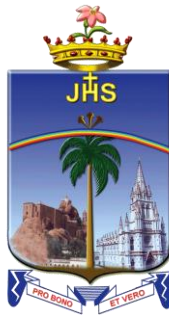


**B.Com**  
**LOCF SYLLABUS – 2021**

**SCHOOLS OF EXCELLENCE**  
**WITH CHOICE BASED CREDIT SYSTEM (CBCS)**



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

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

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

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

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

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

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

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

Human excellence in specialized areas

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

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

### **Credit system:**

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

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

## **OUTCOME-BASED EDUCATION (OBE)**

### **LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)**

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

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

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

### **Some important aspects of the Outcome Based Education**

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

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

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

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

**Programme Specific Outcomes (PSOs):**

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

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

### **Some important terminologies repeatedly used in LOCF.**

#### **Core Courses (CC)**

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

#### **Discipline Specific Elective Courses (DSE)**

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

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

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

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

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

#### **Generic Elective Courses**

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

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

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

(open to the students of other Departments)

#### **The Ability Enhancement Courses (AEC)**

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

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

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

**Skill Enhancement Courses (SECs)**

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

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

There are four courses under this category

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

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

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

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

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

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

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

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

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

**Undergraduate Programme:**

**Programme Pattern:**

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

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

Part-II : General English

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

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

Part-V: Outreach Programme (SHEPHERD).

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

**Value Education Courses:**

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

**Course Code Fixation UG**

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

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

N:- Numeral X :- Alphabet

**Part Category**

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

GE - General English

CC - Core Theory CP- Core Practical

**WS- Workshop**

**SP- Self Paced Learning**

**IS- Internship**

**FV- Field visit**

**CE- Comprehensive Examination**

**PW- Project Work& viva-voce**

**Electives Courses**

ES – Department Specific Electives

EG- Generic Electives

**Allied Courses**

AC - Allied Compulsory

AO- Allied Optional

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

**Ability Enhancement Courses**

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

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

VE - Value Education/ Social Ethics/Religious Doctrine

OR – Outreach SHEPHERD & Gender Studies (Outreach)

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

**EXAMINATION**

**Continuous Internal Assessment (CIA):**

<b>UG - Distribution of CIA Marks</b>	
<b>Passing Minimum: 40 Marks</b>	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
CIA	100

## MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective and Descriptive elements; with the existing question pattern PART-A; PART-B; PART-C and PART D.
2. One of the CIA Component II/III for UG & PG will be of 15 marks and compulsorily a online objective multiple choice question type.
3. The online CIA Component must be conducted by the Department / faculty concerned at a suitable computer centre.
4. The 7 marks of PART-A of Mid-Sem and End-Sem Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS.
5. The number of hours for the 5 marks allotted for Library Referencing/ work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses (Courses) of the Semester.
6. English Composition once a fortnight will form one of the components for UG general English

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

### Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

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

### WEIGHTAGE of K – LEVELS IN QUESTION PAPER

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

### QUESTION PATTERN FOR SEMESTER EXAMINATION

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

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

Continuous Internal Assessment

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

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

<b>SEMESTER EXAMINATION – for Quantitative Papers</b>							
<b>DURATION: 3. 00 Hours</b>				<b>Max Mark : 100</b>			
<b>K- LEVELS</b>	<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>K5</b>	<b>K6</b>	<b>Total Marks</b>
<b>SECTIONS</b>							
<b>SECTION –A</b> (One Mark, No choice) <b>Two questions from each unit</b> (10x1=10)	10						<b>10</b>
<b>SECTION-B</b> (Either/or type) (6-Marks) <b>One question from each unit</b> (5x6=30)		3	2				<b>30</b>
<b>SECTION-C</b> ( 4 out of 5) (15 Marks) <b>One question from each unit</b> (4x15=60)			1		3		<b>60</b>
<b>Total</b>	<b>10</b>	<b>18</b>	<b>27</b>		<b>45</b>		<b>100</b>

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

**Assessment pattern for two credit courses.**

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



## EVALUATION

### GRADING SYSTEM

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

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

$\text{GPA} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$	$\text{WAM (Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$
<p>Where,</p> <p style="margin-left: 40px;"> <math>C_i</math> is the Credit earned for the Course <math>i</math>  <math>G_i</math> is the Grade Point obtained by the student for the Course <math>i</math>  <math>M_i</math> is the marks obtained for the course <math>i</math> and  <math>n</math> is the number of Courses <b>Passed</b> in that semester.         </p>	

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

### CLASSIFICATION OF FINAL RESULTS:

- i) For each of the first three parts, there shall be separate classification on the basis of CGPA, as indicated in Table-2.
- ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/Excellent/Very Good/Good/Above Average/Average, the marks and the corresponding CGPA earned by the candidate in Part-III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in the all the Five parts of the Programme.
- iii) Grade in Part –IV and Part-V shall be shown separately and it shall not be taken into account for classification.
- iv) A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.
- v) Absence from an examination shall not be taken an attempt.

**Table-1: Grading of the Courses**

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

**Table-2: Final Result**

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

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

**Declaration of Result**

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

## **VISION**

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

## **MISSION**

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

## **PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

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

### **PROGRAMME OUTCOMES (POs)**

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

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

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

1. Describe and demonstrate the concepts relating to business, accounting, finance, economics, management, law and taxation through the use of ICT tools.
2. Apply and integrate finance & accounting skills, entrepreneurship & managerial skills, analytical skills leadership skills, investment skills, computing skills and digital skills for real time problem solving.
3. Analyse, Interpret and present comprehensive business, financial and accounting reports, individually and in teams.
4. Compare and contrast the conventional and contemporary business trends to develop innovative business models in sync with ethics and social responsibility.
5. Assess ethical values to appreciate and promote social harmony and environmental sustainability through holistic skills obtained.

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<b>PROGRAMME STRUCTURE</b>						
Part	Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
I	1-IV	Languages ( Tamil / Hindi/ French/ Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	I –VI	Core course: Theory	14	77	48	82
	I –VI	Core course: Practical	-	-	-	
	I-IV	Core course: Allied/(Practical)	4	21	13	
	V-VI	Discipline Specific Elective	4	20	12	
	VI	Project Work	1		2	
	V	Self-Paced Learning	1	--	2	
	V	Field study/ Industrial visit/ Case study	1		1	
	V	Internship	1	-	2	
	VI	Comprehensive Exam	1	--	2	
		II, III ,V	Extra Credit courses (MOOC)	(3)	--	(6)
IV	V,VI	Generic Elective	2	8	6	20
	I	AECC-1 Communicative English	1	--	4	
	II	AECC-2 Environmental Studies	1	2	2	
	III	SEC -1 Within Dept. (WD)	1	2	1	
	IV	SEC -2 Between Schools (BS)	1	2	1	
	V	SEC -3 Soft skill	1	2	1	
	VI	SEC -4 within school (WS)	1	2	1	
	I-IV	Value Education	4	8	4	
V	1-V	Outreach Programme/NCC	-	-	-	4
		Total		180		130(6)

B.COM								
PROGRAMME PATTERN								
Course Details						Scheme of Exams		
Sem	Part	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
I	1	21UTA11GL01	General Tamil - I	4	3	100	100	100
		21UFR11GL01	General French-I					
		21UHI11GL01	General Hindi-1					
		21USA11GL01	General Sanskrit-I					
	2	21UEN12GE01	General English-I	5	3	100	100	100
	3	21UCO13CC01	Financial Accounting-I	8	4	100	100	100
	3	21UCO13CC02	Business Organisation and Management	6	3	100	100	100
	3	21UCO13AC01	<b>Allied-1:</b> Business Economics and Environment	5	4	100	100	100
	4	21UHE14VE01	Essentials of Humanity	2	1	50	50	50
4	21UEN14AE01	<b>AECC-1:</b> Communicative English	(6)	4	100	-	100	
<b>Total</b>				<b>30</b>	<b>22</b>			
II	1	21UTA21GL02	General Tamil - II	4	3	100	100	100
		21UFR21GL02	General French-II					
		21UHI21GL02	General Hindi-II					
		21USA21GL02	General Sanskrit-II					
	2	21UEN22GE02	General English-II	5	3	100	100	100
	3	21UCO23CC03	Financial Accounting-II	5	3	100	100	100
	3	21UCO23CC04	Modern Banking	4	3	100	100	100
	3	21UCO23CC05	TallyPrime	4	2	100	100	100
	3	21UCO23AC02	<b>Allied-2:</b> Marketing Management	4	4	100	100	100
	4	21UHE24VE02	Techniques of Social Analysis: Fundamentals of Human Rights	2	1	50	50	50
4	21UHE24AE02	<b>AECC-2:</b> Environmental Studies	2	2	50	50	50	
<b>Total</b>				<b>30</b>	<b>21 (2)</b>			
III	1	21UTA31GL03	General Tamil - III	4	3	100	100	100
		21UFR31GL03	General French-III					
		21UHI31GL03	General Hindi-III					
		21USA31GL03	General Sanskrit-III					
	2	21UEN32GE03	General English-III	5	3	100	100	100
	3	21UCO33CC06	Corporate Accounting	6	4	100	100	100
	3	21UCO33CC07	Business & Corporate Laws	5	3	100	100	100
	3	21UCO33AO03A	<b>Allied Optional:</b> Elements of Mathematics	6	4	100	100	100
	3	21UCO33AO03B	<b>Allied Optional:</b> Business Mathematics					
	4	21UCO34SE01A	<b>SEC-1: (WD):</b> GST Filing	2	1	100	-	100
		21UCO34SE01B	<b>SEC-1:</b> Digital Marketing Skills					
		21UCO34SE01C	<b>SEC-1:</b> Stock Trading					
4	21UHE34VE03A	Professional Ethics-I: Social Ethics-I	2	1	50	50	50	
	21UHE34VE03B	Professional Ethics -I: Religious Doctrine-I						
<b>Total</b>				<b>30</b>	<b>19 (2)</b>			
IV	1	21UTA41GL04C	Commercial Tamil (SMS)	4	3	100	100	100
		21UFR41GL04	General French-IV					
		21UHI41GL04	General Hindi-IV					

		21USA41GL04	General Sanskrit-IV					
	2	21UEN42GE04	General English-IV	5	3	100	100	100
	3	21UCO43CC08	Financial Management	6	4	100	100	100
	3	21UCO43CC09	Financial System and Services	5	3	100	100	100
	3	21UCO43AO04A	<b>Allied Optional:</b> Elements of Statistics	6	4	100	100	100
		21UCO43AO04B	<b>Allied Optional:</b> Business Statistics					
	4	21UCO44SE02A	<b>SEC-2: (BS):</b> Personal Finance Management	2	1	100	-	100
		21UCO44SE02B	<b>SEC-2: (BS):</b> Marketing Skills					
		21UCO44SE02C	<b>SEC-2: (BS):</b> Event Planning and Management					
	4	21UHE44VE04A	Professional Ethics–II: Social Ethics - II	2	1	50	50	50
		21UHE44VE04B	Professional Ethics -II: Religious Doctrine-II					
<b>Total</b>				<b>30</b>	<b>19</b>			
V	3	21UCO53CC10	Cost Accounting	6	4	100	100	100
	3	21UCO53CC11	Auditing & Corporate Governance	4	2	100	100	100
	3	21UCO53CC12	Business Valuation and Analysis	4	2	100	100	100
	3	21UCO53ES01A	<b>DSE-1:</b> Advanced Financial Management	5	3	100	100	100
		21UCO53ES01B	<b>DSE-1:</b> Human Resource Management					
		21UCO53ES01C	<b>DSE-1:</b> Consumer Behaviour and Marketing Research					
	3	21UCO53ES02A	<b>DSE-2:</b> Financial Reporting and Analysis	5	3	100	100	100
		21UCO53ES02B	<b>DSE-2:</b> Labour Laws					
		21UCO53ES02C	<b>DSE-2:</b> Advertisement and Sales Promotion					
	3	21UCO53IS01	Internship	-	2	100	-	100
	3	21UCO53SP01A	<b>Self-Paced Learning:</b> Social Networking Services	-	2	50	50	50
		21UCO53SP01B	Innovation Management					
		21UCO53SP01C	Commerce for Competitive Examination					
	3	21UCO53FV01	Field Study   Industrial Visit   Case Study	-	1	100	-	100
	4	21USS54SE03	<b>SEC-3:</b> Soft Skills	2	1	100	-	100
4	21UCO54EG01A	<b>GE-1:</b> Computerised Accounting	4	3	100	100	100	
	21UCO54EG01B	<b>GE-1:</b> Basics of Excel						
	21UCO54EG01C	<b>GE-1:</b> Personal Investment Planning						
		Extra Credit Courses (MOOC)-3	-	(2)				
<b>Total</b>				<b>30</b>	<b>23 (2)</b>			
VI	3	21UCO63CC13	Management Accounting	7	4	100	100	100
	3	21UCO63CC14	Income Tax Law and Practice	7	4	100	100	100
	3	21UCO63ES03A	<b>DSE-3:</b> Insurance Management	5	3	100	100	100
		21UCO63ES03B	<b>DSE-3:</b> Organisational Behaviour					
		21UCO63ES03C	<b>DSE-3:</b> Retail Management					
	3	21UCO63ES04A	<b>DSE-4:</b> Financial Analytics	5	3	100	100	100
		21UCO63ES04B	<b>DSE-4:</b> HR Analytics					
		21UCO63ES04C	<b>DSE-4:</b> Marketing Analytics					
	3	21UCO63PW01	Project Work	-	2	100	100	100
3	21UCO63CE01	Comprehensive Examination	-	2	50	50	50	
		21UCO64SE04A	<b>SEC-4 (WS):</b> MSMEs	2	1	100	-	100

		21UCO64SE04B	<b>SEC-4 (WS):</b> Digital Banking					
		21UCO64SE04C	<b>SEC-4 (WS):</b> Relationship Marketing					
	4	21UCO64EG02A	<b>GE-2:</b> Rural Marketing	4	3	100	100	100
		21UCO64EG02B	<b>GE-2:</b> Entrepreneurship Development					
		21UCO64EG02C	<b>GE-2:</b> Digital Marketing					
<b>Total</b>				<b>30</b>	<b>22</b>			
	5	21UCW65OR01	Outreach Programme (SHEPHERD)		4			
<b>Total (for three years)</b>				<b>180</b>	<b>130 (6)</b>			

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



<b>SEC-2:BETWEEN SCHOOL 4<sup>th</sup> Semester</b>							
<b>Between schools (BS)- Offered to students of other schools (Except the school offering the course)</b>							
Course Details					Scheme of Exams		
Offering Department	Course Code	Course Title	Hr	Cr	CIA	SE	Final
<b>SBS</b>							
Botany	21UBO44SE02	Mushroom Technology	2	1	100	-	100
<b>SCS</b>							
Computer Science	21UCS44SE02	Data Analysis Using Spreadsheet	2	1	100	-	100
Mathematics	21UMA44SE02	Numerical Ability	2	1	100	-	100
Statistics	21UST44SE02	Quantitative Methods	2	1	100	-	100
Information Technology	21UBC44SE02	Digital Artwork	2	1	100	-	100
<b>SLAC</b>							
English	21UEN44SE02	English for Competitive Examinations	2	1	100	-	100
History	21UHS44SE02	Historical Monuments in Tiruchirappalli	2	1	100	-	100
Tamil	21UTA44SE02A	மேடைப் பேச்சுக்கலை	2	1	100	-	100
Tamil	21UTA44SE02B	திரைப்படத் திறனாய்வும் குறும்பட உருவாக்கம்	2	1	100	-	100
<b>SMS</b>							
Commerce	21UCO44SE02A	Personal Finance Management	2	1	100	-	100
Commerce	21UCO44SE02B	Marketing Skills	2	1	100	-	100
Commerce	21UCO44SE02C	Event Planning and Management	2	1	100	-	100
Economics	21UEC44SE02	Financial Economics	2	1	100	-	100
BBA	21UBU44SE02A	Entrepreneurial Skills Enhancement	2	1	100	-	100
BBA	21UBU44SE02B	Practical Stock Trading	2	1	100	-	100
CommerceCA	21UCC44SE02	Practical Banking in India	2	1	100	-	100
<b>SPS</b>							
Chemistry	21UCH44SE02A	Health Chemistry	2	1	100	-	100
Chemistry	21UCH44SE02B	Industrial Chemistry	2	1	100	-	100
Physics	21UPH44SE02A	Weather Physics	2	1	100	-	100
Physics	21UPH44SE02B	Electrical Wiring	2	1	100	-	100
Electronics	21UEL44SE02	PC Assembling and Servicing	2	1	100	-	100

<b>GENERIC ELECTIVE -1: 5<sup>th</sup> Semester</b>							
<b>Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments)</b>							
<b>Course Details</b>					<b>Scheme of Exams</b>		
<b>Offering Department</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Hrs</b>	<b>Cr</b>	<b>CIA</b>	<b>SE</b>	<b>Final</b>
<b>SBS</b>							
Botany	21UBO54EG01	Landscape Designing	4	3	100	100	100
<b>SCS</b>							
Computer Science	21UCS54EG01	Ethical Hacking	4	3	100	100	100
Mathematics	21UMA54EG01	Mathematics for Competitive Examinations	4	3	100	100	100
Statistics	21UST54EG01	Actuarial Statistics	4	3	100	100	100
Information Technology	21UBC54EG01	Fundamentals Of Data Science	4	3	100	100	100
<b>SLAC</b>							
English	21UEN54EG01	Film Studies	4	3	100	100	100
History	21UHS54EG01	Tamil Heritage and Culture	4	3	100	100	100
Tamil	21UTA54EG01	தமிழிலயக்கத்தில் மனித உரிமைகள்	4	3	100	100	100
<b>SMS</b>							
Commerce	21UCO54EG01A	Computerised Accounting	4	3	100	100	100
Commerce	21UCO54EG01B	Basics of Excel	4	3	100	100	100
Commerce	21UCO54EG01C	Personal Investment Planning	4	3	100	100	100
Economics	21UEC54EG01	Principles of Economics	4	3	100	100	100
Commerce CA	21UCC54EG01	E-commerce and E Business Management	4	3	100	100	100
BBA	21UBU54EG01A	Global Supply Chain Management	4	3	100	100	100
BBA	21UBU54EG01B	Start – Ups and Small Business Management	4	3	100	100	100
<b>SPS</b>							
Chemistry	21UCH54EG01A	Chemistry for Competitive Examinations	4	3	100	100	100
Chemistry	21UCH54EG01B	Everyday Chemistry	4	3	100	100	100
Physics	21UPH54EG01A	Everyday Physics	4	3	100	100	100
Physics	21UPH54EG01B	Renewable Energy Physics	4	3	100	100	100
Electronics	21UEL54EG01A	Everyday Electronics	4	3	100	100	100
Electronics	21UEL54EG01B	Wireless Communication	4	3	100	100	100

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

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

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

**அலகு - 1**

(12 மணிநேரம்)

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

**அலகு - 2**

(12 மணிநேரம்)

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

**அலகு - 3**

(12 மணிநேரம்)

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

**அலகு - 4 : அரசியல் கவிதைகள்**

(12 மணிநேரம்)

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

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

**அலகு - 5 அயலகக் கவிதைகள்**

(12 மணிநேரம்)

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

**பாட நூல்கள்**

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

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

Semester	Course code	Title of the Course									Hours	Credits
I	21UTA11GL01	General Tamil - I									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	3	3	3	2	3	2	2.3	
CO-2	2	1	2	2	2	3	2	2	2	2	2.0	
CO-3	2	1	2	2	3	3	3	2	3	2	2.3	
CO-4	1	2	1	2	2	3	2	2	3	2	2.0	
CO-5	1	1	2	2	3	3	3	2	3	2	2.2	
<b>Mean overall Score</b>											<b>2.16 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UFR11GL01	FRENCH – I	4	3

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall and spell the alphabets, numbers, colours, days of the week and months in French.	K1
CO–2	compare the definite and indefinite articles and its usages.	K2
CO–3	construct simple phrases by using ‘er’ verbs in present tense.	K3
CO–4	make use of correct terminology and introduce oneself in French.	K3
CO–5	distinguish between affirmative and negative phrases and take part in role play - conversation.	K4

**Unit – I (12 hours)**

TITRE: BONJOUR CA VA ?

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

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

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

PRODUCTION ECRITE : Les formules de politesse

**Unit – II (12 hours)**

TITRE: SALUT ! JE M’APPELLE AGNES

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

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

PRODUCTION ORALE : Comprendre des informations essentielles

PRODUCTION ECRITE : Présentez –vous

**Unit - III (12 hours)**

TITRE: QUI EST-CE ?

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

LEXIQUE : Demander et répondre poliment, les professions

PRODUCTION ORALE : Parler de ses projets

PRODUCTION ECRITE : Ecrire de brefs messages

**Unit - IV (12 hours)**

TITRE: DANS MON SAC, J’AI ?

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

LEXIQUE : Demander des informations personnelles, Quelques objets, la fiche d’identité, les

nombre à partir de 70

PRODUCTION ORALE : Comprendre un message sur un répondeur téléphonique

PRODUCTION ECRITE : Remplir une fiche d'identité

**Unit - V**

**(12 hours)**

TITRE:IL EST COMMENT? / ALLO?

GRAMMAIRE : les adverbes interrogatifs, les prépositions de lieu, les verbes du deuxième groupe, le verbe faire

LEXIQUE : Parler au téléphone, décrire quelqu'un, l'aspect physique, le caractère

PRODUCTION ORALE : Un jeu de rôle – la conversation téléphonique

PRODUCTION ECRITE : Décrivez votre aspect physique et votre caractère en quelques lignes

**Book for Study**

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

**Books for Reference**

1. J.Girardet and J.Pecheur, *Echo AI*, CLE International, 2<sup>e</sup>edition, 2017
2. Régine Mérieux and Yves Loiseau, *Latitudes AI*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

**Web Resources**

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

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

Semester	Course code	Title of the Course									Hours	Credits
I	21UFR11GL01	FRENCH – I									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	1	2	3	2	3	2	1	2	3	2.2	
CO-2	3	3	3	2	2	2	1	2	2	3	2.3	
CO-3	3	1	2	3	2	3	2	1	2	2	2.1	
CO-4	2	2	3	2	1	3	2	1	2	3	2.1	
CO-5	3	2	3	2	2	3	2	2	3	2	2.4	
<b>Mean overall Score</b>											<b>2.22 (High)</b>	

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

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

**Unit - I (12 Hours)**

Dr. Abdul Kalam

Ling

Kabir Ke Dohe

Baathcheeth - Aspathal mein

Adhikal - Namakarn

**Unit - II (12 Hours)**

Vachan Badaliye

Thulasi ke Dohe

Adhikal - Samajik Paristhithiyam

Moun Hee Mantra Hai

**Unit - III (12 Hours)**

Sangya

Soordas ke Pad

Baathcheeth - Hotel mein

Adhikal - Sahithyik Paristhithiyam

**Unit - IV (12 Hours)**

Sarvanam

Rahim ke Dohe

Baathcheeth - Kaksha mein

Adhikal - Salient Features, Main Divisions



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

Anuvad - 1

Visheshan

Bihari - Dohe

Bathcheeth - Kariyalay mein

Adhikal - Visheshathayem

**Books for Study**

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

**Books for Reference**

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

**Web Resources**

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

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

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

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

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

**Unit - I** (12 Hours)

Samyakthakshatra pada paricaya

**Unit - II** (12 Hours)

Vartmanakala prayogaha

**Unit - III** (12 Hours)

Samskruta varathanakalaha

**Unit - IV** (12 Hours)

Shadha priyoghaa aakaarnta ikaraantha ukarantha

**Unit - V** (12 Hours)

Subhashitani manoharani Dasaslokani

### Book for Study

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

### Books for Reference

1. Kulapathy , K.M.,Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg  
Mumbai – 4000 007 2018

2. R.S.Vadhar & Sons , Book – Sellers and publishers , Kalpathi.Palgahat 678003, Kerala South India , Shabdha Manjari 2019
3. Balasubramaniam R, Samskrita Akshatra Siksha , Vangals Publications, 14<sup>th</sup> Main road JP Nagar , Bangalore – 78

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

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

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

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

### Unit-I

(15 Hours)

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

### Unit-II

(15 Hours)

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

### Unit-III

(15 Hours)

22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds

- 27. Indefinite Articles
- 28. Un/Countable Practice
- 29. Match the Visual
- 30. Letter Spell-Check
- 31. Drafting a Letter

**Unit-IV**

**(15 Hours)**

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

**Unit-V**

**(15 Hours)**

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

**Book for Study**

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

**Books for Reference**

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

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

#### Web Resources

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCO13CC01	CORE-01: FINANCIAL ACCOUNTING – 1	8	4

CO No	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to;	
CO-1	explain accounting concepts, conventions, principles and standards.	K1
CO-2	calculate interest using average due date.	K2
CO-3	prepare financial statements for trading and non-trading concerns under single entry and double entry system.	K3
CO-4	calculate depreciation under various methods.	K4
CO-5	detect the reasons for differences in the balances of Cash book & pass book and reconcile them.	K5

**Unit – I (24 Hours)**

Meaning and Scope of Accounting - Branches of Accounting – Objectives of Accounting - Accounting Concepts and Equations - Brief outline on Accounting Standards – Classification of Capital and Revenue items - Preparation of Final Accounts - Manufacturing Accounts - Trading Accounts - Profit & Loss Accounts - Balance Sheet – simple Adjustment Entries

**Unit – II (24 Hours)**

Bills of exchange - Account Current - Average due date - Bank Reconciliation Statement - Favourable and unfavourable balances.

