

B COM STRATEGIC FINANCE

LOCF SYLLABUS 2024



Department of Strategic Finance

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 137 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:

24	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

PW - Project and Viva Voce

CE - Comprehensive Examination

OR - Outreach Programme

EVALUATION PATTERN

Continuous Internal Assessment (CIA)

Sl No	Component	Marks Allotted
1	Mid Semester Test	30
2	End Semester Test	30
3	Two Components (15 + 20)	35
4	Library Referencing (K3)	5
Total		100

Passing minimum: 40 marks

Mark Distribution for K-levels

Component	Theory Courses		Quantitative Courses	
	up to K5		UG	
	K levels	Mark	K levels	Mark
Component I	K1	7	Same as theory Courses	
	K2	8		
Component II	K4	10		
	K5	10		
Mid Semester Test/ End Semester Test	K1	7	K1	7
	K2	15	K2	5
	K3	18	K3	18
	K4	10	K4	15
	K5	10	K5	15

Blue Print of Question Paper for Mid/End Semester Test

Duration: 2.00 Hours	Maximum Mark : 60					
K levels→	K1	K2	K3	K4	K5	Total Marks
SECTIONS ↓						
SECTION -A (1 Mark, No choice) (7 × 1 = 7)	7					7
SECTION-B (3 Marks, No choice) (5 × 3 = 15)		5				15
SECTION-C (6 Marks, Either/or) (3 × 6=18)			3			18
SECTION-D (10 Marks, 2 out of 3) (2 × 10=20)	<i>For Mid Semester Test</i>			1(2)	1*	20
	<i>For End Semester Test</i>			1*	1(2)	
Total Marks	7	15	18	20		60
Weightage for 100 %	12	25	30	33		100

* Compulsory

Blue Print of Question Paper for Mid/End Semester Test (for quantitative courses only)

Duration: 2. 00 Hours	Maximum Mark: 60					
K levels→	K1	K2	K3	K4	K5	Total Marks
SECTION ↓						
SECTION-A (1 Mark, No choice) (12 × 1=12)	7	5				12
SECTION-B (6 Marks, Either/or) (3 × 6=18)			3			18
SECTION-C (15 Marks ,2 out of 3) (2 × 15=30)				1(2)	1*	30
Total Marks	7	5	18	30		60
Weightage for 100 %	12	8	30	50		100

*Compulsory

Blue Print of Question Paper for Semester Examination (SE)

Duration: 3.00 Hours	Maximum Mark : 100					
K levels→	K1	K2	K3	K4	K5	Total Marks
SECTIONS ↓						
SECTION -A (1 Mark, No choice) (10 × 1 = 10)	10					10
SECTION-B (3 Marks, No choice) (10 × 3 = 30)		10				30
SECTION-C (6 Marks, Either/or) (5 × 6=30)			5			30
SECTION-D (10 Marks, 3 out of 5) (3 × 10=30)				2(3)	1(2)	30
						100

Blue Print of Question Paper for Semester Examination (for quantitative courses only)

Duration: 3.00 Hours		Maximum Mark: 100				
K levels→	K1	K2	K3	K4	K5	Total Marks
SECTIONS ↓						
SECTION –A (1 Mark, No choice) (10×1=10)	10					10
SECTION-B (6 Marks, Either/or) (5×6=30)		2	3			30
SECTION-C (15 Marks , 4 out of 5) (4×15=60)				3(4)	1*	60
						100

*Compulsory

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

Title of the Course	CIA	SE	Total Marks
Skill Enhancement Course	100	-	100
Value Education Environmental Studies	50	50 (CoE)	100
Internship Project Work and Viva Voce	100	100	100

COMPUTATION OF GRADE AND GRADE POINTS

Grading of the Courses		
Mark Range	Grade Point	Grade
90 & above	10	O
80 & above but below 90	9	A+
70 & above but below 80	8	A
60 & above but below 70	7	B+
50 & above but below 60	6	B
40 & above but below 50	5	C
Below 40	0	RA

Grading of the Final Result		
Cumulative Grade Point Average	Grade	Performance
9.00 & 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

*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 fixed as "Very Good".

Details of calculation

Final Marks = (CIA Marks + SE Marks) / 2
 Weighted Marks = Final Marks × Credits
 Weighted Average Marks = Total Weighted Marks / Total Credits

Formula for Cumulative Grade Point Average (CGPA)

$$CGPA = \frac{\sum_{i=1}^n C_i G_{pi}}{\sum_{i=1}^n C_i}$$

Where,

C_i - credit earned for the Course i

G_{pi} - Grade Point obtained for the Course i

n - Number of Courses passed in that semester

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)

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

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

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

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

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

Programme Specific Objectives (PSOs)

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

Explain classical and contemporary concepts within multi-disciplines of commerce, Business, Accounting, Law, Finance, Marketing, and Auditing.

Apply the analytical skill acquired in Finance, Marketing and Human Resource domain to provide professional solutions to intricate business situations.

Employ effective communication, leadership, collaboration and networking skills to guide the decision process at individual and team levels.

Evaluate accounting, taxation, reporting, and compliance procedure of accounting firms as per industry requirements.

Illustrate ethical quotient and social responsibilities with respect for core human values in everyday activities.

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	20	89	66
	4, 5	Core Practical	2	4	2
	1, 2	Allied Course	2	8	6
	3, 4	Allied Optional	2	9	7
	5, 6	Discipline Specific Elective	2	10	6
	5	Internship	1	-	1
	5	Project Work and Viva Voce	1	-	2
4	2 - 6	Skill Enhancement Course	5	11	6
	5	Skill Enhancement Course (Soft Skills)	1	2	1
	1 - 4	Value Education	4	8	4
	1, 2	Ability Enhancement Compulsory Course	2	2(6)	4
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Extra Credit Courses (MOOC)/Certificate Courses	(5)	-	(15)
		Total	50(5)	180(6)	133(15)

B COM STRATEGIC FINANCE								
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	24UCF13CC01	Core Course - 1: Financial Accounting - 1	5	3	100	100	100
		24UCF13CC02	Core Course - 2: Financial Planning and Performance	5	3	100	100	100
		24UCF13CC03	Core Course - 3: Business Economics	4	3	100	100	100
		24UCF13AC01	Allied Course - 1: Business Statistics	4	3	100	100	100
	4	23UHE14VE01	Value Education - 1: Essentials of Humanity*	2	1	50	50	50
23UEN14AE01		Ability Enhancement Compulsory Course - 1: Communicative English	(6)	3	100	-	100	
			Total	30 (6)	22			
2	1	23UTA21GL02	General Tamil - 2	4	3	100	100	100
		23UFR21GL02	French - 2					
		23UHI21GL02	Hindi - 2					
		23USA21GL02	Sanskrit - 2					
	2	23UEN22GE02	General English - 2	5	3	100	100	100
	3	24UCF23CC04	Core Course - 4: Financial Accounting - 2	4	3	100	100	100
		24UCF23CC05	Core Course - 5: Principles of Marketing	3	3	100	100	100
		24UCF23CC06	Core Course - 6: Financial Analytics and Control	4	4	100	100	100
		24UCF23AC02	Allied Course - 2: Business Mathematics	4	3	100	100	100
	4	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights*	2	1	50	50	50
23UHE24AE01		Ability Enhancement Compulsory Course- 2: Environmental Studies*	2	1	50	50	50	
24UCF24SE01		Skill Enhancement Course - 1: Basics of Excel	2	1	100	-	100	
	-	Extra Credit Courses (MOOC/Certificate Course) - 1	-	(3)				
			Total	30	22 (3)			
3	1	23UTA31GL03	General Tamil - 3	4	3	100	100	100
		23UFR31GL03	French - 3					
		23UHI31GL03	Hindi - 3					
		23USA31GL03	Sanskrit - 3					
	2	23UEN32GE03	General English - 3	5	3	100	100	100
	3	24UCF33CC07	Core Course - 7: Corporate Accounting	6	5	100	100	100
		24UCF33CC08	Core Course - 8: Strategic Financial Management- 1	6	5	100	100	100
		24UCF33AO01A	Allied Optional - 1: Financial Reporting	5	4	100	100	100
		24UCF33AO01B	Allied Optional - 1: Data Visualization					
	4	23UHE34VE03A	Value Education - 3: Social Ethics - 1*	2	1	50	50	50
23UHE34VE03B		Value Education - 3: Religious Doctrine - 1*						
	24UCF34SE02	Skill Enhancement Course - 2: Introduction to SPSS	2	1	100	-	100	
	-	Extra Credit Courses (MOOC/Certificate Course) - 2	-	(3)				
			Total	30	22 (3)			

4	1	23UTA41GL04C	General Tamil - 4 வணிகத் தமிழ் (Business Tamil)	4	3	100	100	100
		23UFR41GL04	French - 4					
		23UHI41GL04	Hindi - 4					
		23USA41GL04	Sanskrit - 4					
	2	23UEN42GE04	General English - 4	5	3	100	100	100
	3	24UCF43CC09	Core Course - 9: Strategic Financial Management - 2	5	4	100	100	100
		24UCF43CC10	Core Course - 10: Business Analytics	2	2	100	100	100
		24UCF43CP01	Core Practical - 1: Business Analytics	2	1	100	100	100
		24UCF43CC11	Core Course - 11: Business Laws	4	3	100	100	100
		24UCF43AO02A	Allied Optional - 2: Strategic Management	4	3	100	100	100
		24UCF43AO02B	Allied Optional - 2: Goods and Services Tax					
	4	23UHE44VE04A	Value Education - 4: Social Ethics - 2*	2	1	50	50	50
		23UHE44VE04B	Value Education - 4: Religious Doctrine - 2*					
		24UCF44SE03	Skill Enhancement Course - 3: Excel for Finance					
	-	Extra Credit Courses (MOOC/Certificate Course) - 3	-	(3)				
		Total	30	21 (3)				
5	3	24UCF53CC12	Core Course - 12: Income Tax	5	4	100	100	100
		24UCF53CC13	Core Course - 13: Human Resource Management	5	3	100	100	100
		24UCF53CC14	Core Course - 14: TallyPrime	3	2	100	100	100
		24UCF53CP02	Core Practical - 2: TallyPrime	2	1	100	100	100
		24UCF53CC15	Core Course - 15: Auditing and Corporate Governance	5	4	100	100	100
		24UCF53ES01A	Discipline Specific Elective - 1: Marketing Analytics for Business Excellence	5	3	100	100	100
		24UCF53ES01B	Discipline Specific Elective - 1: Research Methodology					
		24UCF53IS01	Internship	-	1	100	100	100
	4	24UCF54SE04	Skill Enhancement Course- 4: Entrepreneurship Development	3	2	100	-	100
		23USS54SE01	Skill Enhancement Course - 5: Soft Skills	2	1	100	-	100
	-	Extra Credit Courses (MOOC/Certificate Course) - 4	-	(3)				
		Total	30	21 (3)				
6	3	24UCF63CC16	Core Course - 16: Business Management	5	3	100	100	100
		24UCF63CC17	Core Course - 17: Company Law	5	4	100	100	100
		24UCF63CC18	Core Course - 18: Business and Professional Ethics	4	3	100	100	100
		24UCF63CC19	Core Course - 19: Investment Management	5	3	100	100	100
		24UCF63CC20	Core Course - 20: Personal Financial Management	4	2	100	100	100
		24UCF63ES02A	Discipline Specific Elective - 2: HR Analytics	5	3	100	100	100
		24UCF63ES02B	Discipline Specific Elective - 2: Marketing Analytics					
		24UCF63PW01	Project Work and Viva Voce	-	2	100	100	100
	4	24UCF64SE05	Skill Enhancement Course - 6: Quantitative Aptitude	2	1	100	-	100
	-	Extra Credit Courses (MOOC/Certificate Course) - 5	-	(3)				
		Total	30	21 (3)				
2 - 6	5	24UCW65OR01	Outreach Programme (SHEPHERD)	-	4			
1 - 6			Total (3 Years)	180(6)	133 (15)			

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

Passed by	Board of Studies held on 25.09.2024
Approved by	49th Academic Council Meeting held on 10.10.2024

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

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

அலகு - 1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

(10 மணி நேரம்)

1. இலக்கணம் :

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

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

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

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

2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு

3. அற இலக்கியம்-பதினெண்கீழ்க்கணக்கு நூல்கள்

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

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

அலகு - 2 சங்க இலக்கியம்

(15 மணி நேரம்)

எட்டுத்தொகை :

6. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்

7. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே

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

9. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி

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

பத்துப்பாட்டு:

முல்லைப்பாட்டு (முழுவதும்)

அலகு - 3 அற இலக்கியம்

(10 மணி நேரம்)

12. திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம்

13. நாலடியார்-பாடல்: 131 (குஞ்சியழகும்)

14. நான்மணிக்கடிகை-நிலத்துக்கு அணியென்ப

15. பழமொழி நானூறு- தம் நடை நோக்கார்

16. இனியவை நாற்பது- 37. இளமையை மூப்பு என்று

அலகு - 4 காப்பிய இலக்கியம்

(20 மணி நேரம்)

17. சிலப்பதிகாரம் - வழக்குரைகாதை

18. மணிமேகலை- பாத்திரம் பெற்ற காதை

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

அலகு - 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

(15 மணி நேரம்)

23. பக்தி இலக்கியம்:

- திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும்
- மாணிக்கவாசகர் கிருவாசகம் - நமச்சிவாய வாழ்க நாதன்தான் வாழ்க முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை
- பொய்கையாழ்வார்-வையந் தகளியா வார்கடலே
- பூத்தாழ்வார்-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. (2021). தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி.
4. விமலானந்தன், மது. ச. (2019). தமிழ் இலக்கிய வரலாறு, முல்லை நிலையம்.
5. தமிழண்ணல். (2022). புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, பாரி நிலையம்.
6. சிற்பி பாலசுப்பிரமணியன் & சேதுபதி, சொ. (2015). தமிழ் இலக்கிய வரலாறு, கவிதா வெளியீடு.
7. சிற்பி பாலசுப்பிரமணியன், & பத்மநாபன், நீல. (2013). புதிய தமிழ் இலக்கிய வரலாறு (3 தொகுதிகள்), சாகித்ய அக்காதெமி.
8. பெருமாள், அ. கா. (2014). தமிழ் இலக்கிய வரலாறு, சுதர்சன் புகல்.
9. ஏசுதாசன், ப. ச. (2015). தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சரி புகல் ஹவுஸ்.
10. ஸ்ரீகுமார், எஸ். (2014). தமிழ் இலக்கிய வரலாறு, ஸ்ரீசெண்பகா பதிப்பகம்.
11. பாக்கியமேரி, எஃப். (2022). வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, பூவேந்தன் பதிப்பகம்.
12. சுப்புரெட்டியார், ந. (1980). தமிழ் பயிற்றும் முறை, மணிவாசகர் நூலகம்.

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	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	
Mean Overall Score											2.3 (High)	

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

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

UNIT I (15 Hours)

- Salut ! Enchanté

UNIT II (15 Hours)

- J'adore

UNIT III (15 Hours)

- Tu veux bien ?

UNIT IV (15 Hours)

- On se voit quand ?

UNIT V (15 Hours)

- Bonne idée

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

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

Books for Reference

1. Dauda, P., Giachino, L. & Baracco, C. (2020). *Generation A1*, Didier.
2. Girardet, J. & Pecheur, J. (2017). *Echo A1*, (2nd Ed.). CLE International.
3. Fournier, I. (2011). *Talk French*, Goyal Publishers.

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

UNIT I: Buniyadi Hindi (15 Hours)

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

UNIT II: Hindi Shabdavali (15 Hours)

- Rishto ke Naam
- Gharelu padartho ke Naam

UNIT III: Vyakaran (15 Hours)

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

UNIT IV: Chote Gadyansh ka pattan (15 Hours)

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

UNIT V: Nibandh (15 Hours)

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

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

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

Books for Reference

1. Kalam, A. A. P. J. (2020). *Mere sapnom ka Bharath*, Prabath Prakashan.
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 this course, the students will be able to	
CO1	introduction to Hindi sounds	K1
CO2	acquisition of Hindi Vocabulary	K2
CO3	sentence formation in Hindi	K3
CO4	reading of stories and other passages	K4
CO5	modules to increase language ability through general essays based on competitive exams	K5

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

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

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

UNIT I (15 Hours)

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

Grammar:

ākārāntahpumlīṅgaḥśabda-s - 1. बाल (Bāla) and 2. देवे (Deva) *ākārāntahstrīlīṅgaḥśabda-s* - 1. बाला (Bālā) and 2. लता (Latā) *ākārāntahnapumsakalīṅgaḥśabda-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 (Nrtyati) (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), ककम् (kim), यद (yadi) - तर्हि (tarhi), यथा (yathā) - तथा (tathā) Prefixes (Upasargas) - आङ् (āñ), तव (vi), परर (pari), अनु (anu),

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

Teaching Methodology	Videos, PPT, demonstration.
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Book for Study

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

Book for Reference

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

Websites and e-Learning Sources

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

3. https://www.newworldencyclopedia.org/entry/Sanskrit_literature
4. <https://archive.org/details/AShortHistoryOfsanskritLiterature>
5. https://archive.org/details/raghuvamsha_with_sanjivini_edited_by_mr_kale

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

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

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

Course Objectives

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

To help them acquire the attribute of empathy

To assist them in acquiring creative and critical thinking abilities

To enable them to learn the basic grammar

To assist them in developing LSRW skills

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

Life Story

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

Poem

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

UNIT II: Empathy (15 Hours)

Poem

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

Short Story

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

UNIT III: Parts of Speech (15 Hours)

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

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

Poem

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

Readers Theatre

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

Unit V: Paragraph and Essay Writing (15 Hours)

- Descriptive
- Expository
- Persuasive
- Narrative
- Reading Comprehension

Teaching Methodology	Interactive methods, and multimedia presentations
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Books for Study

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24UCF13CC01	Core Course - 1: Financial Accounting - 1	5	3

Course Objectives
To understand the purposes of Financial Statements
To post journal entries and prepare ledger accounts
To learn the concepts of double entry system and various business documents
To understand and prepare the statement of profit and loss
To know the principles of financial reporting including GAAP and IFRS

UNIT I: Fundamentals of Financial Accounting (15 Hours)

Define financial accounting – purposes of financial statements for the users – main elements of financial reports – conceptual framework – definitions of asset, liability, equity, income & expenses- Concepts of relevance, faithful presentation, materiality, substance over form, going concern, business entity, accruals, consistency, comparability, verifiability, understandability and timeliness

UNIT II: Accounting records & double entry accounting system Double entry bookkeeping (15 Hours)

Main data sources for accounting – different business documents such as sales order, purchase order, goods received note, quotation, goods despatched note, invoice, credit & debit notes, receipt, remittance advice, cash vouchers – understand the double entry accounting & duality concept – types of transactions such as sales, purchases, payments & receipts

UNIT III: Recording Transactions (15 Hours)

Recording into journals – ledger accounts – balancing of ledger accounts – accounting for discounts, sales tax – recording cash transactions – accounting & valuation of inventories – accruals & prepayments – tangible & non-tangible assets – depreciation & amortisation accounting – receivables & payables – provisions & contingencies – errors & rectification – bank reconciliation statements

UNIT IV: Financial Statements (15 Hours)

Statements of profit or loss and other comprehensive income, balance sheet – events after reporting period

UNIT V: Interpretation of Financial Statements (15 Hours)

Interpretation of financial statements – use of basic ratios related to profitability, liquidity, activity and optimal resource utilisation - cash flow statements - Principles of financial reporting including GAAP and IFRS

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Theory 20% & Problem 80%

Book for Study

1. Gupta, R. L. & Radhaswamy, M. (2017). *Financial accounting*. Sultan Chand & Sons.

Books for Reference

1. Shukla, M. C., Grewal, T. C. & Gupta, S. C. (2016). *Advanced Accounts*. (Vol. I). S. Chand Company Ltd.
2. Radhaswamy, M. & Gupta, R. L. (2017). *Advanced Accountancy*. (Vol. I). Sultan Chand & Sons.
3. Jain, S. P. & Narang, K. L. (2015). *Advanced Accountancy*. (Vol I). Kalyani Publishers.
4. Reddy, T. S. & Murthy, *Financial Accounting*. (2020), Margham Publications.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	to understand the purposes of financial statements	K1
CO2	comprehend the qualitative characteristics of financial statements	K2
CO3	exhibit the use of double entry system in recording transaction	K3
CO4	prepare of financial statements and the interpretation thereof	K4
CO5	rectify the errors and post alternative entries in the financial statements	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	24UCF13CC01	Core Course - 1: Financial Accounting - 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	2	2	1	3	3	3	3	1	2.4	
CO2	3	3	2	2	1	3	3	3	2	1	2.3	
CO3	3	3	3	3	2	3	3	3	2	1	2.6	
CO4	3	3	3	2	1	3	3	3	2	1	2.4	
CO5	3	3	3	2	1	3	3	2	2	1	2.3	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24UCF13CC02	Core Course - 2: Financial Planning and Performance	5	3

Course Objectives
To understand strategic planning and methodologies to develop successful plan that help in achieving the long-term mission of the organization.
To relate to the various budgeting concepts and methodologies to successfully prepare budgetary statement.
To apply forecasting techniques and interpret annual profit plan to better provide projections.
To understand and compare the budgeted costs with the actual performance and analyse the variances.
To know the purpose of allocation of costs and profits to responsibility centres and various organizational segments.

