

B COM COMMERCE

LOCF SYLLABUS 2023



Department of Commerce

School of Management Studies

St. Joseph's College (Autonomous)

Tiruchirappalli - 620002, Tamil Nadu, India

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

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

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

The overarching objectives of these five schools are as follows:

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

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

Credit system

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

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

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

OUTCOME-BASED EDUCATION (OBE)

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

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

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

Here are some key aspects of Outcome-Based Education:

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

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

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

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

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

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

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

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

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

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

Some Important Terminologies

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Course Coding

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

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

Course Specific Initials

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

GE - General English

CC - Core Theory; CP- Core Practical

AC - Allied Course

AP - Allied Practical

FC - Foundation Course

SE - Skill Enhancement Course

VE - Value Education

WS - Workshop

AE - Ability Enhancement Course

AO - Allied Optional

OP - Allied Optional Practical

ES - Discipline Specific Elective

IS - Internship

SP - Self-paced Learning

EG - Generic Elective

ES - Discipline Specific Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

OR - Outreach Programme

EVALUATION PATTERN

Continuous Internal Assessment

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

Passing minimum: 40 marks

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

Question Paper Blueprint for Mid and End Semester Tests

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

* Compulsory

For Quantitative Courses only

Duration: 2 Hours						Maximum Marks: 60
Section	K levels					Marks
	K1	K2	K3	K4	K5	
A (compulsory)	5	4				$9 \times 1 = 9$
B (either...or type)			3			$3 \times 5 = 15$
C (2 out of 3)				2	1*	$2 \times 18 = 36$
Total						60

* Compulsory

Question Paper Blueprint for Semester Examination

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

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

For Quantitative Courses

Duration: 3 Hours						Maximum Marks: 100
Section	K levels					Marks
	K1	K2	K3	K4	K5	
A (compulsory)	10					$10 \times 1 = 10$
B (either...or type)		2	3			$5 \times 6 = 30$
C (4 out of 5)				2	2	$4 \times 15 = 60$
Total						100

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

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

Grading System

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

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

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

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

Where,

C_i - credit earned for the Course i

Gp_i - Grade Point obtained for the Course i

M_i - Marks obtained for the Course i

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

WAM - Weighted Average Marks

Classification of Final Results

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

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

Table - 1: Grading of the Courses

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

Table - 2: Grading of the Final Performance

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

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

Vision

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

Mission

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

Programme Educational Objectives (PEOs)

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

Programme Outcomes (POs)

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

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

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

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

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

Programme Specific Objectives (PSOs)

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

Describe and demonstrate the concepts relating to business, accounting, finance, economics, management, law and taxation through the use of ICT tools.

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.

Analyse, Interpret and present comprehensive business, financial and accounting reports, individually and in teams.

Compare and contrast the conventional and contemporary business trends to develop innovative business models in sync with ethics and social responsibility.

Assess ethical values to appreciate and promote social harmony and environmental sustainability through holistic skills obtained.

PROGRAMME STRUCTURE					
Part	Semester	Specification	No. of Courses	Hours	Credits
1	1- 4	Languages (Tamil / Hindi/ French/ Sanskrit)	4	17	12
2	1 - 4	General English	4	20	12
3	1 - 6	Core Course	14	75	55
	1, 2	Allied Course	2	8	5
	2	Allied Practical	1	2	2
	3, 4	Allied Optional	2	12	8
	5, 6	Discipline Specific Elective	4	20	12
	5	Internship	1	-	1
	5	Self-paced Learning	1	-	2
	5	Project Work and Viva Voce	1	-	2
4	5	Comprehensive Examination	1	-	2
	1	Foundation Course	1	2	1
	1	Skill Enhancement Course (Non-Major Elective)	1	2	1
	5	Skill Enhancement Course (Soft Skills)	1	2	1
	6	Skill Enhancement Course (WS)	1	2	1
	1 - 4	Value Education	4	8	4
	1, 2	Ability Enhancement Compulsory Course	2	2(6)	4
5, 6	Generic Elective	2	8	4	
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Extra Credit Courses (MOOC)/Certificate Courses	(5)	-	(15)
		Total	47(5)	180(6)	133(15)

