	2	2.4	
CO2	3	3	2	2	2	3	3	2	2	2	2.4	
CO3	2	2	2	3	2	2	2	2	3	2	2.2	
CO4	3	3	3	2	3	3	3	3	2	3	2.8	
CO5	2	3	2	3	3	3	2	2	3	3	2.6	
<b>Mean Overall Score</b>											<b>2.48 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63ES04B	Discipline Specific Elective - 4: Sales Management	5	3

Course Objectives
To Demonstrate an understanding of the significance of advertising in marketing.
To Evaluate the process of setting advertising objectives within an agency.
To Apply knowledge of advertising copy by identifying different types of advertising copy and understanding creativity in advertising
To Identify forms of ethical violations, misleading advertising practices, and issues related to advertising to children, product endorsements, stereotyping, and cultural sensitivity.
To Understand the tools and techniques of consumer sales promotion, trade promotions, and the process of organizing sales promotion campaigns.

**UNIT I: Nature and Importance of Sales Management (15 Hours)**

Dimensions of sales management - Lateral relationships of a Sales manager - Planning and organizing Sales Force - Estimating market potential and forecasting sales Importance and definitions of Sales forecasting methods - quantitative and qualitative techniques - Organizing the sales force - Nature and characteristics - Basic types of organization - Specialization within sales department.

**UNIT II: Sales Force Staffing Process (15 Hours)**

The planning phase - The recruiting phase - The selection phase -Hiring and assimilation Phase - Directing the Sales force - Time and territorymanagement - Objectives and criteria for territory formation - Sales territories design - Time management - Routing and scheduling Sales quotas and compensation - Types of quotas - Administration of quotas - Objectives of a compensation plan - Developing the compensationplans - basic and combination, Trends in compensation plan.

**UNIT III: Personal Selling (15 Hours)**

- The different approaches - Benefit selling, Relationship selling - Stimulus response selling - Formula approach - Need satisfaction selling -Problem - solving selling - Consultative selling process - Preparation & Prospecting -Challenges of prospecting -qualifying leads - effective prospecting. Sales Approach - Diagnosis and Solution generation.Handling Objections - common customer objections - Objection handling techniques and methods.

**UNIT IV: Sales Communication Skills (15 Hours)**

Sales communication & collaborative process - Questioning, Active listening, Body language Sales presentation - presentation planning & format - organized presentations, sales reports Persuasion/assertiveness - Principles of persuasion and assertiveness -methods and techniques. Cold Calling - The art of cold calling - Cold calling techniques.

**UNIT V: Business Etiquettes: Professional Dressing (15 Hours)**

Telephone & email etiquettes - Meeting Manners Charisma - Importance of charisma, Charisma elements - develop personal charisma -Ministry of Skill Development and Entrepreneurship - Guidelines -Policies -Udyam. *Field Visit:* District Industries Center (DIC), Tamil Nadu Industrial Development Corporation (TIIC), Small Industries Service Sector (SISI), Trading & Non-Trading organizations / factories / companies under MSME.

<b>Teaching Methodology</b>	PPT, Videos and Case Studies
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**Books for Study**

1. Spiro, L. R., Stanton, J. W. & Rich, A. G. (2003). *Management of a sales force*, (12th Ed.). Irwin McGraw -Hill.
2. Volkema, R. J. (2008). *Negotiation tool kit* (2019), (3rd Ed.). Prentice Hall.

**Books for Reference**

1. Futrell, M. C. (2020). *Sale's management teamwork, leadership and technology*, (2nd Ed.). S.Chand (G/L) & Company Ltd.

2. Raiffa. (1982). *The art and science of negotiation*, (1st Ed.). Harvard University Press.
3. Thompson. (2019). *The mind and heart of the negotiator*, (6th Ed.). Pearson.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	create value and execute sales deals with efficiency and effectiveness	K1
CO2	understand the strategic role, sales function plays as part of overall marketing strategy	K2
CO3	acquire strategic thought process and competencies related to sales	K3
CO4	construct templates on permanent journey plan, annual operating plans and setting sales targets	K4
CO5	demonstrate higher levels of selling and negotiation skills	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
6	23UCC63ES04B		Discipline Specific Elective - 4: Sales 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	2	2	3	3	2	2	3	2.4
CO2	2	3	2	2	2	3	3	2	2	3	2.4
CO3	2	2	3	2	3	2	3	2	3	3	2.5
CO4	2	2	2	3	2	2	3	2	2	3	2.3
CO5	2	2	2	2	3	2	3	2	2	3	2.3
<b>Mean Overall Score</b>										<b>2.38 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63PW01	Project Work and Viva Voce	-	2

Course Objectives
To assess the concepts of personality, perception and learning in Organizations.
To determine the individual and group behaviour in the workplace.
To design motivational techniques for job design, employee involvement, incentives, rewards & recognitions.
To analyse various job-related attitudes.
To manage effective groups and teams in organizations.

### UNIT I: Introduction

In this chapter selection and relevance problem, historical background of the problem, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be covered by the candidate.

### UNIT II: Research Methodology

This chapter will include Objectives, Hypothesis, Scope of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, limitations of the study, significance of the study etc.