**Unit – III (24 Hours)**

Accounts of Non -Trading Institutions - Receipt & Payments account – Income & Expenditure Account.

**Unit – IV (24 Hours)**

Single Entry System - Difference between single entry and double entry system of accounting, Ascertainment of profit, Net worth method- Conversion method

**Unit – V (24 Hours)**

Depreciation - Meaning – Causes – Difference among Depreciation, Amortization and Depletion - Concept of Depreciation -Methods of providing Depreciation as per Accounting Standards 6 (WDV& SLM) - shifting of method with & without retrospective effect

**Book for Study**

R.L. Gupta & M. Radhaswamy, “Financial Accounting”, Sultan Chand & Sons, New Delhi, 2017

### Books for Reference

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

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

Semester	Course code	Title of the Course									Hours	Credits
I	21UCO13CC01	CORE-01: FINANCIAL ACCOUNTING-1									8	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	3	2	2	2	2	2	2	2.2	
CO-2	3	2	2	2	2	2	3	2	3	3	2.4	
CO-3	2	3	2	3	2	3	2	3	3	3	2.6	
CO-4	2	2	2	1	2	2	2	1	2	2	1.8	
CO-5	3	2	3	3	1	3	1	3	2	1	2.2	
Mean overall Score											2.2 (High)	



Semester	Course Code	Title of the Course	Hours	Credits
I	21UCO13CC02	<b>CORE-02: BUSINESS ORGANISATION AND MANAGEMENT</b>	6	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts of business, management and their features.	K1
CO-2	discuss the forms of business organization.	K2
CO-3	interpret the functional areas of business organisation and management.	K3
CO-4	analyze the processes involved in decision making and organizing.	K4
CO-5	explain the traditional and modern theories of business management.	K4

**Unit - I (18 Hours)**

Introduction to Business -Definition of Business – Objectives of modern business – Essential Characteristics of Business – Business Vs Profession – Qualities of a Successful businessman – Promotion of a Business Enterprise - Stages in promotion - problems in promotion of business.

**Unit - II (18 Hours)**

Forms of Business Organisation – Sole Trader – Partnership – Joint Stock Companies – Public Utilities – Public Enterprises – The Co-operative Organization – LLP and One person Company.

**Unit - III (18 Hours)**

Introduction to Management - Nature- process and significance of Management, Managerial roles - Functions and functional areas of management. Major Theories of Management: Scientific Management (F. W. Taylor), Administrative Management (Henri Fayol), Behavioural Theory (Elton Mayo) Planning: Meaning – process - types and importance of planning.

**Unit - IV (18 Hours)**

Decision making – meaning and process - Management by Objectives (MBO); Management by Exception (MBE) Organizing: Meaning - nature – process - significance - Authority and responsibility relationships - Centralization and decentralization.

**Unit - V (18 Hours)**

Directing - Principles and Techniques Controlling: Process and Methods - Coordination: Concept, Techniques, and Barriers.

**Note: Every unit will be discussed with relevant case studies.**

**Books for Study**

1. Bhushan YK, *Fundamentals of Business Organisation and Management*, Sultan Chand and Sons, New Delhi, 2018.
2. Pravin Durai, *Principles of Management*, Pearson Education, New Delhi, 2019.

**Books for Reference**

1. MC Shukla, *Business Organization and Management*, S.Chand and Company Limited, New Delhi, 2016.
2. Dinkar Pagare, *Business Management*, Sultan Chand & Sons, New Delhi, 2017.
3. Tapash Ranjan Saha, *Business Organization*, Tata McGraw-Hill, New Delhi, 2017.
4. Prasad LM, *Principles & Practice of Management*, Sultan Chand& Sons New Delhi, 2017.
5. Drucker Peter F, *Practice of Management*, Harper CollinsPublishers of India Ltd., New Delhi, 2017.

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

Semester	Course code	Title of the Course									Hours	Credits
I	21UCO13CC02	CORE-02: BUSINESS ORGANISATION AND MANAGEMENT									6	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	3	3	3	3	3	2	2	1	2.5	
CO-2	3	3	2	2	2	3	2	2	2	1	2.3	
CO-3	3	3	3	2	2	2	2	2	2	2	2.3	
CO-4	2	3	3	3	3	2	3	2	3	2	2.6	
CO-5	2	2	2	2	2	3	2	2	3	2	2.2	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCO13AC01	<b>ALLIED-1: BUSINESS ECONOMICS AND ENVIRONMENT</b>	5	4

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	recognise various economic theories, concepts and their contribution to managerial functions.	K1
CO-2	explain inflation and international business environment.	K2
CO-3	interpret economic environment, policies and reforms.	K3
CO-4	differentiate exiting market structure and their pricing strategies.	K4
CO-5	compare Income and consumer demand.	K4

**Unit - I (18 Hours)**

Business Economics: Meaning – Definition - Scope and Nature – Concepts applied in Business Economics - Contribution of Economics to managerial functions - Micro and Macro economics applied to business environment Role and responsibilities of business economists. The Economic System: Capitalism & Mixed Economic System.

**Unit - II (18 Hours)**

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

**Unit - III (18 Hours)**

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

**Unit - IV (18 Hours)**

Economic Environment to Business: Significance and elements of economic environment; Economic System and Business environment; Economic Planning in India; Government Policies Industrial Policies fiscal Policy, Monetary policy, EXIM Policy–Economic reforms, liberalization and structural adjustment programmes.

**Unit - V****(18 Hours)**

Inflation and International Environment: Inflation - Business Cycle – Balance of Trade and Balance of Payment – Multinational Corporations [MNCs] – Foreign collaborations and Indian business – NRIs and corporate sector, International economic institutions, WTO, World Bank, IMF, Foreign Trade Policy, Demonetization and its impact in India – Technological Environment in India.

**Book for Study**

Sundaram KPM & Sundaram, *Business Economics*, Sultan Chand & Sons, New Delhi, 2017.

**Books for Reference**

1. Shankaran, *Business Economics*, Margham Publications, Chennai, 2018.
2. Drivedi DN, *Managerial Economics*, Vikas Publishing House Pvt Ltd, New Delhi, 2016.
3. Cherunilam, Francis, *Business Environment*, Himalaya Publishing House, New Delhi, 2018.

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

Semester	Course code	Title of the Course									Hours	Credits
I	21UCO13AC01	ALLIED-1: BUSINESS ECONOMICS AND ENVIRONMENT									5	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	2	3	2	1	2	2.0	
CO-2	2	2	2	2	3	3	2	2	1	2	2.1	
CO-3	2	2	3	2	2	2	2	3	2	3	2.3	
CO-4	2	3	2	2	3	2	3	2	1	3	2.3	
CO-5	3	3	2	3	3	3	3	2	1	3	2.6	
Mean overall Score											2.2 (High)	

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

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

**Unit-I Principles of Value Education (6 Hours)**

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

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

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

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

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

**Unit-IV Responsible Parenthood (6 Hours)**

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

**Unit-V Gender Equality and Empowerment (6 Hours)**

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

**Books for Study**

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

**Books for Reference**

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

**Web Sources:**

<http://livingvalues.net>. Accessed 05 Mar. 2021.

<https://www.apa.org/topics/personality#>. Accessed 05 Mar. 2021.

<https://www.peacecorps.gov/educators/resources/global-issues-gender-equality-and-womens-empowerment/>. Accessed 05 Mar. 2021.

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

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

**அலகு - 1**

(12 மணிநேரம்)

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

**அலகு - 2**

(12 மணிநேரம்)

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

**அலகு - 3**

(12 மணிநேரம்)

- நாலாயிர திவ்வியப் பிரபந்தம்- அமலானாதிபிரான் (10 பாடல்கள்)  
- பெருமாள் திருமொழி (11 பாடல்கள்)  
கம்பராமாயணம் - கைகேயி சூழ்வினைப்படலம்  
உரைநடை - 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

**அலகு - 4**

(12 மணிநேரம்)

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

**அலகு - 5**

(12 மணிநேரம்)

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

**பாடநூல்கள்:**

1. பொதுத்தமிழ் - செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி. திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017
3. நற்றமிழ்க் கோவை (கட்டுரைத் தொகுப்பு). தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021

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

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

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

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

**Unit - I (12 hours)**

TITRE:LES LOISIRS

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

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

PRODUCTION ORALE : parler sur votre passe-temps

PRODUCTION ECRITE : décrire sa journée

**Unit -II (12 hours)**

TITRE:LA ROUTINE

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

LEXIQUE : exprimer ses goûts et ses préférences, le temps, l’heure, la fréquence

PRODUCTION ORALE : savoir comment dire l’heure

PRODUCTION ECRITE : écrire vos préférences en quelques lignes

**Unit - III (12 hours)**

TITRE:OU FAIRE SES COURSES?

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

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

PRODUCTION ORALE : faire des courses pour une soirée

PRODUCTION ECRITE : écrire un message en acceptant l’invitation

**Unit - IV (12 hours)**

TITRE:DECOUVREZ ET DEGUSTEZ

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

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

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

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



**Unit - V****(12 hours)**

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

GRAMMAIRE : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé composé, les verbes en –yer, voir et sortir

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

PRODUCTION ORALE : décrire une tenue

PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

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

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

**Web Resources**

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

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

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

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

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

**Unit - I (12 Hours)**

Kafan  
Letter Writing - Chutti Patra  
Bakthikal - Namakarn  
Sarkari kariyalayom ka naam

**Unit - II (12 Hours)**

Baathcheeth - Dookan mein  
kriya  
Letter Writing - Rishthedarom ko patra  
Bakthikal - Samajik Paristhithiyam

**Unit - III (12 Hours)**

Vah Thodthi patthar  
Adverb  
Letter Writing - Naukari keliye Avedan Patra  
Bakthikal - Sahithiyik Paristhithiyam

**Unit - IV (12 Hours)**

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

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

Anuvad - 2

Sandhi

Letter writing - Nagarpalika ko Patra

Bakthikal - Visheshathayem

**Books for Study**

1. Viswanath Tripaty, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi, 2018.

**Unit-I** Chapter 1

2. M.kamathaprasad Gupt, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.

**Unit-II, III and IV** Chapter 2

3. Dr.Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.

**Unit-V** Chapter 4**Books for Reference**

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

**Web Resources**

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

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

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

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

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

**Unit - I** (12 Hours)

Asmath usmath tat kim (MFN)

**Unit - II** (12 Hours)

Sandhi Niyamaaha Abuyaasha (Guna , Visarga , Dirgha , Vrddhi)

**Unit - III** (12 Hours)

Lang lakaaraha Kriyapadaani

**Unit - IV** (12 Hours)

Raguvamsaha Pratama sargaha (1 –15)

**Unit - V** (12 Hours)

Suvachana Prayogha

### Book for Study

SARALASAMKRITHAM SIKSHA, 2020 , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

### Books for Reference

1. Paindrapuram Ashram , Srirangam – 620006 Gopalavimshanthi 2019
2. R.S.Vadhyar & Sons book Kulapthy , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

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

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

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

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

### Unit-I

(15 Hours)

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

### Unit –II

(15 Hours)

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

**Unit-III****(15 Hours)**

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

**Unit-IV****(15 Hours)**

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

**Unit-V****(15 Hours)**

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

**Book for Study**

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

### Books for Reference

1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: CreateSpace, 2017.
2. Aspinal, Tricia. *Test Your Listening*. London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004'
4. Fitikides, T.J. *Common Mistakes in English* (6<sup>th</sup> ed.). London: Longman, 2002
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3<sup>rd</sup> ed.). Oxford: How to Books, 2007.

### Web Resources

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

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

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



Semester	Course Code	Title of the Course	Hours	Credits
II	21UCO23CC03	<b>CORE-03: FINANCIAL ACCOUNTING- II</b>	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	recognize the accounting methods and procedures of various forms of business.	K1
CO-2	discuss the accounting practices of Branches and Departmental businesses.	K2
CO-3	prepare the financial statements of partnership firm, joint venture companies and hire purchase companies.	K3
CO-4	calculate Insurance claims and Royalties.	K4
CO-5	rectify the existing statements of accounts based on the relevant data.	K4

**Unit – I (15 Hours)**

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

**Unit – II (15 Hours)**

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

**Unit – III (15 Hours)**

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

**Unit – IV (15 Hours)**

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

**Unit – V (15 Hours)**

Insurance - types of insurance policies available to an entity – Keyman insurance policy – Fidelity guarantee policy (theories only) Fire insurance Claims - Loss of stock policy

(Problems) & Loss of Profit policy (Problems) - Royalties - Lease and Sublease - Entries in the books of Lessor and Lessee.

### Book for Study

R.L. Gupta & M. Radhaswamy, *Financial Accounting*, Sultan Chand & Sons, New Delhi, 2018

### Books for Reference

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

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

Semester	Course code	Title of the Course									Hours	Credits
II	21UCO23CC03	CORE-03: FINANCIAL ACCOUNTING-II									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	1	3	3	3	3	1	2.4	
CO-2	3	3	2	2	1	3	3	3	2	1	2.3	
CO-3	3	3	3	3	2	3	3	3	2	1	2.6	
CO-4	3	3	3	2	1	3	3	3	2	1	2.4	
CO-5	3	3	3	2	1	3	3	2	2	1	2.3	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCO23CC04	<b>CORE-04: MODERN BANKING</b>	4	3

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the concepts and explain the types and roles of banks.	K1 & K2
CO–2	discuss the relationship between banker and customer and the real process of different bank accounts.	K2
CO–3	identify the features of negotiable instruments and processing of loans.	K3
CO–4	illustrate the E-banking features and digital payment systems.	K4
CO–5	compare contemporary and innovative models of e-banking systems.	K4

**Unit – I (12 Hours)**

Meaning, Definition of bank and banking - significance, Evolution of Banking - Banking system in India: Central Bank of India - Commercial Banks - Indigenous bankers - Women bank - Payments bank - Small Finance banks - Regional Rural Banks - Foreign banks - Private sector banks - Development banks: Industrial and Agriculture development Banks – Banking sector reforms - Post reforms Position - Impact of reforms.

**Unit – II (12 Hours)**

Banker – customer relationship - General and special relationship – KYC - Rights of a banker - Obligations of a banker - Types of customers - Types of deposits - Procedure for opening a bank account - Procedure for closing a bank account - Banking Ombudsman.

**Unit – III (12 Hours)**

Negotiable Instrument Act – Features of NI-Types – Classifications - Special parties to Negotiable Instruments - Negotiation Vs Assignment. Cheque – Definition – Features - Cheques Vs Demand draft - Banker’s cheque - Outsourcing of banking process: Loan assessment CIBIL – Recovery - Cheque Clearing.

**Unit – IV (12 Hours)**

Traditional banking vs e-banking, Electronic Delivery channels - Debit and Credit cards - Smart Card – ATM - Types of ATM: White label, Brown label, Green label, Orange label, Pink label ATM - Facets of e-banking – E - banking transactions - Truncated cheque and electronic cheque - Mobile banking - Electronic Fund Transfer: Interbank funds Transfer Processor (IFTP), Immediate payment service (IMPS) – National Electronic Fund Transfer (NEFT) and Real Time Gross Settlement (RTGS) – Difference between IMPS, RTGS, NEFT. UPI and Mobile Wallets. Virtual currency - Crypto currency - Bit coin.

**Unit – V****(12 Hours)**

Models of e-banking - Complete centralised solution (Core Banking) - Cluster approach – High - tech bank and within bank - Advantages of e-banking, Constraints in e-banking - Security measures to prevent fraudulent activities.

*Note: Skills to be tested through Mini Projects (Account opening, Filling of various forms)*

**Book for Study**

E.Gordon & K.Natrajan, *Banking Theory Law and practice*, 27<sup>th</sup> Edition, Himalaya Publishing House, Mumbai, 2019.

**Books for Reference**

1. Tandon M.L- *Banking Law and Practice in India*- India Book House, New Delhi, 2019.
2. Agarwal, O.P, ‘*Modern Banking of India*’, Himalaya Publications, Mumbai, 2019.
3. Varshney P.N, S.LGupta& T.D. Malhotra – ‘*Principals of Banking*’ S. Chand & Sons Publishers, New Delhi, 2018.

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

Semester	Course code	Title of the Course									Hours	Credits
II	21UCO23CC04	CORE-04: MODERN BANKING									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	3	3	2	3	3	2	2.7	
CO-2	3	3	3	2	2	3	3	3	2	2	2.6	
CO-3	3	3	3	3	2	3	3	2	3	3	2.8	
CO-4	3	3	2	3	2	3	3	2	2	2	2.5	
CO-5	3	3	3	2	2	3	3	3	2	3	2.7	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCO23CC05	CORE-05: TALLYPRIME	4 (2+2)	2

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe the concepts of accounting and tally.	K1
CO–2	discuss the uses of TallyPrime to maintain records in Accounts and Inventory mode.	K2
CO–3	apply tools in TallyPrime for receivable and payable management.	K3
CO–4	figure out payroll and cost centre models for business organisations.	K4
CO–5	formulate models for GST and TDS using TallyPrime.	K5

**Unit – I (12 Hours)**

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

**Unit – II (12 Hours)**

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

**Unit – III (12 Hours)**

Maintenance of Accounts with Inventory: Inventory Features:-Inventory Masters: Creation of Units of measure, Stock Group, Stock Category, Stock Item with or without opening balances. Maintenance of Multiple Godowns: Creation of Godowns - Multiple Price Levels - Batch - wise Details - Creation of Goods related Accounting vouchers with Inventory and Godowns – Inventory Vouchers: Stock Journal, Physical Stock Journal, Receipt Note, Delivery Note, Rejection in and Rejection out Recording internal transfer of goods using

stock journal - recording stock after physical verification - Purchase orders and Sales orders processing - Recording Transactions using Orders, Accounting and Inventory vouchers - Extraction of Inventory Reports.

**Unit – IV (12 Hours)**

Maintenance of Payroll: Creation of Payroll Masters: Employee Group – Employee – Units - Attendance/Production type - Pay heads: Payroll Statutory details - Creation of Payroll vouchers for payroll transactions: Attendance and Payroll - Activation of TDS in TallyPrime - TDS & TCS Masters - Configuring TDS and TCS at Group level and Ledger level – Recording TDS related Expenses and TCS related sales in Accounting Vouchers - TDS Report - Form 26Q export to IT portal for TDS return filing.

**Unit – V (12 Hours)**

GST in TallyPrime - Enabling GST - Defining Tax Rates at Master and Transaction Levels - Hierarchy of applying Tax rate details – Recording GST applied Transactions in Accounting Vouchers - Tally Audit - Banking Reconciliation Statement. Split of Company Data – Backup and Restore of Data. Transactions related to Multiple Currencies.

**Book for Study**

Tax Sarthi, *Basic Accounting & Inventory TallyPrime Book*, Notion Press, Chennai, 2020.

**Books for Reference**

1. Soumya Ranjan Behera, *Learn Tally ERP 9*, B.K. Publication Pvt Ltd, Bhubaneswar 2020.
2. Shraddha Singh and Navneet Mehra, *Tally ERP 9 – Power of simplicity*, V & S Publishers, New Delhi 2020.
3. Tax Sarthi, *GST & Taxation in TallyPrime*, Notion Press, Chennai, 2020.

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

Semester	Course code	Title of the Course									Hours	Credits
II	21UCO23CC05	CORE-05: TALLYPRIME									4 (2+2)	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	2	2	2	2	2	2	2.0	
CO-2	2	3	3	3	3	2	2	2	3	2	2.5	
CO-3	2	2	2	3	3	3	2	3	3	3	2.4	
CO-4	2	3	3	2	2	2	3	3	3	2	2.5	
CO-5	3	3	3	2	3	2	3	2	2	3	2.6	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCO23AC02	ALLIED-II: MARKETING MANAGEMENT	4	4

CO No.	CO-Statements	Cognitive Levels ( K -Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and elements of marketing.	K1
CO-2	explain market segmentation and consumer behavior.	K2
CO-3	apply appropriate product, pricing, promotion and distribution strategies of the modern business.	K3
CO-4	recommend effective marketing channels and tools.	K3
CO-5	analyze global environment for sustainable and ethical marketing.	K4

**Unit – I (12 Hours)**

Definition of marketing and marketing management – marketing process – marketing management orientation – consumer driven marketing strategies – marketing plan – marketing mix 7 P’s – relationship building – capturing value from customers.

**Unit – II (12 Hours)**

Marketing environment – Managing marketing information, consumer markets and consumer buyer behavior – business markets and business buyer behavior – market segmentation – target marketing – positioning for competitive advantage.

**Unit – III (12 Hours)**

Product, services, branding strategies – new product planning & development – product mix, product life cycle strategy. Pricing – factors to consider for pricing – internal and external – general pricing approaches – strategies.

**Unit – IV (12 Hours)**

Marketing channels - Nature, importance and types; Channel design management – channel behavior, organization and conflict. Marketing Communication (Promotion) mix – Advertising, Sales promotion, Personal Selling, Public Relations, and direct marketing. Communication process – steps in developing effective marketing communication – setting The total promotion budget and mix.

**Unit – V (12 Hours)**

Extended marketing mix – Process, People, Physical Evidence. Competitive analysis and strategies – balancing customer and competitor orientations – global market environment – Elements, Sustainable Marketing: social responsibility and marketing ethics – citizen and public actions to regulate marketing.

**Book for Study**

R.S.N. Pillai & Bagavathi, *Modern Marketing: Principles and Practices*: S. Chand & Co Ltd New Delhi, 2016.