UNIT I: Strategic Planning and Performance (15 Hours)

Analysis of external and internal factors affecting strategy - Long-term mission and goals – Alignment of tactics with long-term strategic goals - Strategic planning models and analytical techniques - Characteristics of successful strategic planning process

UNIT II: Budgeting Methodologies (15 Hours)

Operations and performance goals - Characteristics of a successful budget process - Resource allocation - Annual business plans (master budgets) - Project budgeting - Activity-based budgeting - Zero-based budgeting - Continuous (rolling) budgets - Flexible budgeting - Annual profit plan and supporting schedules - Operational budgets - Financial budgets - Capital budgets - Pro forma income - Financial statement projections - Cash flow projections.

UNIT III: Forecasting Techniques (15 Hours)

Simple Regression Equation – Multiple Regression Equation and use in forecasting – Calculation of result of simple regression equation - Learning curve analysis – Cumulative average time learning model – Benefits and Shortcomings of Regression analysis and Learning Curve Analysis - Expected Value of Random Variables – Benefits and Shortcomings of Expect value techniques – Probability values to estimate future cash flows

UNIT IV: Cost and Variance Measures (15 Hours)

Comparison of actual to planned results - Use of flexible budgets to analyse performance - Management by exception - Use of standard cost systems - Analysis of variation from standard cost expectations

UNIT V: Performance Measures and Responsibility Centres (15 Hours)

Types of responsibility centres - Transfer pricing - Reporting of organizational segments – Product profitability analysis - Business unit profitability analysis - Customer profitability analysis - Return on investment - Residual income - Investment base issues – Key performance indicators (KPIs) - Balanced scorecard

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Theory 20% & Problem 80%

Book for Study

1. Hock International: Part 1.

Books for Reference

1. Thomas, L., Wheelen, J., David, H., Alan, N., Hoffman, & Charles, E. (2018). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*. Pearson
2. Blocher, E., Stout, D., Juras, P., & Cokins, G. (2015). *Cost Management: A Strategic Emphasis*. McGraw Hill.
3. Horngren, C., Datar, S., & Rajan, M. (2017). *Cost Accounting: A Managerial Emphasis*. Pearson.

4. Anderson, D., Sweeney, D., Williams, T., Camm, J., & Cochran, J. (2013). *Quantitative Methods for Business*. Cengage Learning.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	to understand strategic planning and methodologies to develop successful plan that help in achieving the long-term mission of the organization. identify the characteristics of successful strategic plans as well as the factors (both internal and external) effecting strategy. develop an understanding of long-term mission and goals, and the various strategic planning models and analytical techniques.	K1
CO2	develop an awareness and understanding of the various budgeting concepts and methodologies so as to successfully prepare budgetary statement.	K2
CO3	comprehend forecasting techniques and interpret annual profit plan to provide projections of cash flow and financial statements.	K3
CO4	analyse performance against operational goals using measures based on revenue, manufacturing costs, nonmanufacturing costs, and profit depending on the type of centre or unit being measured	K4
CO5	identify and understand different types of responsibility centres and the allocation of costs among various organizational segments.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	24UCF13CC02	Core Course - 2: Financial Planning and Performance									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	3	2	3	2	1	2	1	2.1	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	2	3	2	1	3	3	3	3	1	2.4	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	2	3	1	3	3	3	3	1	2.4	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24UCF13CC03	Core Course - 3: Business Economics	4	3

Course Objectives
Recognise various economic theories, concepts and their contribution to managerial functions
Explain inflation and international business environment
Interpret economic environment, policies and reforms
Differentiate existing market structure and their pricing strategies
Compare Income and consumer demand

UNIT I: Introduction to Business Economics (12 Hours)

Business economics: Meaning – Definition - Scope and Nature - Concepts applied in Business Economics- Contribution of Economics to managerial functions - Micro and Macroeconomics applied to business environment – Role and responsibilities of business economists

UNIT II: Demand Analysis (12 Hours)

Analysis of demand: Meaning of demand – the basis of consumer demand – Utility – Total Utility - Marginal Utility - Law of Diminishing Marginal Utility – Cardinal and Ordinal Concept of Utility – Law of Demand - Shift in demand curve - Meaning and nature of indifference curve - Shift in indifference curve and properties of indifference curve - Consumer equilibrium - Effect of change in price & consumption - Income & Consumer demand and substitution & Price changes.

UNIT III: Supply and Pricing (12Hours)

Supply and Production : Meaning of Supply – Determinants - Law - Schedule and supply curve – Elasticity of supply - Production – Production - Function- Laws of Production – Iso-Quant’s – Pricing - Market structure and pricing decision – Pricing under perfect competition – Characteristic and Price determination – Monopoly – Kinds – Causes - Price Output Decision and price discrimination - Monopolistic competition – Price output decision in short and Long run – Equilibrium - Oligopoly – Definition - Sources and characteristics -Price rigidity and Price Leadership.

UNIT IV: Economic Systems and Policies (12 Hours)

The Economic System - Capitalism and mixed economic system - Monetary Policy – Meaning – Scope - Limitations and Instruments – Fiscal policy – Definition – Objectives - Taxation Policy - Formulation and its reforms - Monetization and demonetization of currency – impacts of Indian economy.

UNIT V: Macro-Economic Environment (12 Hours)

Inflation - Business Cycle and Economic Linkages – Inflation and Deflation – Meaning and Index and application of Index -Causes and Measures - Business Cycle – Phases – Characteristics and various theories - Balance of Trade and Balance of Payment – Meaning – Causes - Kinds and Measures

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Sundaram, K. P. M., & Sundaram, E. N. (2000). *Business Economics*. Sultan Chand and sons.

Books for Reference

1. Ravilochanan, P. (1992). *Business Economics*. ESS PEE KAY Publishing House.
2. Drivedi, D. N. (2002). *Managerial Economics*. Vikas Publishing House (P) Ltd.
3. Cherunilam, F. (2005). *Business Environment*. Himalaya Publishing House.

Websites and eLearning Sources

1. [https://www.icsi.edu/media/website/Business%20Economics%20\(FndProg\).pdf](https://www.icsi.edu/media/website/Business%20Economics%20(FndProg).pdf)
2. https://icai.org/post.html?post_id=13831
3. <https://dea.gov.in/>

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	appreciate the basic principles and concepts of business economics	K1
CO2	gain exposure on economic theories related consumer behaviour	K2
CO3	acquaint with theories related to supply, production and competition	K3
CO4	understand the nuances of monetary and fiscal policies of government	K4
CO5	compare income and consumer demand	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	24UCF13CC03	Core Course - 3: Business Economics									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	2	2	3	2	2	2	2.2	
CO2	2	2	2	2	3	3	2	2	2	2	2.2	
CO3	2	2	3	2	2	2	2	3	2	3	2.3	
CO4	2	3	2	2	3	2	3	2	2	3	2.4	
CO5	3	2	2	2	2	2	3	2	2	3	2.3	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24UCF13AC01	Allied Course - 1: Business Statistics	4	3

Course Objectives
To acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts, and SPSS.
To understand the concepts of averages, correlation, index numbers, addition theorem, and multiplication in probability, particularly in the context of SPSS.
To apply measures of dispersion, curve fitting, and index number theory to find solutions to real-life problems in terms of business.
To compare measures of central tendency, assess the accuracy of given data through correlation analysis, and analyze Laspeyre's, Paasche's, Bowley's, and Fisher's ideal methods, as well as research in behavioural sciences using SPSS.
To evaluate various measures of central tendency and measures of skewness using the SPSS package, different indices, and problems based on addition and multiplication theorems.

UNIT I: Measures of Central Tendency (12 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: Measures of Skewness, Correlation Analysis (12 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: Index Numbers (12 Hours)

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyres'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: Probability (12 Hours)

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

UNIT V: SPSS (12 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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Theory 20% & Problem 80%

Books for Study

- Gupta, S. P. (2005). *Statistical Methods* (33rd revised ed.), Sultan Chand & Sons.
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-IIIChapter13(Vol. I), Pages515-545,557-560, Chapter14(Vol. I), Pages613-619.

Unit-IVChapter1(Vol. II), Pages 751-765,774-792.

- Gaur, A. S., & Gaur, S. S. (2009). *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

- Krishnan, V., & Pillai, S. (2011). *Statistics for Beginners*. Atlantic Books.
- Huizingh, E. (2007). *Applied Statistics with SPSS*. SAGE Publications Pvt. Ltd.

Websites and eLearning Sources

- <https://www.britannica.com/biography/Henry-Briggs>
- <https://corporatefinanceinstitute.com/resources/data-science/central-tendency/>
- <https://www.expressanalytics.com/blog/time-series-analysis/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the 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
1	24UCF13AC01	Allied Course - 1: Business Statistics									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	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	
Mean Overall Score											2.2 (High)	

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

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

UNIT I: Principles of Value Education (6 Hours)

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

UNIT II: Development of Human Personality (6 Hours)

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

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

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

UNIT IV: Responsible Parenthood (6 Hours)

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

UNIT V: Gender Equality and Empowerment (6 Hours)

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

Teaching Methodology	Chalk and Talk, Power point
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Book for Study

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

Books for Reference

1. Xavier, A. (2012). *You Shall Overcome*, (6th Ed.). ICRDE Publication.
2. Alex, K. (2009). *Soft Skills*. S. Chand.
3. Kalam, A. A. P. J. (2012). *You Are Unique*. 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
Mean Overall Score										2.7 (High)	

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

Course Objectives

- To recognize and identify the components of a formal letter.
- To summarize the main points of a given letter and identify the intended meaning.
- To use appropriate grammatical structures in context within their own writing.
- To compare and contrast the elements of successful and unsuccessful letters.
- To create well-structured letters with clear purpose and effectively evaluate and revise their own writing.

Basic Level

UNIT I (18 Hours)

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

UNIT II (18 Hours)

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

UNIT III (18 Hours)

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

UNIT IV (18 Hours)

- 31) An apology letter to Dean for using mobile phone
- 32) A request letter to repair fan and tube light
- 33) A letter to invite Chief guest for Bibliophile Club meeting

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

UNIT V

(18 Hours)

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

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

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

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

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

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

Course Objectives

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

Intermediate Level

UNIT I (18 Hours)

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

UNIT II (18 Hours)

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

UNIT III (18 Hours)

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

UNIT IV (18 Hours)

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

UNIT V (18 Hours)

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

Book for Study

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

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

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

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

Course Objectives
To recognize and demonstrate basic self-introduction strategies.
To summarize information from listening and reading exercises, demonstrating understanding.
To apply learned concepts to construct essays, actively contribute to group discussions, and create coherent narratives.
To analyze reviews to understand how different elements contribute to a comprehensive evaluation.
To synthesize information to create compelling presentations, actively participate in debates, interviews, and assess their own communication proficiency.

Advance Level

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

Websites and eLearning Resources

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

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

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

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

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

அலகு - 1 (12 மணிநேரம்)

பாரதியார் கவிதைகள் - குயில்பாட்டு (குயில் தன் பூர்வ ஜென்மக் கதை உரைத்தல்)

பாரதிதாசன் கவிதைகள் - சஞ்சீவி பர்வதத்தின் சாரல்

நற்றமிழ்க்கோவை - முதல் மூன்று கட்டுரைகள்

அலகு - 2 (12 மணிநேரம்)

வெ.இராமலிங்கனார் - சொல், தமிழன் இதயம்

முடியரசனார் - உயிர் வெல்லமோ, மனத்துய்மை

பெருஞ்சித்திரனார் - அஞ்சாதீர், மொழி, இனம், நாடு

பட்டுக்கோட்டை கலியாண சுந்தரனார் - வருங்காலம் உண்டு, உழைக்காமல் சேர்க்கும் பணம்

இலக்கணம் - எழுத்து

இலக்கிய வரலாறு - புதுக்கவிதை, தமிழில் புதிய கவிதை வடிவங்கள்

அலகு-3 (12 மணி நேரம்)

சுரதா - நல்ல தீர்ப்பு

கண்ணதாசன் - ஒரு பாணையின் கதை

அப்துல் ரகுமான் - வீடு

மேத்தா - ஒரேகுரல்

இலக்கிய வரலாறு - தமிழ்ச்சிறுகதைகள், இருபதாம் நூற்றாண்டு உரைநடை வளர்ச்சி

சிறுகதை - முதல் மூன்று சிறுகதைகள்

அலகு - 4 (12 மணிநேரம்)

அரசியல் கவிதைகள்

ஈரோடு தமிழன்பன் - அகல் விளக்காக இரு

ஆதவன் தீட்சண்யா - இன்னும் இருக்கும் சுவர்களின் பொருட்டு

சுகிர்தராணி - என் கண்மணியே இசைப்பிரியா

சக்தி ஜோதி - யுகாந்திர உறக்கம்

பழநி பாரதி - வெள்ளைக்காகிதம்

லிவிங்ஸ்மைல் வித்யா - நினைவில் பால்யம் அழுத்தம்

இலக்கணம் - சொல்

அலகு - 5 (12 மணிநேரம்)

அயலகக் கவிதைகள்

ஓசேரிசால் (தமிழில் நெய்தல்) - விடைகொடு எந்தாய் மண்ணே

ஹைபுன் கவிதைகள்

சிறுகதை - நான்கு முதல் ஆறு சிறுகதைகள்

நற்றமிழ்க் கோவை - நான்கு முதல் ஆறு கட்டுரைகள்

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

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

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

Websites and eLearning Sources

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

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

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

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

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

UNIT I (12 Hours)

- TITRE: Les Loisirs
- GRAMMAIRE : les adjectifs interrogatifs, les nombres ordinaux, les verbes pronominaux
- LEXIQUE : les différentes activités quotidiennes, les loisirs, les activités quotidiennes, les matières
- PRODUCTION ORALE : parler sur votre passe-temps
- PRODUCTION ECRITE : décrire sa journée

UNIT II (12 Hours)

- TITRE: La routine
- GRAMMAIRE : les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre
- LEXIQUE : exprimer ses goûts et ses préférences, le temps, l'heure, la fréquence
- PRODUCTION ORALE : savoir comment dire l'heure
- PRODUCTION ECRITE : écrire vos préférences en quelques lignes

UNIT III (12 Hours)

- TITRE: Où Faire Ses Courses?
- GRAMMAIRE : les articles partitifs, le pronom en (la quantité), très ou beaucoup
- LEXIQUE : inviter et répondre à une invitation, les commerces et les commerçants, demander et dire le prix, les quantités
- PRODUCTION ORALE : faire des courses pour une soirée
- PRODUCTION ECRITE : écrire un message en acceptant l'invitation

UNIT IV (12 Hours)

- TITRE: Découvrez et Dégustez
- GRAMMAIRE : l'impératif, il faut, les verbes devoir, pouvoir, savoir, vouloir
- LEXIQUE : Commander et commenter sur un plat de la carte, les aliments, les services, les moyens de paiement
- PRODUCTION ORALE : Jeu de rôle – au restaurant (entre vous et le garçon)
- PRODUCTION ECRITE : faire une comparaison avec la carte française et indienne

UNIT V (12 Hours)

- TITRE: Tout le monde s'amuse/ les ados au quotidien
- GRAMMAIRE : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé composé, les verbes en –yer, voir et sortir
- LEXIQUE : connaître les marques connues sur les vêtements, les sorties, situer dans le temps, les vêtements et les accessoires
- PRODUCTION ORALE : décrire une tenue
- PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

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

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

Books for Reference

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

Websites and e-Learning Sources

1. <https://hindigrammar.in/sandhi.html>
2. <https://www.successeds.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 this course, the students will be able to	
CO1	Find out the Terms & Expressions related to letter writing.	K1
CO2	Explain the works of Hindi writers.	K2
CO3	Complete the sentences in Hindi using basic grammar.	K3
CO4	Analyze the social & political conditions of Devotional period in Hindi Literature.	K4
CO5	Justify the human values stressed on the works of the following authors "Premchand, Nirala, etc."	K5

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

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

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

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

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

UNIT III (12 Hours)
Lang lakaarah Kriyapadaani Prayoga Vivaranam

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

UNIT V (12 Hours)
Suvacanani Vakya Prayoga Vivaranam

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

To develop an expanded and specialised vocabulary related to diverse themes such as education, entertainment, career, and society through activities like word grids, reading, and discussions.

To enhance problem-solving abilities through activities like debates, role-playing, and scenario analysis.

To enable students to express ideas with precision and clarity by practising different forms of expressing quality, comparison, and actions in various contexts.