### UNIT III: Literature Review

This chapter will provide information about studies done on the respective issue. This would assist students to undertake further study on same issue.

### UNIT IV: Data Presentation and Data Analysis

This chapter is the core part of the study. The analysis pertaining to collected data will be done by the students. The application of selected tools or techniques will be used to arrive at findings. In this table of information, presentation of graph etc can be should be provided by the students.

### UNIT V: Conclusion

In this unit of project work findings of work will be covered by the candidate and suggestion will be mentioned by the candidate to validate the objectives and hypotheses.

If required more chapters of data analysis can be added. Bibliography -Appendix

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	assess the concepts of personality, perception and learning in Organizations.	K1
CO2	determine the individual and group behaviour in the workplace.	K2
CO3	design motivational techniques for job design, employee involvement, incentives, rewards & recognitions.	K3
CO4	analyze various job-related attitudes.	K4
CO5	manage effective groups and teams in organizations.	K5

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCC63CE01	Comprehensive Examination	-	2

Course Objectives
To know the concept and gain knowledge On Financial, corporate and management accounting.
To enlighten the concepts of cost accounting and compute various material control techniques, Labour and overheads
To create scientific and technical documents incorporating equations, images, tables, and bibliographies.
To apply concepts and principles of business law
To analyze the concept of computer Application in business

### UNIT I

Market Segmentation and Consumer Behaviour- Product Management, Advertising and Personal Selling  
New Horizons in Marketing: Direct marketing: Nature - Scope - Advantages- Forms of direct marketing - Database marketing- Tele marketing - Tele shopping- Multi level marketing. Online and Digital marketing: Importance - Benefits - Limitations - Problems of online marketing in India - concept - Role - Green Marketing: Importance -Fundamental requirements -Problems.

### UNIT II

Issue, Forfeiture and reissue of shares -Absorption, Amalgamation and Merger-Preparation of consolidated balance sheet -cost of control -Pre-acquisition reserves and profits -Post-acquisition profits -Minority interest - Banking company accounts: Legal requirements.

### UNIT III

Cost, Costing and Cost Accountancy -Functions of Cost Accounting - Comparison of cost accounting and management Accounting and Financial Accounting -classification Cost -Methods costing- Techniques of costing -Material costing - Labour cost -Overheads - Contract costing.

### UNIT IV

The Indian Contract Act- Nature of contract -Essentials of Contract-Effect of Void, Voidable, Valid, Illegal, Unlawful Agreements--Contingent contract -remedies for breach of contract -quasi contract. - Bailment and Pledge -Law of Agency

### UNIT V

Introduction to Computer: Computer Generation - classifications of Computers -Components - Input and output devices: Input devices - output devices - storage devices- classification of Software- system software -application software - system software packages -Operating System - Functions of Operating System - compiler - assembler and Interpreter.Creating and Saving a Word document - Applying basic formatting - working with styles - working with tables - mail merge - spelling and Grammar-Spreadsheet:

### Books for Study

1. Philip, T. K. & Gary Armstrong. (2018). *Principles of Marketing*. Prafulla Agnihotri. Pearson Publications. (UNIT- I).
2. Shukla, S. M. & Gupta, K. L. (2018). *Corporate Accounting*, (52nd Ed.). Sahitya Bhawan Publication. (UNIT II).
3. Jain & Narang. (2016). *Cost Accounting Principles and Practice*. Kalyani Publishers. (UNIT III).
4. Kapoor, N. D. (2011). *Elements of Mercantile Law*, (1st Ed.). Sultan and Sons. (UNIT IV).
5. Leon, A., Leon, M., & Leon, L. (2013). *Introduction to Information Technology*, (1st Ed.). Vijay Nicole Imprints Private Limited. (UNIT V).

### Books for Reference

1. Suresh, K. B. (2001). *Computers Today*, (1st Ed.). Galgotia publication private Ltd.
2. Jain, S.P & Narang, K. L. (2018). *Advanced Accounting*. (1st Ed.). Kalyani Publishers.
3. Murthy, A. & Gursamy, S. (2016). *Cost Accounting*. Vijay Nicole Imprints Private Ltd.

4. Shukla, M. C. (2010). *Manual of Mercantile Law*, (1st Ed.). S. Chand & Co.
5. Suresh, K. B. (2001). *Computers Today*, (1st Ed.). Galgotia publication private Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	know and understand the concepts and gain knowledge on financial, corporate and management accounting.	K1
CO2	enlighten the concepts of cost accounting and compute various material control techniques, Labour and overheads	K2
CO3	create scientific and technical documents incorporating equations, images, tables, and bibliographies.	K3
CO4	apply concepts and principles of business law	K4
CO5	analyze the concept of computer Application in business	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCC63CE01	Comprehensive Examination									-	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	1	3	3	1	2	3	2	3	2	2.2	
CO2	3	1	2	3	2	1	3	3	3	3	2.4	
CO3	2	3	2	3	2	2	3	3	2	1	2.3	
CO4	3	3	3	3	3	1	2	3	2	1	2.4	
CO5	2	3	3	2	1	2	3	1	3	2	2.2	
<b>Mean Overall Score</b>											<b>2.3 (High)</b>	