**Books for Reference**

1. Kotler Philip. Amstrong, Gary. Agnihotri, Prafulla. Haque, EhsanUl. *“Principles of Marketing”*. Pearson Education, New Delhi, 2018.
2. William J Stanton, Michael J Etzel, Bruce J Walker, *Fundamentals of Marketing*, Tata McGrawHill, 2014.
3. Gupta C.B., Nair Rajan, *Marketing Management*, Sultan Chand & Sons, New Delhi, 2016.

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

Semester	Course code	Title of the Course									Hours	Credits
II	21UCO23AC02	ALLIED-II: MARKETING MANAGEMENT									4	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	2	2	2	2	2.2	
CO-2	2	2	2	2	3	2	1	2	2	2	2	
CO-3	2	2	1	3	2	3	2	1	2	1	1.9	
CO-4	3	2	3	2	3	2	3	2	2	1	2.3	
CO-5	3	2	3	3	3	3	3	2	3	3	2.8	
Mean overall Score											2.2 (High)	



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

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

**Unit I Introduction to Environmental Studies (6 Hours)**

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

**Unit II Natural Resources (6 Hours)**

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

**Unit III Ecosystems, Biodiversity and Conservation (6 Hours)**

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

**Unit IV Environmental Pollution (6 Hours)**

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

**Unit V Environmental Organizations and Treatise (6 Hours)**

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

**Books for Study**

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

**Books for Reference**

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

**Web Sources:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Books for Study**

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

**Books for Reference**

1. Venkatachalem. Dr. *The Constitution of India*, Salem: Giri Law House, 2005.
2. Naik Varun and Mukesh Shany. *Human rights education and training*, New Delhi: crescent Publishing Corporation, 2011.
3. Bhathoke Neera. *Human Rights content and extent*, New Delhi: swastika publications, 2011.

**Web Sources:**

<https://www.un.org/en/universal-declaration-human-rights/>. Accessed 05 Mar. 2021.

<https://www.ilo.org/global/lang--en/index.htm>. Accessed 05 Mar. 2021.

<https://www.amnesty.org/en/>. Accessed 05 Mar. 2021.

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

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

**அலகு - 1** (12 மணிநேரம்)

பொருநராற்றுப்படை (முழுமையும்)

**அலகு - 2** (12 மணிநேரம்)

நற்றிணை - 5 பாடல்கள் - (1, 19, 21, 70, 148)

ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து.

யாப்பிலக்கணம் - வெண்பா, ஆசிரியப்பா

**அலகு - 3** (12 மணிநேரம்)

கலித்தொகை - (குறிஞ்சிக்கலி- 62, பாலைக்கலி -22, மருதக்கலி- 87,

நெய்தற்கலி-149, முல்லைக்கலி - 116)

இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்' முதல் 'சங்க தொகை நூல்கள்' முடிய),

புதினம் - குடும்ப அட்டை (2022-2023)

**அலகு - 4** (12 மணிநேரம்)

பதிற்றுப்பத்து - 3 பாடல்கள் (14, 32, 61)

புறநானூறு - 5 பாடல்கள் (95, 121, 130, 204, 279)

அணியிலக்கணம்

**அலகு - 5** (12 மணிநேரம்)

திருக்குறள் - புறங்கூறாமை, பழமை, புலவி நுணுக்கம் ஆகிய அதிகாரங்கள்

திரிகடுகம் - 5 பாடல்கள் (2, 6, 12, 15, 42)

இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

பாடநூல்கள் :

1. பொதுத்தமிழ் செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017
3. புதினம் (ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு புதினம்)  
2022 – 2023 கல்வியாண்டுக்கு மட்டும் : வீ.செந்தில் குமார், குடும்ப அட்டை, தாமரை பப்ளிகேஷன்ஸ் பிரைவேட் லிமிடெட், சென்னை, முதற்பதிப்பு, 2009

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

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

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

**Unit – I (12 hours)**

TITRE:VIVRE LAVILLE

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

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

PRODUCTION ORALE : demander et indiquer une direction dans un dialogue

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

**Unit - II (12 hours)**

TITRE:VISITER UNE VILLE

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

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

PRODUCTION ORALE : Indiquer le chemin

PRODUCTION ECRITE : Demander des renseignements touristiques

**Unit - III (12 hours)**

TITRE:ON VEND OU ON GARDE

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

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

PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France

PRODUCTION ECRITE : adresser des souhaits à quelqu’un

**Unit - IV (12 hours)**

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

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

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

l'informatique

PRODUCTION ORALE : imaginez un dialogue avec un personnage célèbre. Utilisez l'inversion.

PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

### Unit- V

(12 hours)

TITRE:FELICITATIONS ! / ON VOYAGE!

GRAMMAIRE : les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : lequel, les adverbes de manières, les verbes recevoir et conduire

LEXIQUE : les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel

PRODUCTION ORALE : Présenter ses vœux

PRODUCTION ECRITE : Faire une réservation

### Book for Study

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

### Books for Reference

1. J.Girardet and J.Pecheur, *EchoA2*, CLE International, 2<sup>e</sup>edition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

### Web Resources

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

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

Semester	Course code	Title of the Course									Hours	Credits
III	21UFR31GL03	FRENCH – III									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	1	2	2	3	2	3	1	2	3	2.1	
CO-2	3	2	3	3	1	2	1	2	2	3	2.2	
CO-3	2	1	3	2	2	3	1	3	2	2	2.1	
CO-4	3	1	3	2	3	3	3	1	2	3	2.4	
CO-5	3	2	3	2	2	3	3	2	2	1	2.3	
Mean overall Score											2.22 (High)	



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

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

**Unit - I (12 Hours)**

Tera sneh na khoon  
Samband Bodak  
Reethikal - Namakarn  
Tense

**Unit - II (12 Hours)**

Himadri Thung Sring Se  
Paribakshik shabdavali  
Samuchaya Bodak  
Reethikal - Samajik Paristhithiyam

**Unit - III (12 Hours)**

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

**Unit - IV (12 Hours)**

Shokgeeth  
Avikary shabdh  
Reethikal - Main Divisions  
Social media and modern world

**Unit - V (12 Hours)**

Reethikal - Visheshathayem  
Anuvad – 3  
Bahoo ki vidha (one act play)

### Books for Study

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

### Books for Reference

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

### Web Resources

1. <https://youtu.be/Xxvco3qa284>
2. <https://youtu.be/e9wK-pYfVPc>
3. [https://youtu.be/75tHr53f5\\_o](https://youtu.be/75tHr53f5_o)
4. [https://youtu.be/eFNM6y\\_cpjY](https://youtu.be/eFNM6y_cpjY)
5. <https://youtu.be/jHWXWLMxJtw>

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

Semester	Course Code	Title of the Course									Hours	Credits
III	21UHI31GL03	HINDI - III									4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	3	3	2	3	2	1	3	2	2.4	
CO-2	3	2	3	2	2	3	2	3	2	3	2.5	
CO-3	3	2	2	3	1	3	2	3	2	3	2.4	
CO-4	2	3	3	2	3	2	3	3	2	1	2.4	
CO-5	3	2	2	3	3	2	1	3	2	3	2.4	
<b>Mean Overall Score</b>											<b>2.42 (High)</b>	

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

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

**Unit - I** (12 Hours)

Romodantam , Balakandam (1-15)

**Unit - II** (12 Hours)

Romodantam , Balakandam (15-30)

**Unit - III** (12 Hours)

Vedas – Vedangas vivaranam

**Unit - IV** (12 Hours)

Puranas .Upanishands

**Unit - V** (12 Hours)

Upasargas , Bhavishyat Kaalah

### Book for Study

VEDIC LITERATURE, 2019

### Books for Reference

1. Parameshwara, Ramodantam, LIFCO Chennai 2018
2. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019
3. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

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

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

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

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

**Unit-I (15 Hours)**

1. Suggestions to Develop Your Reading Habit
2. General Writing Skill: Letter Writing – Informal
3. Grammar: Simple Present Tense

**Unit-II (15 Hours)**

4. The Secret of Success: An Anecdote
5. General Writing Skill: Letter Writing – Formal
6. Grammar: Present Continuous Tense

**Unit-III (15 Hours)**

7. The Impact of Liquor Consumption on the Society
8. General Writing Skill: Letter to Newspaper
9. Grammar: Simple Past Tense

**Unit-IV (15 Hours)**

10. Dr. A.P.J. Abdul Kalam: A Short Biography
11. General Writing Skill: Job Application Letter
12. Grammar: Past Continuous Tense

**Unit-V (15 Hours)**

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

**Book for Study**

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

### Books for Reference

1. Malkani, Neelam. *A comprehensive Guide on General English for Competitive Exams*. Agra: Oswal Publications, 2020.
2. Jain, B. B. *Compendium General English*. Agra: Upkar Prakashan, 2010.
3. Aggarwal, R.S. *Quick Learning Objective General English*. India: S Chand, 2006.
4. T. Ferrari, Bernard. *Power Listening: Mastering the Most Critical Business Skill of All*. USA: Penguin Publishers, 2012.
5. Barry, Marian. *Steps to Academic Writing*. USA: Cambridge University Press, 2011.

### Web Resources

1. <https://www.nypl.org/events/classes/english>
2. [https://www.waywordradio.org/listen/podcast-itunes/?gclid=EA1aIQobChMIrbeRtbP12AIVCYZpCh0-XwnvEAAAYAiAAEgLcjd\\_BwE](https://www.waywordradio.org/listen/podcast-itunes/?gclid=EA1aIQobChMIrbeRtbP12AIVCYZpCh0-XwnvEAAAYAiAAEgLcjd_BwE)
3. <https://eltlearningjourneys.com/2015/05/19/websites-for-learning-english/>

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

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

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO33CC06	<b>CORE-06: CORPORATE ACCOUNTING</b>	<b>6</b>	<b>4</b>

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	tabulate and prepare Company Financial Statements under revised format of Companies Act 2013.	<b>K1</b>
CO–2	explain and Illustrate the accounting procedures for Merger and acquisition as per AS 14.	<b>K2 &amp; K3</b>
CO–3	determine the value of Goodwill and Shares by choosing appropriate methods.	<b>K3</b>
CO–4	prepare consolidated Balance Sheet of Holding Company and its Subsidiary Companies as per AS 21.	<b>K4</b>
CO–5	explain the procedures related to liquidation of companies and Prepare statement of affairs and Liquidators Final Statement.	<b>K2 &amp; K5</b>

**Unit – I (18 Hours)**

Preparation of Company Financial Statements – Preparation of Company Balance Sheet – Computation of managerial remuneration.

**Unit – II (18 Hours)**

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

**Unit – III (18 Hours)**

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

**Unit – IV (18 Hours)**

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

**Unit – V (18 Hours)**

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

**Book for Study**

Shukla MC, Grewal TS & Gupta SC, *Advanced Accounts, Volume II*, S.Chand & Company Ltd., New Delhi, 2017.

**Books for Reference**

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

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

Semester	Course code	Title of the Course									Hours	Credits
III	21UCO33CC06	CORE-06: CORPORATE ACCOUNTING									6	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	3	2	2	2	2.3	
CO-2	3	2	2	2	2	3	2	2	2	2	2.2	
CO-3	3	3	3	2	2	3	3	3	2	2	2.6	
CO-4	3	3	3	2	2	3	3	3	2	2	2.6	
CO-5	3	3	3	2	2	3	3	2	2	2	2.5	
Mean overall Score											2.4 (High)	



Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO33CC07	<b>CORE-07: BUSINESS &amp; CORPORATE LAWS</b>	5	3

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the provisions of business and corporate laws.	K1
CO-2	summarise the essentials of valid contract and corporate laws.	K2
CO-3	analyse the challenges of modern business in the light of the legal provisions and case laws.	K3
CO-4	explain and relate various legal documents connected with business and company laws.	K4
CO-5	compare and Demonstrate the legal aspects of business to comprehend the real time business process.	K5

**Unit – I (15 Hours)**

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

**Unit – II (15 Hours)**

Sale of Goods & Agency: Sale of goods – Meaning, Sale and agreement to sell, Nature of contract of sale, Conditions and warranties, Transfer of Ownership and Delivery, Rights of an Unpaid Seller.

**Agency:** Law of agency, definition, various kinds of agencies, Rights and duties of principal and agent, Termination of agency.

**Unit – III (15 Hours)**

Company law 2013 Administration of company law – meaning, definition, characteristics, lifting of corporate veil, types of company, formation of company, online filing of documents, promoters, legal positions, pre-incorporation contracts and online registration of company.

**Unit – IV (15 Hours)**

Legal Documents: Memorandum of Association, Articles of Association, doctrine of constructive notice and indoor management, prospectors shelf and red herring prospectus, mismanagement of prospectus, GDR, Book building, issue of shares and transmission of shares.

**Unit – V****(15 Hours)**

Management and Administration: Appointment of Directors, Meeting of Board and its Powers, Appointment and remuneration of managerial personnel, Company secretary, Appointment, Types of meeting, Types of resolution, Agenda and Minutes.

*Note: New Provisions of Company law 2013 and the following amendments are to be followed.*

**Book for Study**

Kapoor N D, *Elements of Mercantile law*, Sulthan Chand & Sons, New Delhi, 2018.

**Books for Reference**

1. Kapoor N D, *Business Laws*, Sulthan Chand & Sons, New Delhi, 2018.
2. Pillai RSN & Bagavathi, *Business Law*, Prentice Hall of India, New Delhi, 2015.
3. Kapoor N D, *Elements of Company Law*, Sulthan Chand & Sons, New Delhi, 2018.
4. Sen Gupta, *Business Law in India*, Prentice Hall of India, New Delhi, 2017.
5. Goal P.K, *Business Law for Managers*, DreamTech Press, New Delhi, 2018.

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

Semester	Course code	Title of the Course									Hours	Credits
III	21UCO33CC07	CORE-07: BUSINESS & CORPORATE LAWS									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	2	3	2	1	3	2	2.3	
CO-2	3	3	3	3	1	2	3	3	1	2	2.4	
CO-3	3	2	3	3	3	2	3	3	2	3	2.7	
CO-4	2	3	3	3	3	2	2	3	2	3	2.6	
CO-5	3	3	3	3	2	3	3	2	2	2	2.6	
Mean overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO33AO03A	ALLIED OPTIONAL: ELEMENTS OF MATHEMATICS	6	4

CO No.	CO-Statements	Cognitive Levels (K -Levels)
	On successful completion of this course, students will be able to	
CO-1	have knowledge in indices, logarithms, arithmetic progression, geometric progression, differentiation, integration, matrices, permutations and combinations.	K1
CO-2	understand different techniques available in differentiation, integration and matrices.	K2
CO-3	identify to apply learnt techniques on business problems.	K3
CO-4	illustrate the various learnt techniques with examples.	K4
CO-5	evaluate problems in permutation, combination, differentiation, integration and matrices.	K5

**Unit – I (18 Hours)**

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base (simple problems only).

**Unit – II (18 Hours)**

Permutations – combinations (concepts & simple problems only) - Arithmetic progression - Geometric progression (simple problems only).

**Unit – III (18 Hours)**

Differentiation of functions of the form  $(ax+b)^n$ ,  $e^{ax+b}$ ,  $\log(ax+b)$  - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only, trigonometric functions excluded & simple problems only).

**Unit – IV (18 Hours)**

Integration of functions of the form  $(ax + b)^n$ ,  $e^{ax+b}$ ,  $\log(ax + b)$  - indefinite integral – rules – integration by substitution – integration by parts - integration by partial functions (algebraic functions only, trigonometric functions excluded & simple problems only).

**Unit - V (18 Hours)**

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

**Book for Study**

D.C. Sanchetti and V.K. Kapoor, “*Business Mathematics*”, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

**Unit-I** Chapter 6 (Sec: 6.1- 6.4; Pages 142-163), Chapter 7 (Sec: 7.1, 7.3; Pages 191-220).

**Unit-II** Chapter 9 (Sec: 9.2- 9.11; Pages 302-331), Chapter 12 (Sec: 12.1, 12.2 & 12.4, 12.5; Pages 384-395 & 411-424).

**Unit-III** Chapter 17 (Sec: 17.1-17.8; Pages 645-659), Chapter 17 (Sec: 7.19; Pages 703-713).

**Unit-IV** Chapter 18 (Sec: 18.1, 18.2, 18.4; Pages 723-736), Chapter 18 18.8, 18.9; Pages 746-757).

**Unit-V** Chapter 20 (Sec: 20.1-20.15; Pages 791-828), Chapter 20 (20.22, 20.23; Pages 840-849).

**Book for Reference**

1. P.R.Vittal, “*Business Mathematics*” Revised Edition, Margham Publications, New Delhi, 2001.
2. V.K.Kapoor, “*Introductory to Business Mathematics*” S.Chand and Sons, New Delhi, 2009.

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

Semester	Course code	Title of the Course									Hours	Credits
III	21UCO33AO03A	ALLIED OPTIONAL: ELEMENTS OF MATHEMATICS									6	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	3	2	2	2	2.3	
CO-2	2	2	3	1	2	3	2	2	2	3	2.2	
CO-3	2	1	2	3	3	2	3	2	2	3	2.3	
CO-4	3	2	1	2	2	2	2	2	2	3	2.1	
CO-5	1	2	2	3	3	2	2	2	3	3	2.3	
Mean overall Score											2.24 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO33AO03B	ALLIED OPTIONAL: BUSINESS MATHEMATICS	6	4

CO No.	CO-Statements	Cognitive Levels ( K -Levels)
	On successful completion of this course, students will be able to	
CO-1	have knowledge in indices, logarithms, arithmetic progression, differentiation, integration, matrices and LPP.	K1
CO-2	understand the different techniques available in differentiation, integration, matrices and LPP to solve problems.	K2
CO-3	apply learnt techniques on real life business problems.	K3
CO-4	illustrate various learned techniques with examples.	K4
CO-5	evaluate business problems like profit maximization, cost minimization, consumer's and producer's surplus using the learned techniques.	K5

**Unit – I (18 Hours)**

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

**Unit – II (18 Hours)**

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

**Unit – III (18 Hours)**

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

**Unit – IV (18 Hours)**

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

**Unit – V****(18 Hours)**

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

**Book for Study**

D.C. Sanchetti and V.K. Kapoor, “*Business Mathematics*”, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

**Unit I** Chapter 6 (Sec 6.1- 6.4, Pages 142-163)

Chapter 7 (Sec7.1, 7.3, Pages 191-212)

Chapter 12 (Sec 12.1, 12.2, Pages 384-395)

**Unit II** Chapter 17 (Sec 17.1-17.8,17.19 ,Pages647-659,703-713)ACE9-ACE30

**Unit III** Chapter 18 (Sec 18.1, 18.2, 18.4, 18.8-18.9, Pages 723-726, 730-736, 746- 757)  
ACE 90 - ACE 110

**Unit IV** Chapter 20 (Sec 20.1-20.15,20.22- 20.23, Pages 791- 828,840-849)

ACE 133 - ACE 150

**Unit V** LP 1 - LP 40

**Books for Reference**

1. P.R. Vittal, “*Business Mathematics*”, Revised Edition, Margham Publications, New Delhi, 2001.
2. V. K. Kapoor, “*Introductory to Business Mathematics*”, S.Chand and Sons, New Delhi, 2009.
3. Navaneetham, “*Business Mathematics and Statistics*”, Jai Publishers, Trichy 2008.

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

Semester	Course code	Title of the Course									Hours	Credits
III	21UCO33AO03B	ALLIED OPTIONAL: BUSINESS MATHEMATICS									6	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	1	2	3	3	3	2	2.1	
CO-2	2	1	1	2	2	3	2	3	2	3	2.1	
CO-3	2	3	1	2	1	3	3	3	2	3	2.3	
CO-4	2	3	1	2	1	3	3	3	2	3	2.3	
CO-5	1	2	1	2	2	3	2	3	3	3	2.2	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO34SE04A	SEC-1 (WD): GST FILING	2	1

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	explain goods and service tax and definitions.	K1
CO-2	describe the provisions of GST Act 2017.	K2
CO-3	prepare the CGST, SGST and IGST returns with time and place of supply.	K3
CO-4	calculate taxable supply of goods / services under GST Act.	K4
CO-5	assess the provisions for GST registrations.	K5

**Unit – I (6 Hours)**

Meaning of GST - Need for GST - Dual GST Model – Definitions - Section 2(13) Audit - Section 2(17) Business - Section 2(31) Consideration - Section 2(45) Electronic Commerce Operator - Section 2(52) Goods - Section 2(56) India - Section 2(78) Non taxable Supply - Section 2(84) Person - Section 2(90) Principal Supply - Section 2(93) Recipient - Section 2(98) Reverse charge - Section 2(102) Services - Section 2(105) Supplier - Section 2(107) Taxable Person - Section 2(108) Taxable Supply - Extent & Commencement of CGST Act/ SGST Act/ UTGST Act/IGST Act - Goods and Services Tax Council (GST Council) - Goods & Services Tax Network (GSTN)

**Unit – II (6 Hours)**

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

**Unit – III (6 Hours)**

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

**Unit – IV (6 Hours)**

Input Tax Credit & Payment of Tax - Eligibility for taking Input Tax Credit - Input Tax

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

**Unit – V (6 Hours)**

Registration under GST Law - Persons liable for Registration - Persons not liable for Registration - Compulsory Registration - Persons not liable for Registration - Procedure for Registration - Amendment of Registration - Cancellation of Registration - Revocation of cancellation of Registration

**Book for Study**

Datey V S, *GST Laws and Practice with Customs and Foreign Tax Practice*, Taxman Publications, New Delhi, 2020.

**Books for Reference**

Dr. Vinod K .Singhania & Monica Singhania (Latest Edition), *Students 'Guide to Income Tax* (Taxmann Publications) Latest Book.

*Note: Relevant Law/Statute/Rules in force and relevant Standards in force on 1<sup>st</sup> April immediately preceding commencement of Academic Year is applicable for ensuing examination.*

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

Semester	Course code	Title of the Course									Hours	Credits
III	21UCO34SE04A	SEC-1 (WD): GST FILING									2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	3	2	2	2	2	2	2	2	2.2	
CO-2	2	2	2	2	2	3	2	2	2	3	2.2	
CO-3	2	2	2	2	2	2	2	2	2	2	2	
CO-4	2	2	2	3	3	1	2	2	2	2	2.1	
CO-5	2	2	3	3	3	2	3	3	2	2	2.5	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	



Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO34SE01B	SEC – 1 (WD): DIGITAL MARKETING SKILLS	2	1

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the concepts and types of digital marketing.	K1
CO–2	explain various marketing strategies in an online environment.	K2
CO–3	apply the underlying principles of search engine optimization and web analytics.	K3
CO–4	analyse the online commercial and non-commercial advertisement.	K4
CO–5	evaluate the online skills necessary for business development.	K5

**Unit – I (6 Hours)**

Introduction to Digital Marketing - Features- Digital marketing vs Traditional marketing, Digital marketing channels - 5Ds of digital marketing - Internet marketing for different business types-B2C online presence - B2B online presence – B2B2C online presence.

**Unit – II (6 Hours)**

Search Engine Operations: Key word selection- Onsite optimization - Off site optimization- Paid search – Technical tools for SEO. Introduction to Web analytics – Levels in Web analytics.

**Unit – III (6 Hours)**

Introduction to content marketing- types of content creation – online content marketing - Introduction to E-mail Marketing – E-mail marketing process- E-mail marketing campaign analysis, Delivery checklist and follow up in email marketing.

**Unit – IV (6 Hours)**

Concept of Social Media Marketing- Different SMM platforms (Facebook, Instagram, Twitter, LinkedIn)- Advertising in SMM platform- Importance of online communities- Blogging concepts- Viral marketing concepts - Effectiveness of viral marketing

**Unit – V (6 Hours)**

Online Ad formats- Search engine Advertising (SEA) - Network advertising –Affiliate programmes- Landing pages - preparation of online advertisement - Budgeting: Resource planning, Cost estimation and cost control.