To equip students with language skills relevant to professional settings.

To encourage students to explore language as a tool for creative expression and communication.

UNIT I

(15 Hours)

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

UNIT II

(15 Hours)

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

UNIT III

(15 Hours)

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

UNIT IV**(15 Hours)**

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

UNIT V**(15 Hours)**

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

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCF23CC04	Core Course - 4: Financial Accounting - 2	4	3

Course Objectives
To understand the basic accounting concepts and standards of partnership firm with different types of capital.
To make the students understand the accounting procedure of consignment accounts.
To gain knowledge on accounting treatment of branch and department accounts.
To familiarize with the accounting treatment towards hire purchase accounts.
To make student acquainted with knowledge of Insurance and Royalty accounts.

UNIT I: Accounts of Partnership Firm (12 Hours)

Accounts of partnership firm: Necessary Adjustments - Profit and Loss Appropriation Account – Capital Accounts of partners (Fixed capital, Fluctuating Capital)- Capital ratio - Change in Profit sharing Ratio –Past adjustments and guarantee.

UNIT II: Consignment (12 Hours)

Consignment - Account Sales –Books of Consignor – Books of Consignee - Valuation of stock – Loss of Goods (Normal, Abnormal) - Joint Venture - Sets of Books

UNIT III: Dependent Branch Accounting (12 Hours)

Branches - Dependent Branches – Debtors system – Branch adjustment a/c, Branch stock a/c and Branch Debtors a/c under Stock and Debtor system – Trading and Profit and loss accounts of Independent branches- wholesale branches (foreign branches excluded)- departmental Accounts – Inter departmental transfers.

UNIT IV: Hire Purchase System (12 Hours)

Hire Purchase System - Accounting Procedures for entries related to interest, payment of installment amounts and depreciation in the books of Hire purchaser and Hire vendor - Default in installment payment and Repossession of Goods- Hire Purchase Trading Account under Debtors system – Hire purchase adjustment a/c, Hire purchase debtors a/c and Hire purchase stock a/c under Stock and Debtors system - Installment System.

UNIT V: Insurance Policies (12Hours)

Insurance - types of insurance policies available to an entity –Keyman insurance policy – Fidelity guarantee policy (theories only) Fire insurance Claims - Loss of stock policy (Problems) & Loss of Profit policy (Problems) -Royalties - Lease and Sublease- Entries in the books of Lessor and Lessee

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Theory 20% & Problem 80%

Book for Study

1. Gupta, R. L. & Radhaswamy, M. (2018). *Financial Accounting*. Sultan Chand & Sons.

Books for Reference

1. Reddy, T. S. & Murthy. (2020). *Financial Accounting*. Margham Publications.
2. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). *Advanced Accounts (Vol. I)*. S.Chand Company Ltd..
3. Gupta, R. L., & Radhaswamy, M. (2017). *Advanced Accountancy (Vol. I)*. Sultan Chand & Sons.
4. Jain, S. P., & Narang, K. L. (2015). *Advanced Accountancy (Volume I)*. Kalyani Publishers.

NOTE: Latest Edition of Textbooks May be Used

Website and eLearning Source

1. <https://pg.mileseducation.com>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, the students will be able to	
CO1	recognize the accounting methods and procedures of various forms of business	K1
CO2	discuss the accounting practices of branches and departmental businesses	K2
CO3	prepare the financial statements of partnership firm, joint venture companies and hire purchase companies	K3
CO4	calculate insurance claims and royalties	K4
CO5	rectify the existing statements of accounts based on the relevant data	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	24UCF23CC04		Core Course - 4: Financial Accounting - 2							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	1	3	3	3	3	1	2.4
CO2	3	3	2	2	1	3	3	3	2	1	2.3
CO3	3	3	3	3	2	3	3	3	2	1	2.6
CO4	3	3	3	2	1	3	3	3	2	1	2.4
CO5	3	3	3	2	1	3	3	2	2	1	2.3
Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCF23CC05	Core Course - 5: Principles of Marketing	3	3

Course Objectives
To know the concept and functions of marketing
To understand the importance of market segmentation
To examine the stages of new product development
To gain knowledge on the various advertising medias
To analyse the global market environment

UNIT 1: Introduction to Marketing (9 Hours)

Marketing: Meaning and Evolution – Functions - marketing mix - 7 Ps of marketing – Types of marketing; Product: Meaning – Product Planning & Policy- Features – Classification –Product mix – Product Life Cycle

UNIT 2: Pricing (9 Hours)

Pricing: Meaning – Objectives -Factors affecting pricing - Methods – Types of pricing- Different strategies of pricing – price determination

UNIT 3: Place (9 Hours)

Place: Market: Market segmentation- Types and classifications; Promotion: Meaning – Need for Promotion- Promotion mix- Advertising – Different forms of advertisements; Sales promotion: Techniques of sales promotion - Advantages – Disadvantages

UNIT 4: People (9 Hours)

People: Personal selling – Direct Selling – Merits and Demerits- Public relations – Relationship marketing- Buyer Behaviour; Process: Channels of distribution- meaning -Wholesalers and Retailers: meaning – types – Channel marketing

UNIT 5: Physical Evidence (9 Hours)

Physical Evidence: - Grading and Standardisation and- ISO series and AGMARK – Total Quality Management – Recent Trends in Marketing: eMarketing- on line marketing - Meaning - Significance – Functions – Types aggregators.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Pillai, R. S. N., & Bagavathi. (2013). *Modern Marketing: Principles and Practices*. S. Chand & Co Ltd.

Books for Reference

1. Kotler, P. & Keller, K. L. (2012). *Marketing Management*. Pearson Education.
2. Gupta, C. B., & Nair, R. (2016). *Marketing Management*. Sultan Chand & Sons.
3. Jayasankar, J. (2013). *Marketing*. Margham Publication.

NOTE: Latest Edition of Textbooks May be Used

Website and eLearning Source

1. https://www.academia.edu/6188754/Marketing_3_0_Philip_Kotler

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	know the basic principles and practices of marketing.	K1
CO2	understand the pricing mechanism of marketing.	K2
CO3	articulate sales promotional techniques used in modern marketing.	K3
CO4	be aware of the importance of standards and quality management.	K4
CO5	have a complete knowledge of the 7ps of marketing.	K5

Relationship Matrix												
Semester	Course Code		Course Title								Hours	Credits
2	24UCF23CC05		Core Course - 5: Principles of Marketing								3	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	3	3	2	1	3	2	2	2	1	2.2	
CO2	3	3	3	2	1	3	2	2	2	1	2.2	
CO3	3	3	3	3	1	3	2	2	2	1	2.3	
CO4	3	3	3	3	1	3	2	2	2	1	2.3	
CO5	3	3	3	2	1	3	2	2	2	1	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCF23CC06	Core Course - 6: Financial Analytics and Control	4	4

Course Objectives
Understand the role of information systems in an organization and the importance of having a robust enterprise resource planning system within the organization.
Comprehend how technology has transformed the way data is analysed and learn about significant tools of data visualization.
Develop an understanding of the various cost measurement concepts and identify and evaluate the different types of costing systems.
Understand the role of supply chain management and the methodologies adopted for sustainable business growth and development.
Develop an understanding of the role of information technology in developing and maintaining the internal control of an organization.

UNIT I: Information Systems and Data Governance (12 Hours)

Accounting information systems - Enterprise resource planning systems – Enterprise performance management systems - Data policies and procedures - Life cycle of data - Controls against security breaches

UNIT II: Technology-Enabled Finance Transformation and Data Analytics (12 Hours)

Systems Development Life Cycle – Process automation - Innovative applications - Business intelligence - Data mining - Analytic tools - Data visualization

UNIT III: Cost Measurement Concepts (12 Hours)

Cost behaviour and cost objects - Actual and normal costs - Standard costs - Absorption (full) costing - Variable (direct) costing - Joint and by-product costing- Job order costing - Process costing - Activity-based costing - Life-cycle costing - Fixed and variable overhead expenses - Plant-wide versus departmental overhead -Determination of allocation base - Allocation of service department costs

UNIT IV: Supply Chain Management and Business Process Improvement (12 Hours)

Lean manufacturing - Enterprise resource planning (ERP) - Theory of constraints and throughput costing - Capacity management and analysis - Value chain analysis - Value-added concepts - Process analysis - Activity-based management - Continuous improvement concepts - Best practice analysis - Cost of quality analysis - Efficient accounting processes

UNIT V: Internal Controls (12 Hours)

Internal control structure and management philosophy - Internal control policies for safeguarding and assurance - Internal control risk - COSO Control Components – ERM Policies and Procedures - Corporate governance & Responsibilities - Audit Risk - External audit requirements - General accounting systems controls – Application and transaction controls – Network Controls – Backup Controls – Business Continuity planning

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. HOCK International Part 1

Books for Reference

1. Blocher, E., Stout, D., Juras, P., & Cokins, G. (2022). *Cost Management: A Strategic Emphasis*, (9th Ed.). McGraw Hill.
2. Horngren, C., Datar, S., & Rajan, M. *Cost Accounting: A Managerial Emphasis*. Pearson
3. Mark, G. S., James, L. W., & Arline, A. S. (2020). *Core Concepts of Accounting Information*

- Systems, (14th ed.). Wiley.
4. Bodnar, G. H. & Hopwood, W. S. (2004). *Accounting Information Systems*. Pearson.
 5. COSO, The Committee of Sponsoring Organizations of the Treadway Commission, 2017, *Enterprise Risk Management - Integrated Framework*.
 6. Alexander, M. (2016). *Excel Power Pivot & Power Query for Dummies*. Wiley.
 7. Prasad, R. N. & Acharya, S. (2011). *Fundamentals of Business Analytics*, (2nd Ed.). Wiley.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	develop an understanding of information systems, the importance of data governance and how technology is transforming finance related decisions.	K1
CO2	understand the fundamentals of data analytics and learn the importance and significant tools of data visualization.	K2
CO3	obtain an in-depth understanding of supply chain management and the elements associated with it such as lean manufacturing, enterprise resource planning (erp), theory of constraints and throughput costing. students will also learn to identify and evaluate the performance of multiple business processes.	K3
CO4	comprehend the concepts of internal controls, internal control risk, coso control components, erm policies and procedures, corporate governance and audit risk.	K4
CO5	develop an understanding of the elements of internal controls like governance, risk and compliance, systems controls and security measures.	K5

Relationship Matrix												
Semester	Course Code		Course Title								Hours	Credits
2	24UCF23CC06		Core Course - 6: Financial Analytics and Control								4	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	2	3	2	3	2	1	2	1	2.1	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	2	3	2	1	3	3	3	3	1	2.4	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	2	3	1	3	3	3	3	1	2.4	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCF23AC02	Allied Course - 2: Business Mathematics	4	3

Course Objectives
To define and understand indices, logarithms and arithmetic progression.
To apply the knowledge of Differentiation of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$.
To apply the knowledge of integration of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$.
To solve various types of matrices, equations using matrices and determinants and apply matrices in various models.
To familiarize with the concepts of linear programming.

UNIT I: Introduction to Indices and Arithmetic Progression (12 Hours)

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base - Arithmetic progression – sum of the series in A.P.(simple problems only).

UNIT II: Differentiation of Functions (12 Hours)

Differentiation of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$ - function of one variable – power function-constant multiple of a function-sum of functions -product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only & trigonometric functions excluded) - Applications of differentiation - elasticity - marginal revenue - average & marginal cost – profit maximization (simple problems & business applications only)

UNIT III: Integration of Functions (12 Hours)

Integration of functions of the form $(ax+b)^n$, e^{ax+b} , $\log(ax+b)$ - indefinite integral – rules – integration by substitution – integration by parts - integration by partial functions (algebraic functions only & trigonometric functions excluded)–Applications of integration–total cost – total revenue - maximum profits – consumer’s & producer’s surplus (simple problems & business applications only)

UNIT IV: Matrices (12 Hours)

Matrices – types of matrices – operations on matrices – determinants of order 2 and 3 –Cramer’s rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only)–Applications to matrices –Leontief Input - Output model (simple problems & business applications only)

UNIT V: Linear Programming (12 Hours)

Linear programming - mathematical formulation of LP Model - graphical method – simplex method (simple problems & business applications only)

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Theory 20% & Problem 80%

Book for Study

1. Sanchetti, D. C. & Kapoor, V. K. (2002). *Business Mathematics*, (11th Ed.). Sultan Chand and Sons.

Unit I Chapter 6 (Sec6.1-6.4, Pages 142-163) Chapter7 (Sec7.1, 7.3, Pages191-212)
Chapter12 (Sec12.1, 12.2, Pages 384-395)

Unit II Chapter17 (Sec 17.1-17.8, 17. 19, Pages 647-659,703-713) ACE9-ACE30

Unit III Chapter 18(Sec18.1, 18.2, 18. 4, 18.8-18.9, Pages 723-726,730-736, 746-757)
ACE 90 -ACE 110

Books for Reference

1. Vittal, P. R. (2001). *Business Mathematics*, Revised Edition, Margham Publications.
2. Kapoor, V. K. (2009). *Introductory to Business Mathematics*. S. Chand and Sons.
3. Navaneetha. (2008). *Business Mathematics and Statistics*. Jai Publishers.

NOTE: Latest Edition of Textbooks May be used

Websites and eLearning Sources

1. <http://epgp.inflibnet.ac.in/>

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,differentiation, integration, 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		
2	24UCF23AC02		Allied Course - 2: Business Mathematics					4	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	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
Mean Overall Score											2.2 (High)

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

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

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

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

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

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

UNIT III: India and Human Rights (6 Hours)

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

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

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

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

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

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

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

UNIT I: Introduction to Environmental Studies (6 Hours)

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

UNIT II: Natural Resources (6 Hours)

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

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

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

UNIT IV: Environmental Pollution (6 Hours)

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

UNIT V: Environmental Organizations and Treatise (6 Hours)

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

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
2	23UHE24AE01	Ability Enhancement Compulsory Course - 2: Environmental Studies								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO 4	PSO 5	
CO1	3	2	1	2	2	3	2	2	2	2	2.1
CO2	3	2	1	2	2	3	2	2	2	2	2.1
CO3	3	2	2	2	2	2	3	2	1	2	2.1
Mean Overall Score										2.1 (Medium)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCF24SE01	Skill Enhancement Course - 1: Basics of Excel	2	1

Course Objectives

To learn various options of a MS Excel applied in business situation
To learn Excel tools for interpretation and decision making
To learn various techniques of present, analyse data by using pivot tables and charts
To demonstrate MS Excel functions to analysing data
To learn how to design worksheet models for various forms of business applications

UNIT I: Manage Workbook Options and Settings (6 Hours)

Create Worksheets and Workbooks -Navigate in Worksheets and Workbooks -Format Worksheets and Workbooks- Customize Options and Views for Worksheets and Workbooks -Configure Worksheets and Workbooks for Distribution

UNIT II: Apply Custom Data Formats and Layouts (6 Hours)

Apply Custom Data Formats and Validation - Apply Advanced Conditional Formatting and Filtering - Create and Modify Custom Workbook Elements

UNIT III: Create Tables and Data Analysis with Excel (6 Hours)

Manage Table Styles and Options -Filter and Sort a Table; Statistical and Financial functions – Creation of Charts- What-if analysis: Goal Seek, Data table and Scenario Manager-Pivot table and Pivot charts – Data analysis tool – Significance of Designing Spreadsheet; Statistical and financial models in Excel.

UNIT IV: Perform Operations with Formulas and Functions (6 Hours)

Summarize Data by using Functions-Perform Conditional Operations by using Functions-Format and Modify Text by using Functions-Create advanced formulas

UNIT V: Create Charts and Objects (6 Hours)

Create charts-Format charts-insert and format objects-Creating advanced charts and tables-Application of charts and objects in Business Analytics

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Jainn, R. (2021). *A to Z of MS EXCEL, A Book for Learners and Trainers*. Amazon Digital Services.

Books for Reference

1. Basedin, A. (2023). *MS Excel Bible, Save Your Time with MS Excel!* Amazon.
2. LeCorps, R. (2002). *Microsoft Excel Fundamentals, A Practical Workbook for Small Businesses*. RGL Learning.
3. Urban, C. (2016). *Advanced Excel for Productivity*. Cris Urban.
4. Holman, J. P. (2006). *What Every Engineer Should Know About Excel (What Every Engineer Should Know)*. CRC Press.
5. Fairhurst, D. S. (2015). *Using Excel for Business Analytics, A guide to Financial Modelling Fundamentals*. John Wiley & Sons.
6. Wayne, L. W. (2014). *Marketing Analytics- Data Driven Techniques with Microsoft Excel*. John Wiley & Sons.

NOTE: Latest Edition of Textbooks May be used

Website and eLearning Source

1. <https://www.microsoft.com/en-in/microsoft-365/excel>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On Successful completion of this course, students will be able to	
CO1	describe the various options of MS Excel applied in business situations	K1
CO2	apply excel tools for interpretation and decision making	K2
CO3	present analysed data in desired format using pivot tables and charts	K3
CO4	illustrate MS Excel skills for analyzing data	K4
CO5	design worksheet models for various forms of business applications	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
2	24UCF24SE01		Skill Enhancement Course - 1: Basics of Excel					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	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
Mean Overall Score										2.2 (High)	

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

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

அலகு - 1

(12 மணி நேரம்)

ஒளவையார்

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

இனியது கேட்கின் (55) தாயொடு 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 படிக்காகத் 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
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)
CO1	இடைக்காலப் புலவர்களின் பாட்டுத்திறனை அறிந்து கொள்வர்	K1
CO2	சுற்றிலக்கிய வகைகளையும் வகைமைகளையும் அறிந்து கொள்வர்	K2
CO3	பள்ளு, பரணி, பிள்ளைத்தமிழ், குறவஞ்சி போன்ற இலக்கியங்கள் வழி வீரம், பக்தி, காதல் உணர்வை அறிந்து கொள்வர்	K3
CO4	சுற்றிலக்கியங்களின் அமைப்பு பாட்டு வடிவங்களை அறிந்து கொள்வர்	K4
CO5	இடைக்காலத் தமிழ் வளர்ச்சி நிலையை அறிந்து கொள்வர்	K5

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UFR31GL03	French - 3	4	3
Course Objectives				
To analyse the French clothing with respect to its culture				
To apply prepositions and understand its usages				
To analyse a contemporary text in present tense				
To evaluate the French festivals and compare with their own cultural context				
To apply the past tense using simple conversation				

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- TITRE: Félicitations! / On voyage!

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

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

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

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

Books for Reference

1. Ramdev. (2016). *Vyakaran Pradeep*. Hindi Bhavan.
2. Singh, L. P. (2017). *Kavya Ke Sopan*. Bharathy Bhavan Prakashan.

3. Shukla, A. R. (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.
4. Gosamy, K. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.