PROGRAMME PATTERN								
Course Details						Scheme of Exams		
Sem	Part	Course Code	Title of the Course	Hours	Credits	CIA	SE	Final
1	1	23UTA11GL01A	General Tamil - 1	5	3	100	100	100
		23UFR11GL01	French - 1					
		23UHI11GL01	Hindi - 1					
		23USA11GL01	Sanskrit - 1					
	2	23UEN12GE01	General English - 1	5	3	100	100	100
	3	23UCO13CC01	Core Course - 1: Financial Accounting - 1	5	4	100	100	100
		23UCO13CC02	Core Course - 2: Principles of Management	5	3	100	100	100
		23UCO13AC01A	Allied Course - 1: Business Communication	4	3	100	100	100
		23UCO13AC01B	Allied Course - 1: Indian Economic Development					
		23UCO13AC01C	Allied Course - 1: Business Economics					
	4	23UCO14FC01	Foundation Course: Basics of Commerce	2	1	100	100	100
		-	Skill Enhancement Course - 1: (Non Major Elective): Refer ANNEXURE 1	2	1	100	100	100
		23UHE14VE01	Value Education - 1: Essentials of Humanity*	2	1	50	50	50
		23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	(6)	3	100	-	100
		Total	30	22				
2	1	23UTA21GL02	General Tamil - 2	4	3	100	100	100
		23UFR21GL02	French - 2					
		23UHI21GL02	Hindi - 2					
		23USA21GL02	Sanskrit - 2					
	2	23UEN22GE02	General English - 2	5	3	100	100	100
	3	23UCO23CC03	Core Course - 3: Financial Accounting - 2	6	5	100	100	100
		23UCO23CC04	Core Course - 4: Principles of Marketing	5	3	100	100	100
		23UCO23AC02	Allied Course - 2: TallyPrime	4	2	100	100	100
		23UCO23AP01	Allied Practical: Practical for TallyPrime	2	2	100	100	100
	4	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights*	2	1	50	50	50
		23UHE24AE01	Ability Enhancement Compulsory Course- 2: Environmental Studies*	2	1	50	50	50
	-	Extra Credit Courses (MOOC / Certificate Course) - 1	-	(3)				
		Total	30	20 (3)				
3	1	23UTA31GL03	General Tamil - 3	4	3	100	100	100
		23UFR31GL03	French - 3					
		23UHI31GL03	Hindi - 3					
		23USA31GL03	Sanskrit - 3					
	2	23UEN32GE03	General English - 3	5	3	100	100	100
	3	23UCO33CC05	Core Course - 5: Corporate Accounting	7	5	100	100	100
		23UCO33CC06	Core Course - 6: Business and Corporate Laws	6	5	100	100	100
		23UCO33AO01A	Allied Optional - 1: Elements of Mathematics	6	4	100	100	100
		23UCO33AO01B	Allied Optional - 1: Business Mathematics					
	4	23UHE34VE03A	Value Education - 3: Social Ethics - 1*	2	1	50	50	50
		23UHE34VE03B	Value Education - 3: Religious Doctrine - 1*					
	-	Extra Credit Courses (MOOC/Certificate Course) - 2	-	(3)				
		Total	30	21 (3)				

4	1	23UTA41GL04C	General Tamil - 4 <i>வணிகத் தமிழ் (Business Tamil)</i>	4	3	100	100	100	
		23UFR41GL04	French - 4						
		23UHI41GL04	Hindi - 4						
		23USA41GL04	Sanskrit - 4						
	2	23UEN42GE04	General English - 4	5	3	100	100	100	
	3	23UCO43CC07	Core Course - 7: Financial Management	5	4	100	100	100	
		23UCO43CC08	Core Course - 8: Financial System and Services	4	3	100	100	100	
		23UCO43CC09	Core Course - 9: Banking Theory Law and Practice	4	3	100	100	100	
		23UCO43AO02A	Allied Optional - 2: Elements of Statistics	6	4	100	100	100	
		23UCO43AO02B	Allied Optional - 2: Business Statistics						
	4	23UHE44VE04A	Value Education - 4: Social Ethics - 2*	2	1	50	50	50	
		23UHE44VE04B	Value Education - 4: Religious Doctrine - 2*						
			Extra Credit Courses (MOOC/Certificate Course) - 2	-	(3)				
			Total	30	21 (3)				
5	3	23UCO53CC10	Core Course - 10: Fundamentals of Cost Accounting	7	5	100	100	100	
		23UCO53CC11	Core Course - 11: Income Tax Law and Practice	7	5	100	100	100	
		23UCO53ES01A	Discipline Specific Elective - 1: Advanced Financial Management	5	3	100	100	100	
		23UCO53ES01B	Discipline Specific Elective - 1: Human Resource Management						
		23UCO53ES01C	Discipline Specific Elective - 1: Consumer Behaviour and Marketing Research						
		23UCO53ES02A	Discipline Specific Elective - 2: Excel for Financial Decisions	5	3	100	100	100	
		23UCO53ES02B	Discipline Specific Elective - 2: Labour Laws						
		23UCO53ES02C	Discipline Specific Elective - 2: Advertisement and Sales Promotion						
			23UCO53IS01	Internship	-	1	100	100	100
		4		23UCO53SP01A	Self-paced Learning: Social Networking Services*	-	2	50	50
			23UCO53SP01B	Self-paced Learning: Innovation Management*					
			23UCO53SP01C	Self-paced Learning: Commerce for Competitive Examination*					
			-	Generic Elective - 1: Refer ANNEXURE 2	4	2	100	100	100
			23USS54SE01	Skill Enhancement Course - 2: Soft Skills	2	1	100	-	100
		-	Extra Credit Courses (MOOC/Certificate Course) - 4	-	(3)				
		Total	30	22 (3)					
6		23UCO63CC12	Core Course - 12: Management Accounting	5	4	100	100	100	
		23UCO63CC13	Core Course - 13: Costing Methods and Techniques	5	4	100	100	100	
		23UCO63CC14	Core Course - 14: Auditing	4	2	100	100	100	
	3	23UCO63ES03A	Discipline Specific Elective - 3: Insurance Management	5	3	100	100	100	
		23UCO63ES03B	Discipline Specific Elective - 3: Organisational Behaviour						
		23UCO63ES03C	Discipline Specific Elective - 3: Retail Management						