**Book for Study**

Puneet Bhatia, *Fundamentals of Digital Marketing*, Pearson Education, New Delhi, 2019.

### Books for Reference

1. Seema Gupta, *Digital Marketing*, McGraw Hill Education, New Delhi, 2019
2. Jeremy Kagan, *Digital Marketing: Strategy and Tactics*, Wiley Publishers, New Delhi, 2020.

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

Semester	Course code	Title of the Course									Hours	Credits
III	21UCO34SE01B	SEC-1 (WD): DIGITAL MARKETING SKILLS									2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	2	2	2	2	2	2	2.0	
CO-2	2	1	2	2	2	2	2	2	3	2	2.0	
CO-3	2	2	3	2	2	2	1	2	2	2	2	
CO-4	2	3	3	2	2	2	2	2	2	2	2.2	
CO-5	3	2	2	2	2	2	1	1	2	2	1.9	
Mean overall Score											2.1 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCO34SE01C	SEC-1 (WD): STOCK TRADING	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the basic concepts of investment and capital market.	K1
CO-2	demonstrate the functioning of stock market.	K2
CO-3	experiment the process of online stock trading.	K3
CO-4	illustrate the fundamental and technical analyses for investment decisions.	K4
CO-5	asses the share price movements using technical tools.	K5

**Unit – I** (6 Hours)  
Investment: Meaning, Objectives and Characteristics – Investment process - Speculation - Security Analysis –Portfolio – Meaning - Construction of portfolio.  
*Skill Tested: Construction of portfolio.*

**Unit – II** (6 Hours)  
Capital Market - Introduction in Brief - The Primary & secondary market - Stock Exchanges - Issue of Securities – Listing - Types of Investment - Equity shares, IPO/FPO, Bonds, Indian Securities Market: Types of Investors, security market indices, SEBI.  
*Skill Tested: Observation of BSE and NSE share prices.*

**Unit – III** (6 Hours)  
Online trading – Share brokers - DEMAT Account - Types of Orders - Open Order, Limit Orders.- Trading and Settlement cycle - Intraday Trading – Short Selling - Stock Market Clearing House – Functions and Importance.  
*Skill Tested: Online Trading.*

**Unit – IV** (6 Hours)  
Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis - Quantitative Analysis.  
*Skill Tested: Financial performance analysis.*

**Unit – V** (6 Hours)  
Technical Analysis - Assumptions - History of technical analysis - Technical tools - Dow Theory - Primary trend - Secondary trend - Minor trend - Charts And Candlesticks , Candlesticks , Trends, Support & Resistance , Chart Patterns, Volume, Gaps.

*Skills Tested: Application of technical analysis tools to understand share price movements.*

### Book for Study

Punithavathi Pandian, *Security Analysis and Portfolio Management*, Vikas Publishing House Pvt Ltd, New Delhi, 2013.

### Books for Reference

1. Avadhani VA, *Investment and Securities Market in India*, Himalaya Publishing House, Mumbai, 2014.
2. Bhalla VK, *Investment Management, Security Analysis and Portfolio Management*, S.Chand and Company Ltd, New Delhi, 2014.
3. Natarajan L, *Investment Management, Security Analysis and Portfolio management*, Margham Publications, Chennai, 2016.

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

Semester	Course code	Title of the Course									Hours	Credits
III	21UCO34SE01C	SEC-1 (WD): STOCK TRADING									2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	2	2	2	2	2	2	1.9	
CO-2	2	2	1	2	3	2	2	2	2	2	2.0	
CO-3	2	2	2	2	2	2	2	2	2	2	2.0	
CO-4	2	2	1	3	2	2	2	2	2	2	2.0	
CO-5	2	2	2	2	2	3	2	2	2	2	2.1	
Mean overall Score											2.0 (Medium)	

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

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

#### **Unit-I Introduction to Social Ethics**

**(6-Hours)**

Introduction to social ethics and social responsibility, important role of Social ethics on the various areas, religion influences social changes - secularism. Social ethics and corporate dynamics, forms of social ethics.

#### **Unit-II The Economic and Political System of Today**

**(6-Hours)**

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

#### **Unit-III Integrity in Public Life National Integration**

**(6-Hours)**

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

#### **Unit-IV Cyber Crime**

**(6-Hours)**

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

#### **Unit-V Social Integration**

**(6-Hours)**

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

#### **Books for Study**

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

### **Books for Reference**

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

### **Web Sources**

<https://cybercrime.gov.in/>

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

<https://www.esv.org/resources/esv-global-study-bible/social-ethics/>

[https://en.wikipedia.org/wiki/Political\\_system](https://en.wikipedia.org/wiki/Political_system)

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

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

<b>Unit-I</b>	<b>God of salvation</b>	<b>(6 Hours)</b>
<b>Unit-II</b>	<b>Life &amp; Mission of Jesus Christ</b>	<b>(6 Hours)</b>
<b>Unit-III</b>	<b>The Holy Spirit</b>	<b>(6 Hours)</b>
<b>Unit-IV</b>	<b>Biblical Values</b>	<b>(6 Hours)</b>
<b>Unit-V</b>	<b>Mother Mary</b>	<b>(6 Hours)</b>

### Books for Study

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

### Books for Reference

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

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

அலகு - 1

(12 மணிநேரம்)

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

பட்டினப்பாலை (108 அடிகள்)

சேவடிச் செறிசுறங்கிற் (146-158)

செல் கதிர் நுழையாச் செழுநகர் (183-193)

வான் முகந்த நீர் மலை (126-141)

மாஅகாவிரி மணம் கூட்டும் (116-125)

நெடுநுகத்துப் பகல் போல (206-218)

**உரைநடைக்கட்டுரை:** சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

அலகு - 2

(12 மணிநேரம்)

அவரோ வாரார் - முல்லையும் பூத்தன (குறுந்தொகை- 221)

முள்ளெயிற்றுப் பாண்மகள் (ஐங்குறுநூறு (மருதத்திணை) - புலவிப்பத்து 47)

கான் உறை வாழ்க்கை (புறநானூறு 33: 1-7)

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

தேன் நெய்யொடு கிழங்கு மாறியோர் (பொருநராற்றுப்படை, 214-221)

**உரைநடைக்கட்டுரை :** சங்க இலக்கியங்களில் பண்டமாற்றுமுறை

அலகு - 3

(12 மணிநேரம்)



**திருக்குறள் (2 அதிகாரங்கள்)**

வினைத்திட்டம், பொருள்செயல்வகை

**உரைநடைக்கட்டுரை :** பண்டைத்தமிழர்களின் பிறநாட்டுவணிகத் தொடர்பும், துறைமுகங்களும்

**அலகு - 4**

**(12 மணிநேரம்)**

**புதினம் -** கோடுகளும் கோலங்களும் – ராஜம் கிருஷ்ணன்

வணிகக் கடிதங்கள் - பொதுஅமைப்பு மற்றும் படிவங்கள் - தகவல் தொடர்புப்

பதிவேடுகளை உருவாக்குதல், பராமரித்தல்

**உரைநடைக்கட்டுரை:** பண்டைத் தமிழர்களின் வணிக மேலாண்மை

**அலகு - 5**

**(12 மணிநேரம்)**

வணிகவியல் கலைச்சொற்கள் பயன்பாடு - வணிகக் கட்டுரை எழுதுதல் -

வணிகம்சார் ஆங்கிலக் கட்டுரையைத் தமிழில் மொழிபெயர்த்தல் - வணிக நிறுவனம்

குறித்த ஆய்வறிக்கை - வணிகம்சார் நிகழ்வு / செய்திகளைத் திறனாய்வு செய்தல்

**உரைநடைக்கட்டுரை:** பன்முகநோக்கில் உலகமயமாக்கல்

**பாட நூல்கள்**

1. **வணிகத்தமிழ்**, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பதிப்பு, 2022
2. ராஜம் கிருஷ்ணன், **கோடுகளும் கோலங்களும்**, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021
3. மூர்த்தி. அ.கி., **வணிகவியல் அகராதி**, மணிவாசகர் பதிப்பகம், சென்னை, 1994

**பார்வை நூல்கள் & இணையதளம்**

1. வையாபுரிப்பிள்ளை, **பாட்டும் தொகையும்**, பாரி நிலையம், சென்னை, இரண்டாம் பதிப்பு, 1967.
2. பரிமேலழகர்(உரை.), **திருக்குறள்**, பாரதி பதிப்பகம், சென்னை-17, ஏழாவது பதிப்பு, 2000.
3. மயிலை சீனிவேங்கடசாமி, **பழங்காலத் தமிழர் வாணிகம்**, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை
4. [www.creativecommons.org](http://www.creativecommons.org)

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

Semester	Course Code	Title of the Course									Hours	Credit
IV	21UTA41GL04C	Commercial Tamil (SMS)									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	1	2	3	2	2	3	3	2	2	2	2.2	
CO-2	2	2	3	2	2	2	3	2	3	2	2.3	
CO-3	1	2	2	3	2	2	2	3	3	3	2.3	
CO-4	2	2	3	2	2	3	2	3	3	2	2.4	
CO-5	3	1	2	2	2	2	3	2	3	3	2.3	
<b>Mean Overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
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<b>IV</b>	<b>21UFR41GL04</b>	<b>FRENCH – IV</b>	<b>4</b>	<b>3</b>
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<b>CO No.</b>	<b>CO–Statements</b>	<b>Cognitive Levels ( K –Levels)</b>
	On successful completion of this course, students will be able to	
<b>CO–1</b>	recall the vocabulary pertaining to dwelling place.	<b>K1</b>
<b>CO–2</b>	outline crisis management in France.	<b>K2</b>
<b>CO–3</b>	develop a travel diary of your own.	<b>K3</b>
<b>CO–4</b>	simplify the French education system.	<b>K4</b>
<b>CO–5</b>	interpret past tenses in a text.	<b>K5</b>

**Unit- I (12 hours)**

TITRE:ON FAIT LE MELANGE!

GRAMMAIRE : le présent progressif, les pronoms possessifs, la phrase négative

LEXIQUE : décrire les étapes d'une action, la maison, les taches ménagères

PRODUCTION ORALE : comprendre le récit d'un voyage

PRODUCTION ECRITE : raconter ses actions quotidiennes

**Unit – II (12 hours)**

TITRE:A PROPOS DE LOGEMENT

GRAMMAIRE : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre

LEXIQUE : la localisation et le logement, les pièces, meubles et équipement

PRODUCTION ORALE : jeu de rôle –votre ami et vous s'installe dans un nouveau meuble

PRODUCTION ECRITE : décrire votre maison/appartement

**Unit- III (12 hours)**

TITRE:TOUS EN FORME!

GRAMMAIRE : le passé composé et l'imparfait, le passé récent, l'expression de la durée

LEXIQUE : un souvenir et les événements du passées, le corps humain : extérieur, le corps humain : intérieur

PRODUCTION ORALE : échanger sur ses projets de vacances

PRODUCTION ECRITE : raconter un souvenir

**Unit – IV (12 hours)**

TITRE:ACCIDENTS ET CATASTROPHES

GRAMMAIRE : les adjectifs et les pronoms indéfinis : rien/ personne/aucun, les verbes dire, courir et mourir

LEXIQUE : savoir les mots et les expressions des catastrophes naturelles, les maladies et les remédies, les accidents, les catastrophes naturelles

PRODUCTION ORALE : comprendre des personnes qui expriment leur accord ou leur désaccord selon un thème donné

PRODUCTION ECRITE : écrivez sur une catastrophe naturelle en articulant la cause et la conséquence

**Unit –V (12 hours)**

TITRE:FAIRE SES ETUDES A L'ETRANGER/ BON VOYAGE/ LA METEO

GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi

aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir  
 LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger.  
 PRODUCTION ORALE : exprimer son opinion sur la météo/parler del'avenir  
 PRODUCTION ECRITE: comparer le système scolaire français et indien

**Book for Study**

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

**Books for Reference**

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

**Web Resources**

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

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

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

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

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

#### Unit - I

(12 Hours)

Computer ka yug  
Prathyay  
Adhunik Kal - Namakarn  
Namakaran

#### Unit - II

(12 Hours)

Vigyan hani/labh  
Paryayvachy Shabdh  
Adhunik Kal - Samajik Paristhithiyam  
Samanarthy Shabdh

#### Unit - III

(12 Hours)

Nari shiksha  
Upasarg  
Adhunik Kal – Sahithyik Paristhithiyam  
Adhunik kal – Salient Features

#### Unit - IV

(12 Hours)

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

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

Sapnom Kee Home Delivery (Novel)  
Anuvad - 4

**Books for Study**

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

**Books for Reference**

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

**Web Resources**

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

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

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

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

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

**Unit - I** (12 Hours)

Sanskrita Vyavahara sahasri vakiya Prayogaha

**Unit - II** (12 Hours)

Lot Lakaarah , Prqayaogh Kartari Vaakyaani

**Unit - III** (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Prathiyaha

**Unit - IV** (12 Hours)

Karnabhaaram , Naatakasya Visistyam

**Unit - V** (12 Hours)

Sanskrita Rachanani priyogaha

### Book for Study

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

### Books for Reference

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

2. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg  
Mumbai – 400 007 2018
3. Samskrita Bharathi , Aksharam 8 th cross , 2<sup>nd</sup> phase Giri nagar Bangalore Vadatu  
sanskritam – Samaskara Binduhu 2019

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

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



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

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

**Unit-I (15 Hours)**

1. Women through the Eyes of Media
2. General Writing Skill: Writing Minutes of a Meeting
3. Grammar: Present Perfect Tense

**Unit-II (15 Hours)**

4. Effects of Tobacco Smoking
5. General Writing Skill: Note-Taking
6. Grammar: Present Perfect Continuous Tense

**Unit-III (15 Hours)**

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

**Unit-IV (15 Hours)**

10. An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report
11. General Writing Skill: Précis Writing
12. Grammar: Past Perfect Continuous Tense

**Unit-V (15 Hours)**

13. Traffic Rules
14. General Writing Skill: Paragraph Writing
15. Grammar: Future Perfect Tense and Future Perfect Continuous Tense

**Book for Study**

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

### Books for Reference

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

### Web Resources

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO43CC08	<b>CORE-08: FINANCIAL MANAGEMENT</b>	6	4

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	describe and explain functions of finance, time value of money and cost of capital.	K1,K2
CO–2	compute working capital requirement, and its different components.	K3
CO–3	relate theories of capital structure and Leverages to finance decisions.	K4
CO–4	examine the relevance of Dividend& Capital Structure in business context.	K4
CO–5	estimate cost of capital and capital budgets using different methods taking into consideration risk element.	K5

**Unit – I (18 Hours)**

Nature, Meaning and scope of Financial Management – Functions of Finance - Goals of financial management - Factors affecting financial planning - Time Value of Money - Reasons for time preference of money - the Interest Rate - Compound Interest - Compounding more than once a year. Doubling Period. Cost of Capital - Concept - Importance and types of cost of capital - Measurement of cost of capital - Weighted average cost of capital

**Unit – II (18 Hours)**

Capital Budgeting Decisions: Need and importance - methods of evaluating capital expenditure proposals – Pay-back Period - Accounting Rate of Return - Discounted Cash Flow methods: Present Value Method, Net Present Value Method, Internal Rate of Return, Profitability Index, Risk analysis in Capital Budgeting: Sensitivity analysis - Project selection under capital rationing.

**Unit – III (18 Hours)**

Working capital management - Concept of working capital - Liquidity vs. Profitability - Need and importance of working capital. Determinants of working capital - Components of working capital. Receivables Management - Cash Management - Inventory Management - Computation of working capital.

**Unit – IV (18 Hours)**

Capital structure - Meaning, factors affecting capital structure - Capital structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Position - Modigliani and Miller Position. Financial, Operating and Combined Leverage. EBIT – EPS

Analysis. Financial Leverage and the shareholder's Return - Combining Financial and Operating Leverages - Financial Leverage and the shareholder's risk.

**Unit – V (18 Hours)**

Dividend Policy: Dividend Payout Ratio - Stability of dividend - Legal, contractual and Internal Constraints and Restrictions. Forms of Dividend. Dividend Theory: the Relevance of dividend (Gordon's and Walter's Model), the Irrelevance of Dividend (Miller-Modigliani Hypothesis). Relevance of Dividend Policy under Market Imperfections.

**Theory 40% Problem 60%**

**Book for Study**

M.Y.Khan and P.K.Jain, *Financial Management*, Tata McGraw Hill, New Delhi, 2017.

**Books for Reference**

1. Maheshwari S N, *Financial Management – Principles and Practice*, Sultan Chand and Sons, New Delhi, 2016.
2. Prasanna Chandra, *Fundamentals of Financial Management*, Tata McGraw Hill Education Private Limited, New Delhi, 2017.
3. James C. Van Horne, John M. Wachowicz Jr. *Fundamentals of Financial Management*, PHI Learning Private Limited, New Delhi, 2016.
4. I M Pandey, *Financial Management*, Vikas Publishing House Pvt Ltd., New Delhi, 2018.

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

Semester	Course code	Title of the Course									Hours	Credits
IV	21UCO43CC08	CORE-08: FINANCIAL MANAGEMENT									6	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	1	3	1	3	3	3	1	1	2.2	
CO-2	3	3	3	3	0	3	3	3	3	0	2.4	
CO-3	3	3	3	3	0	3	3	3	3	0	2.4	
CO-4	3	3	3	3	0	3	3	3	3	0	2.4	
CO-5	3	3	3	3	1	3	3	3	3	1	2.6	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO43CC09	<b>CORE-09: FINANCIAL SYSTEM AND SERVICES</b>	5	3

CO No.	CO-Statements	Cognitive Levels ( K -Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the components of financial systems and its role in an economy.	K1
CO-2	understand the regulations proposed by governing bodies of financial markets.	K2
CO-3	explain the nature and applicability of different types of financial instruments.	K2
CO-4	illustrate the functions of various financial institutions.	K3
CO-5	compare and contrast the implications of different financial services.	K4

**Unit – I (15 Hours)**

Introduction – Meaning, Functions, Structure and Constitutions of Financial System - Financial Markets; Financial Institution; Financial Instruments and Financial services. Indian financial system and the economy - financial Sector reforms - Raghuram Rajan Committee.

**Financial Markets:** Meaning, Types, Classification and significance of Financial Markets- Money Market, Call money Market, Govt. Securities Market. Capital Market, Debt Market,- Primary and Secondary Market, Interlinking Financial Market-Indian and Global Financial Markets.

**Unit – II (15 Hours)**

Reserve Bank of India (RBI): The Securities Exchange Board of India (SEBI) – Insurance Regulatory and Development Authority (IRDA) - The Pension Fund Regulatory and Development Authority (PFRDA) - Prevention of Monetary Laundering (PML) Objectives – Role, Functions and measures.

**Unit – III (15 Hours)**

Types of Banking and Non-Banking Financial Institutions. Constitution, objectives & functions of IDBI, SFCs, SIDCs, LIC, EXIM Bank. Mutual Funds – features and types, AMFI-Basel committee on banking.

**Unit – IV (15 Hours)**

Commercial Papers, Certificate of Deposits, Treasury Bills, Commercial Bills, Gilt Edged Securities, Equity Shares, Dematerialisation, Preference Shares, Debentures, Warrants and Convertibles, ADRs and GDRs, Derivatives- Options and Futures.

**Unit – V****(15 Hours)**

Meaning & Definition – Features – Importance - Types of Financial Services – Fund and fee based Services, Factoring and forfeiting leasing, merchant banking, hire purchase finance, Securitization, Custodian Services, credit rating, venture capital, Mortgages and consumer credit - housing and vehicle finance, Depository services.

**Book for Study**

L M Bhole & Mahakud, *Financial Institutions and Markets*, 6<sup>th</sup> Edition, McGraw Hill Education, New Delhi, 2017.

**Books for Reference**

1. E.Gordon, K.Natarajan, *Emerging Scenario of Financial Services*, Himalaya Publishing House, Mumbai, 2020.
2. S. Gurusamy, *Merchant banking and financial services*, Vijay Nicole Imprints, Chennai, 2015.
3. M.Y.Khan, “*Financial Services*” – Tata McGraw Hill, New Delhi, 2018.
4. Machiraju, *Indian Financial System* – Vikas Publishing House, New Delhi, 2020.
5. J.C.Verma, *A Manual of Merchant Banking*, Bharath Publishing House, New Delhi, 2001.

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

Semester	Course code	Title of the Course									Hours	Credits
IV	21UCO43CC09	CORE-09: FINANCIAL SYSTEM AND SERVICES									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	2	2	2	2	2.2	
CO-2	2	2	2	2	3	2	1	2	2	2	2	
CO-3	2	2	1	3	2	3	2	1	2	1	1.9	
CO-4	3	2	3	2	3	2	3	2	2	1	2.3	
CO-5	3	2	3	3	3	3	3	2	3	3	2.8	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO43AO04A	ALLIED OPTIONAL-2: ELEMENTS OF STATISTICS	6	4

CO No.	CO-Statements	Cognitive Levels (K -Levels)
	On successful completion of this course, students will be able to	
CO-1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO-2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO-3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO-4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO-5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

**Unit – I (18 Hours)**

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

**Unit – II (18 Hours)**

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

**Unit – III (18 Hours)**

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

**Unit – IV (18Hours)**

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

**Unit – V****(18 Hours)**

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

**Books for Study**

1. S.P. Gupta, “*Statistical Methods*”, 33<sup>rd</sup> revised edition, Sultan Chand & Sons, New Delhi, 2005.

**Unit-I** Chapter 7 (Vol. I), Pages 177-188, 196-205, 211-218, Chapter 10 (Vol. I), Pages 282-297.

**Unit-II** Chapter 9 (Vol. I), Pages 330-338, Chapter 10 (Vol. I), Pages 377- 382, 386-393, 404-407

**Unit-III** Chapter 13 (Vol. I), Pages 515-525, 529-534, 537-539, Chapter 14 (Vol. I), Pages 590-598, 613-619.

**Unit-IV** Chapter 1 (Vol. II), Pages 751-765, 774-792.

2. Ajai S. Gaur and Sanjaya S. Gaur, “*Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*”, Second Edition, Sage Publications Pvt. Ltd., 2009.

**Unit – V** Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1.1, 3.1.2, 3.1.4.

**Books for Reference**

1. Vijaya Krishnan and Sivathanu Pillai, “*Statistics for Beginners*”, Atlantic Books, 2011.
2. EelkoHuizingh, “*Applied Statistics with SPSS*”, SAGE Publications Pvt. Ltd., 2007.