Websites and eLearning Sources

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

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

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

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

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

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

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

UNIT III (12 Hours)
Vedas - Vedangas vivaranam

UNIT IV (12 Hours)
Asta dasha Purana and Dashopanishads

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

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

1. Vedic literature
2. Ramodantam

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

To develop strategies to enhance reading skills through teacher-led practices, promoting comprehension, critical analysis, and creative engagement with various genres.

To strengthen informal and formal letter writing skills.

To analyze and appreciate different literary forms, including anecdotes, biographies, poems, and prose, fostering critical thinking and creative expression.

To practice applying grammatical structures, including the simple future and future continuous tenses, in writing tasks.

To engage in critical discussions through reading and writing about societal issues.

UNIT I: Suggestions to Develop Your Reading Habit

(13 Hours)

1.0 Introduction

1.1 Objectives

1.2 Listening and Reading Skills through Teacher-led Reading Practice

1.3 Glossary

1.3.1 Words

1.3.2 Phrases

1.4 Reading Comprehension

1.5 Critical Analysis

1.6 Creative Task

1.7 General Writing Skill: Letter Writing: Informal

1.8 Grammar: Simple Present Tense

UNIT II: The Secret of Success: An Anecdote

(13 Hours)

1.9 Introduction

2.0 Objectives

2.1 Listening and Reading Skills through Teacher-led Reading Practice

2.2 Glossary

2.3.1 Words

2.3.2 Phrases

2.4 Reading Comprehension

2.5 Critical Analysis

2.6 Creative Task

2.7 General Writing Skills: Letter Writing: Formal

2.8 Grammar: Present Continuous Tense

UNIT III: The Impact of Liquor Consumption on the Society

(13 Hours)

2.9 Introduction

3.0 Objectives

3.1 Listening and Reading Skills through Teacher-led Reading Practice

3.2 Glossary

3.3.1 Words

3.3.2 Phrases

3.4 Reading Comprehension

3.5 Critical Analysis

3.6 Creative Task

3.7 General Writing Skills: Letter to Newspaper

3.8 Grammar: Simple Past Tense

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

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

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

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

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

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

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

1. Jayraj, A. S. J., Francis, V & Jayakath. (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
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
3	24UCF33CC07	Core Course - 7: Corporate Accounting	6	5

Course Objectives
To familiarize students with new company accounts in light of the revised formats of accounting.
To make students understand the application of Accounting Standards in various methods of accounting.
To workout the accounts of companies in various situations considering the challenges posed in different dimensions.
To be familiar with accounting calculations and to solve problems objectively.
To help students to have working knowledge in various types of accounting for companies.

UNIT I: Company Financial Statements (18 Hours)

Meaning and Importance of Corporate Accounting, Issue and Forfeiture of shares, Redemption of shares, Underwriting and lien on shares, Buyback of shares – Issue of debentures – Redemption of debenture, Preparation of Company Financial Statements – Preparation of Company Balance Sheet – Computation of managerial remuneration.

UNIT II: Amalgamation (18 Hours)

Amalgamation- Meaning - Amalgamation in the nature of merger, purchase - Applicability of AS 14 - Calculation of purchase consideration (all methods) - Journal entries in the books of Transferor and the Transferee Companies - revised balance sheet (excluding inter-company holdings)

UNIT III: Valuing Goodwill (18 Hours)

Methods of valuing goodwill - Simple profit method - Super profit method - Annuity method. Valuation of shares: Methods of valuation of shares - Net asset method - Yield method – PE Ratio.

UNIT IV: Consolidation of Balance Sheet (18 Hours)

Holding companies – Subsidiary companies – Capital profit – revenue profit – Minority interest – Cost of control - Consolidated Balance Sheet as per AS 21 of Holding Company and its subsidiary companies (Excluding Inter Company Holdings)

UNIT V: Liquidation (18 Hours)

Liquidation – Statement of Affairs and Deficiency Accounts – Liquidator's Final Statement of Receipts and Payments (problems) - Environmental accounting and reporting (theory only).

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning.
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Theory 20% & Problem 80%

Book for Study

1. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2017). *Advanced Accounts*. Volume II. S. Chand & Company Ltd.

Books for Reference

1. Reddy, T.S., & Murthy, A. (2019). *Corporate Accounting*. Margham Publications.
2. Jain, S. P., & Narang, K. L. (2017). *Advanced accountancy Volume II*. Kalyani Publishers.
3. Gupta, R. L. & Radhaswamy, M. (2018). *Corporate Accounting*. Sultan Chand & Sons.
4. Maheshwari, S. N., & Maheshwari, S. K. (2017). *Financial Accounting*. Vikas Publishing House Pvt. Ltd.
5. Joseph, T. (2018). *Corporate Accounting*. the Tata McGraw - Hill Education Private Limited.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	tabulate and Prepare Company Financial Statements under revised format of Companies Act 2013	K1
CO2	explain and illustrate the accounting procedures for Merger and acquisition as per AS 14	K2
CO3	determine the value of Goodwill and Shares by choosing appropriate methods	K3
CO4	prepare consolidated Balance Sheet of Holding Company and its Subsidiary Companies as per AS 21	K4
CO5	explain the procedures related to liquidation of companies and Prepare statement of affairs and Liquidators Final Statement	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	24UCF33CC07	Core Course - 7: Corporate Accounting								6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	1	3	3	3	3	1	2.4
CO2	3	3	2	2	1	3	3	3	2	1	2.3
CO3	3	3	3	3	2	3	3	3	2	1	2.6
CO4	3	3	3	2	1	3	3	3	2	1	2.4
CO5	3	3	3	2	1	3	3	2	2	1	2.3
Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
3	24UCF33CC08	Core Course - 8: Strategic Financial Management - 1	6	5

Course Objectives
Understand the purpose of common size financial statements and its role in financial statement and profitability analysis.
Learn the various tools to perform financial statement analysis, while taking note of special issues like the impact of foreign operations, effects of changing prices and inflation, off balance sheet financing, etc.
Learn about the various types of long-term financing and the costs involved while keeping in mind the risk quotient of long-term financing options.
Identify and understand different methods of raising capital in the financial markets.
Develop an understanding of the various methods of corporate restructuring.

UNIT I: Financial Statement Analysis and Profitability Analysis (18 Hours)

Common size financial statements - Common base year financial statements – ROA and ROE – Return on Total Assets – Factors in measuring income – Source, stability and trends of sales and revenue – Relationship between revenue and receivables and revenue and inventory – Effect on revenue due to changes in revenue recognition and measurement methods – Cost of sales analysis – Variation analysis – Calculation and Interpretation of sustainable equity growth

UNIT II: Financial Ratios and Special Issues (18 Hours)

Liquidity (current, quick, cash, cash flow, net working capital) – Leverage (solvency, operating, finance, debt to equity, debt to total assets, fixed charge coverage, interest coverage, cash flow to fixed charge), Activity (receivable turnover, inventory turnover, A/P turnover, days sales outstanding, days inventory outstanding, days purchases, asset turnover. Cash cycle) – Profitability (gross profit, net profit, EBITDA, ROA, ROE), Market (market/book, P/E, book value per share, basic and diluted earnings per share, earnings yield, dividend yield, dividend payout ratio) – Special Issues (Impact of foreign operations, Effects of changing prices and inflation, Impact of changes in accounting treatment, Accounting and economic concept of value and income, Earning Quality)

UNIT III: Long-term Financial Management and Raising Capital (18 Hours)

Calculating return - Types of risk - Relationship between risk and return - Term structure of interest rates - Types of financial instruments - Cost of capital - Valuation of financial instruments - Raising Capital: Financial markets and regulation - Market efficiency - Financial institutions - Initial and secondary public offerings - Dividend policy and share repurchases - Lease financing

UNIT IV: Working Capital Management (18 Hours)

Working capital management: Working capital terminology - Cash management - Marketable securities management - Accounts receivable management - Inventory management - Types of short-term credit - Short-term credit management

UNIT V: Corporate Restructuring and International Finance (18 Hours)

Mergers and acquisitions - Bankruptcy - Other forms of restructuring - Fixed, flexible, and floating exchange rates - Managing transaction exposure – Financing international trade

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning.
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Theory 20% & Problem 80%

Book for Study

1. HOCK International Part 2

Books for Reference

1. Gibson, C. H. (2012). *Financial Reporting & Analysis* (3rd Ed.). South-Western Cengage Learning.
2. Subramanyam, K. R. & Wild, J. (2014). *Financial Statement Analysis*. McGraw Hill.
3. Brealey, R., Myers, S. & Allen, F. (2013). *Principles of Corporate Finance*. McGraw Hill.
4. Van Horn, J. & Wachowicz, J. (2008). *Fundamentals of Financial Management*. Pearson.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	develop an in-depth understanding of financial statement analysis and knowledge of corporate finance.	K1
CO2	complete financial statement analysis through financial ratio calculations, profitability analyses while taking note of special issues like the impact of foreign operations, effects of changing prices and inflation, off balance sheet financing, etc.	K2
CO3	learn about long-term financial management using calculations of risk and return, term structure of interest rates, types of financial instruments, cost of capital and valuation of financial instruments.	K3
CO4	identify and evaluate different methods of raising capital by gaining an understanding of financial markets and regulation and market efficiency.	K4
CO5	develop an understanding of corporate restructuring, like mergers and acquisitions, bankruptcy as well as international finance.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	24UCF33CC08	Core Course - 8: Strategic Financial Management - 1								6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	1	3	3	3	3	1	2.4
CO2	3	3	2	2	1	3	3	3	2	1	2.3
CO3	3	3	3	3	2	3	3	3	2	1	2.6
CO4	3	3	3	2	1	3	3	3	2	1	2.4
CO5	3	3	3	2	1	3	3	2	2	1	2.3
Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24UCF33AO01A	Allied Optional - 1: Financial Reporting	5	4

Course Objectives
Develop an understanding of the basic financial statements and its presentation as per US GAAP and IFRS including the latest trends and developments.
Understand the revenue recognition principles and its application as per US GAAP.
Understand the valuation, accounting and presentation for Current Assets and Liabilities.
Understand the various method of depreciation and amortization allowed for business use tangible and intangible assets.
Distinguish between finance and operating leases and learn the accounting as per US GAAP and IFRS.

UNIT I: Basic Financial Statements (15 Hours)

Balance sheet - Income statement – Statement of Comprehensive Income - Statement of changes in equity - Statement of cash flows - Integrated Reporting (IR) – Purpose of IR – Six Capitals under IR – Value Creation Process – Reporting Format – Benefits and Challenges of Adopting IR - Differences between US GAAP and IFRS - 5-Step approach to Revenue Recognition - Certain Customer’s Rights & Obligations - Specific Arrangements - Matching principle, Accruals & Deferrals, Adjusting Journal Entries

UNIT II: Current Assets and Current Liabilities (15 Hours)

Cash & Cash Equivalents - Accounts Receivable - Notes Receivable - Transfers & Servicing of Financial Assets - Accounts Payable - Employee-related Expenses Payable - Determining Inventory & Cost of Goods Sold - Inventory Valuation - Inventory Estimation Methods

UNIT III: Asset Valuation (15 Hours)

Acquisition of Fixed Assets - Capitalization of Interest - Costs Incurred After Acquisition - Depreciation - Impairment - Asset Retirement Obligation - Disposal & Involuntary Conversions - Knowledge-based intangibles (R&D, software) - Legal rights based intangibles (patent, copyright, trademark, franchise, license, leasehold improvements) – Goodwill

UNIT IV: Valuation of Liabilities (15 Hours)

Inter-period tax allocation/deferred income taxes – deferred tax assets and deferred tax liabilities - temporary and permanent differences – Operating and Finance Leases – Financial statement presentation of operating and finance leases

UNIT V: Equity Transactions (15 Hours)

Paid-in capital - Retained earnings - Accumulated other comprehensive income - Stock dividends and stock splits - Stock options – Business Combinations & Consolidations

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning.
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Theory 20% & Problem 80%

Book for Study

1. HOCK International Part 1

Books for Reference

1. Kieso, D. E., Weygandt, J. J. & Warfield, T. D. (2016). *Intermediate Accounting*. Wiley.
2. Hoyle, J. B., Schaefer, T. & Douppnik, T. (2020). *Advanced Accounting*. McGraw Hill.
3. Nikolai, L., Bazley, J. & Jones, J. (2009). *Intermediate Accounting*. South-Western Cengage Learning.
4. IIRC Framework on Integrated Reporting, Luminous White Paper – Integrated Reporting: The New Reality, KPMG Survey of Integrated Reports in Japan, 2018

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	understand the concepts of the four basic financial statements and apply the learning to Integrated reporting (IR), Integrated Thinking and the Integrated Report. Identify and describe the major differences between US GAAP and IFRS, To Understand the 5-Steps approach to revenue recognition, per USGAAP	K1
CO2	understand the valuation and accounting for Cash & Cash Equivalents, Accounts Receivable, Notes Receivable, Transfers & Servicing of Financial Assets, Accounts Payable, Employee-related Expenses Payable, Cost of Goods Sold and Inventory.	K2
CO3	understand the Acquisition of fixed assets and the different depreciation methods, amortization and impairment of intangible assets.	K3
CO4	distinguish between finance and operating leases and learn about the presentation of these items on the financial statements.	K4
CO5	understand the concepts of Paid-in capital and Equity transactions like Retained earnings, comprehensive income and Dividends	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
3	24UCF33AO01A		Allied Optional - 1: Financial Reporting								5	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	2	3	2	3	2	1	2	1	2.1	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	2	3	2	1	3	3	3	3	1	2.4	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	2	3	1	3	3	3	3	1	2.4	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24UCF33AO01B	Allied Optional - 1: Data Visualization	5	4

Course Objectives
Understand the concept of data visualization in analytics
Learn about the basic concept of tableau and its application
Understand the Techniques Used for Visual Data Representation
Know about Dashboard Interactivity and Mapping
Understand the nuances of Visualization using Pandas / Matplotlib

UNIT I: Introduction to Tableau (15 Hours)

Basic of Tableau: Tableau interface, Menus and Toolbar, Data Pane, Analytics Pane, Sheet Tabs, Shelves and Cards, Marks Card, Legends, Layout for Dashboards & Stories, Distributing and Publishing. Distributing & publishing: Way to share, exploring images and PDFs, Workbook file types, opening workbook files, sharing securely. Connecting with Data: Getting Started with Data, Managing Metadata, Managing Extracts, Saving and Publishing Data Sources, Data Prep with Text and Excel Files, Join Types with Union, Cross-database Joins, Data Blending, Additional Data Blending Topics, connecting to Cubes, Connecting to PDFs

UNIT II: Visual Analytics (15 Hours)

Ways of Representing Visual Data -Techniques Used for Visual Data Representation -Types of Data Visualization - Applications of Data Visualization, Visualizing Big Data -Getting Started with Visual Analytics, Drill Down and Hierarchies, Sorting, Grouping, Additional Ways to Group, Creating Sets, working with Sets, Ways to Filter, Using the Filter Shelf, Interactive Filters, Where Tableau Filters, Additional Filtering Topics, Parameters, Formatting, The Formatting Pane, Basic Tooltips, Viz in Tooltip, Trend Lines, Reference Lines, Forecasting, Clustering, Analysis with Cubes and MDX.

UNIT III: Dashboard Interactivity and Mapping (15 Hours)

Dashboard Interactivity (Dashboard Interactivity-actions, Dashboard Interactivity Filter Action, Dashboard Interactivity- Highlighting Action, Dashboard Interactivity- URL) Introduction to Mapping: Mapping (Mapping-coordinate points, Mapping – Plotting Geographic Data, Mapping symbol, Mapping- layered view)- Editing unrecognized location (Ambiguous Geographic Data, Editing locations)- Polygon Maps (Polygon Maps-Filled Map, Polygon Map-custom Territory, Polygon Map-Custom Maps, Polygon Map-Required Data, Building a Polygon Map)- Background Images (Background Images, Adding an Image, Background Images-Generating coordinates, Background Images- Plotting Points)

UNIT IV: Visualization using Pandas / Matplotlib (15 Hours)

Pandas-Setting up the environment- Line plot, bar plot, stacked plot, histogram, box plot, area plot, scatter plot, hex plot, pie plot, scatter matrix, subplots; Matplotlib-Setting up the environment. Line, scatter, hist, bar, pie subplot, box, doughnut, word clouds controlling ticks and axis - xlim, ylim, xticks, yticks, nested pie plot, labeling a pie plot-Polar plots - brief intro, bar chart on polar axis, lineplot on polar axis, scatter plot on polar axis

UNIT V: Calculation (15 Hours)

Introduction to Calculation (Creating a Calculated Field, Number Functions, Numeric Functions Calculation, Numeric Functions- Solution, String Functions, String Functions-Calculation, Date Functions, Date Functions-Calculation, Logical Functions, Logical Functions-Procedures, Aggregate Functions)- Introduction to Table Calculation (Table Calculation, Quick table calculation)- Introduction to LOD Expression (LOD Expression, LOD Expression-Types) Charts: Charts (Box and Whisker's Plot, Gantt Chart, Water fall chart, Pareto Chart, Control chart, Funnel chart)

Teaching Methodology	Black board, chalk and talk, PPT
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Books for Reference

1. Sringswara, S., Tiwari, P., & Kumar, U. D. (2022). *Data Visualization: Storytelling*

Using Data. Wiley.

2. Nore, D. B. (2016). *Mastering Tableau*. Packt Publishing.
3. DT Editorial Services. (2016). *Big Data Black Book*. Dreamtech Press.
4. Gast, S. V. (2014). *Beginning Python Visualization Crafting Visual Transformation Scripts*, (2nd Ed.). Après
5. Dabbas, E. (2021). *Interactive Dashboards and Data Apps with Plotly and Dash*. PacktPublishing.
6. Sleeper, R. (2021). *Tableau Desktop Pocket Reference: Essential Features, Syntax, and DataVisualizations*. O'Reilly Media.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	understand the concept of data visualization in analytics	K1
CO2	learn about the basic concept of tableau and its application	K2
CO3	understand the Techniques Used for Visual Data Representation	K3
CO4	know about Dashboard Interactivity and Mapping	K4
CO5	understand the nuances of Visualization using Pandas / Matplotlib	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
3	24UCF33AO1B		Allied Optional - 1: Data Visualization								5	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	2	3	2	3	2	1	2	1	2.1	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	2	3	2	1	3	3	3	3	1	2.4	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	2	3	1	3	3	3	3	1	2.4	
Mean Overall Score											2.3 (High)	

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

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

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, Cybercrime, Strategies in committing Cyber Crimes, Factors aiding Cyber Crime, computer Hacking, Cyber Bullying, Telecommunications piracy, Counter Measures to Cyber Crime, Ethical Hacking.