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

Semester	Course code	Title of the Course									Hours	Credits
IV	21UCO43AO04A	ALLIED OPTIONAL - 2: ELEMENTS OF STATISTICS									6	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	3	1	1	3	2	3	2	3	2.2	
CO-2	1	2	3	2	3	2	3	2	3	2	2.3	
CO-3	2	3	2	1	2	3	3	2	2	3	2.3	
CO-4	1	2	2	2	3	1	3	2	2	3	2.1	
CO-5	1	2	2	3	1	2	3	2	2	3	2.1	
Mean overall Score											2.2 (High)	



Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO43AO04B	ALLIED OPTIONAL - 2: BUSINESS STATISTICS	6	4

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO-2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO-3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO-4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO-5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

**Unit – I (18 Hours)**

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

**Unit – II (18 Hours)**

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

**Unit – III (18 Hours)**

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

**Unit – IV** **(18 Hours)**

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

**Unit – V** **(18 Hours)**

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

**Books for Study**

- S.P. Gupta, “*Statistical Methods*”, 33<sup>rd</sup> revised edition, Sultan Chand & Sons, New Delhi, 2005.  
**Unit-I** Chapter 7 (Vol. I), Pages 177-189, 196-222, Chapter 8 (Vol. I), Pages 268-289, 293-301.  
**Unit-II** Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382, 386-393, 404- 408, Chapter 12 (Vol. I), Pages 478- 488.  
**Unit-III** Chapter 13 (Vol.I), Pages 515-545, 557-560, Chapter 14 (Vol. I), Pages 613-619.  
**Unit-IV** Chapter 1 (Vol. II), Pages 751-765, 774-792.
- Ajai S. Gaur and Sanjaya S. Gaur, “*Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*”, Second Edition, Sage Publications Pvt. Ltd., 2009.  
**Unit – V** Chapter 1, Chapter 2, (Sections 2.1-2.3), Chapter 3, (Sections 3.1, 3.2).

**Books for Reference**

- Vijaya Krishnan and Sivathanu Pillai, “*Statistics for Beginners*”, Atlantic Books, 2011.
- EelkoHuizingh, “*Applied Statistics with SPSS*”, SAGE Publications Pvt. Ltd., 2007.

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

Semester	Course code	Title of the Course									Hours	Credits
IV	21UCO43AO04B	ALLIED OPTIONAL - 2: BUSINESS STATISTICS									6	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	3	1	1	3	2	3	2	3	2.2	
CO-2	1	2	3	2	3	2	3	2	3	2	2.3	
CO-3	2	3	2	1	2	3	3	2	2	3	2.3	
CO-4	1	2	2	2	3	1	3	2	2	3	2.1	
CO-5	1	2	2	3	1	2	3	2	2	3	2.1	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO44SE02A	SEC-2 (BS): PERSONAL FINANCE MANAGEMENT	2	1

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	define the nature of personal finance and cash budget.	K1
CO-2	compute simple and compound interests.	K2
CO-3	examine the elements of loans and credit.	K3
CO-4	identify the regulations related to consumer protection.	K4
CO-5	evaluate the uses of digital financial services for personal financial management.	K5

**Unit – I (6 Hours)**

**Introduction to Personal Finance:** Fundamentals of Personal Finance – Budget Estimation - Preparation of Cash Budget – Income and Expenditure Accounting using MS Excel.

**Unit – II (6 Hours)**

**Financial Competencies:** Interest on Loan – Power of Compounding – Inflation - Time Value of Money – Risk vs. Return – Diversification.

**Unit – III (6 Hours)**

**Loans and Credits:** Loans: Types of Loans – Benefits and Risks – Gold Buying Company – Nature and Functions – Deposit Accounts – Credit Scores – New categories of Banks and Business Correspondence.

**Unit – IV (6 Hours)**

**Consumer Protection:** Miss Lead Selling – Sachet Portal – Banking Ombudsman Scheme – Complaint Management System (CMS) of the RBI.

**Unit – V (6 Hours)**

**Digital Financial Literacy:** E-Retail Remittances – Unified Payments Interface [UPI] – UPI Apps - Dos and Don'ts for E-Banking Transactions – Dos and Don'ts for ATM Transactions – Customer Liability for Fraudulent Transactions.

**Book for Study**

Jack Kapoor and Les Dlabay and Robert J Hughes and Melissa Hart, *Personal Finance*, Tata McGraw Hill Publications, New Delhi (2017)

**Books for Reference**

1. Reddy TS and Murthy, *Financial Accounting*, Margham Publications, Chennai, 2020.
2. R.L. Gupta & M. Radhaswamy, "*Financial Accounting*", Sultan Chand & Sons, New Delhi, 2017.

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

Semester	Course code	Title of the Course					Hours	Credits				
IV	21UCO44SE02A	SEC-2 (BS): PERSONAL FINANCE MANAGEMENT					2	1				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	3	2	3	2	2	3	2	2.3	
CO-2	2	2	2	2	2	3	2	2	2	3	2.2	
CO-3	2	2	2	2	2	2	2	2	2	2	2	
CO-4	2	2	1	2	2	1	2	2	1	1	1.6	
CO-5	3	1	2	2	2	1	2	2	2	2	1.9	
Mean overall Score											2.0 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO44SE02B	SEC-2 (BS): MARKETING SKILLS	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	recognize the relevance of communication and Critical thinking skills in integrated Marketing.	K1
CO-2	develop public relations skills necessary for Marketing.	K2
CO-3	illustrate the layout of advertisement copy.	K3
CO-4	test the skills in Marketing Communication, Marketing Relationship and Public Relations Marketing.	K4
CO-5	describe customer relationship techniques and Process of B2B.	K5

**Unit – I (6 Hours)**

Introduction to Marketing – Meaning, definition, creating customer value and engagement; Integrated Marketing Communications (IMC), Communication Development Process, Budget Allocation Decisions in Marketing Communications. Critical thinking skills, Cultural sensitivity, Facilitate future marketability.

**Unit – II (6 Hours)**

Public Relations – Role & Meaning, Need, History, Objective of PR; Press Relation & Its Principles - Press Event & organizing them, Internal PR, exhibition PR; PR in Developing countries.

**Unit – III (6 Hours)**

Introduction, Meaning and Definition of CRM, Importance of CRM, Customer Development Process, customer Retention, Customer satisfaction, Importance of customer retention, Customer Retention Strategies, Customer Life Time Value, types of Relationship Management, CRM process for B2B markets.

**Unit – IV (6 Hours)**

Introduction to Advertising, Advertising - Meaning - Definitions - Origin - Growth - Development - Objectives - Nature - Scope - Functions - Primary and secondary functions - AIDA model. Advertisement copy - Meaning - Essentials of a good advertising copy - Types of Advertisement copy - components of Advertisement copy- Advertisement layout.

**Unit – V****(6 Hours)**

Advertising appeals - meaning - Definition - Functions - Classifications - Principals. Social Media Advertising – Characteristics and Influences.

*Skills tested: Marketing Communication, Marketing Relationship Marketing, Public Relations, understanding concepts, Creating Advertisement slogans, evaluating contents of advertisements in different media through AIDA model, knowledge of advertisement copy and Creating advertisement copy.*

**Books for Study**

1. Kenneth Clow and Donald Baack, “*Integrated Advertising, Promotion and Marketing Communications*”, (Eighth Edition) Global Edition, New Delhi, 2017.
2. Francis Buttle *Customer Relationship Management: Concepts and Technologies*, (4<sup>th</sup> Edition), Routledge, New York, 2018.

**Book for Reference**

*Customer Relationship Management* by Francis Buttle (2nd Edition), Elsevier Ltd., 2009.

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

Semester	Course code	Title of the Course									Hours	Credits
IV	21UCO44SE02B	SEC – 2 (BS) MARKETING SKILLS									2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	2	2	2	2	2	2	2.0	
CO-2	2	1	2	2	2	2	1	2	3	2	1.9	
CO-3	2	2	3	2	2	2	1	2	2	2	2.0	
CO-4	1	2	2	2	2	2	2	3	3	2	2.2	
CO-5	2	2	2	3	2	2	2	2	2	2	2.1	
Mean overall Score											2.04 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO44SE02C	SEC-2 (BS): EVENT PLANNING AND MANAGEMENT	2	1

CO No.	CO-Statements	Cognitive Levels (K -Levels)
	On successful completion of this course, students will be able to	
CO-1	identify event management procedure.	K1
CO-2	understand the importance of event management as a managerial skill.	K2
CO-3	illustrate the types and elements of events and their relevance.	K3
CO-4	point out the differences between sponsorship and donations.	K4
CO-5	recommend the steps necessary to plan and create successful events.	K5

**Unit – I (6 Hours)**

Event - Meaning, Types, Event Team; Why Event Management - Analysis of Event, Scope of Event, Decision Makers. Event Manager Technical Staff- Establishing of Policies & Procedure - Developing Record Keeping Systems. Scope for Career in event management. Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, Phonographic Performance License, Utilities - Five Bridge Ambulance Catering, Electricity, Water Taxes Applicable.

**Unit – II (6 Hours)**

Locating People - Clarifying Roles, developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms; Introduction, Fees & Honorariums - Expense Reimbursement, Travel Arrangements; Worksheets Preparing a planning schedule - Role and functions of an event manager - Organizing Tasks, Assigning Responsibility, Overall Planning Tips, Protocols, Dress Codes, Staging, staffing.

**Unit – III (6 Hours)**

Event Marketing and Advertising - Nature and Process of Marketing. Seeking Sponsorship – Types, Event Sponsorship, Event Organizer - Event Partners, Event Associates, Image branding, Advertising and PR, Meetings and Group Development, Special Events, wedding, meetings, sports, rallies, Tools of Promotion, Tips on writing a New Release, Direct Marketing, Word of Mouth, The Promotion Schedule, Planning a Promotion Campaign for an Event, EMBOK.

**Unit – IV (6 Hours)**

Event Production and Logistics – Staffing and vendors, logistics and staging, breaking Down the event, Outsourcing strategies, Concept, theme, Fabrication, light & sound, handling vendors, Logistic policy, procedures, performance standards, event evaluation. Budget – cost of event, Profit and loss statement, balance sheet, panic Payments, Financial control system.

**Unit – V (6 Hours)**

Event Safety and Security – Security, occupational safety, Major risk and emergency planning, Incident Reporting, emergency procedures, Health and safety issues, insurance, licenses and permissions.

**Book for Study**

Mohan S, *Event Management & Public Relations*, Enkay Publishing House, New Delhi, 2017.

**Books for Reference**

1. Allen, J, *Event Planning Ethics and Etiquette*, John Wiley & Sons, Canada, 2018.
2. Allison.S, *The Event Marketing Handbook*. Kaplan Business, 2012.
3. Kimball, C, *Start Your Own Event Planning Business*. Entrepreneur Press, 2015.
4. S.K, Goyal, *Event Management*. Adhyayan Publishers, New Delhi, 2017.
5. Singh.GK, *Event Management: A Blooming Industry and an Eventful Career*, Haranand Publications, New Delhi, 2017.

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

Semester	Course code	Title of the Course									Hours	Credits
IV	21UCO44SE02C	SEC-2 (BS): EVENT PLANNING AND MANAGEMENT									2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	3	3	3	3	3	1	2	2	2.4	
CO-2	2	2	2	2	2	3	3	2	3	2	2.3	
CO-3	2	2	3	2	2	2	1	2	2	2	2	
CO-4	2	2	2	2	3	3	2	2	2	2	2.2	
CO-5	2	2	2	3	2	2	3	2	2	2	2.2	
Mean overall Score											2.22 (High)	



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

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

**Unit-I Harmony with Nature (6-Hours)**

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

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

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

**Unit-III Public Health (6-Hours)**

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

**Unit-IV Disaster Management (6-Hours)**

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

**Unit-V Counselling for Adolescents (6-Hours)**

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

**Books for Study**

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

**Books for Reference**

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

**Web Sources:**

[https://en.wikipedia.org/wiki/Disaster\\_management\\_in\\_India](https://en.wikipedia.org/wiki/Disaster_management_in_India)

<https://ndma.gov.in/>

<https://talkitover.in/services/child-adolescent-counselling/>

<https://www.nipccd.nic.in/schemes/adolescent-guidance-centre-19#gsc.tab=0>

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

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

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

### Books for Study

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

### Books for Reference

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

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54CC10	CORE-10: COST ACCOUNTING	6	4

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts, elements and methods of cost accounting.	K1
CO-2	relate cost accounting with financial accounting to reconcile the differences.	K2
CO-3	compute the levels and value of stock, labour remuneration under various schemes and overheads.	K3
CO-4	employ various methods of costing to provide practical solution.	K4
CO-5	prepare tenders and quotations based on the assessment of cost sheets.	K5

**Unit – I (18 Hours)**

Introduction - evolution of cost accounting - cost concepts and cost objects - cost classification - cost organization and its relationship with other departments - preparation of cost sheet - Tender and quotations.

**Unit – II (18 Hours)**

Material Cost - Stores ledger - Labour cost - labour turnover and remedial measures - treatment of idle time and overtime - remuneration methods (monetary and non-monetary incentive scheme)

**Unit – III (18 Hours)**

Overheads - indirect expenses - nature, collection and classification of indirect expenses and treatment - production overheads - distribution, appropriation, absorption by products - use of predetermined recovery rates, treatment of under and over - absorption of over heads.

Cost accounting records - Cost ledgers - Reconciliation of cost and financial accounts and integrated accounts.

**Unit – IV (18 Hours)**

Process costing - Simple process accounts including NL, AL and Abnormal gain treatments - Inter process profits - Equivalent Production Units – WIP - Accounting for Joint products and by - products.

**Unit – V (18 Hours)**

Batch Costing - Contract Costing - Features of contract costing - Types of contracts - Recording of costs of contracts - Profit on contracts - Cost Plus Contracts - Escalation Clause.

**Book for Study**

Alex K, *Cost Accounting*, Pearson Education, New Delhi. 2012.

**Books for Reference**

1. Jain & Narang, *Cost Accounting Principles and Practices*, Kalyani Publishers, New Delhi, 2016.
2. Banerjee, B. *Cost Accounting Theory and Practices* (14th edition). PHI Learning Pvt Ltd, Mumbai, 2016.
3. S.N.Maheshwari, *Advanced Cost Accounting*. New Delhi: Sultan Chand Publishing House, New Delhi, 2016.

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

Semester	Course code	Title of the Course					Hours	Credits			
V	21UCO54CC10	CORE-10: COST ACCOUNTING					6	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	3	2	3	3	2.3
CO-2	2	3	2	2	1	3	2	2	3	2	2.2
CO-3	2	2	2	2	3	3	3	3	2	2	2.4
CO-4	2	2	2	2	2	3	3	2	2	2	2.2
CO-5	3	3	2	2	1	3	3	2	3	2	2.4
<b>Mean overall Score</b>											<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54CC11	<b>CORE-11: AUDITING &amp; CORPORATE GOVERNANCE</b>	4	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	outline the concepts, principles and techniques of Auditing.	K1
CO-2	recognise the responsibility of management in corporate governance.	K2
CO-3	apply the procedures involved in vouching and valuation of assets and liabilities.	K3
CO-4	appraise the significant features of Auditing and Assurance standards	K4
CO-5	evaluate the EDP environment of auditing and professional ethical code of conduct.	K5

**Unit – I (12 Hours)**

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

**Unit – II (12 Hours)**

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

**Unit – III (12 Hours)**

Internal Control - Internal Check - Internal Audit - Definitions - Necessity - Difference between internal check and internal control - Fundamental Principles of internal check - Difference between internal check and internal audit - Special Areas of Audit: Tax audit and Management Audit - Recent trends in auditing - Relevant Auditing and Assurance Standards (AASs) - Rights duties and liabilities of auditor - Audit committee - Auditor's Report - Contents and types - Auditors certificate.

**Unit – IV (12 Hours)**

Audit of joint stock companies - qualifications and - disqualification appointment, rotation, and removal of auditor - remuneration and expenses of an auditor' - powers and duties of an auditor - liabilities of an auditor under Companies Act law of agency - liability of an auditor to third parties. EDP Auditing - definition - Need for Control - Effects of EDP Auditing - Foundations of EDP Auditing - steps in EDP Audit - International Federation of Accountants

(IFAC) code of ethics for professional accountants - American Institute of Certified Public Accountants (AICPA code of professional conduct.

**Unit – V (12 Hours)**

Conceptual Framework of Corporate Governance: Meaning, Theories, Models and Benefits of Corporate Governance; Board Committees and their Functions; Insider Trading; Rating Agencies; Green Governance/E-governance; Major Corporate governance failures - BCCI (UK) - Maxwell Communication (UK) - Enron (USA – Satyam Computer Services Ltd - TATA Finance - Kingfisher Airlines - Common Governance Problems Noticed in various Corporate Failures - Codes and Standards on Corporate Governance

*Note: Case Study Analysis at the end of each unit.*

**Book for Study**

B.N. Tandon, *Principles of Auditing*, S.Chand & Company, New Delhi, 2018.

**Books for Reference**

1. Rani, Geeta D., and R.K. Mishra, *Corporate Governance- Theory and Practice*, Excel Books, New Delhi, 2020.
2. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi, 2020.
3. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI learning Pvt. Ltd. Revised Edition, New Delhi, 2017.
4. Sharma, J.P., *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd, New Delhi, 2017.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO54CC11	CORE-11: AUDITING & CORPORATE GOVERNANCE									4	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	2	3	2	1	2	2	
CO-2	2	2	2	2	3	3	2	2	1	2	2.1	
CO-3	2	2	3	2	2	2	2	3	2	3	2.3	
CO-4	2	3	2	2	3	2	3	2	1	3	2.3	
CO-5	3	2	2	1	2	2	3	2	1	3	2.1	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO63CC12	<b>CORE-12: BUSINESS VALUATION AND ANALYSIS</b>	4	2

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the various techniques of business valuation.	K1
CO-2	interpret different projects using financial modeling.	K2
CO-3	illustrate the balance sheet and income statements using comparative and common size statements.	K3
CO-4	analyse the statement of shareholder's equity and present reports.	K4
CO-5	assess the value of business firms based on their assets and liabilities.	K5

**Unit – I** (12 Hours)  
Use of Functions like Net Present Value (NPV), Internal Rate of Return (IRR), etc.- Forecasting techniques.

**Unit – II** (12 Hours)  
Reformulating the Statement of Owners' Equity - Comprehensive Income Reporting - Financial Analysis – ratio analysis and report writing.

**Unit – III** (12 Hours)  
Reformulation of the Balance Sheet - Reformulation of the Income Statement (Tax allocation, issues in reformulating income statements) - Comparative analysis of the Balance Sheet and Income Statement (Common size analysis; trend analysis).

**Unit – IV** (12 Hours)  
Basis for Valuation - Principles and techniques of valuation – DCF, Multiple methods, Accounting based valuation - Asset Valuation; Earning Valuation; Cash flow valuation; other valuation basis Role of Valuation.

**Unit – V** (12 Hours)  
Introduction - Discounted Cash Flow Valuation - Relative Valuation - Free Cash Flow Valuation – Valuation of Firm - Valuation of Fixed Assets - Valuation of Investments - Valuation of Share - Valuation of Liabilities.

#### **Book for Study**

Krishna G Palepu and Paul M. Healy, *Business Analysis and Valuation: Using Financial Statement*, Cengage Learning, New Delhi, 2015.



### Books for Reference

1. Erik Peek and Paul Healy, *Business Analysis and Valuation: IFRS edition*, Cengage Learning, New Delhi, 2016
2. Study Notes, *Financial Analysis and Valuation: The Institute of Cost Accountants of India*, 2014.

**50% problems | 50% Theory**

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO63CC12	<b>CORE-12: BUSINESS VALUATION AND ANALYSIS</b>									4	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	3	2	2	3	2	2	2	2	2.3	
CO-2	2	2	3	3	3	2	3	3	3	2	2.6	
CO-3	2	3	2	3	2	3	2	2	2	3	2.4	
CO-4	3	2	2	1	1	2	3	2	3	3	2.2	
CO-5	2	2	3	3	3	2	3	3	2	3	2.6	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES01A	DSE-1: ADVANCED FINANCIAL MANAGEMENT	5	3

CO No.	CO-Statements	Cognitive Levels ( K -Levels)
	On successful completion of this course, students will be able to	
CO-1	describe and Explain the functions of finance, time value of money, Financial Statements, and the relationship between risk and return.	K1
CO-2	compare and Contrast financial statements.	K2
CO-3	examine and Explain the concepts of corporate restructuring.	K3
CO-4	calculate present and future value of money, return on a single and portfolio of assets.	K4
CO-5	analyse Mergers and Acquisitions, Takeovers, Lease and Hire Purchase.	K5

**Unit – I (15 Hours)**

Finance Functions – Time value of money. Future Value: Future value of a single cash flow, Future value of an Annuity. Present Value: Present value of a single cash flow, Present value of Annuity, Capital Recovery and Loan Amortisation, Present value of perpetuity, Present value of an Uneven Cash Flows, Present value of Growing Annuity, Present value of growing Perpetuities. Value of an Annuity Due – New developments in FM

**Unit – II (15 Hours)**

Financial Statement Analysis and Planning: Financial Statements - Profit and Loss Account, Balance sheet, Profits versus Cash Flow. Comparative Analysis - Du Pont Analysis, Standardized Financial Statements. Financial Planning-sales forecast - Forecasting Financial Statements - Pro Forma Profit and Loss Account and Balance Sheet. Computerized Financial Planning System.

**Unit – III (15 Hours)**

Risk and Return – Return on a single asset - Risk of rates of return - Variance and Standard Deviation - Historical Capital Market Return - Expected Return and Risk. Portfolio Return – two asset cases - Portfolio Risk and Return Analysis - Efficient Portfolio and Mean Variance Criterion – Combining a Risk free asset and a risky asset. Capital Asset Pricing Model (CAPM) - implication and relevance of CAPM - Limitation of CAPM. The Arbitrage Pricing Theory.

**Unit – IV (15 Hours)**

Corporate Restructuring – Types of Business Combinations – Merger/Amalgamation Acquisition - Types of Mergers - Motives and Benefits of Economics of Mergers and acquisitions - Valuation under Mergers and acquisitions - Steps involved in Mergers and acquisitions - Tender Offer and Hostile Takeover - Corporate Strategy and Acquisitions - Accounting for Mergers and acquisitions. Regulations of Mergers and Takeovers in India.

**Unit – V (15 Hours)**

Leasing, Hire Purchase and Project Finance - Types of Lease Arrangements - Mechanics of Leasing - Financial evaluation of a Lease - Other Considerations. Hire Purchase Arrangements. Mergers, Acquisitions and Restructuring - Reasons for Mergers - Mechanics of Mergers - Financial Aspects of a Merger - Purchase of a division / Plant, Takeovers. Divestitures, Demergers.

**Theory 40% | Problem 60%**

**Book for Study**

IM Pandey, *Financial Management*, Vikas Publishing House Pvt Ltd., New Delhi, 2018.

**Books for Reference**

1. M.Y.Khan and P.K.Jain, *Financial Management*, Tata McGraw Hill, New Delhi, 2017.
2. James C.Van Horne, John M.Wachowicz Jr. *Fundamentals of Financial Management*, PHI Learning Private Limited, New Delhi, 2016
3. Chandra Bose, *Fundamentals of financial Management*, PHI Learning Private Limited, Delhi, 2017.

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

Semester	Course code	Title of the Course					Hours	Credits				
V	21UCO53ES01A	DSE – 1: ADVANCED FINANCIAL MANAGEMENT					5	3				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	3	2	3	3	3	2	3	2.8	
CO-2	3	3	3	3	1	3	3	3	2	1	2.5	
CO-3	3	3	3	3	2	3	3	3	3	3	2.9	
CO-4	2	2	3	3	3	3	3	3	3	2	2.7	
CO-5	2	2	3	3	3	3	3	3	3	1	2.6	
Mean overall Score											2.7 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES01B	DSE-1: HUMAN RESOURCE MANAGEMENT	5	3

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

**Unit – I (15 Hours)**

Introduction to Human Resource Management: Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices. Human Resource Planning: Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP. Job Analysis and Design: Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design.

**Unit – II (15 Hours)**

Recruitment: Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment. Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection. Induction: Introduction, Meaning and Definition of Induction, Need for Induction, Problems Faced during Induction, Induction Programme Planning.

**Unit – III (15 Hours)**

Training and Development: Employee Training: Concept and Significance of Training, Training Needs, Training Methods, Types of Training - Management Development - Concepts and Significance - Types of Management Development Programmes - *Case Studies*.

**Unit – IV (15 Hours)**

Compensation Administration & Performance Appraisal: Compensation Administration: Introduction, Nature and Significance, Methods of Compensation Determination - Incentives: Introduction, Concept of Incentives, Effective Incentive System, Types of Incentive

Scheme Performance Appraisal: Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal.

**Unit – V (15 Hours)**

Employee Relations & Empowerment: Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counselling. Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario. International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM – Recent Trends in HRM - *Case Studies*.

**Book for Study**

Pravin Durai, *Human Resource Management*, Pearson Education, New Delhi, 2020.

**Books for Reference**

1. Mamoria C.B. & Gankar S.V, *Human Resource Management*, Himalaya Publishing House New Delhi, 2016.
2. Monappa A and Saiyadain M, *Personnel management*, Mc-Graw Hill Education, New Delhi, 2017.
3. DeCenzo, D.A. & Robbins, S.P, *Fundamentals of Human Resource Management*, John Wiley and Sons, New Delhi, 2017.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO53ES01B	DSE-1: HUMAN RESOURCE MANAGEMENT									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	3	3	2	3	3	2	2.7	
CO-2	3	3	3	2	2	3	3	3	2	2	2.6	
CO-3	3	3	3	3	2	3	3	2	3	3	2.8	
CO-4	3	3	2	3	2	3	3	2	2	2	2.5	
CO-5	3	3	3	2	2	3	3	3	2	3	2.7	
<b>Mean overall Score</b>											<b>2.5 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES01C	DSE-1: CONSUMER BEHAVIOUR AND MARKETING RESEARCH	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the application of theories on consumer behavior in marketing.	K1
CO-2	examine and discuss the factors which influence consumer behavior.	K &, K3
CO-3	apply appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situation.	K3
CO-4	analyze the internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.	K4
CO-5	evaluate a research report on consumer behaviour within a specific context.	K4

**Unit – I (15 Hours)**

Consumer Behavior - Concept and Implications; Integration of consumer behaviour in the marketing concept; Consumer Decision Making Process; Levels of consumer decision making; Types of Consumer Decision Making.Role, Classes and influences on consumer behavior.

**Unit – II (15 Hours)**

Consumer Behaviour and Marketing Strategy - Key Determinants Providing Customer Value and Retention; Market segmentation: Concept, Bases and Significance; How market segmentation operates; Criteria for effective targeting of market segments; Target Marketing strategies.

**Unit – III (15 Hours)**

Consumer Motivation -Dynamics of Motivation, type and systems of needs; Personality and theories of personality (relevant to marketing); Consumer diversity; Self and self-image; Consumer Perception; Dynamics of perception and consumer imagery; Consumer Learning; Behavioural and cognitive learning theories; Consumer Attitude; Attitude formation and behaviour; Communication and consumer behaviour.

**Unit – IV (15 Hours)**

Consumer Influence and Market Innovations- Consumer Opinion and its influence on product launch and innovation. New consumers; Managing Consumer Dynamics; Consumer decision making and beyond; Consumer Satisfaction and Dissatisfaction: Mechanism; Managing Post-purchase behaviour.

**Unit – V (15 Hours)**

Marketing Research-Role of Marketing Research, Marketing intelligence Vs Marketing Research, Applications of Marketing Research, Type of Marketing research - concept research, product research, pricing research, distribution research, advertising research. Who does the marketing research, when to do marketing research and limitations of marketing research. – Recent trends and developments in OB.

**Book for Study**

Schiffman, L.G. and Kanuk, L.L., *Consumer Behavior*, Prentice Hall, New Delhi, 2017

**Books for Reference**

1. Loudon, D.L. and Bitta, A.J.D. *Consumer Behaviour Concepts and Applications*, TMH Publications, New Delhi, 2015.
2. Solomon, Michael R, *Consumer Behaviour*, Prentice Hall, New Delhi, 2013.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO53ES01C	<b>DSE-1: CONSUMER BEHAVIOUR AND MARKETING RESEARCH</b>									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	3	2	1	2	2	2.0	
CO-2	3	3	3	2	2	2	3	3	2	1	2.4	
CO-3	3	3	3	2	1	2	3	3	2	1	2.3	
CO-4	3	3	3	2	2	3	3	3	2	1	2.5	
CO-5	3	3	2	2	2	3	3	2	2	2	2.4	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES02A	<b>DSE-2: FINANCIAL REPORTING AND ANALYSIS</b>	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify the sources of information used in financial statement analysis.	K1
CO-2	describe the significance of financial reporting and financial statement analysis.	K2
CO-3	relate the importance of financial statement notes and supplementary information.	K3
CO-4	analyse and interpret the financial statements.	K4
CO-5	summarize the steps in the financial statement analysis framework.	K2

**Unit – I (15 Hours)**

Application of Accounting standards - Standards related to Incomes Taxes, cash flows, Government Grants, effects of changes in foreign exchange rates, investments in associates & Asset Management Plan (AMP); joint ventures, earnings per share, investment property, non-current assets held for sale and fair value measurement – Recent trends and development

**Unit – II (15 Hours)**

Preparation of Single Entity Financial Statements - Preparation of statement of changes to equity and cash flow statements for a single entity, statement of profit or loss and balance sheet with adjustments pertaining to the standards covered in module 1

**Unit – III (15 Hours)**

Group Financial Statements-I: Consolidated financial statements (excluding group cash flow statement) for a simple group with one subsidiary and one associate – computation of fair value of net assets, goodwill and Non-Controlling Interest (NCI) on date of acquisition.

**Unit – IV (15 Hours)**

Group Financial Statements-II: Computation of group reserves on date of consolidation – fair value adjustments on consolidation – effects of intra-group trading on consolidation – effect of disposal of parent's investment in subsidiary in parent's individual financial statements and in consolidated financial statements

**Unit – V (15 Hours)**

Standards on specific transactions Accounting for Leases (including right-of-use assets, exemption criteria, sale & leaseback transactions), Financial instruments (excluding



hedge accounting & impairment of financial assets) including recognition & measurement of financial assets, financial liabilities & equity

**Theory: 20% | Problem 80%**

**Book for Study**

*Intermediate Accounting*; Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield Wiley, New Delhi, 2018.

**Books for Reference**

1. *Advanced Accounting*; Joe Ben Hoyle, Thomas Schaefer, Timothy Douppnik; McGraw Hill, New Delhi, 2018.
2. *Intermediate Accounting*; Loren Nikolai, John Bazley, Jefferson Jones; South-Western Cengage Learning, New Delhi, 2016.

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

Semester	Course code	Title of the Course					Hours	Credits				
V	21UCO53ES02A	<b>DSE-2: FINANCIAL REPORTING AND ANALYSIS</b>					5	3				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	3	2	2	2	3	2	2.5	
CO-2	3	2	3	2	2	2	3	3	2	2	2.4	
CO-3	3	2	3	3	3	3	3	3	2	1	2.6	
CO-4	3	2	2	2	2	2	1	2	2	1	1.9	
CO-5	3	2	3	3	3	3	2	1	2	1	2.3	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES02B	DSE-2: LABOUR LAWS	5	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	enumerate the basic principles, rules and Institutions regulating work relationship in India.	K1
CO-2	explain factories act, workman's Compensation act and Payment of wages act in the context of labour relationship.	K2
CO-3	analyse and apply contract labour act and trade Union act to prevent and settle industrial disputes.	K3
CO-4	apply appropriate provisions of Industrial dispute act to deal with Labour problems.	K3
CO-5	investigate and act on unfair labour practices.	K4

**Unit – I (15 Hours)**

**Introduction:** Labour law – Its scope and object – Regulation of labour in the interest of employees – The evolution of labour laws–Common law and Labour legislation in India – Its special features.

**Unit – II (15 Hours)**

**Factories Act and Workman's Compensation Act** Factories Act, 1948: Definitions – Health – Safety – Welfare –Working hours of women and young children - Annual leave with wages – Penalties. Workman's Compensation Act, 1926: Defences available to employers before passing of the Act – Rules - Defences available to employers – Amount of compensation – Occupational diseases.

**Unit – III (15 Hours)**

**Payment of Wages Act:** The Payment of Wages Act, 1936: Definitions - Rules for payment of wages - Deductions from wages - Maintenance of registers & records – Inspectors –Appeal - Penalties - Payment of Minimum Wages Act – provisions.

**Unit – IV (15 Hours)**

**The Contract Labour (Regulation And Abolition) Act and Trade Union Act** The Contract Labour (Regulation and Abolition) Act, 1970 - Registration of Establishments Employing Contract Labour - Licensing of Contractors - Welfare And Health of Contract Labour. The Trade Union Act, 1926: Definition - Registration of trade Unions - Funds of trade union - rights and liabilities of registered trade union - Recognition of Trade Unions – Penalties- recent amendments.

**Unit – V****(15 Hours)**

**Industrial Dispute Act** Industrial dispute Act, 1947 - Meaning - Objectives – Definitions - Relief notice of charge in condition - Grievance - Settlement authority - Reference of dispute - Arbitration - Strikes and lock outs - Layoff - Retrenchment – Special provisions - Unfair labour practices - Recent amendments and developments.

**Books for Study**

1. S N Mishra, *Labour & Industrial Laws*, Central Law Publishers, Uttar Pradesh, 2018.
2. P Gupta, Vijay Gupta, *Industrial and Labour Laws*, SBPD Publishers, Uttar Pradesh, 2020.

**Books for Reference**

1. P K Padhi, *Labour and Industrial Laws*, PHI Learning Private Limited, New Delhi, 2019.
2. Taxmann, *Labour Laws*, Taxmann Publications, New Delhi, 2020.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO53ES02B	DSE-2: LABOUR LAWS									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	1	2	1	2	1	1	1.9	
CO-2	3	2	2	3	2	2	3	2	2	2	2.3	
CO-3	3	3	3	2	1	2	2	2	1	2	2.1	
CO-4	3	3	3	2	2	2	3	2	2	2	2.4	
CO-5	3	3	3	3	2	2	2	3	1	2	2.4	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53ES02C	DSE-2: ADVERTISEMENT AND SALES PROMOTION	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and elements of advertisement, Sales promotion and Personal selling.	K1
CO-2	identify strategies, process and models of advertisement.	K2
CO-3	discuss the emerging trends, types and legal regulations in advertising.	K2
CO-4	demonstrate the skills and qualities required in personal selling.	K3
CO-5	analyze the Sales promotion tools and techniques.	K4

**Unit – I (15 Hours)**  
 Introduction to Advertisement: Features, Significance, Objectives, Classifications, Pros and Cons – Role and Impact of Advertisement in Economy, Culture and Society - Ethical Issues in Advertisement - Role of Ad Agencies – PESTLE Analysis in Advertising – Careers in Advertising - New Trends in Advertising.

**Unit – II (15 Hours)**  
 Advertising Process, Strategy and Trends - Advertising process - Target Audience Selection - Audience Perception - Advertising budget - Execution and Performance - Advertising strategy - AIDAS Model & Hierarchy of Effects Model; DAGMAR Approach; - Emerging Trends in Advertising – Digital Advertising.

**Unit – III (15 Hours)**  
 Advertising Media and Institutional Framework - Advertising Media - Role of Media - Criteria for selection of apt Media – Media Scheduling - Appeals in advertising - Role of AI in Advertising – Data Driven Advertising – Types of Media advertising – Role of Advertising Standards Council of India (ASCI) – International Advertising regulations.

**Unit – IV (15 Hours)**  
 Sales Promotion: Scope; Functions; Importance - Sales Promotion Tools - Online sales Promotion – Integration of Sales promotion with Advertising – Public Relations – Decisions - CRM – Planning and Organising Promotion Campaign.

**Unit – V (15 Hours)**

Personal Selling and Salesmanship - Personal Selling – Nature, Characteristics, Process - Personal Selling Strategies – Social Selling; Value based selling – Salesmanship – Sales force Management – E- Sales Training - Essential skills required in professionalising salesmanship – Qualities of successful sales person – Evaluation and rewarding Sales personnel – Case studies.

### Book for Study

Philip Kotler, *Principles of Marketing*, Pearson Education Publication, Europe, ISBN- 9789813134454, 2018.

### Books for Reference

Philip Kotler et al., *Marketing Management*, Pearson Education. New Delhi, 2013.

1. B. S. Rathore, *Advertising Management*, Himalaya Publishing House. New Delhi, ISBN- 978-93-5202-965-5, 2016.
2. Mahendra Mohan, *Advertising Management*, Tata McGraw Hill Publishing Co. Ltd. New Delhi, ISBN-13: 978-0074517802, 2017.
3. R.S.N Pillai & Bhagavathi, '*Modern Marketing*', S. Chand & Co. Ltd., New Delhi. ISBN- 13: 978-8121916974, 2019.
4. P.Saravanavel, *Advertisement and Salesmanship*, Margham Publications. Chennai, ISBN- 13: 978-9381430149, 2013.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO53ES02C	DSE-2: ADVERTISEMENT AND SALES PROMOTION									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	3	2	3	2	2	3	2	2.3	
CO-2	3	2	2	2	2	3	2	2	2	3	2.3	
CO-3	2	3	2	2	3	3	2	2	3	2	2.4	
CO-4	3	2	3	2	2	3	2	2	2	2	2.3	
CO-5	3	3	3	2	2	3	2	2	2	3	2.5	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53SP01A	<b>SELF PACED LEARNING: SOCIAL NETWORKING SERVICES</b>	--	2

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the uses of social networking services.	K1
CO-2	examine the different Social Networking Sites.	K2
CO-3	explore with various Social Networking Apps.	K3
CO-4	analysis the practical insights of Facebook.	K4
CO-5	examine the comprehensive framework of Twitter and LinkedIn.	K4

### Unit – I

Social Networking Service – Meaning and Definition – History – Social Impact - Features – Emerging Trends – Professional, Curriculum and Learning Uses - Niche Networks – Trading Network – Business Model – Social Interaction – Issues - Psychological effects of Social Networking.

### Unit – II

Social Networking Sites (SNS) -Meaning – Basic concepts – Risk and Benefits- Types – Facebook –YouTube – Instagram - Twitter – Reddit - Vine (shut down soon) – Ask.fm - Tumblr – Flickr - Google+ - LinkedIn – Pinterest –VK - ClassMates -Meetup

### Unit – III

Social Networking Apps- Meaning – Functions – Features – Benefits – Types – Messenger – WhatsApp; Calls – Chats -Contacts – Group – Broadcasting – Status – Gallery – Document – Location – Settings - QQ Chat – WeChat – QZone – Instagram – Viber – LINE - Snapchat – YY.

### Unit – IV

Facebook - Create a Profile –Events – Pages – Groups – Sharing – Message – Friend request – Photos/videos- Tag friends – Post- Understand the privacy options - Deactivate a social network profile - Set profile permissions and privacy settings.

### Unit – V

Twitter – How does it work – Create an account –Signing Up - Tweets – Following – Followers - Notification – Message –Disadvantage of Twitter – Deactivation of account – LinkedIn–Profile –My network – Learning – Jobs – interests – Posts – Groups – Privacy and Settings.

**Web Resources:**

1. [https://en.wikipedia.org/wiki/Social\\_networking\\_service](https://en.wikipedia.org/wiki/Social_networking_service)
2. [http://www.slideshare.net/ShrutiArya10/introduction-to-social-networking-sites-and-websites?qid=16074485-0621-4c19-8c0b-5937c59e69dd&v=&b=&from\\_search=1](http://www.slideshare.net/ShrutiArya10/introduction-to-social-networking-sites-and-websites?qid=16074485-0621-4c19-8c0b-5937c59e69dd&v=&b=&from_search=1)
3. [http://www.uws.edu.au/\\_\\_data/assets/pdf\\_file/0003/476337/The-Benefits-of-Social-Networking-Services.pdf](http://www.uws.edu.au/__data/assets/pdf_file/0003/476337/The-Benefits-of-Social-Networking-Services.pdf)
4. <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>
5. <http://mashable.com/2012/05/16/facebook-for-beginners/#zt.hb.qTluqt>
6. <https://www.facebook.com/>
7. <http://mashable.com/guidebook/twitter/>
8. <https://twitter.com/>
9. <http://mashable.com/2012/05/23/linkedin-beginners/#HcgfpgK2QGqW>

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO53SP01A	SELF PACED LEARNING: SOCIAL NETWORKING SERVICES									-	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	1	2	2	3	2	2	2	2	2.0	
CO-2	2	2	2	2	2	2	2	2	2	1	1.9	
CO-3	1	2	2	2	2	2	3	2	2	2	2.0	
CO-4	2	2	2	2	2	2	2	2	2	2	2.0	
CO-5	2	2	2	3	2	2	2	3	2	1	2.1	
Mean overall Score											2.0 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53SP01B	SELF PACED LEARNING: INNOVATION MANAGEMENT	-	2

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	recognize the basics of innovation.	K1
CO-2	explain the value of creativity and innovative thoughts.	K2
CO-3	exposure to different theories of innovation.	K3
CO-4	analysis the process involved in innovation.	K4
CO-5	explain the nuances of innovation for the success of business.	K4

### Unit – I: Innovation and Competitive Advantage

Innovation -Introduction, meaning, definition, concepts, nature, importance, early stage of innovation-identifying opportunities-Discovering new points of differentiation, Innovation drivers-State-Technology-Types of Innovations; Descriptions of Technological, Marketing and organization.

### Unit – II: Innovation and Creativity:

Creativity-Meaning, definition, need for and importance of creativity-Factors influencing creativity. Individual-Self evaluation of individual-SWOT analysis-Team-Group dynamics-Meaning, Characteristics, Stages, Types, Factors affecting group behavior and team building-Leadership –meaning and nature-creating Breakthroughs in Innovation. Perception – Meaning, Definition, Perceptual process, Factors affecting perception and techniques to improve perception.

### Unit – III: Innovation Theories

Major Contemporary theories: Disruptive –Networked-Open; Alternative theories: Evolutionary – Uncontested – Adaptive –Green Initiatives

### Unit – IV: Innovation Process

New product development – Criticality of the value proposition, differentiation – paths to market – systems of ideation – Experimentation and Proto typing – Innovation lapse

### Unit – V : Success and Innovation

Transformation of Business – Business processes – Recognition – execution strategies – designing winning innovative culture – Patents – Intellectual properties – successful innovation case studies (any two)

### Book for Study

Prahalad C.K and Krishna, *The New Age of Innovation: Driving Concreted Value Through Global Networks*, MS McGraw Hill, New Delhi, 2017.



### Books for Reference

1. Tidd Joe, and Besant John, *Managing Innovation*, John Wiley And Sons, Chichester, UK, 2017.
2. Westland, JC, *Global Innovation Management: A strategic approach*, Palgrave Macmillian, 2016.
3. MOORE, G.A, *Dealing With Darwin: How Great Companies Innovate At Every Phase of Their Evolution*, Capstone, 2017.
4. Collins, J, *How the mighty fall: And why some companies never give in*, Random House, 2018.

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

Semester	Course code	Title of the Course					Hours	Credits			
V	21UCO53SP01B	SELF PACED LEARNING: INNOVATION MANAGEMENT					-	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	3	3	3	3	2	2	2	2	2.4
CO-2	2	2	2	2	2	2	2	2	2	2	2.0
CO-3	2	2	2	2	2	2	2	2	2	1	1.9
CO-4	2	2	3	3	2	2	2	2	3	2	2.3
CO-5	2	2	2	2	2	2	2	2	1	1	1.8
<b>Mean overall Score</b>											<b>2.08 (Medium)</b>

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO53SP01C	<b>SELF PACED LEARNING: COMMERCE FOR COMPETITIVE EXAMINATIONS</b>	-	2

CO No.	CO-Statements	Cognitive Levels (K -Levels)
	On successful completion of this course, students will be able to	
CO-1	explain the important and latest developments in banking.	K1
CO-2	examine the basics and latest developments in economics.	K2
CO-3	recognise the avenues of investments and different types of financial markets and institutions.	K3
CO-4	familiarize with basic numerical ability problems.	K4
CO-5	prepare the verbal reasoning related problems and solutions.	K4

### Unit – I: Banking

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

### Unit – II: Economics

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

### Unit – III: Investment

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

### Unit – IV: Numerical Ability

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

### Unit – V: Reasoning Ability

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

### Book for Study

SanjayKumar, *Objective Commerce*, Ramesh Publishing House, New Delhi, 2018.

**Book for Reference**

Vineet Kaushik *UGC NET/SET (JRF & LS) COMMERCE Paper II &III* Arihant Publications, 2017.

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

Semester	Course code	Title of the Course					Hours	Credits			
V	21UCO53SP01C	SELF PACED LEARNING: COMMERCE FOR COMPETITIVE EXAMINATIONS					-	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	2	2	2	2	3	2	2.1
CO-2	2	2	3	3	3	3	2	2	2	2	2.4
CO-3	2	2	2	2	2	2	2	2	3	2	2.1
CO-4	3	3	2	2	3	2	3	2	3	2	2.5
CO-5	3	3	2	3	2	3	3	3	3	2	2.7
Mean overall Score											2.36 (High)

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

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

#### Module 1: **Effective Communication**

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

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

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

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

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

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

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

### **Books for Study**

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

### **Books for References**

1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi.
2. Covey, Stephen. 2004. *7 Habits of Highly effective people*, Free Press. Egan, Gerard. (1994).
3. *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/Cole.
4. Khera ,Shiv 2003. *You Can Win*. Macmillan Books , Revised Edition.
5. Melchias G, Balaiah John, John Love Joy (Eds), 2018. *Winners in the Making: A primer on soft skills*. SJC, Trichy.

### **Other books**

1. Murphy, Raymond. 1998. *Essential English Grammar*. 2nd ed., Cambridge University Press.
2. Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5th ed., Adams, Media.
3. Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
4. Yate, Martin. 2005. *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54EG01A	<b>GE-1: COMPUTERISED ACCOUNTING</b>	4	3

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.	K1
CO-2	classify the accounting transactions while entering in the appropriate accounting vouchers.	K2
CO-3	process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.	K3
CO-4	analyze various masters and vouchers and extract accounting and inventory reports.	K4
CO-5	summarize the work in the real time computerized business environment as an accountant or a store keeper.	K5

**Unit – I (12 Hours)**

Introduction to Accounting – Book Keeping – Accounting Concepts , Conventions and Principles -Types of Accounts - Journal –Subsidiary Books -ledger- Trial balance.

**Skill Tested:** Passing Journal entries, Preparation of accounts in ledger and Trial Balance.

**Unit – II (12 Hours)**

Accounting Packages - Introduction to TallyPrime - Creation, alteration and deletion of Companies – F11 Features & F12 Configurations - Accounting groups - Primary and Secondary Groups- Creation, alteration and deletion of User defined Groups- Ledgers creation, alteration and deletion – Extraction of Profit and loss account and Balance sheet

**Skill Tested:** Creation, alteration and deletion of companies and ledgers.

**Unit – III (12 Hours)**

Accounting Vouchers for Financial Transactions - Types of accounting vouchers (short cut keys) - Accounting Voucher entries – alteration and deletion - Extraction of Day book and Trial balance. Maintenance of Cost Centres – Maintenance of Billwise details and Interest Calculation

**Skill Tested:** Entering transactions through vouchers.

**Unit – IV (12 Hours)**

Inventory Masters: Creation, alteration and deletion of Stock groups, Stock categories, Units of Measures, locations and Stock items – Order Processing and Inventory vouchers. Recording Transactions in Accounts with Inventory model

**Skill tested:** Creation of inventory masters such as stock items, stock groups and units of measures. Entering transactions in accounting vouchers and inventory vouchers using stock items.