UNIT V: Social Integration (6 Hours)

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

Book for Study

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

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

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

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

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

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

Books for Reference

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24UCF34SE02	Skill Enhancement Course - 2: Introduction to SPSS	2	1

Course Objectives
To Learn about the fundamentals of descriptive and inferential statistics
To Understand the role of variables in data analyses
To understand the difference between the statistical techniques
To analyze business and marketing data
To data drive business decisions

UNIT I: Essentials of Statistics and SPSS (6 Hours)

Concept and Importance of Statistics; Data, Concepts and Variables in Social Research; Concept of Universe, Population and Sample; Concept of Normal Distribution and Probability Theory; Probability value (P-value); Confidence Interval; Sampling – Probability and Non-Probability Methods; Descriptive and Inferential Statistics in Social Research; Introduction to SPSS-SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS

UNIT II: Research in Social Sciences and Management (6 Hours)

Concept of Research in Social Sciences and Management; Modes of Research- Quantitative and Qualitative; Research Process – Formulation of research problem/research proposal, research design (study design)-Descriptive, Diagnostic, Experimental and Explorative; Data collection, Data analysis using SPSS and APA reporting.

UNIT III: Data Collection in Business Research (6 Hours)

Types of Data based on Measurement-Nominal, Ordinal, Interval and Ratio; Concept of Data Collection, Tools of data collection – Scales and Questionnaires; Methods of Data Collection – Observation; Interview, Case study and Focus Group discussion;

UNIT IV: Processing and Displaying Data in SPSS (6 Hours)

Concept of Data Cleaning; Data Entry-Processing of data – editing and coding and labelling using SPSS; Displaying data – Text, tables and graph; Charting and Displaying data using SPSS.

UNIT V: Analyzing Data Using SPSS (6 Hours)

Descriptive Statistics-Frequencies, Explore, Cross tabulations, Charts, Measures of Central tendency (Mean, Median and Mode); Measures of Variability- Variance, Standard Deviation, Kurtosis and Skewness; Concept of Hypothesis-Testing of Hypothesis-Parametric and Non-parametric tests; Concept of Inferential Statistics (Relationships, Variance, Association and Correlation)- Chi-square test, T Test, ANOVA, F test, Z test, Correlation and Regression using SPSS; Writing inference/interpretation for Statistical tests.

Teaching Methodology	Lecturing, PPT, Case study discussions, Practical and live Hands-on Training and flipped learning.
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Books for Reference

1. Cronk, B. C. (2018). *HOW TO USE SPSS -A Step-By-Step Guide to Analysis and Interpretation*. (10th Ed.) Routledge.
2. Leech, N., Barrett, K. & Morgan, G. A. (2005). *SPSS for Intermediate Statistics: Use and Interpretation*, (2nd Ed.). Lawrence Erlbaum Associates, Inc.
3. Wagner, W. E. (2014). *Using IBM SPSS -Statistics for Research Methods and Social Science Statistics*, (5th Ed.). SAGE Publications, Inc.
4. Landau, S. & Evrett, B. S. (2004). *A handbook on Statistical Analyses using SPSS*. Chapman & Hall /CRC Press Company.
5. Field, A. (2019). *Discovering Statistics using IBM SPSS Statistics*. Sage Publications.

6. Kulas, J., Roji, R. G. P. P. & Smith, A. M. (2021). *IBM SPSS Essentials: Managing and Analyzing Social Sciences Data*. John Wiley & Sons Inc.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On Successful completion of this course, students will be able to	
CO1	comprehend key statistical concepts, including data types, variables, sampling methods, probability theory, and the normal distribution, enabling effective analysis in social research.	K1
CO2	understand key research concepts in social sciences and management, including quantitative and qualitative approaches, and be able to design effective research studies (descriptive, diagnostic, experimental, explorative).	K2
CO3	understand the different types of data based on measurement scales and their implications for research design and analysis. develop skills in utilizing various data collection tools and methods, for effective research execution.	K3
CO4	learn the concepts of data cleaning, data entry, and how to process, edit, code, and label data effectively using SPSS. Gain the ability to gain the ability to display and present data through text, tables, charts, and graphs using SPSS for clear and impactful research reporting.	K4
CO5	gain a solid understanding of descriptive statistics and inferential statistics, including hypothesis testing using parametric and non- parametric tests.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	24UCF34SE02	Skill Enhancement Course - 2: Introduction to SPSS									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	2	2	3	2	3	2	1	2	1	2.1	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	2	3	2	1	3	3	3	3	1	2.4	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	2	3	1	3	3	3	3	1	2.4	
Mean Overall Score											2.3 (High)	

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

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

அலகு 1 (12 மணி நேரம்)
பட்டினப்பாலை

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

அலகு 2 (12 மணி நேரம்)

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

அலகு 3 (12 மணி நேரம்)

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

அலகு 4 (12 மணி நேரம்)

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

அலகு 5 (12 மணி நேரம்)

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

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

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

பார்வை நூல்கள்

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

Websites and eLearning Sources

1. www.creativecommons.org
2. www.tamildigitallibrary.in

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

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

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

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

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

UNIT I (12 Hours)

- TITRE: On fait le mélange!
- GRAMMAIRE : le présent progressif, les pronoms possessifs, la phrase négative
- LEXIQUE : décrire les étapes d'une action, la maison, les tâches ménagères
- PRODUCTION ORALE : comprendre le récit d'un voyage
- PRODUCTION ECRITE : raconter ses actions quotidiennes

UNIT II (12 Hours)

- TITRE: à propos de logement
- GRAMMAIRE : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre
- LEXIQUE : la localisation et le logement, les pièces, meubles et équipement
- PRODUCTION ORALE : jeu de rôle –votre ami et vous s'installe dans un nouveau meuble
- PRODUCTION ECRITE : décrire votre maison/appartement

UNIT III (12 Hours)

- TITRE: Tous en forme!
- GRAMMAIRE : le passé composé et l'imparfait, le passé récent, l'expression de la durée
- LEXIQUE : un souvenir et les événements du passés, le corps humain : extérieur, le corps humain : intérieur
- PRODUCTION ORALE : échanger sur ses projets de vacances
- PRODUCTION ECRITE : raconter un souvenir

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- TITRE: Faire ses études a l'étranger/ bon voyage/ la météo
- GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir

- LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger, la météo
- PRODUCTION ORALE : exprimer son opinion sur la météo/parler de l'avenir
- PRODUCTION ECRITE: comparer le système scolaire français et indien

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- Sapnom Kee Home Delivery (Novel)
- Anuvad

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

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

UNIT I (12 Hours)
Samskrita Vyavahara sahasri vakiya Prayogaha

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

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

UNIT IV (12 Hours)
Karnabhaaram , Naatakasya Visistyam

UNIT V (12 Hours)
Samskrita Racanani Vubhavoga

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

To encourage creative thinking through creative tasks and essay writing.

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

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

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

UNIT I: Women Through the Eyes of Media

(13 Hours)

1.0 Introduction

1.1 Objectives

1.2 Listening and Reading Skills through Teacher-led Reading Practice

1.3 Glossary

1.3.1 Words

1.3.2 Phrases

1.4 Reading Comprehension

1.5 Critical Analysis

1.6 Creative Task

1.7 General Writing Skill: Writing Minutes of a Meeting

1.8 Grammar: Present Perfect Tense

UNIT II: Effects of Tobacco Smoking

(13 Hours)

1.9 Introduction

2.0 Objectives

2.1 Listening and Reading Skills through Teacher-led Reading Practice

2.2 Glossary

2.3.1 Words

2.3.2 Phrases

2.4 Reading Comprehension

2.5 Critical Analysis

2.6 Creative Task

2.7 General Writing Skill: Note-Taking

2.8 Grammar: Present Perfect Continuous Tense

UNIT III: Short Message Service (SMS)

(13 Hours)

2.9 Introduction

3.0 Objectives

3.1 Listening and Reading Skills through Teacher-led Reading Practice

3.2 Glossary

3.3.1 Words

3.3.2 Phrases

3.4 Reading Comprehension

3.5 Critical Analysis

3.6 Creative Task

3.7 General Writing Skill: Note-Making

3.8 Grammar: Past Perfect Tense

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

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

UNIT V: Traffic Rules (12 Hours)

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

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

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

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

1. Jayraj, A. S. J., Francis, V. & Jayakanth. (2016). *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. Trinity.

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

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

Semester	Course Code	Title of the Course	Hours/week	Credits
4	24UCF43CC09	Core Course - 9: Strategic Financial Management - 2	5	4

Course Objectives
To Understand decision making related to breaking even of costs and profits of a single product or a product mix.
To Comprehend concepts related to marginal analysis or short-run decision making related to costs and pricing.
To Understand various pricing methodologies and effect of demand and supply on pricing.
To Comprehend the concepts in the enterprise risk management framework provided by the COSO (Committee of Sponsoring Organizations of the Treadway Commission) and its limitations.
To Develop an understanding of present value techniques useful in investment decision making and conduct a risk analysis of such investments.

UNIT I: Decision Analysis & Marginal Analysis (15 Hours)

Cost/volume/profit analysis - Breakeven analysis - Profit performance and alternative operating levels - Analysis of multiple products - Sunk costs, opportunity costs and other related concepts - Marginal costs and marginal revenue - Special orders and pricing - Make versus buy - Sell or process further - Add or drop a segment - Capacity considerations

UNIT II: Pricing (15 Hours)

Pricing methodologies - Target costing - Elasticity of demand - Product life cycle considerations - Market structure considerations

UNIT III: Enterprise Risk management (15 Hours)

Types of risk - Risk identification and assessment - Risk mitigation strategies - Managing risk

UNIT IV: Investment Decisions (15 Hours)

Capital budgeting process: Stages of capital budgeting - Incremental cash flows - Income tax considerations - Net present value, internal rate of return, comparison of NPV and IRR - Payback and discounted payback - Risk analysis in capital investment

UNIT V: Professional Ethics (15 Hours)

Business Ethics - Ethical considerations for management accounting and financial management professionals - Ethical considerations for the organization - Sustainability and social responsibility

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning.
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Book for Study

1. HOCK International Part 2

Books for Reference

1. Horngren, C., Datar, S. & Rajan, M. (2017). *Cost Accounting: A Managerial Emphasis*. Pearson.
2. COSO. (2017). *The Committee of Sponsoring Organizations of the Treadway Commission, Enterprise Risk Management - Integrated Framework*.
3. Brealey, R., Myers, S. & Allen, F. (2013). *Principles of Corporate Finance*. McGraw Hill.
4. Van Horn, J. & Wachowicz, J. (2013). *Fundamentals of Financial Management*. Pearson.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	develop an understanding of the calculations related to decisionmaking like cost/volume/profit analysis and marginal analyses.	K1
CO2	comprehend concepts of sunk costs, opportunity costs, marginal costs and marginal revenue.	K2
CO3	understand various pricing methodologies, target costing, elasticity of demand and market structure considerations.	K3
CO4	identify and evaluate the types of risk, risk mitigation strategies and managing risk.	K4
CO5	gain an in-depth understanding of the ethical considerations for management accounting and financial management professionals as well as ethical considerations for the organization.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	24UCF43CC09	Core Course - 9: Strategic Financial Management - 2									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	2	1	2	1	2.1	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	2	3	2	1	3	3	3	3	1	2.4	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	2	3	1	3	3	3	3	1	2.4	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
4	24UCF43CC10	Core Course - 10: Business Analytics	2	2

Course Objectives
To understand basic knowledge in business analytics
To know the basics of R language
To understand data visualization and data mining
To utilize various approaches of decision modeling
To Apply the features of MS Excel for analytics.

UNIT I: Introduction to Business Analytics (6 Hours)

Business analytics – Meaning – Importance and Challenges of Business analytics - Defining, communicating, delivering and measuring values – Quantifying value of business analytics – Benefits Vs Values. Business analytics model: Graphical model, spreadsheet model, Algebraic model - overview of business analytics

UNIT II: Big Data Analytics (6 Hours)

Data mining and Data warehouse- Visualization/ Data Issues Organization/sources of data Importance of data quality - Dealing with missing or incomplete data- Data Classification - introduction to data mining- data mining process – Decision modelling.

UNIT III: PowerBI (6 Hours)

Introduction to PowerBI – Working with data – Importing from flat files, excel files, other sources – PowerPivot data types – Column operations - Table relationship – PowerPivot data analysis – PivotTable and PivotChart – Slicers – Dashboard Implementation – Dates, hierarchies, and perspectives – Data Analysis Expressions – Introduction to Power Query – Introduction to Power View – Power View visualizations – Power View filtering options – Introduction to Power Map – Preparing geospatial data – Publish from Power BI desktop – Publish Dashboard to Web

UNIT IV: Formatting of Excel Sheets (6 Hours)

Use of Excel Formulae Function, Advanced Modeling Techniques, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, lookups, pivot tables.

UNIT V: Data analysis and Decision-making (6 Hours)

Data analysis and Decision-making using Excel - What IF analysis – Regression Model.

Teaching Methodology	Lecturing, PPT, Case study discussions, Practical and live Hands-on Training and flipped learning.
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Books for Study

1. Rao, P. H. (2013). *Business Analytics an Application Focus*. PHI Learning Private Limited.
2. Powell, B. & Deckler, G. (2022). *Mastering Microsoft Power BI: Expert techniques to create interactive insights for effective data analytics and business intelligence*, (2nd Ed.). Packt Publishing.

Books for Reference

1. Ohri, A. (2012). *R for Business Analytics*. Springer.
2. Fairhurst, D. S. (2015). *Using Excel for Business Analytics, A guide to Financial Modelling Fundamentals*. John Wiley & Sons Singapore Pte. Ltd.
3. Winston, W. L. (2014). *Marketing Analytics- Data Driven Techniques with Microsoft Excel*. John Wiley & Sons Singapore Pte. Ltd.

NOTE: Latest Edition of Textbooks May be Used

Websites and eLearning Sources

1. <https://support.microsoft.com/en-gb/excel>
2. <https://www.excel-easy.com>
3. <https://docs.microsoft.com/en-us/power-bi/guided-learning/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	enumerate and explain the functions and tools of R language and MS Excel from analytics perspective.	K1
CO2	apply 'R' language and Excel tools for analyzing data.	K2
CO3	analyze data pertaining to Finance, HR and Marketing Activities.	K3
CO4	estimate and forecast the trends of Financial, HR and Marketing performances.	K4
CO5	develop Business Analytics Models	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	24UCF43CC10	Core Course - 10: Business Analytics									2	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	2	2	3	3	2	1	1	2.3	
CO2	3	3	3	2	2	3	2	1	2	1	2.2	
CO3	3	3	3	3	2	3	2	1	2	1	2.3	
CO4	3	3	3	3	2	3	2	2	2	1	2.4	
CO5	3	3	3	3	2	3	2	2	2	1	2.4	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
4	24UCF43CP01	Core Practical - 1: Business Analytics	2	1

Course Objectives
To understand basic knowledge in business analytics
To know the basics of R language
To understand data visualization and data mining
To utilize various approaches of decision modeling
To Apply the features of MS Excel for analytics.

UNIT 1: Introduction to Business Analytics (6 Hours)

Business analytics – Meaning – Importance and Challenges of Business analytics - Defining, communicating, delivering and measuring values – Quantifying value of business analytics – Benefits Vs Values. Business analytics model: Graphical model, spreadsheet model, Algebraic model - overview of business analytics.

UNIT 2: Big Data Analytics (6 Hours)

Data mining and Data warehouse- Visualization/ Data Issues Organization/sources of data Importance of data quality - Dealing with missing or incomplete data- Data Classification - introduction to data mining- data mining process – Decision modelling.

UNIT 3: PowerBI (6 Hours)

Introduction to PowerBI – Working with data – Importing from flat files, excel files, other sources – PowerPivot data types – Column operations - Table relationship – PowerPivot data analysis – PivotTable and PivotChart – Slicers – Dashboard Implementation – Dates, hierarchies, and perspectives – Data Analysis Expressions – Introduction to Power Query – Introduction to Power View – Power View visualizations – Power View filtering options – Introduction to Power Map – Preparing geospatial data – Publish from Power BI desktop – Publish Dashboard to Web

UNIT 4: Formatting of Excel Sheets (6 Hours)

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

UNIT 5: Data Analysis and Decision-Making (6 Hours)

Data analysis and Decision-making using Excel - What IF analysis – Regression Model.

Teaching Methodology	Lecturing, PPT, Practical and live Hands-on Training
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Books for Study

1. Rao, P. H. (2013). *Business Analytics an Application Focus*. PHI Learning Private Limited.
2. Powell, B. & Deckler, G. (2022). *Mastering Microsoft Power BI: Expert techniques to create interactive insights for effective data analytics and business intelligence*, (2nd Ed.). Packt Publishing.

Books For Reference

1. Ohri, A. (2012). *R for Business Analytics*. Springer.
2. Fairhurst, D. S. (2015). *Using Excel for Business Analytics, A guide to Financial Modelling Fundamentals*. John Wiley & Sons Singapore Pte. Ltd.
3. Winston, W. L. (2014). *Marketing Analytics- Data Driven Techniques with Microsoft Excel*. JohnWiley & Sons Singapore Pvt. Ltd.

NOTE: Latest Edition of Textbooks May be Used

Websites and eLearning Sources

1. <https://support.microsoft.com/en-gb/excel>
2. <https://www.excel-easy.com>
3. <https://docs.microsoft.com/en-us/power-bi/guided-learning/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	enumerate and explain the functions and tools of R language and MSExcel from analytics perspective.	K1
CO2	apply 'R' language and Excel tools for analyzing data.	K2
CO3	analyze data pertaining to Finance, HR and Marketing Activities.	K3
CO4	estimate and forecast the trends of Financial, HR and Marketing performances.	K4
CO5	develop Business Analytics Models	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	24UCF43CP01	Core Practical - 1: Business Analytics									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	2	2	3	3	2	1	1	2.3	
CO2	3	3	3	2	2	3	2	1	2	1	2.2	
CO3	3	3	3	3	2	3	2	1	2	1	2.3	
CO4	3	3	3	3	2	3	2	2	2	1	2.4	
CO5	3	3	3	3	2	3	2	2	2	1	2.4	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
4	24UCF43CC11	Core Course - 11: Business Laws	4	3

Course Objectives
Gain exposure on the frame work of Indian Contract Act.
Know the significant aspects of contingent contracts and special contracts.
Familiarize with Bailment and Pledge through case studies.
Assimilate various kinds of Agencies.
Acquaint with the Sale of Goods Act 1930.

UNIT I: Indian Contract Act (12 Hours)
Offer and Acceptance, Capacity of Parties, Free Consent, Essentials of a Contract, Void Agreements and Contingent Agreements, Performance and Discharge, Remedies for Breach and Quasi Contracts, Consideration and Legality of Object.

UNIT II: Special Contracts (12 Hours)
Contingent Contract- Performance and discharge of contract – Remedies for breach of contract – Quasi contract
Special Contracts: Contract of Indemnity and Guarantee – Distinction between Indemnity and Guarantee- Kinds of guarantee – Rights of Surety-Discharge of surety.

UNIT III: Bailment and Pledge (12 Hours)
Bailment and Pledge (sec 148 to 181) - Classification - Duties and rights of bailor and bailee -Finder of goods - Termination of bailment - Pledge - Differences between bailment and Pledge-Rights and duties of pawnorand pawnee –Pledge of non-owners.