**Unit – V** **(12 Hours)**

F12 – Configurations – Creation of Budgets and Viewing variances – Preparation of Payroll masters and Entries in Payroll vouchers- Recording GST, TDS and TCS transactions.

**Skill Tested:** Create budget and view variances, Maintain payroll for the organization.

**Book for Study**

Tax Sarthi “*Basic Accounting & Inventory - TallyPrime Book - Volume-I*, Notion Press, 2020

**Books for Reference**

1. Ashok K Nadhani, *Tally ERP 9 Training guide*, BPB Publications, New Delhi, 2016.
2. SoumyaRanjanBehera, *Learn Tally ERP in 30 days*, B. K. Publications Pvt. Ltd, Bhubaneswar, 2014.
3. Shraddha Singh and Navneet Mehra, *Tally ERP 9 - Power of simplicity*, V & S Publishers, New Delhi, 2014.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO54EG01A	GE-1: COMPUTERISED ACCOUNTING									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	3	2	2	3	3	2	1	2	2.2	
CO-2	3	2	1	1	1	2	1	1	2	1	1.5	
CO-3	3	1	1	2	2	2	2	2	2	2	1.9	
CO-4	3	2	2	2	2	3	3	3	3	2	2.5	
CO-5	3	2	3	3	3	3	3	3	3	2	2.8	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54EG01B	GE-1: BASICS OF EXCEL	4	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the various options of MS excel applied in business situations.	K1 & K2
CO-2	apply Excel tools for interpretation and decision making.	K3
CO-3	present analysed data in desired format using pivot tables and charts.	K4
CO-4	illustrate MS Excel skills for analyzing data.	K5
CO-5	design worksheet models for various forms of business applications.	K6

**Unit – I (12 Hours)**

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

**Unit – II (12 Hours)**

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

**Unit – III (12 Hours)**

Math Functions: INT, MOD, RAND, RANDBETWEEN, ROUND, SUM, SUMIF, SUMIFS, SUMPRODUCT - POWER FUNCTIONS - Statistical Functions: AVERAGE - AVERAGEIF - AVERAGEIFS - COUNT - COUNTA - COUNTBLANK - COUNTIF - COUNTIFS - LARGE - SMALL - RANK - MAX - MIN - CORRELATION - TIME SERIES - FORECAST - Symmetry, Skew-ness and Kurtosis. -Lookup and Reference Functions: VLOOKUP, HLOOKUP, INDEX, MATCH, OFFSET, INDIRECT, ROW, ROWS, COLUMN, COLUMNS.



**Unit – IV (12 Hours)**

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

**Unit –V (12 Hours)**

Create Sparklines - Map Data - Forecasting Data - Determine Potential Outcomes Using Data Tables - Determine Potential Outcomes Using Scenarios - Use the Goal Seek Feature - Forecasting Data Trends

**Theory 50% Practical 50%**

**Book for Study**

Michael Alexander (2019), *Microsoft Excel 2019 Bible*, Wiley; 1st edition (4 December 2018).

**Books for Reference**

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

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO54EG01B	GE-1: BASICS OF EXCEL									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	3	2	2	3	2	2	2	2	2.3	
CO-2	2	2	3	3	3	2	3	3	3	2	2.6	
CO-3	2	3	2	3	2	3	2	2	2	3	2.4	
CO-4	3	2	2	1	1	2	3	2	3	3	2.2	
CO-5	2	2	3	3	3	2	3	3	2	3	2.6	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCO54EG01C	GE-1: PERSONAL INVESTMENT PLANNING	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and process involved in developing a personal investment plan.	K1
CO-2	identify the major types of investment alternatives.	K2
CO-3	figure out the roles of savings, cash management, tax planning, risk management, retirement planning and writing of will.	K3
CO-4	examine the risks associated with personal investment planning.	K4
CO-5	construct a portfolio based on personal investment objectives.	K5

**Unit – I (12 Hours)**

Investment: Meaning, Objectives and Characteristics – Financial Goals - Time Value of Money- Power of Compounding - Inflation - steps in financial planning. Importance of investing, Types of investment avenues. Financial discipline – Benefits of savings, management of spending, Budgeting, Saving and Responsible Borrowing.

**Unit – II (12 Hours)**

Investment Process, Concept and measurement of return & risk for various assets class, Portfolio – Meaning - Construction of portfolio -Measurement of portfolio risk and return, Diversification & Portfolio formation. Real estate, financial derivatives & Commodity market in India.

**Unit – III (12 Hours)**

Securities Market : Primary market , Secondary Market, , Initial Public Offering (IPO), the market participants and trading of securities, security market indices, Stock exchanges in India , DEMAT , Online trading.Fundamentals of Derivatives - Futures and Options. Fixed Income Securities - Bond features, types of bonds, estimating bond yields, types of bond risks.Mutual funds – Meaning –Mutual fund schemes including SIP - Myths about mutual funds.

**Unit – IV (12 Hours)**

Loans and Credits: Types of Loans - Benefits and Risks, Credit Score. Tax Structure in India for personal taxation, Steps of Personal tax planning, Exemptions and deductions for individuals, tax avoidance versus tax evasion.

**Unit – V****(12 Hours)**

Managing Risk - Need for Protection planning, Types of insurance schemes. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes. Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme. Will: Writing of will, Common mistakes while writing a will.

**Book for Study**

*Introduction to Financial Planning* (4th Edition 2017) – Indian Institute of Banking & Finance, 2017.

**Books for Reference**

1. Pandit, Amar *The Only Financial Planning Book that You Will Ever Need*, Network 18 Publications Ltd (CNBC TV 18), 2020.
2. *Personal Finance with Connect Plus*, 10th Edition, Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, TMH, 2020.

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

Semester	Course code	Title of the Course									Hours	Credits
V	21UCO54EG01C	GE-1: PERSONAL INVESTMENT PLANNING									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	2	2	1	2	2	1	2.1	
CO-2	3	2	2	3	2	2	3	2	2	2	2.3	
CO-3	2	3	3	2	1	1	2	2	1	2	1.9	
CO-4	3	3	3	2	2	2	3	2	2	2	2.4	
CO-5	3	3	3	3	1	1	2	3	2	2	2.3	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63CC13	<b>CORE-13: MANAGEMENT ACCOUNTING</b>	7	4

CO No.	CO-Statements	Cognitive Levels (K -Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the terms, concepts and principles relating to management accounts.	K1
CO-2	prepare and interpret ratios and cash flow statements as per AS 3.	K2
CO-3	apply variable costing techniques to make pricing and profit decisions.	K3
CO-4	analyse cost and revenue variances to enhance the efficiency of controlling process.	K4
CO-5	validate recurring business decisions based on functional budgeting techniques.	K5

**Unit – I (21 Hours)**

Management Accounting: Meaning - nature scope and functions of management accounting - role of management accounting in decision making. Financial statements analysis - classification and calculation of ratios-profitability ratios-turnover ratios - liquidity ratios - Solvency ratios - preparing comparative and common size statements.

**Unit – II (21 Hours)**

Cash flow statement - significance-preparation of cash flow statement as per AS3.

**Unit – III (21 Hours)**

Marginal Costing: Basic concepts-Marginal and Absorption costing - Cost Volume Profit Analysis – Break Even Analysis and charts - Limitation and application - Differential cost – analysis - Relevant cost analysis - Applications for management decision making.

**Unit – IV (21 Hours)**

Standard costing and variance analysis: Introduction to standard, standard cost and standard costing – standard costing and budgetary control – standard cost and estimated cost – applicability of standard costing. Standard costing system – basis for standards – setting standards – standard for direct material, direct labour and overheads. Computation of variance analysis – overhead variances – sales variances.

**Unit – V (21 Hours)**

Budgeting for profit planning and control: meaning of budget and budgetary control; Objectives, Merits and Limitations of budgets; - Functional budgets - Production budget -

sales budget – purchase budget – cash budget- control ratios- Fixed and Flexible budgets; Zero base budgeting.

### Book for Study

Khan M. Y. and Jain P. K. *Management Accounting*, Tata McGraw Hill Company Ltd., New Delhi. 2018.

### Books for Reference

1. Pillai.R. S. N. and Bagavathi V, *Management Accounting*, Sultan Chand CompanyLtd., New Delhi, 2017.
2. Shashi K. Gupta, Sharma R.K, *Management Accounting Principles and Practices*, New Delhi, 2015.
3. T.S. Reddy & Y. Hari Prasad Reddy, *Management Accounting*, Margham Publications, Chennai, 2017.

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO63CC13	CORE-13: MANAGEMENT ACCOUNTING									7	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	2	3	3	2	2	3	2	2.4	
CO-2	3	3	3	2	2	3	3	2	3	2	2.5	
CO-3	2	2	2	3	2	3	3	2	3	3	2.6	
CO-4	2	2	3	3	3	3	2	3	2	1	2.5	
CO-5	2	2	2	3	2	3	3	2	2	2	2.3	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63CC14	<b>CORE-14: INCOME TAX LAW AND PRACTICE</b>	7	4

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	outline the fundamentals of Income Tax Act, 1961 and its amendments.	K1
CO-2	describe the elements of capital gains and compute income from the other sources.	K2
CO-3	assess taxable income from salary.	K3
CO-4	calculate taxable income from different types of house properties.	K4
CO-5	determine taxable income from business and profession.	K5

**Unit – I (21 Hours)**

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

**Unit – II (21 Hours)**

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

**Unit – III (21 Hours)**

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

**Unit – IV (21 Hours)**

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

**Unit – V (21 Hours)**

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

**Book for Study**

Dr.Vinod K Singhania, “*Students Guide to Income Tax*”, Taxmann Publications Pvt. Ltd.,

New Delhi, (Latest Edition).

### Books for Reference

1. Bagavathi Prasad, “*Income Tax Law and Practice*”, WishwaPrakashan, New Delhi, (Latest Edition).
2. Hariharan (Latest Edition), *Income Tax Law and Practice*, Mcgraw- Hill Management, New Delhi, 2020.
3. T.S. Reddy & y. Hari Prasad & Reddy (Latest edition), *Income Tax Law and Practice*, Margham Publications, Chennai, 2020.

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

Semester	Course code	Title of the Course					Hours	Credits				
VI	21UCO63CC14	CORE-14: INCOME TAX LAW AND PRACTICE					7	4				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	3	2	2	2	2	2	2	2.2	
CO-2	3	2	2	2	2	2	3	2	3	3	2.4	
CO-3	2	3	2	3	2	3	2	3	3	3	2.6	
CO-4	2	2	2	1	2	2	2	1	2	2	1.8	
CO-5	3	2	3	3	1	3	1	3	2	1	2.2	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES03A	<b>DSE-3: INSURANCE MANAGEMENT</b>	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the various types of risks covered by insurance.	K1
CO-2	explain the principles and the regulatory framework of insurance.	K2
CO-3	examine various aspects of Insurance pricing and claim settlement.	K3
CO-4	compare and contrast different types of life insurance policies.	K4
CO-5	distinguish the general insurance policies and their clauses.	K5

**Unit – I (15 Hours)**

Concept of Risk – Defining Risk - Categories of Risks - Risk appraisal and Selection – Objectives of Risk Selection - Determinants of Risk - Management of Risk: Risk Mitigation - Risk avoidance - Risk prevention and Reduction - Sharing of risks - Enterprise Risk Management - Insurance: Introduction – Evolution – Characteristics - Requirement of insurable risks - Mechanism of Insurance - Insurance and Hedging

**Unit – II (15 Hours)**

Legal Principles of Insurance – Economic/ Financial Value - Principles of indemnity - Insurable interest - Utmost good faith - Principle of subrogation - Principle of contribution - Distinct legal aspects of insurance contract - Basic parts of insurance contracts - Insurance provisions - Legal liability - Law of torts - Law of Negligence - Government Regulations and IRDAs

**Unit – III (15 Hours)**

Life Insurance – Motives of Purchasing life insurance policies - features of a life insurance contract – Human life Value – Needs approach - Capital Retention approach - Types of policies - Life insurance policies riders – benefits of life insurance policies – Annuities and Pension fund schemes – Recent Trends in Insurance Management

**Unit – IV (15 Hours)**

Contract of marine insurance:- elements of marine insurance – classes of policies – policy conditions – clause in a marine insurance policy – marine losses.- Fire Insurance:- Fire Insurance – features of a fire insurance – kinds of policies – policy conditions – payment of claims – reinsurance. Medical Insurance: Types of Health Insurance and Forms of Health



insurance coverage. Miscellaneous Insurance: Miscellaneous Insurance – motor insurance – burglary – personal accident insurance.

**Unit – V (15 Hours)**

Insurance underwriting - Risk appraisal and Risk selection - Advisor as first line underwriter - Completing application forms - Reports and Receipts – Ongoing and frequency of Review - Establishing and implementing changes - Handling claims and Complaints – Insurance Pricing

**Book for Study**

1. Murthy, *Elements of Insurance*, Margham Publication, Chennai, 2017.
2. AnandGanguly, *Insurance Management*, New Age Internationals, New Delhi, 2017.

**Books for Reference**

1. Murthy, *Principles and Practices of Insurance*, Margham Publications, Chennai, 2018.
2. Jatiender and Loomba, *Risk Management and Insurance Planning*, PHI Private Learning Ltd, Delhi, 2014.
3. Neelam C Gulati, *Principles of Insurance Management*, Excel Books Private Ltd, 2014.

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO63ES03A	DSE-3: INSURANCE MANAGEMENT									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	3	2	1	2	1	1.9	
CO-2	3	3	3	2	2	2	3	3	2	1	2.4	
CO-3	3	3	3	2	1	2	3	3	2	1	2.3	
CO-4	3	3	3	2	1	3	3	3	2	1	2.4	
CO-5	3	3	2	2	2	3	3	2	2	1	2.3	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES03B	DSE-3: ORGANISATIONAL BEHAVIOUR	5	3

CO No.	CO-Statements	Cognitive Levels (K -Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts, elements and applications of organization behavior.	K1
CO-2	clarify the role and relevance of Individual and group behavior in different decision.	K2
CO-3	demonstrate interpersonal effectiveness, perception management, conflict resolution and cultural diversity management skills.	K3
CO-4	apply behavior modification techniques to effectively handle resistance to changes in stress causing situations.	K3
CO-5	select appropriate leadership traits/styles to deal with individuals and groups in organization.	K4

**Unit – I (15 Hours)**

Basics of Organisational Behaviour: Definition - Importance and Applications of Organizational Behaviour – Organizational Behaviour in a global context – Hofstede’s findings. New Development in OB.

**Unit – II (15 Hours)**

Individual Behaviour: Biographical characteristics – Ability – Learning – Group Behaviour: Group behaviour and group decision making – Classification of groups – stages of group development – group decision making – Difference between groups and teams – Types of teams – creating an effective team.

**Unit – III (15 Hours)**

Personality – Definition, Meaning, Importance, determinants, theories, personality traits influencing OB - Behaviour modification–participative management –stress: meaning, stress Factors and coping strategies - management Strategies.

**Unit – IV (15 Hours)**

Perception – factors influencing perception – values – types of values– sources of attitudes – cognitive dissonance theory - Motivation Concepts - Organisational Conflicts: Definitions, Meaning, Sources and types of conflicts, conflicts management approaches – Organisational Culture: managing culture and cultural diversity.

**Unit – V****(15 Hours)**

Leadership: Leadership and power – sources of power - tactics – coalitions – organizational politics – conflict process – power and politics: power and its two faces – sources of power – organisational politics - Organizational culture: creating and sustaining culture – forces of organizational change – resistance – implementation of change – Organizational Development interventions – Group Dynamics – Functions and Features.

**Book for Study**

1. Stephen P. Robbins, *Organizational Behaviour*, Pearson Education, New Delhi, 2017.
2. Saurabh Agarwal (2020), *Organisational Behaviour*, SBPD Publishing House, UttarPradesh, 2020.

**Books for Reference**

1. Gupta C B, *A Textbook of Organisational Behaviour*, S. Chand Publication, New Delhi, 2020.
2. Aswathappa, *Organisational Behaviour*, Himalaya Publishing House, New Delhi, 2020.

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

Semester	Course code	Title of the Course					Hours	Credits			
VI	21UCO63ES03B	DSE-03: ORGANISATIONAL BEHAVIOUR					5	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	3	1	2	1	1	2	1.9
CO-2	3	3	2	2	2	3	2	2	1	2	2.2
CO-3	3	2	3	2	3	2	2	1	2	3	2.3
CO-4	2	3	2	1	3	3	1	2	1	2	2
CO-5	3	3	3	2	3	3	2	2	1	2	2.4
<b>Mean overall Score</b>											<b>2.2 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES03C	DSE-3: RETAIL MANAGEMENT	5	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the elements of retail management.	K1
CO-2	discuss the determinants of retail locations and retail market segmentation.	K2
CO-3	illustrate the methods of inventory management in retailing.	K3
CO-4	identify the roles of retailers in operations management.	K4
CO-5	explain the functions of distribution channels.	K5

**Unit – I (15 Hours)**

Introduction to Retailing: Meaning – Definition – Objectives - Characteristics – Principles - Evolution of Retailing in India - Retailing across the Globe - Reasons for Retail Growth – Recent trends in retailing – Retail Formats: Storebased; Non-Store based – Traditional and Non-Traditional Retailing

**Unit – II (15 Hours)**

Store locations: Importance – Selection of Location – Importance of Retail Location – Types of Retail Locations – Factors influence Retail Location - Retail Market Segmentation: Features– Process of Retail Market Segmentation – Key Retail Segments

**Unit – III (15 Hours)**

Inventory Management in Retailing: Reasons for holding inventory - Methods of Inventory Control - Selective Inventory Management - EOQ Model - ABC Analysis - VED Analysis- FSN Analysis - HML Analysis - Inventory Costs - Material Handling – Recent developments in inventory management.

**Unit – IV (15 Hours)**

Retail Store Operations: Fundamentals of Retail Store Operations Management - Role of centralized retailers – Operations Master Schedule – Retail Store Maintenance – Energy Management – Success Tips for Retailers

**Unit – V (15 Hours)**

Distribution Management: Channels of Distribution - Functions of a Distribution Channel – Types – Elements of Physical Distribution – Wholesale & Wholesaler: Classification & Characteristics. Warehousing: Meaning, Needs, Functions, Features and Classifications.

E-Retailing: Meaning – Significance - Services – Online Shopping – Government E-Service – Private E-Service – Future and Emergence in Retailing

### Books for Study

1. Gibbson G Vedamani, *Retail Management*, Pearson Education, New Delhi, 2017.
2. Dr. Harjit Singh, *Retail Management - A Global Perspective, Text and Cases*, S. Chand Publications, New Delhi, 2016.

### Books for Reference

1. Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava, *Retail Management*, Oxford University Press, New Delhi, 2018.
2. L. Natarajan, *Retail Management*, Margham Publication, Chennai, 2017

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO63ES03C	DSE-3: RETAIL MANAGEMENT									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	3	3	2	3	3	2	1	2	2.4	
CO-2	3	2	1	1	1	2	1	1	2	1	1.5	
CO-3	2	1	1	2	2	2	2	2	2	2	1.8	
CO-4	2	3	3	3	3	3	3	3	3	2	2.8	
CO-5	3	2	3	3	3	3	3	3	3	2	2.8	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES04A	DSE-4: FINANCIAL ANALYTICS	5	3

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify and discuss the concepts of financial analytics from accounting and financial management perspective.	K1, K2
CO-2	apply ‘R’ language and Excel skills and tools in analytics.	K3
CO-3	explore appropriate tools to forecast financial performance and verify veracity.	K3
CO-4	analyse the returns and risks associated with investment proposals.	K4
CO-5	examine the efficiency of Purchase to Payment and Order to Cash in reducing cost and enhancing revenue.	K4

**Unit – I (15 Hours)**

Data analytical tools in Excel: Data Formatting – Data validations – Sort and Filter – Statistical Functions used for analytics- Analytical models for Measures of Central Tendency, Measures of Dispersion, Correlation, regression, cluster analysis, Forecast and time series - Charts –What if analysis- Pivot table & Pivot Charts - Data analysis tool - Financial Modelling using Financial Functions in Excel– Meaning – Features – Types.

**Unit – II (15 Hours)**

R Language for analytics – Data types –Defining various types of data – Statistical functions in R : Measures of Central Tendency – Measures of Dispersion, Correlation, Regression, Cluster analysis and Forecast and time series- Different Types of charts in R.

**Unit – III (15 Hours)**

Introduction to Financial Analytics and Application of Analytics in Financial Statements: Financial Analytics: Meaning – types . Forecasting Growth and Bankruptcy - Trend analysis through Accounting ratios and Cash flow statement using excel sheets. Forecasting financial statements using excel sheet models-Identifying the manipulations in Financial statements- Benford’s law – Beneish score- Discretionary Accruals models- Discretionary Expenditure models- Case studies

**Unit – IV (15 Hours)**

Financial Risk Management –Categories of financial risks:- Marketing risks-credit risks-liquidity risks-Quantification of risks – Risk Profiling through regression models using Excel- Risk analysis through Excel what if analysis- Forecasting Revenues - Capital Budgeting models through Excel – Asset Management Analytics-Case studies.

## Unit – V

(15 Hours)

Analytics in Working Capital Management: Purchase to Payment (PtoP):- stages involved in Purchase to Payment – risk analytics in Purchase to payment - Application of Excel in Purchase to payment models-Order to cash (OtoC):- Operating cycle-Order entry to billing - Accounts Receivable- credit and collections – Inventory Accounting- Application of Excel in Order to Cash models-Case studies. Emerging Trend in Financial Analytics

**Theory 60% Practical 40%**

### Books for Study

1. Danielle Stain Fairhurst(2019) *Using Excel for Business and Finance modelling A Practical Guide*:, Wiley.(Unit 1), New Jersey
2. Kun Ren(2016), *Learning R Programming : Language, tools and Practical Techniques*, PACKT Publishing Ltd.(Unit 2)
3. Edward E Williams & John A Dobleman (2018) *Quantitative Financial Analytics: The path to Investments*, World Scientific Publishing Co. Pte. Ltd (Unit 3, 4, 5)

### Books for References

1. Greg Harvey (2018), *Microsoft Excel 2019 for dummies*, Wiley, New Jersey.
2. KiritPandit& Marmanis(2008), *Spend Analysis: The Window into Strategic Sourcing*, J. Ross Publishing
3. PaviAgarwal(2006), *E-Business: Measurements & Analytics*, iUniverse,Inc, New York
4. Wallace Davidson(2020), *Financial Statement Analysis: Basis for Management Advice*, Wiley

### Web Resources:

1. [https://cran.r-project.org/doc/contrib/Paradis-rdebuts\\_en.pdf](https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf)
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
6. [https://www.cimaglobal.com/Documents/ImportedDocuments/cid\\_mag\\_financial\\_risk\\_jan09.pdf](https://www.cimaglobal.com/Documents/ImportedDocuments/cid_mag_financial_risk_jan09.pdf)
7. <https://www.wallstreetmojo.com/beneish-m-score/>
8. <https://sievo.com/resources/procurement-analytics-demystified#:~:text=Analytics%20in%20procure%2Dto%2Dpay,mistaken%20payment%20and%20reduce%20fraud.>
9. <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/risk/in-ra-procure-to-pay-analytics-noexp.pdf>
10. <https://web.utk.edu/~jwachowi/INGpart2.pdf>

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

Semester	Course code	Title of the Course					Hours	Credits			
VI	21UCO63ES04A	<b>DSE-4: FINANCIAL ANALYTICS</b>					5	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	2	1	3	2	1	2	1	1.8
CO-2	3	3	3	2	2	2	3	3	2	1	2.4
CO-3	3	3	3	2	1	2	3	3	2	1	2.3
CO-4	3	3	3	2	1	3	3	3	2	1	2.4
CO-5	3	3	2	2	1	3	3	2	2	1	2.2
<b>Mean overall Score</b>											<b>2.2 (High)</b>



Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES04B	DSE-4: HR ANALYTICS	5	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	identify and discuss the concepts and functions of HR Analytics from Human Resource Management perspective.	K1, K2
CO-2	apply 'R' language and Excel skills and tools in analytics.	K2
CO-3	employ analytics for analysing data relating to HR Planning and Recruitment.	K3
CO-4	analyse talent management and performance appraisal data.	K4
CO-5	predict the future trends of HR analytics.	K2, K5

**Unit – I (15 Hours)**

**Data analytical tools in Excel:** Data Formatting – Data validation – Sort and Filter – Statistical Functions used for analytics:- Analytical models for Measures of Central Tendency, Measures of Dispersion, Correlation, regression, cluster analysis and Forecast and time series - Charts - What if analysis- Pivot table & Pivot Charts - Data analysis tool.

**Unit – II (15 Hours)**

**R Language for analytics** – Data types –Defining various types of data – Statistical functions in R : Measures of Central Tendency – Measures Dispersion, Correlation, Regression, Cluster analysis and Forecast and time series- Different Types of charts in R.

**Unit – III (15 Hours)**

**HR Analytics and its types**-Comparison of HR analytics with Workforce analytics and People analytics- Business value of HR analytics – Steps involved in HR analytics- HRIS- Metrics of HR Analytics-Internal and External data used for analytics-HR Analytics cycle- Features of a good HR analytics system-HR Planning metrics- HR Forecasting metrics- Diversity analytics – Equality and Inclusion-Recruitment analytics Definition and Scope- – Metrics of Recruitment analytics- Benefits of Recruitment analytics- Best practices of Recruitment analytics

**Unit – IV (15 Hours)**

**Analytics in Learning and Development of HR:**-Talent Retention Metrics and Talent Analytics:- Maturity Models –Career Progression Metrics -Performance analysis – Predicting Employee performance -Training and Development analytics- Metrics of Training analytics- Compensation analytics – Cost and benefit analysis

## Unit – V

(15 Hours)

**Latest Trends of HR:-**Measures of Employee satisfaction and attitude-Quantitative HR- HR Research Audit – Smoke detectors in HR-HR Dashboard and HR Index- Technology and Human Dimension : AI, Big data, Augmented Reality, Automation- Deep thinking- Employee Gamification –Social Media and HR - Current issues in HR analytics – Future of HR analytics. Recent trends in HR Analytics

**Theory 60% Practical 40%**

### Books for Study

1. Wayne Winston, *Microsoft Excel 2019 Data analysis and Business Modelling*, Microsoft, Sixth Edition (**Unit 1**)
2. Kun Ren(2016), *Learning R Programming : Language, tools and Practical Techniques*, PACKT Publishing Ltd.(**Unit 2**)
3. Martin Edwards and Kirsten Edwards(2019), *Predictive HR analytics: Mastering the HR Metric*, Kogan Page (**Unit 3**)

### Books for References

1. Pradyush Bannerjee, Jatin Pandey & Manish Gupta, *Practical Applications of HR Analytics a step by step guide*, Sage Publications, 2019.
2. Greg Harvey, *Microsoft Excel 2019 for dummies*, Wiley, New Jercey, 2019.

### Web Resources:

1. [https://cran.r-project.org/doc/contrib/Paradis-rdebuts\\_en.pdf](https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf)
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
6. <https://www.questionpro.com/blog/hr-analytics-and-trends/>
7. <https://www.vskills.in/certification/blog/a-beginners-guide-to-hr-analytics/>
8. <https://splashbi.com/pdf/Workforce-Analytics-PDF.pdf>
9. <https://waterbearlearning.com/learning-analytics/>
10. <https://www.analyticsinhr.com/blog/what-is-hr-analytics/>

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO63ES04B	DSE-4: HR ANALYTICS									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	3	2	1	2	1	1.9	
CO-2	3	3	3	2	2	2	3	3	2	1	2.4	
CO-3	3	3	3	2	1	2	3	3	2	1	2.3	
CO-4	3	3	3	2	1	3	3	3	2	1	2.4	
CO-5	3	3	2	2	2	3	3	2	2	1	2.3	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO63ES04C	DSE-4: MARKETING ANALYTICS	5	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	identify and describe the role of various types of marketing analytics.	K1, K2
CO-2	apply 'R' language and Excel skills and tools in analytics.	K2
CO-3	employ analytical skills to determine the attitude and preferences of consumers.	K3
CO-4	analyse data for designing Marketing and Advertising mix models.	K4
CO-5	examine the marketing strategies and models through social media analytics.	K4

**Unit – I (15 Hours)**

**Data analytical tools in Excel:** Data Formatting – Data validation – Sort and Filter – Statistical Functions used for analytics:- Analytical models for Measures of Central Tendency, Measures of Dispersion, Correlation, regression, cluster analysis and Forecast and time series - Charts - What if analysis- Pivot table & Pivot Charts - Data analysis tool.

**Unit – II (15 Hours)**

**R Language for analytics** – Data types –Defining various types of data – Statistical functions in R : Measures of Central Tendency – Measures Dispersion, Correlation, Regression, Cluster analysis and Forecast and time series- Different Types of charts in R.

**Unit – III (15 Hours)**

**Introduction to Marketing analytics.** Brand Positioning-Brand Image Trafficking –Image Profiling –Perceptual Mapping-Customer analytics : What customer wants? Why customer wants – Conjoint analysis- Customer life time value -Customer churn and customer lifecycle analytics-propensity analytics- Analytics for customer segmentation and targeting – Recommender system: Principles and methods- market basket analysis: Types and algorithms – RFM analysis for customer segmentation Cross sell and Upsell models- Case studies

**Unit – IV (15 Hours)**

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

**Unit – V (15 Hours)**

**Social media analytics:** Text mining and Sentiment Web analytics – online traffic analytics – conversion analytics-click analytics- Google analytics -Audience analytics –Performance

analytics –Competitive analytics-influencer analytics-Sentiment analytics-Customer service analytics-online social intelligence: Extracting signal from Noise-Case studies. Emerging Trend in Marketing Analytics

**Theory 60% Practical 40%**

**Books for Study**

1. Wayne Winston, *Microsoft Excel 2019 Data analysis and Business Modelling*, Microsoft, Sixth Edition.
2. Kun Ren, *Learning R Programming : Language, tools and Practical Techniques*, PACKT Publishing Ltd, 2016.

**Books for Reference**

1. Chuck Hemann& Ken Burbary, *Digital Marketing Analytics: Making Sense of Consumer data in a digital world*, Que Publications, 2013.
2. Massimiliano Bonacchi & Paolo Perego, *Customer Accounting: Creating Value with Customer Analytics*, Springer, 2019.
3. Mike Grigsby, *Marketing Analytics*, Kogan Page, 2018.

**Web Resources**

1. [https://cran.r-project.org/doc/contrib/Paradis-rdebuts\\_en.pdf](https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf)
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
6. <https://www.wordstream.com/marketing-analytics>
7. <https://www.marketingevolution.com/marketing-essentials/marketing-analytics>
8. <https://www.demandjump.com/blog/what-are-marketing-analytics-tools>

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO63ES04C	DSE-4: MARKETING ANALYTICS									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	3	2	1	2	2	2.0	
CO-2	3	3	3	2	2	2	3	3	2	1	2.4	
CO-3	3	3	3	2	1	2	3	3	2	1	2.3	
CO-4	3	3	3	2	2	3	3	3	2	1	2.5	
CO-5	3	3	2	2	2	3	3	2	2	2	2.4	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64SE04A	SEC-4 (WS): MSMEs	2	1

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

**Unit – I (6 Hours)**

Entrepreneur: Meaning – Definitions – Characteristics – Types - Entrepreneur vs. Manager – Qualities of Successful Entrepreneur. Entrepreneurship – Meaning – Factors Stimulating Entrepreneurship – Entrepreneurship as Career.

**Unit – II (6 Hours)**

MSMEs: Fundamentals – Evolution of MSMEs – Importance – Government Policies and Support – Challenges involved in Running MSMEs.

**Unit – III (6 Hours)**

Establishment of MSMEs: Business Idea Development – Preliminary Project Report – Forms of Ownership – Detailed Project Report – Plant Location – Registration – Infrastructure Government Clearance – Labour Recruitment – Commencement of Production  
Project Report: Components of Project Report – Planning Commission Guidelines – Importance – Precautions in preparing Project Report – Reason for Poor Reports – Mock Report Preparation.

**Unit – IV (6 Hours)**

Incentives and Subsidies for MSMEs: State Government Subsidy Schemes – Central Government Subsidy Schemes – Tax Concessions – Financial Assistance.

**Unit – V (6 Hours)**

Credit Rating Services: Need for Credit Rating Service – Benefits of Rating – SMERA – CRISIL. Sickness in MSMEs: Meaning of Sick Unit – Signals and Symptoms of Industrial Sickness – Causes of Industrial Sickness – Steps to Prevent Industrial Sickness.

**Book for Study**

Gordon E, Natarajan K, *Entrepreneurship Development*, Himalaya Publishing House, Mumbai, 2020.

**Books for Reference**

1. Jayashree Suresh, *Entrepreneurial Development*, Margham Publications, Chennai, 2018.
2. Raj Shankar, *Essentials of Entrepreneurship*, Vijay Nicole Imprints Pvt Limited, Chennai, 2017.
3. Khanaka S S, *Entrepreneurial Development*, S. Chand Publishing, Chennai, 2017.

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

Semester	Course code	Title of the Course					Hours	Credits				
VI	21UCO64SE04A	SEC-4 (WS): MSMEs					2	1				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	2	3	3	2	2	2	2.5	
CO-2	3	3	3	2	2	2	3	3	2	2	2.5	
CO-3	2	2	2	2	2	2	3	3	3	2	2.3	
CO-4	3	2	3	2	2	3	2	2	2	2	2.3	
CO-5	2	2	2	2	2	3	2	2	1	3	2.1	
Mean overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64SE04B	SEC-4 (WS): DIGITAL BANKING	2	1

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	identify the concepts of modern technology and tools used in digital banking.	K1
CO-2	interpret the services provided through e-banking and internet banking.	K2
CO-3	determine the choice of innovative e-banking models.	K3
CO-4	analyse the online payment systems available to the users.	K4
CO-5	evaluate the application of e-banking security and analyze the latest development of e-banking security.	K5

**Unit – I (6 Hours)**

E-banking: meaning-Traditional banking vs E-banking-E-banking transactions-truncated cheques and electronic cheques- Bank within bank advantages of e-banking- constraint in e-banking.

**Unit – II (6 Hours)**

Internet Banking: Overview and Brief History - Product Features - Corporate and Individual Internet Banking Integration with e-Commerce Merchant sites - Profitability of Internet Banking - Risk Management and Frauds -Back End Operations and Technology - future outlooks.

**Unit – III (6 Hours)**

Mobile banking: meaning-Overview and Brief History - services – IMPS - Profitability of Mobile Banking - Mobile banking apps - online banking transactions - Risk Management and Frauds - Back End Operations and Technology; Telephone banking-mechanism-benefits and drawbacks.

**Unit – IV (6 Hours)**

Online banking Payment Systems: Overview of global payment systems - Overview of domestic payment systems - RuPay and RuPay Secure -. Immediate Payment Service (IMPS) - National Unified USSD Platform (NUUP) - National Automated Clearing House (NACH) - AadhaarEnabled Payment System (AEPS) e-KYC -. Cheque truncation System (CTS) - .National Financial Switch (NFS) -.RTGS -.NEFT -.Forex settlements m. Securities Settlement - Innovative Banking & Payment Systems.



**Unit – V****(6 Hours)**

E-Banking Security- Introduction need for security – Security concepts - Privacy – Survey. Findings on security - Attack - Cyber crimes - Reasons for Privacy - Tampering - Encryption.

**Book for Study**

1. Agarwal, O.P, '*Modern Banking of India*', Himalaya Publications, Mumbai, 2019.
2. C.S. Rayudu, *E-Business*, Himalaya Publications, Mumbai, 2019.

**Book for Reference**

1. Sanjay Kumar Rout, *Mobile Banking Security Technological Security*, 2019, Education Publishing, New Delhi, 2019.
2. Margaret Tan, *E-payment: The Digital Exchange*, 2004, ISBN:9789971692858, 9971692856, The Ridge Books Publishes, USA.
3. Bhushan Dewan, ISBN, 8121920833, 9788121920834. S. Chand Limited.Publisher, New Delhi, 2019.

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO64SE04B	SEC-4 (WS): DIGITAL BANKING									2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	2	2	2	3	2	3	2	2.3	
CO-2	2	2	2	3	3	3	2	2	2	2	2.3	
CO-3	3	3	2	2	2	2	2	2	2	2	2.2	
CO-4	1	2	2	2	2	2	3	3	2	2	2.1	
CO-5	2	3	3	3	2	2	2	3	2	1	2.3	
Mean overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCO64SE04C	SEC-4 (WS): RELATIONSHIP MARKETING	2	1

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and elements of Customer Relationship Management.	K1
CO-2	discuss customer perception and behavior for understanding customers.	K2
CO-3	explain the Business Applications of CRM.	K3
CO-4	examine the latest trends in CRM.	K4
CO-5	evaluate the Strategic plans using CRM tools.	K5

**Unit – I (6 Hours)**  
 Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

**Unit – II (6 Hours)**  
 Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; Individual and group customer’s - Customer life time value – Selection of Profitable customer segments.

**Unit – III (6 Hours)**  
 Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

**Unit – IV (6 Hours)**  
 Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

**Unit – V (6 Hours)**  
 E- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

#### **Book for Study**

R.S.N. Pillai & Bagavathi, *Modern Marketing: Principles and Practices*: S. Chand & Co Ltd New Delhi, 2016.

### Books for Reference

1. Kotler Philip. Amstrong, Gary. Agnihotri, Prafulla. Haque, EhsanUl. “*Principles of Marketing*”. Pearson Education, New Delhi, 2018.
2. Philip Kotler et al., *Marketing Management*, Pearson Education. New Delhi, 2018.
3. William J Stanton, Michael J Etzel, Bruce J Walker, *Fundamentals of Marketing*, Tata McGraw Hill, 2014.
4. Gupta C.B., Nair Rajan, *Marketing Management*, Sultan Chand & Sons, New Delhi, 2016.

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

Semester	Course code	Title of the Course									Hours	Credits
IV	21UCO64SE04C	SEC-4 (WS): RELATIONSHIP MARKETING									2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	2	3	2	2	2	1	2.0	
CO-2	2	2	2	3	3	2	2	2	1	1	2.0	
CO-3	3	3	1	2	2	2	2	1	2	1	1.9	
CO-4	2	2	3	2	2	2	2	2	2	1	2.0	
CO-5	2	2	2	2	3	1	2	2	2	3	2.1	
Mean overall Score											2.0 (Medium)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64EG02A	GE-2: RURAL MARKETING	4	3

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	describe the concepts and scope of rural marketing.	K1
CO-2	identify the schemes and sources of finance for rural marketing.	K2
CO-3	determine appropriate mix for rural marketing.	K3
CO-4	examine the Buying Patterns in Rural marketing.	K3
CO-5	explain the Role of Information Technology In Rural Marketing.	K4

**Unit – I (12 Hours)**

Rural Marketing: Evolution- Concept - Nature - Scope - Significance of Rural Marketing - Factors contributing to Growth of Rural markets -Rural market structure & Constitution - Components and classification - Rural Market vs Urban Market - Problems of Rural Consumer - Future of Rural Marketing and E-RURAL marketing.

**Unit – II (12 Hours)**

Rural Consumer behaviour: Consumer buying behaviour models -Factors affecting Consumer Behaviour-Social factors, Technological Factors, Economic Factors, and Political Factors- Characteristics of Rural consumer- Information Search and pre-purchase Evaluation – Consumer purchase Decision - Problems of Rural Consumer: Adulteration, Short Weight and Measures, Unfair Warranties and Guarantees, Unreasonable Pricing, Problems in Rural Marketing.

**Unit – III (12 Hours)**

Rural marketing mix - Product Planning for Rural Products - Pricing Methods and Strategies for Products- Rural distribution models-Emerging models- Rural Marketing Communication- Methods of Sales -Salesmen Influence- Promotional methods - Agricultural Marketing- Concept - Nature and Types of Agriculture produce and Market.

**Unit – IV (12 Hours)**

Need for Rural marketing finance - Source of marketing finance - Government Schemes: Rural Development Programmes, Entrepreneurship Development Programme, Farmers Service Societies (FSS), and Role of Food Corporation of India (FCI), Role of Khadi and Village Industries Commission (KVIC). Role of Banks in Rural Marketing: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing. NABARD RRBs. Problems of Institutional sources in marketing finance.

**Unit – V****(12 Hours)**

E-Commerce: Importance of E-Commerce and Impact of E-Marketing on rural consumers. Concept of Digital Village, Role of Social Media in rural marketing. Information Technology: Impact of IT in Agricultural Marketing, E-Choupal, Project Shakti, Web-casting-online training and guidance to farmers. Online Marketers: Role of Online Marketers, Growth and Challenges.

**Book for Study**

Badi R.V. Badi N.V. *Rural Marketing*, Himalaya Publishing House, New Delhi, 2020.

**Books for Reference**

1. Rathod Harishchandra Singh, “*Indian Rural Male Consumers and Their Preferences*” Lambert Academic Publishing, India, 2015.
2. Acharya S.S. Agarwal N.L. “*Agriculture Marketing in India*”, Oxford & IBH Publishing Company Pvt. Ltd. New Delhi, India. 2018.
3. Dr. RamKishen Y, “*New Perspectives in Rural & Agricultural marketing*”, Jaico Publishing House; Second edition, 2002.
4. Sanal Kumar Velayudhan, “*Marketing to Rural Consumers: Understanding and Tapping the Rural Market*”, Excel Books publication, India, 2009.

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO64EG02A	GE-2: RURAL MARKETING									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	2	2	3	2	2	2	2.3	
CO-2	3	3	3	2	3	2	3	3	2	2	2.6	
CO-3	3	3	2	3	2	2	3	1	2	2	2.3	
CO-4	3	2	1	2	2	2	3	2	2	2	2.1	
CO-5	2	1	1	2	2	3	2	2	3	2	2	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64EG02B	GE-2: ENTREPRENEURSHIP DEVELOPMENT	4	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	describe various concepts, features and kinds of entrepreneurship.	K1
CO-2	explain the procedures for project drafting and evaluation.	K2
CO-3	apply skills to tap various forms of assistances provided by the Government and its nodal agencies.	K3
CO-4	analyze the sources and techniques of entrepreneurial ideas.	K4
CO-5	evaluate the schemes of various funding agencies from entrepreneurial perspectives.	K5

**Unit – I (12 Hours)**

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

**Unit – II (12 Hours)**

Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities

**Unit – III (12 Hours)**

Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

**Unit – IV (12 Hours)**

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

**Unit – V (12 Hours)**

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

**Book for Study**

Anil Kumar, S., ET.al., (2011) *Entrepreneurship Development* New Age, International Publishers, New Delhi.

**Books for Reference**

1. Arya Kumar, *Entrepreneurship*, Pearson, Delhi, 2002.
2. Poornima M.CH, *Entrepreneurship Development –Small Business Enterprises*, Pearson, Delhi, 2009.
3. Michael H. Morris, ET. A, *Entrepreneurship and Innovation*, Cengage Learning, New Delhi, 2009.

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO64EG02B	GE-2: ENTREPRENEURSHIP DEVELOPMENT									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	3	3	2	2	3	3	2	2	2.5	
CO-2	3	2	2	3	3	3	2	2	3	2	2.5	
CO-3	2	3	2	2	2	2	2	3	3	3	2.4	
CO-4	2	3	3	2	1	2	2	2	3	3	2.3	
CO-5	3	2	3	2	2	2	3	2	2	3	2.4	
Mean overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCO64EG02C	GE-2: DIGITAL MARKETING	4	3

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify the concepts and techniques of digital marketing.	K1
CO-2	determine the strategies of digital marketing.	K2
CO-3	describe the determinants of digital marketing process.	K3
CO-4	assess the ethical and legal aspects of digital marketing.	K4
CO-5	evaluate social media, video and mobile marketing from ethical perspective.	K5

**Unit – I (12 Hours)**

Introduction: Concepts-scope and importance of digital marketing. Traditional vs Digital Marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Social Media Marketing – Merits and Demerits

**Unit – II (12 Hours)**

Digital marketing: concept and role of internet in marketing. Online marketing domains. Website design and domain name branding- online advertisement: types- formats, requisites of a good online advertisement. Online public relation management. Direct marketing-scope and growth. E-mail marketing-types and strategies.

**Unit – III (12 Hours)**

Digital marketing mix-Segmentation-Targeting, Differentiation and Positioning: concept level and strategies in a digital environment: Digital technology and customer-relationship management. Digital consumers and their buying decision process.

**Unit – IV (12 Hours)**

Interactive marketing: concepts and options. Social media marketing: concepts and tools-social network. Video marketing: tools and techniques. Mobile marketing and its tools. PPC marketing. Payment options.

**Unit – V (12 Hours)**

Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India



**Books for Study**

1. Kotler Philip, Iwan Setawan, Hermanwan Kartajaya, *Digital Marketing: 4.0 Moving from Tradition to Digital*, Pearson, New Delhi, 2018.
2. Ryan D, *Understanding Digital Marketing: Marketing strategies for engaging the digital generation*, Kogan Page Limited, New Delhi, 2017

**Books for Reference**

1. Gupta, Seema, *Digital Marketing*, Mc Graw Hill Education(India) Private Ltd, New Delhi, 2018.
2. Charlesworth A, *Digital Marketing:A practical approach*, McGraw Hill Education, New Delhi, 2016.

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

Semester	Course code	Title of the Course									Hours	Credits
VI	21UCO64EG02C	GE-2: DIGITAL MARKETING									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	3	3	3	3	3	2	2.7	
CO-2	3	3	3	2	2	3	3	2	2	3	2.6	
CO-3	3	3	3	3	2	3	3	3	3	2	2.8	
CO-4	3	3	2	3	3	3	3	2	2	2	2.6	
CO-5	3	3	3	2	3	3	2	2	3	3	2.7	
<b>Mean overall Score</b>											<b>2.6 (High)</b>	

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## VALUE ADDED COURSES

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

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

### Unit – I: Introduction to MS Excel

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

### Unit – II: Formula & Functions

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

### Unit – III: Math & Statistical Functions

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

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

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

#### Unit – IV: Charts and Graphs

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

#### Unit – V: Finance Functions

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

**Theory 50%, Practical 50%**

#### Book for Study

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

#### Books for Reference

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

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

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



<b>Course Code</b>	<b>Title of the Course</b>	<b>Course Duration</b>
<b>21COVAC02</b>	<b>RESEARCH METHODS &amp; SPSS</b>	<b>40 Hours</b>

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

### **Unit – I: Introduction to Research**

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

### **Unit – II: Problems and Sampling**

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

### **Unit – III: Data Collection and Analysis**

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

### **Unit – IV: SPSS Functions**

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

### **Unit – V: Report Writing**

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

### **Book for Study**

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

### Books for Reference

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

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

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