UNIT IV: Law of Agency (12 Hours)
Law of Agency (Sec. 182 to 238) - Definition - Various kinds of Agencies - Agents by Estoppels - Agencyby Ratification - Rights and duties of principal and agent - Termination of Agencies.

UNIT V: Sale of Goods Act (12 Hours)
Sale of Goods Act - Difference between Sale and other Disposition of goods - Implied conditions and warranties - Transfer of property in and title to goods - Unpaid Sellers rights - Consumer Protection Act - Definitions - Central & State Consumer Protection Council – Consumer disputes redressal Forum and Commission.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning.
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Book for Study

1. Kapoor, N. D. (2018). *Elements of Mercantile Law*. Sulthan Chand & Sons.

Books for Reference

1. Kapoor, N. D. (2018). *Business Laws*. Sulthan Chand & Sons.
2. Pillai, R. S. N. & Bagavathi. (2015). *Business Law*. Prentice Hall of India.
3. Kapoor, N. D. (2018). *Elements of Company Law*. Sulthan Chand & Sons.
4. Goal, P. K. (2018). *Business Law for Managers*. Dream Tech Press.
5. Gupta, S. (2017). *Business Law in India*. Prentice Hall of India.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the provisions of business and corporate laws	K1
CO2	summarise the essentials of valid contract and corporate laws	K2
CO3	analyse the challenges of modern business in the light of the legal provisions and case laws	K3
CO4	explain and relate various legal documents connected with business and company laws	K4
CO5	compare and demonstrate the legal aspects of business to comprehend the real time business process	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	24UCF43CC11	Core Course - 11: Business Laws									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	2	3	2	1	3	2	2.3	
CO2	3	3	3	3	1	2	3	3	1	2	2.4	
CO3	2	3	3	3	3	2	2	3	2	3	2.6	
CO4	3	2	3	3	3	2	3	3	2	3	2.7	
CO5	3	3	3	3	2	3	3	2	2	2	2.6	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCF43AO02A	Allied Optional - 2: Strategic Management	4	3

Course Objectives
To understand the various the concept of strategic management
To learn the techniques to adopt business strategies and their outcomes
To comprehend the company's internal and external environment
To compare and Contrast companies' strategic strengths and weaknesses
To adopt the implications of organisational changes

UNIT I: Introduction to Strategic Management (12 Hours)

Strategic Management - Meaning and definition, Strategic Management Process – Forming Vision, Setting objectives, Crafting a Strategy, Implementation and Evaluation, Characteristics, Benefits of strategic management, Dysfunctions of strategic management.

UNIT II: Industry Analysis (12 Hours)

Industry analysis and competitive environment. The macro environment –Demographic, political, social, cultural, technological and global environment - Assessing the impact of general environment. The Micro environment – The competitive environment - The five forces of competition, new entrants, direct competition, buyers, suppliers and substitutes -Rivalry in the industry.

UNIT III: Company Analysis (12 Hours)

Evaluating company resources - Competitive capabilities – Identifying company's strengths and resource capabilities - Identifying company's weaknesses and resource deficiencies, identifying company's competencies and capabilities, identifying a company's market opportunities, identifying threat to a company's future profitability (SWOT Analysis). Strategic options for achieving cost competitiveness. The value chain - Primary and support activities.

UNIT IV: Strategy and Its Types (12 Hours)

Strategy and competitive advantage - Low-Cost Leadership strategies, differentiation Strategies and Focus strategies. Merger and acquisition -Vertical integration strategies. First-Mover advantages and disadvantages. Strategy and competitive advantage over the Life Cycle.

UNIT V: Change Management (12 Hours)

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

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
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Book for Study

1. Robert, A. P. & David, L. (2007). *Strategic Management- Building and Sustaining Competitive Advantage*. Thomas Learning Inc.

Books for Reference

1. Thompson, A. A. & Strickland, A. J. (2003). *Strategic Management - Concepts and Cases*. Tata Mcgraw Hill Co.
2. John A. Pearce, J. A. & Robinson, R. B. Jr, (2008). *Strategic Management-Strategy Formulation and Implementation*. Tata Mcgraw Hill Co.
3. Varahan & Rinky. (2014). *Strategic Management*. Himalaya publication house Pvt. Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	comprehend the objectives and scope of strategic management.	K1
CO2	inherit skills required for industry analysis	K2
CO3	acquire nuances of company analysis	K3
CO4	acquaint different forms of strategies	K4
CO5	respond to the internal and external changes with a view to retain competitive advantage	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
4	24UCF43AO02A		Allied Optional - 2: Strategic Management								4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	2	1	3	3	3	2	1	2.4	
CO2	3	3	3	2	1	3	3	2	2	1	2.3	
CO3	3	3	2	2	1	3	3	3	2	1	2.3	
CO4	3	3	2	2	1	3	3	2	2	1	2.2	
CO5	3	3	2	2	1	3	3	2	2	1	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCF43AO02B	Allied Optional - 2: Goods and Services Tax	4	3

Course Objectives
To Study historical overview of GST and Classify CGST, SGST and IGST
To review the Concepts and Rates Applicable
To Provide Knowledge about Levy of GST
To Have an in-depth knowledge about ITC and Composition of Tax in GST
To Explain the registration under GST Law

UNIT I: Introduction to GST (12 Hours)
CGST/SGST - Important terms and definitions under Central Goods and Service Tax Act, 2017 and State Goods and Service Tax Act, 2017, Basic of GST, Meaning and scope of supply, Levy and collection of tax.

UNIT II: Time and Value of Supply of Goods and / or Services (12 Hours)
CGST/ SGST - Time and Value of Supply of goods and / or services, Input Tax Credit, Transitional Provisions, Registration under CGST/SGST Act, Filing of Returns and Assessment, Payment of Tax including Payment of tax on reverse charge basis, Refund under the Act.

UNIT III: CGST/SGST (12 Hours)
CGST/SGST - Maintenance of Accounts and Records, Composition scheme, Job work and its procedure, Various Exemptions under GST, Demand and recovery under GST, Miscellaneous provisions under GST.

UNIT IV: IGST (12 Hours)
IGST – Scope of IGST, Important terms and definitions under Integrated Goods and Service Tax Act, 2017, Levy and collection of IGST, Principles for determining the place of supply and Place of supply of goods and services, Zero rated Supply.

UNIT V: Role of Customs (12 Hours)
Customs – Role of Customs in International Trade, Important Terms & definitions under the Customs Act, 1962; Assessable Value, Baggage, Bill of entry, Dutiable Goods, Duty Exporter, Foreign going vessel, Aircraft goods, Import, Import Manifest; Importer, Prohibited Goods, Shipping Bill, Store, Bill of Lading, Export Manifest, Letter of Credit, Kind of Duties- Basic, auxiliary, additional or counter veiling; basics of levy- ad valorem specific duties, Prohibition of Export and Import of Goods and Provisions regarding notified & specified goods, Import of Goods- Free Import and Restricted import, type of Import – Import of Cargo, Import of Personal Baggage, Import of Stores.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes..
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Book for Study

1. Rastogi, A. A. (2017). *Professionals guide to GST Ideation to Reality*. Lexis Nexis.

Books for Reference

1. Commercial's *GST*. Commercial law publisher (India) Pvt Ltd.
2. Datey, V. S. (2024). *GST Ready Reckoner*. Taxman Publication.
3. Koolwal, A. & Koolwal, R. (2017). *Goods and Services Tax*. Commercial Law Publisher Pvt. Ltd.
4. Patel & Chaudhary. *Indirect Taxes*. Chaudhary Publication.
5. Goel, P. (2017). *GST Ready Referencer*. Commercial Law Publisher (India) Pvt. Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	state the definitions of goods and service tax	K1
CO2	describe the provisions of GST Act 2017.	K2
CO3	prepare and group GST returns with time and place of supply	K3
CO4	assess tax liability and input tax credit under GST Act	K4
CO5	summarise the provisions for registrations	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	24UCF43AO02B	Allied Optional - 2: Goods and Services Tax									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	2	3	3	2	2	3	2.3	
CO2	2	3	2	2	3	2	2	2	2	3	2.3	
CO3	2	2	2	2	2	3	2	2	2	2	2.1	
CO4	2	2	2	2	2	2	3	2	2	3	2.2	
CO5	3	3	2	3	2	2	2	2	2	3	2.4	
Mean Overall Score											2.2 (High)	

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

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

UNIT I: Harmony with Nature (6 Hours)

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

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

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

UNIT III: Public Health (6 Hours)

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

UNIT IV: Disaster Management (6 Hours)

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

UNIT V: Counselling for Adolescents (6 Hours)

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

Books for Study

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

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

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

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

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

Book for Reference

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCF44SE03	Skill Enhancement Course - 3: Excel for Finance	2	1

Course Objectives
Understand the fundamental features and functions of Excel.
Apply models to various areas of finance, including investments.
Emphasize corporate finance and derivatives concepts.
Identify the risk that can be incorporated into the model to improve decision-making.
Learn about the benefits of financial modelling with VBA.

UNIT I: Introduction to Excel Finance (6 Hours)

Introduction to modelling - introduction to excel - math functions - statistical functions - understanding advanced features of excel database functions in excel - understanding finance functions present in excel - creating dynamic models. Goal Seek - Scenario manager - other sensitivity analysis features - building models in finance using simulation - Using the "Group and Outline" tool - scenario-based pivot tables - securities functions.

UNIT II: Financial Management using Excel (6 Hours)

Preparing common size statements directly from trial balance - forecasting financial statements - analyzing financial statements by using spreadsheet model - excel in project appraisal - determining project viability. Risk analysis in project appraisal - simulation in project appraisal - excel in valuation - determination of value drivers - discontinued cash flow valuation - risk analysis in valuation.

UNIT III: Creating Portfolio using Excel (6 Hours)

Determining efficient portfolio - creating dynamic portfolios - portfolio insurance - fixed income portfolio management using excel - excel in derivatives black and schools model in excel - Greeks in excel - real options valuation - building a mega model - Price versus Yield, & Interest Calculations.

UNIT IV: Recording and editing Macros (6 Hours)

Recording and editing macros - subroutines and functions - decision rules - message box and input box - debugging - designing advanced financial models using visual basic application user forms - Developing solution to circular reference problem - Developing sensitivity table - Developing scenario analysis - Developing simulation - actual model building.

UNIT V: Creating Financial Statements (6 Hours)

Creating Financial Statements – Ratio Analysis – Pivot Tables VLOOKUP – HLOOKUP – Liquid Ratios – Turnover Ratios – Operating Profitability Ratios. Projecting the Income Statement - Working Capital Forecast - Depreciation Forecast - Amortization Forecast - Other Long-Term Forecast - Completing the Income Statement - Shareholder's Equity Forecast - Shares Outstanding Forecast - Completing the Cash Flow Statements - Debt and Interest Forecast.

Teaching Methodology	Lecturing, PPT, Case study discussions, Practical and live Hands-on Training and flipped learning.
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Books for Study

1. Benninga, S. (2014). *Financial Modeling*. The MIT Press.
2. Oluwa, S. (2022). *Hands-On Financial Modeling with Microsoft Excel 2019*, (2nd Ed.). Packt Publishing.

Books for Reference

1. Albright, S. C. (2015). *VBA for Modelers*, (2nd Ed.). Cengage Learning India Pvt. Ltd.
2. Sengupta, C. (2004). *Financial Modeling Using Excel and VBA*. Wiley.
3. Walkenbach, J. (2004). *Excel 2003 Power Programming with VBA*. Wiley.
4. Fairhurst, D. S. (2017). *Financial Modeling in Excel*. For Dummies.

Websites and eLearning Sources

1. <https://www.bpmglobal.com/files/downloads/training/fmf/Financial%20Modelling%20Fundamentals.pdf>
2. <http://160592857366.free.fr/joe/ebooks/Corporate%20Finance/Wiley%20Advanced%20Modelling%20in%20Finance%20using%20Excel%20and%20VBA.pdf>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On Successful completion of this course, students will be able to	
CO1	familiarise with the formatting options in excel	K1
CO2	construct formulas for financial calculations.	K2
CO3	apply financial and statistical functions for solving problems in financial management.	K3
CO4	use excel functions and formulas for financial and investment data analysis.	K4
CO5	evolve models using macros for financial and investment decisions.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
4	24UCF44SE03		Skill Enhancement Course - 3: Excel for Finance					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	2	2	3	2	3	2	1	2	1	2.1
CO2	3	2	3	3	2	3	2	2	2	1	2.3
CO3	3	2	3	2	1	3	3	3	3	1	2.4
CO4	3	2	3	2	2	3	3	3	2	1	2.4
CO5	3	2	2	3	1	3	3	3	3	1	2.4
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
5	24UCF53CC12	Core Course - 12: Income Tax	5	4

Course Objectives
To understand the basic concepts & definitions under the Income Tax Act, 1961.
To compute the residential status of an assessee and the incidence of tax.
To compute income under the head salaries.
To learn the concepts of Annual value associated deductions and the calculation of income from Houseproperty.
To compute the income from Business & Profession considering its basic principles & specific disallowances.

UNIT I: Introduction of Direct Taxation (15 hours)

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

UNIT II: Income from Salary (15 hours)

Meaning, forms and Taxability of Salary and Allowances - Valuation and Taxability of Perquisites- Deductions from Salary- Deductions for individuals U/S 80- Computation of Taxable salary – Deduction U/S 16

UNIT III: Income from House Property (15 hours)

Meaning of GAV and NAV - Types of House Property - Deduction inv/s 24 - Computation of Income from House Property.

UNIT IV: Income from Business or Profession (15 hours)

Basic Principles for Computing Business Income - Specific Deductions under the act, Specific Disallowances under the Act -Computation of Income from Business or profession.

UNIT V: Capital Gains (15 hours)

Definition of Capital Gain, Exceptions - Capital Gains exempt from Income Tax - Meaning of Transfer - Cost of Acquisitions and Cost Improvement - Meaning of Long Term and Short Term Capital Gain - Computation of Capital Gain - Grossing up of Interest - Computation of Income from other Sources.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Theory 20% & Problem 80%

Book for Study

1. Singhania, V. K. & Singhania, M. (2024). *Students Guide to Income Tax*. Taxmann Publications Pvt. Ltd. (Relevant Assessment Year).

Books for Reference

1. Prasad, B. *Income Tax Law and Practice*. Wishwa Prakashan, (Latest Edition).
2. Hariharan, N. (Latest Edition). *Income Tax Law and Practice*. McGraw- Hill Management.
3. Reddy, T. S. & Reddy Y. H. P. (Latest edition). *Income Tax Law and Practice*. Margham Publications.
4. Srinivasan, T. *Income Tax Law and Practice*. Vijay Nicole Imprint Limited. (Relevant Assessment Year)

NOTE: Latest Edition of Textbooks May be used.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	outline the fundamentals of Income Tax Act, 1961 and its amendments	K1
CO2	describe the elements of capital gains and compute income from the other sources	K2
CO3	assess taxable income from salary	K3
CO4	calculate taxable income from different types of house properties	K4
CO5	determine taxable income from business and profession	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	24UCF53CC12	Core Course - 12: Income Tax									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	2	2	2	2	2	3	2	2	2	2	2.1	
CO2	2	1	2	3	2	2	3	2	2	2	2.1	
CO3	2	3	3	2	2	2	2	3	3	2	2.4	
CO4	2	2	3	2	1	2	3	2	3	2	2.2	
CO5	2	3	2	2	2	2	2	2	2	3	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCF53CC13	Core Course - 13: Human Resource Management	5	3

Course Objectives
To learn the principles of Human resource management
To explore the components of Job evaluation techniques, compensation policies and procedures
To understand the various methods of recruitment, training and development
To familiarize the factors influencing employee relations and grievance handling mechanisms
To acquaint the Employee empowerment in Indian and Global Scenario.

UNIT I: Introduction to HRM (15 Hours)

Human Resource Management an Introduction - Meaning and –Objectives of Human resource management(HRM) - scope - Functions of Human Resource Management - Qualities of HR Manager- Human resource management as a Profession - Strategic HRM- an overview-Human Resource Information System (HRIS).

UNIT II: Procurement (15 Hours)

HR- Procurement - Job Analysis-meaning and process-Job Design- Human Resource Planning (HRP) - meaning and significance-factors affecting HRP Steps in HRP process Recruitment – process and sources – Selection- phases of selection process - Placement, Orientation and Socialization.

UNIT III: Development (15 Hours)

HR –DEVELOPMENT- Career Planning- meaning and benefits-Employee Training- meaning and significance- methods of employee training - Management Development programmes.

UNIT IV: Evaluation and Compensation (15 Hours)

HR– EVALUATION AND COMPENSATION- Performance Evaluation meaning and objectives- process and methods of performance evaluation-Job Evaluation- an overview Compensation Administration- Factors Influencing Wages and Salary Administration -Components of Wage and Salary Administration- Incentives and Benefits- elements.

UNIT V: Maintenance (15 Hours)

HR – Maintenance - Employee Safety and health- Essential of an effective safety programmes- Discipline and Disciplinary Action- Employee Grievance-Human Resources Audit- Human Resources Accounting- International Human Resource Management practices – HR Practices in India. – trade unions

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flippedlearning, and LMS based online classes.
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Book for Study

1. Pravin, D. (2020). *Human Resource Management*, (2nd Ed.). Pearson Education.

Books for Reference

1. Mamoria, C. B. & Gankar, S. V. (2008). *Human Resource Management*. Himalaya Publishing House.
2. Monappa, A. & Saiyadain, M. (2001). *Personnel Management*. Mc-Graw Hill Education.
3. DeCenzo, D. A. & Robbins, S. P. (2001). *Fundamentals of Human Resource Management*. John Wiley and Sons.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	gain exposure on the principles and practices of Human resource management.	K1
CO2	understand various aspects of recruitment.	K2
CO3	assimilate various dimensions of training and development.	K3
CO4	knows significant features of Job evaluation techniques and compensation policies and procedures.	K4
CO5	be familiar with various factors influencing motivation and different mechanisms available for grievance handling.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	24UCF53CC13	Core Course - 13: Human Resource Management									5	3
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	2	3	2	2	2	2	2.1	
CO2	2	1	2	3	2	2	3	2	2	2	2.1	
CO3	2	3	3	2	2	2	2	3	3	2	2.4	
CO4	2	2	3	2	1	2	3	2	3	2	2.2	
CO5	2	3	2	2	2	2	2	2	2	3	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCF53CC14	Core Course - 14: TallyPrime	3	2

Course Objectives
To describe the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.
To classify the accounting transactions while entering in the appropriate accounting vouchers
To analyze various masters and vouchers and extract accounting and inventory reports.
To process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.
To summarize the work in the real time computerized business environment as an accountant or a store keeper.

UNIT I: Accounting Masters (9 Hours)

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

UNIT II: Inventory Masters, Purchase and Sales order processing (9 Hours)

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

UNIT III: Receivable and Payable Management, Cost Centre and Budgets (9 Hours)

Accounts Receivable and Payable Management in Tally PRIME - Maintenance of Bill wise details and activation of interest calculation in Tally PRIME- Enabling Features and Configurations- activating Billwise maintenance and Interest calculation for Ledgers - Method of adjustments in Billwise details in Recording transactions- Extracting Reports on Outstandings and Interest Calculations - Recording interest payable/receivable through credit note/debit note voucher. Maintenance of Cost Centres- Enabling Features and Configurations Creation of Cost Categories, Cost Centres and Cost Centre Class Recording Transactions with cost centre allocations. Extracting Cost Category Summary and Cost Centre Breakups - Creation of Groupwise and ledgerwise budgets-Viewing variances in Financial statements and Trial Balance Budgets : Creation of Budgets , Recording Transactions, display budgets and variance reports.

UNIT IV: GST and TDS (9 Hours)

GST in Tally PRIME - Enabling GST - Defining Tax Rates at Master and Transaction Levels - Hierarchy of applying Tax rate details Recording GST applied Transactions in Accounting Vouchers. Activation of TDS in Tally PRIME - TDS & TCS Masters - Configuring TDS and TCS at Group level and Ledger level Recording TDS related Expenses and TCS related sales in Accounting Vouchers - TDS Report - Form 26Q export to IT portal for TDS return filing.

UNIT V: Payroll, MIS Reporting and Management of Business Data (9 Hours)

Maintenance of Payroll: Creation of Payroll Masters: Employee Group-Employee-Units-Attendance/Production type-Pay heads: Payroll Statutory details- Creation of Payroll vouchers for payroll transactions: Attendance and Payroll - MIS Reporting: Balance sheet, profit & loss, trial balance,

stock summary, accounting report, inventory report, statutory report, exceptional reports, depth analysis of the MIS. - Tally Audit- Banking Reconciliation Statement. Split of Company Data Backup and Restore of Data, Transactions related to Multiple Currencies.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flippedlearning, and LMS based online classes.
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Book for Study

1. Sarthi, T. (2021). *Basic Accounting & Inventory Tally Prime Book*. Notion Press.

Books for Reference

1. Behera, S. R. (2020). *Learn Tally ERP 9*. B. K. Publication Pvt Ltd.
2. Singh, S. & Mehra, N. (2020). *Tally ERP 9 Power of simplicity*. V & S Publishers, New Delhi
3. Sarthi, T. (2020). *GST & Taxation in Tally Prime*, Notion Press.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.	K1
CO2	classify the accounting transactions while entering in the appropriate accounting vouchers	K2
CO3	analyze various masters and vouchers and extract accounting and inventory reports.	K3
CO4	process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.	K4
CO5	summarize the work in the real time computerized business environment as an accountant or a store keeper	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	24UCF53CC14	Core Course - 14: TallyPrime									3	2
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	2	2	2	2	2	2	2.0	
CO2	2	3	3	2	2	2	2	2	3	2	2.3	
CO3	2	2	2	3	3	2	2	3	2	3	2.5	
CO4	2	3	2	2	2	2	3	3	3	2	2.4	
CO5	3	3	3	2	3	2	3	2	2	3	2.5	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Course Title	Hours/week	Credits
5	24UCF53CP02	Core Practical - 2: TallyPrime	2	1

Course Objectives
To describe the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.
To classify the accounting transactions while entering in the appropriate accounting vouchers
To analyze various masters and vouchers and extract accounting and inventory reports.
To process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.
To summarize the work in the real time computerized business environment as an accountant or a store keeper.

UNIT I: Accounting Masters (6 Hours)

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

UNIT II: Inventory Masters, Purchase and Sales Order Processing (6 Hours)

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

UNIT III: Receivable and Payable Management, Cost Centre and Budgets (6 Hours)

Accounts Receivable and Payable Management in Tally PRIME - Maintenance of Bill wise details and activation of interest calculation in Tally PRIME- Enabling Features and Configurations- activating Billwise maintenance and Interest calculation for Ledgers - Method of adjustments in Billwise details in Recording transactions- Extracting Reports on Outstandings and Interest Calculations - Recording interest payable/receivable through credit note/debit note voucher. Maintenance of Cost Centres- Enabling Features and Configurations Creation of Cost Categories, Cost Centres and Cost Centre Class Recording Transactions with cost centre allocations. Extracting Cost Category Summary and Cost Centre Breakups - Creation of Groupwise and ledgerwise budgets-Viewing variances in Financial statements and Trial Balance Budgets: Creation of Budgets , Recording Transactions, display budgets and variance reports.

UNIT IV: GST and TDS (6 Hours)

GST in Tally PRIME - Enabling GST - Defining Tax Rates at Master and Transaction Levels - Hierarchy of applying Tax rate details Recording GST applied Transactions in Accounting Vouchers. Activation of TDS in Tally PRIME - TDS & TCS Masters - Configuring TDS and TCS at Group level and Ledger level Recording TDS related Expenses and TCS related sales in Accounting Vouchers - TDS Report - Form 26Q export to IT portal for TDS return filing.

UNIT V: Payroll, MIS Reporting and Management of Business Data (6 Hours)

Maintenance of Payroll: Creation of Payroll Masters: Employee Group-Employee-Units-Attendance/Production type-Pay heads: Payroll Statutory details- Creation of Payroll vouchers for

payroll transactions: Attendance and Payroll - MIS Reporting: Balance sheet, profit & loss, trial balance, stock summary, accounting report, inventory report, statutory report, exceptional reports, depth analysis of the MIS. - Tally Audit- Banking Reconciliation Statement. Split of CompanyData Backup and Restore of Data, Transactions related to Multiple Currencies.

Teaching Methodology	Lecturing, PPT, Practical and live Hands-on Training
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Book for Study

1. Sarthi, T. (2021). *Basic Accounting & Inventory Tally Prime Book*. Notion Press.

Books for Reference

1. Behera, S. R. (2020). *Learn Tally ERP 9*. B.K.Publication Pvt Ltd.
2. Singh, S. & Mehra, N. (2020). *Tally ERP 9 Power of simplicity*. V & S Publishers.
3. Sarthi, T. (2020). *GST & Taxation in Tally Prime*. Notion Press.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Level (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.	K1
CO2	classify the accounting transactions while entering in the appropriate accounting vouchers	K2
CO3	analyze various masters and vouchers and extract accounting and inventory reports.	K3
CO4	process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.	K4
CO5	summarize the work in the real time computerized business environment as an accountant or a store keeper	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	24UCF53CP02	Core Practical - 2: TallyPrime									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	2	2	2	2	2	2	2	2	2	2.0	
CO2	2	3	3	2	2	2	2	2	3	2	2.3	
CO3	2	2	2	3	3	2	2	3	2	3	2.5	
CO4	2	3	2	2	2	2	3	3	3	2	2.4	
CO5	3	3	3	2	3	2	3	2	2	3	2.5	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Course Title	Hours/week	Credits
5	24UCF53CC15	Core Course - 15: Auditing and Corporate Governance	5	4

Course Objectives
To explain the concept of audit and assurance and the functions of audit, corporate governance, including ethics and professional conduct.
To demonstrate how the auditor obtains and accepts audit engagements, obtains an understanding of the entity and its environment, assesses the risk of material misstatement, and plans an audit of financial statements.
To describe and evaluate internal controls, techniques, and audit tests, including IT systems, to identify and control risks.
To identify the work and evidence obtained by the auditor and others required to meet the objectives of audit engagements and the application of the International Standards on Auditing (ISAs).
To assess the techniques of gathering audit evidence through appropriate IT tools and prepare the auditor's report.

UNIT I: Introduction to Auditing (15 Hours)

Auditing – Meaning – Objects - Basic Principles and Techniques – Auditing and investigation - Classification of Audit - Audit Planning – Advantages and limitations of audit

UNIT II: Audit Procedures (15 Hours)

Audit Procedures: Vouching - Definition - Features - Examining vouchers - Vouching of cash book - Vouching of trading transactions - Verification and valuation of assets and liabilities: Meaning - Definition and objects - Vouching v/s verification - Verification and Valuation of different assets and liabilities

UNIT III: Internal Control (15 Hours)

Internal Control - Internal Check - Internal Audit - Definitions - Necessity - Difference between internal check and internal control - Fundamental Principles of internal check - Difference between internal check and internal audit - Relevant Auditing and Assurance Standards (AASs) - Audit committee - Auditor's Report - Contents and types - Auditors certificate.

UNIT IV: Audit of Joint Stock Companies (15 Hours)

Audit of joint stock companies - qualifications and - disqualification appointment, rotation, and removal of auditor - remuneration and expenses of an auditor' – powers, rights duties and liabilities of auditor - liabilities of an auditor under Companies Act law of agency - liability of an auditor to third parties - Qualities of an audit.

UNIT V: Special Areas of Audit (15 Hours)

Special Areas of Audit: Tax audit and Management Audit - Recent trends in auditing - EDP Auditing - definition - Need for Control - Effects of EDP Auditing - Foundations of EDP Auditing - steps in EDP Audit - International Federation of Accountants (IFAC) code of ethics for professional accountants - American Institute of Certified Public Accountants (AICPA) code of professional conduct.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Tandon, B. N. (2018). *Principles of Auditing*, S.Chand & Company.

Books for Reference

1. Geeta, R. D. & Mishra, R. K. (2020). *Corporate Governance- Theory and Practice*, ExcelBooks.
2. Tricker, B. (2020). *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press.
3. Kumar, R. & Sharma, V. (2017). *Auditing Principles and Practice*, PHI learning Pvt.Ltd.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Level (K-Level)
	On successful completion of this course, students will be able to	
CO1		K1
CO2	outline the concepts, principles and techniques of Auditing.	K2
CO3	apply the procedures involved in vouching and valuation of assets and liabilities.	K3
CO4	appraise the significant features of Auditing and Assurance standards	K4
CO5	discuss the rights, power, duties and liabilities of an auditor.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	24UCF53CC15	Core Course - 15: Auditing and Corporate Governance									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	2	2	2	2	2	3	2	2	2	2	2.1	
CO2	2	2	3	3	2	2	2	2	2	2	2.2	
CO3	2	3	3	2	2	2	2	3	3	2	2.4	
CO4	2	2	3	2	3	2	3	2	3	2	2.4	
CO5	2	3	2	2	2	2	2	2	2	3	2.2	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Course Title	Hours/week	Credits
5	24UCF53ES01A	Discipline Specific Elective - 1: Marketing Analytics and Business Excellence	5	3

Course Objectives
Understand the concept of marketing analytics
Appreciate the need for marketing analytics in decision making
Learn about statistics for marketing analytics and its application in decision making
Learn about brand and customer analytics and its application
Understand the concept of marketing mix analytics and its significance and the elements of social mediaanalytics

UNIT I: Introduction to Marketing Analytics (15 Hours)

Introduction to Marketing and Marketing Analytics - Overview of using data and types of Data - WeekSummary - Decision making - Business analytics - Descriptive - Predictive and Prescriptive Analytics;Introduction to the Marketing Process, Strategic Challenge, Marketing Strategy with Data, Using TextAnalytics, Utilizing Data to Improve Marketing Strategy, Improving the Marketing Process with Analytics

UNIT II: Statistics for Marketing Analytics (15 Hours)

Use of data in decision making-Identifying Statistical techniques, Population vs Sample, Variables/data - Different Visualization Techniques for data - Descriptive Measures Used (Central Tendency/Variability) - Distribution, Normal Di - Exploring relation between variables

UNIT III: Brand and Customer Analytics (15 Hours)

Metrics for Measuring Brand Assets, Snapple and Brand Value, Developing Brand Personality, DevelopingBrand Architecture, Brand Pyramid, Measuring Brand Value, Revenue Premium as a Measure of BrandEquity, Calculating Brand Value-Brand Positioning-Brand Image -Trafficking Image- Profiling PerceptualMapping-Customer analytics: What customer wants? Why customer wants Conjoint analysis? Customerlifetime value (CLV) -Customer churn and customer lifecycle analytics-propensity analytics- Analytics for customer segmentation and targeting Recommender system: Principles and methods- market basketanalysis: Types and algorithms RFM analysis for customer segmentation Cross sell and Upsell models-Point-of-Sale Data - How to arrive at the right pricing approach- Managing Pricing to meet top line &bottom-line goals - Pricing plans

UNIT IV Marketing Mix Analytics (15 Hours)

Marketing mix modelling Basic and emerging variables Types of marketing mix models: Above the line marketing below the line marketing- through the line marketing regression models. Advertising mix modelling Advertising analytics: Attribution, Optimisation and allocation- Benefits of advertising analytics-Tools for advertising analytics- Case studies

UNIT V Marketing and Social Media Analytics (15 Hours)

Social media analytics-Text mining and Sentiment Web analytics online traffic analytics conversion analytics-click analytics- Google analytics -Audience analytics Performance analytics Competitive analytics-influencer analytics-Sentiment Analytics-Customer service analytics-online social intelligence:Extracting signal from Noise-Case studies.; Recent Trends in Marketing Analytics

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Grigsby, P. M. (2018). *Marketing Analytics- A Practical Guide to Improving Consumer Insights Using DataTechniques*. Kogan Page.

Books for Reference

1. Winston, W. (2019). *Data analysis and Business Modelling*, (6th Ed.). Microsoft.
2. Ren, K. (2016). *Learning R Programming: Language, tools and Practical Techniques*.

PACKT Publishing Ltd.

3. Hemann, C. & Burbary, K. (2013). *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*. Que Publications.
4. Bonacchi, M. & Perego, P. (2019). *Customer Accounting: Creating Value with Customer Analytics*. Springer.
5. Jeffery, M. (2010). *Data-Driven Marketing*. Wiley.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Level (K-Level)
	On successful completion of this course, students will be able to	
CO1	identify and describe the role of various types of marketing analytics.	K1
CO2	relate 'R' language and Excel skills and tools with marketing analytics.	K2
CO3	employ analytical skills to determine the attitude and preferences of consumers	K3
CO4	analyse data for designing Marketing and Advertising mix models.	K4
CO5	examine the marketing strategies and models through social media analytics	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	24UCF53ES01A	Discipline Specific Elective - 1: Marketing Analytics and Business Excellence								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	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
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
5	24UCF53ES01B	Discipline Specific Elective - 1: Research Methodology	5	3

Course objectives
To make students understand the basics of research.
To enhance skill over various techniques of research.
To understand and apply the learned skills of research for business evaluation.
To familiarize students in understanding the ways and means of carrying social science research.
To help students to take-up research towards understanding the core aspects of business and its application towards planning and expansion.

UNIT I: Introduction (15 Hours)

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

UNIT II: Research Problem, Design and Hypothesis (15 Hours)

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

UNIT III: Sampling and Data Collection (15 Hours)

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

UNIT IV: Data Analysis (15 Hours)

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

UNIT V: Interpretation and Reporting (15 Hours)

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Kothari, C. R. & Garg, G. (2014). *Research Methodology Methods and Techniques*. New Age International.

Books for Reference

1. Wilkinson, T. S. & Bhandarkar, P. L. (1999). *Methodology and Techniques of Social Research*. Himalaya Publishing House.
2. Ranganatham, M. & Krishnaswamy, O. R. (2014). *Methodology of Research in Social*

Sciences. Himalaya Publishing House.

3. Thakur, D. (Latest Edition), *Research Methodology in Social Sciences*. Deep and Deep.

4. Jain, G. L. (Latest Edition). *Research Methodology*. Mangal Deep.

5. Sharadha, B. (2014). *Research Methodology*. Himalaya publication house Pvt.Ltd.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Level (K-Level)
	On successful completion of this course, students will be able to	
CO1	understand the basic concepts of research.	K1
CO2	be familiar with identification of Research problems and formulation of research design.	K2
CO3	comprehend the sample surveys and sampling procedures.	K3
CO4	use suitable method of primary data collection and frame questionnaire and interview schedule.	K4
CO5	apply statistical tools for analysis.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	24UCF53ES01B	Discipline Specific Elective - 1: Research Methodology									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	1	2	2	3	2	1	2	2	2.0	
CO2	3	3	3	2	2	2	3	3	2	1	2.4	
CO3	3	3	3	2	1	2	3	3	2	1	2.3	
CO4	3	3	3	2	2	3	3	3	2	1	2.5	
CO5	3	3	2	2	2	3	3	2	2	2	2.4	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
5	24UCF54SE04	Skill Enhancement Course - 4: Entrepreneurship Development	3	2

Course Objectives
To know the meaning and characteristics of entrepreneurship
To identify the various business opportunities
To understand the Process of setting up an enterprise
To gain knowledge in the aspects of legal Compliance of setting up of an enterprise
To develop an understanding of the role of MSME in economic growth

UNIT I: Entrepreneurship Concepts (9 Hours)

Entrepreneurship concepts -characteristics – Classification – Role of Entrepreneurship in economic development –Start-ups – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

UNIT II: Ideas in Entrepreneurships (9 Hours)

Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities – Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods

UNIT III: Business Plan (9 Hours)

Business Plan – Vision – Mission – Problem statement – Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility - Preparation of Project Report.

UNIT IV: National Level Institutions (9 Hours)

National level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

UNIT V: Government Policies (9 Hours)

Government Policy for SSIs - tax Incentives and Concessions – Non-tax Concessions –Rehabilitation and Investment Allowances

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes
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Book for Study

1. Kumar, S. A. (2011). *Entrepreneurship Development New Age*. International Publishers.

Books for Reference

1. Kumar, A. (2012). *Entrepreneurship*. Pearson.
2. Poornima, M. C. H. (2009). *Entrepreneurship Development –Small Business Enterprises*. Pearson.
3. Morris, O. P. M. & Kuratko, D. F. (2011). *Entrepreneurship and Innovation*. Cengage Learning.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	describe various concepts, features and kinds of entrepreneurship	K1
CO2	explain the procedures for project drafting and evaluation	K2
CO3	apply skills to tap various forms of assistances provided by the Government and its nodal agencies	K3
CO4	analyze the sources and techniques of entrepreneurial ideas	K4
CO5	evaluate the schemes of various funding agencies from entrepreneurial perspectives	K5

Relationship Matrix												
Semester	Course Code	Course Title									Hours	Credits
5	24UCF54SE04	Skill Enhancement Course - 4: Entrepreneurship Development									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	2	2	2	2	3	2	2	2	2	2.2	
CO2	2	2	3	3	2	2	3	2	2	2	2.3	
CO3	3	3	3	2	2	2	2	3	3	2	2.5	
CO4	2	2	3	2	3	2	3	2	3	2	2.4	
CO5	2	3	2	2	2	2	3	2	2	3	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23USS54SE01	Skill Enhancement Course - 5: 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 - 5: Soft Skills								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	2	2	3	2	3	2.5
CO2	2	3	3	2	3	3	2	3	2	2	2.5
CO3	2	2	3	3	2	3	3	3	2	2	2.5
Mean Overall Score										2.5 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	24UCF63CC16	Core Course - 16: Business Management	5	3

Course Objectives
To understand the basic management concepts and functions of Management
To know the various techniques of Management
To familiarize with the concepts of organisation and organisational structure
To gain knowledge about the various components of management functions
To enable the students in understanding the systems in organisation and management

UNIT I: Introduction to Business Management (15 Hours)

Introduction: Concept – nature- process- and significance of Management: Managerial roles- An overview of functional areas of management - Development of management thought; Classical and neo classical systems; Contingency approaches- Lean Management concepts

UNIT II: Planning (15 Hours)

Planning: Meaning – process - types - Decision making – meaning and process- Management by objectives; corporate planning.

UNIT III: Organizing (15 Hours)

Organizing: Meaning - nature - process- significance - Authority and responsibility relationships - Centralization and decentralization- Departmentation- Organization structure – forms and contingency factors - Matrix organisation – Concept of 5s - Coordination.

UNIT IV: Motivation (15 Hours)

Motivation: Motivating and leading people at work: Motivation – meaning; Theories – Maslow, Herzberg, McGregor, and Ouchi; Financial and nonfinancial incentives.

UNIT V: Leadership and Control (15 Hours)

Leadership and Control: Leadership – meaning and leadership styles; Servant leadership. Leadership theories (Including continuum theory); Likert's System management. Communication – nature - process - networks, and barriers-effective communication. Control- Concept and process effective control system - Techniques of control – TQM, Six Sigma, Responsibility Accounting, Kaizen, Pareto Chart, Fish-bone diagram etc.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Pagare, D. (2013). *Business Management*. Sultan Chand & Sons.

Books for Reference

1. Prasad, L. M. (2015). *Principles & Practice of Management*. Sultan Chand & Sons.
2. Peter, F. D. (2014). *Practice of Management*. Harper Collins Publishers of India Ltd.
3. Peter, F. D. (2014). *Management Challenges for the 21st Century*. Butterworth Heinemann.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	explain the basic concepts, principles and theories of management.	K1
CO2	execute the meaning, characteristics and process of management.	K2
CO3	plan and execute an event.	K3
CO4	understand the concepts, theories and process of organizing.	K4
CO5	distinguish centralization and decentralization and different types of departmentation	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	24UCF63CC16	Core Course - 16: Business 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	3	3	2	1	3	2	2	2	1	2.2	
CO2	3	3	3	2	1	3	2	2	2	1	2.2	
CO3	3	3	3	2	1	3	3	2	2	1	2.3	
CO4	3	3	3	3	1	3	3	2	2	1	2.4	
CO5	3	3	3	2	1	3	3	2	2	1	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCF63CC17	Core Course - 17: Company Law	5	4

Course Objectives
To learn the fundamentals of companies act
To understand the formation, management and company establishment affairs
To impart corporate management, control, and government regulation of corporate business
To explore the theoretical inputs on issue of shares and debentures
To know the procedure of winding up of a company.

UNIT I: Company (15 Hours)

Company - Meaning, Definition Nature, Scope and characteristics of company. Historical background of company - Kinds of companies - Merits and Demerits of Incorporation of company - Lifting the corporate veil.

UNIT II: Procedure for Incorporation of Companies (15 Hours)

Procedure for Incorporation of companies - Role of promoters, Legal Position of Promoter - Pre-incorporation contracts - Memorandum of Association - Meaning, Purpose, Contents, Ultravires and Doctrine of Ultravires - Articles of Association - Meaning Purpose, Content. Alternation, Constructive Notice.

UNIT III: Prospectus, Shares and Debentures (15 Hours)

Prospectus, Shares and Debentures - Meaning - Formalities of issue Prospectus - Misrepresentation of Prospectus - Golden Rule - Shares - Meaning, Types of Shares and Transfer of shares - Share Capital, Meaning, Kinds, Alternation, Reduction and Voting Rights - Debenture - Meaning, Types, Charge-Fixed and Floating, Crystallisation of Floating charge - Borrowing Powers - Effectiveness of unauthorized borrowings

UNIT IV: Management and Administration of Company (15 Hours)

Management and Administration of Company - Directors - Appointment, Qualifications, Types - Directors Position, Powers, Functions - Duties and Liabilities of Directors - Meetings, Kinds, Requisites of Valid Meeting - Audit and Accounting System - Legal Position of Audit

UNIT V: Amalgamation (15 Hours)

Amalgamation - Merger and Demerger of Company - Amalgamation, Compromise and Arrangement - Winding up - Meaning, Types, Procedure - Payment of Liabilities in the event of winding up - Role of Official Liquidator, Court and National Company Law Tribunal.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Kapoor, N. D. (2018). *Elements of Mercantile Law*. Sulthan Chand & Sons.

Books for Reference

1. Shukla, M. C. (Latest). *Manual of Mercantile Law*. S. Chand & Co.
2. Jayasankar, J. (Latest). *Business Law*. Margham Publications.
3. Prasanta, K. G. & Balachandran, V. (Latest). *Company Law and Practice - I & II*. Sultan Chand & Sons.

NOTE: Latest Edition of Textbooks May be used

Website and eLearning Source

1. <https://www.mca.gov.in/content/mca/global/en/home.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	explain the functions of Companies Act 2013	K1
CO2	prepare documents pertaining to establishment of company	K2
CO3	understand the activities related to share capital and issue of shares	K3
CO4	conduct of meeting and preparation of minutes	K4
CO5	learn the role of NCLT	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	24UCF63CC17	Core Course - 17: Company Law								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	3	2	2	2	3	2	1	3	2	2.3
CO2	3	3	3	3	1	2	3	3	1	2	2.4
CO3	2	3	3	3	3	2	2	3	2	3	2.6
CO4	3	2	3	3	3	2	3	3	2	3	2.7
CO5	3	3	3	3	2	3	3	2	2	2	2.6
Mean Overall Score										2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCF63CC18	Core Course - 18: Business and Professional Ethics	4	3

Course Objectives
Explore fundamentals of corporate ethics and the relationship between personal, professional, and managerial ethics.
Study ethics in HRM, including discrimination, privacy, and HRM's role in ethical organizational culture.
Assess marketing ethics, including strategy, mix, consumer rights, and research
Examine financial market ethics, financial services ethics, and financial fraud prevention.
Analyze CSR implementation models, economic benefits, and environmental and social responsibility ethics

UNIT I: Introduction to Business Ethics (12 Hours)

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

UNIT II: Human Resources Management and Ethics (12 Hours)

Ethical Issues in Human resources management- Definition- Growth of Human Resource Management –Scope of Human Resources Management- Emerging challenges of HRM-Ethical issues-Discriminations-Suppression of Democratation in work place- Privacy issues- Recruitment and selection – Performancetracking – Privacy issues of computerised Employee records- Electronic surveillance –Safety and health –Performance appraisals –Role of HRM in creating Ethical Organisation - Compensation ethics.

UNIT III: Marketing and Ethics (12 Hours)

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

UNIT IV: Finance and Ethics (12 Hours)

Ethical Issues in Finance – Introduction –Significance of Financial Management – Role of Finance Manager – Ethical Issues in financial Market - Ethical Issues in Financial Services Industry – Frauds in Banks – Measures against Bank Frauds – Frauds in the Insurance Sector – Frauds in Non-Life Insurance Sector – Ethics in auditing - Money laundering.

UNIT V: Business Ethics through CSR (12 Hours)

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Fernando, A. C. (2019). *Business Ethics - An Indian Perspective*. Pearson Education.

Books for Reference

1. *Business Ethics and Corporate Governance*, ICFAI Center for Management Research, Hyderabad, 2013.

2. Boatright, J. R. (2009). *Ethics and the conduct of Business*, Pearson Education (Singapore) Pvt. Ltd.
3. Paleri, P. (2019). *Corporate Social Responsibility: Concept, Cases and Trends*, Cengage Learning.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	recognize the accounting methods and procedures of various forms of business	K1
CO2	discuss the accounting practices of Branches and Departmental businesses	K2
CO3	prepare the financial statements of partnership firm, joint venture companies and hire purchase companies	K3
CO4	calculate Insurance claims and Royalties	K4
CO5	rectify the existing statements of accounts based on the relevant data	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	24UCF63CC18	Core Course - 18: Business and Professional Ethics									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	3	2	3	2	1	2	1	2.1	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	2	3	2	1	3	3	3	3	1	2.4	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	2	3	1	3	3	3	3	1	2.4	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCF63CC19	Core Course - 19: Investment Management	5	3

Course Objectives
To understand the basic concepts of investment management
To know the various types of Investment attributes
To learn about the risks involved in investment
To comprehend the investment alternatives
To familiarise with fundamental and technical analysis

UNIT I: Investment (15 Hours)

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

UNIT II: Investment Alternatives (15 Hours)

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

UNIT III: Fundamental Analysis (15 Hours)

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

UNIT IV: Technical Analysis (15 Hours)

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

UNIT V: Portfolio Management (15 Hours)

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Prasanna, C. (2021). *Investment Analysis and Portfolio Management*, (6th Ed.). McGraw Hill.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	examine the various investment avenues	K1
CO2	recognize the best and suitable source of investment	K2
CO3	gain ability to choose the modes of investment	K3
CO4	explain the principles of Dow Theory	K4
CO5	enter into the stock market and stock trading professional	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	24UCF63CC19	Core Course - 19: Investment Management									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	2	3	3	2	2	3	2.3	
CO2	2	3	2	2	3	2	2	2	2	3	2.3	
CO3	2	2	2	2	2	3	2	2	2	2	2.1	
CO4	2	2	2	2	2	2	3	2	2	3	2.2	
CO5	3	3	2	3	2	2	2	2	2	3	2.4	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCF63CC20	Core Course - 20: Personal Financial Management	4	2

Course Objectives
To provide the importance of personal financial planning
To make understand risk and inflation which affect investment and savings
To make them to prepare their retirement planning
To provide knowledge about insurance, credit and borrowings
To provide knowledge on various modes of investment

UNIT I: Introduction to Personal Finance (12 Hours)
Fundamentals of Personal Finance – Budget Estimation - Preparation of Cash Budget – Income and Expenditure Accounting using MS Excel

UNIT II: Financial Competencies (12 Hours)
Interest on Loan – Power of Compounding – Inflation - Time Value of Money – Risk vs. Return - Diversification

UNIT III: Loans and Credits (12 Hours)
Loans – Types of Loans – Benefits and Risks – Gold Buying Company – Nature and Functions – Deposit Accounts – Credit Scores – New categories of Banks and Business Correspondence

UNIT IV: Life Insurance and Safety of Consumers (12 Hours)
Life Insurance – Need for insurance – health insurance – different schemes and their implications – Miss Lead Selling – Sachet Portal – Banking Ombudsman Scheme – Complaint Management System (CMS) of the RBI

UNIT V: Retirement planning, Other Modes of Investment and Digital Financial Literacy (12 Hours)
Retirement planning goals – process of retirement planning – Other investment avenues – stocks, bonds, mutual funds, real estate – E-Retail Remittances – Unified Payments Interface [UPI] – UPI Apps - Dos and Don'ts for E-Banking Transactions – Dos and Don'ts for ATM Transactions – Customer Liability for Fraudulent Transactions

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Kapoor, J., Les Dlabay, L., Robert, J. H. & Hart, M. (2017). *Personal Finance*. Tata McGraw Hill Publications.

Books for Reference

1. Reddy, T.S. & Murthy, A. (2020). *Financial Accounting*. Margham Publications.
2. Gupta, R. L. & Radhaswamy, M. (2017). *Financial Accounting*. Sultan Chand & Sons.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the nature of personal finance and cash budget	K1
CO2	compute simple and compound interests	K2
CO3	examine the elements of loans and credit	K3
CO4	identify the regulations related to consumer protection	K4
CO5	evaluate the uses of digital financial services for personal financial management	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	24UCF63CC20	Core Course - 20: Personal Financial Management									4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	2	3	3	2	2	3	2.3	
CO2	2	3	2	3	3	2	2	2	2	3	2.4	
CO3	2	2	3	2	2	3	2	3	3	2	2.4	
CO4	2	3	2	3	2	2	3	2	2	3	2.4	
CO5	3	3	2	3	2	2	2	2	3	3	2.5	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	24UCF63ES02A	Discipline Specific Elective - 2: HR Analytics	5	3

Course Objectives
To get acquainted with concepts and functions of analytics from Human Resource Management perspective.
To equip with R language and Excel skills and tools needed for HR analytics.
To use analytics for analysing data relating to HR planning and recruitment.
To analyse data pertaining to talent management and Performance appraisal.
To project trends of HRM through analytics.

UNIT I: Introduction to HR Analytics (15 Hours)

Introduction to HR Analytics: Evolution of HR Analytics, HR information systems and data sources, HR Metric and HR Analytics, Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources; Analytics frameworks like LAMP, HCM:21(r)Model.

UNIT II: Diversity Analysis (15 Hours)

Diversity Analysis: Equality, diversity and inclusion, measuring diversity and inclusion, testing the impact of diversity, Workforce segmentation and search for critical job roles

UNIT III: Recruitment and Selection Analytics (15 Hours)

Recruitment and Selection Analytics: Evaluating Reliability and validity of selection models, Finding outselection bias, Predicting the performance and turnover.

UNIT IV: Performance Analysis (15 Hours)

Performance Analysis: Predicting employee performance, Training requirements, evaluating training and development, Optimizing selection and promotion decisions

UNIT V: Monitoring Impact of Interventions (15 Hours)

Monitoring impact of Interventions: Tracking impact interventions, Evaluating stress levels and value- change. Formulating evidence-based practices and responsible investment. Evaluation mediation process, moderation and interaction analysis

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Edwards, M. R. & Edwards, K. (2016). *Predictive HR Analytics: Mastering the HR Metric*. Kogan Page Publishers.

Books for Reference

1. Fitz-Enz, J. (2010). *The new HR analytics: predicting the economic value of your company's human capital investments*. Amacom.
2. Fitz-Enz, J. & John, M. (2014). *Predictive Analytics for Human Resources*. Wiley.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	identify and discuss the concepts and functions of HR Analytics from Human Resource Management perspective	K1
CO2	relate 'R' language and Excel skills and tools with HR analytics	K2
CO3	employ analytics for analyzing data relating to HR Planning and Recruitment.	K3
CO4	analyse talent management and performance appraisal data.	K4
CO5	predict the future trends of HR analytics.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	24UCF63ES02A	Discipline Specific Elective - 2: HR Analytics									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	2	2	2	3	3	2	2	3	2.3	
CO2	2	3	2	3	3	2	2	2	2	3	2.4	
CO3	2	2	3	2	2	3	2	3	3	2	2.4	
CO4	2	3	2	3	2	2	3	2	2	3	2.4	
CO5	3	3	2	3	2	2	2	2	3	3	2.5	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	24UCF63ES02B	Discipline Specific Elective - 2: Marketing Analytics	5	3

Course Objectives
Gain an overview of advances in marketing analytics.
Choose appropriate data sources and analytical tools to design a sophisticated analytical study.
Translate the output from analyses into managerial insights that is understandable to marketing managers.
Competently and confidently communicate (oral and written) research findings.
Demonstrate an ability to work in teams and determine self-direction in undertaking tasks.

UNIT I: Introduction to Marketing Analytics (15 Hours)
Decision making - Business analytics - Descriptive - Predictive and Prescriptive Analytics - Introduction to Marketing and Marketing Analytics - Overview of using data and types of Data - Week Summary

UNIT II: Fundamentals of Statistics (15 Hours)
Use of data in decision making – Identifying Statistical techniques, Population vs Sample, Variables/data - Different Visualization Techniques for data - Descriptive Measures Used (Central Tendency/Variability) - Distribution, Normal Distribution: it's Significance - Exploring relation between variables

UNIT III: Revenue Management and Pricing (15 Hours)
Point-of-Sale Data - How to arrive at the right pricing approach – Managing Pricing to meet top line & bottom-line goals - Pricing plans

UNIT IV: Consumer Decision Making and Analytics (15 Hours)
Market Segmentation using Analytics - Consumer Perception Mapping - Push v/s Pull strategies - Assortment and demand - Bundling of Products and Services

UNIT V: Customer Lifetime Value (LTV) (15 Hours)
Concept of loyalty - Customer Lifetime Concept –calculation of LTV - Net Promoter Score - About Sales - and Sales Analytics

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
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Book for Study

1. Grigsby, M. (2018). *Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques*. Kogan Page.

NOTE: Latest Edition of Textbooks May be Used

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	identify and describe the role of various types of marketing analytics.	K1
CO2	relate 'R' language and Excel skills and tools with marketing analytics.	K2
CO3	employ analytical skills to determine the attitude and preferences of consumers	K3
CO4	analyse data for designing Marketing and Advertising mix models.	K4
CO5	examine the marketing strategies and models through social media analytics	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	24UCF63ES02B	Discipline Specific Elective - 2: Marketing Analytics								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	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
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	24UCF64SE05	Skill Enhancement Course - 6: Quantitative Aptitude	2	1

Course Objectives
To help the students recall all the basic principles in all the topics
To equip the students with the short cuts and other techniques of dealing with Quantitative problem
To prepare the students to face aptitude tests in placement and other situations with confidence.

UNIT I: Averages (6 Hours)

Averages of numbers - Average of single group - addition or deletion of items - Comprising the average of two groups- Ratio and proportion: real life problems – Partnership –Profit sharing

UNIT II: Percentages (6 Hours)

Percentages- converting fractions to percentages - Converting percentages into fractions and simple problems based on percentages. Profit and Loss - Relationship between Cost price - selling price Profit - Loss and marked price.

UNIT III: Time and Work (6 Hours)

Time and work- simple problems including pipes- Time and distance- Problems on trains – Problems on Boats and streams.

UNIT IV: Simple and Compound Interest (6 Hours)

Simple and compound interest - The relation and difference between them over different periods- Depreciation-Annuity.

UNIT V: Data Interpretation (6 Hours)

Data interpretation understanding data given in a tabulated format-bar diagrams pie charts and Line graphs and interpreting the same according to requirements.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
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Book for Study

1. Aggarwal, R. S. (2015). *Quantitative Aptitude for Competitive Examinations*, (7th Ed.). S.Chand of Company Private Ltd.

Book for Reference

1. Verma, S. K. (2020). *How to Prepare for Quantitative Aptitude for CAT*, (10th Ed.). Arihant Publications.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	recall fundamental principles across various topics	K3
CO2	identify shortcuts and techniques for skillfully resolving quantitative problems.	K4
CO3	apply acquired skills confidently when tackling aptitude tests in placement and various scenarios.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	24UCF64SE05	Skill Enhancement Course - 6: Quantitative Aptitude								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	1	2	2	2	2	3	2	2	2	2	2
CO2	2	2	1	3	2	2	3	2	2	2	2.1
CO3	2	3	3	2	1	2	2	3	3	2	2.3
Mean Overall Score										2.1(Medium)	