		23UCO63ES04A	Discipline Specific Elective - 4: Financial Analytics						
		23UCO63ES04B	Discipline Specific Elective - 4: HR Analytics	5	3	100	100	100	
		23UCO63ES04C	Discipline Specific Elective - 4: Marketing Analytics						
		23UCO63PW01	Project Work and Viva Voce	-	2	100	100	100	
		23UCO63CE01	Comprehensive Examination*	-	2	50	50	50	
	4	-	Generic Elective - 2: Refer ANNEXURE 3	4	2	100	100	100	
		-	Skill Enhancement Course - 3 (WS): Refer ANNEXURE 4	2	1	100	-	100	
		-	Extra Credit Courses (MOOC/Certificate Course) - 5	-	(3)				
			Total	30	23(3)				
2 - 6	5	23UCW65OR01	Outreach Programme (SHEPHERD)	-	4				
1 - 6			Total (3 Years)	180	133 (15)				

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

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

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

Department	Course Code	Title of the Course
Botany	23UBO14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Organic Farming
Computer Science	23UCS14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Office Automation
BCA	23UBC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Fundamentals of Information Technology
Mathematics	23UMA14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Mathematics for Competitive Examinations
Statistics	23UST14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Basics of Statistics
Vis Com	23UVC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Digital Storytelling and Scriptwriting
English	23UEN14SE01	Skill Enhancement Course - 1: (Non-Major Elective): English for Communication
History	23UHS14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Tourism
Tamil	23UTA14SE01	Skill Enhancement Course - 1: (Non-Major Elective): பேச்சுக்கலைத் திறன் (Oratory Skills)
BBA	23UBU14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Practical Advertising
	23UBU14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Digital Marketing
B. Com CA	23UCC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Entrepreneurship Skills
Economics	23UEC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Demography
Chemistry	23UCH14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Role of Chemistry in Daily Life
Electronics	23UEL14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Consumer Electronics
Physics	23UPH14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Physics for Everyday Life
	23UPH14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Home Electrical Installation

*Offered to students from other Departments

ANNEXURE 2
Generic Elective - 1*

Department	Course Code	Title of the Course
Botany	23UBO54EG01	Generic Elective - 1: Landscape designing
Computer Science	23UCS54EG01	Generic Elective - 1: Ethical Hacking
BCA	23UBC54EG01	Generic Elective - 1: Fundamentals of Data Science
Mathematics	23UMA54EG01	Generic Elective - 1: Numerical Ability
Statistics	23UST54EG01	Generic Elective - 1: Actuarial Statistics
Vis Com	23UVC54EG01	Generic Elective - 1: Media Education
English	23UEN54EG01	Generic Elective - 1: Film Studies
History	23UHS54EG01	Generic Elective-1: Tamil Heritage and Culture
Tamil	23UTA54EG01	Generic Elective - 1: தமிழிலக்கியத்தில் மனித உரிமைகள் (Human rights in Tamil literature)
BBA	23UBU54EG01A	Generic Elective - 1: Global Supply Chain Management
	23UBU54EG01B	Generic Elective - 1: Starts-ups and small Business Management
B. Com CA	23UCC54EG01	Generic Elective - 1: E-commerce and E Business Management
Economics	23UEC54EG01	Generic Elective - 1: Principles of Economics
Chemistry	23UCH54EG01	Generic Elective - 1: Health Science
Electronics	23UEL54EG01A	Generic Elective - 1: Everyday Electronics
	23UEL54EG01B	Generic Elective - 1: Wireless Communication
Physics	23UPH54EG01A	Generic Elective-1: Everyday Physics
	23UPH54EG01B	Generic Elective-1: Renewable Energy Physics

*Offered to students from other Departments

ANNEXURE 3
Generic Elective - 2*

Department	Course Code	Title of the Course
Botany	23UBO64EG02	Generic Elective - 2: Solid Waste Management
Computer Science	23UCS64EG02	Generic Elective - 2: 3D Printing and Design
BCA	23UBC64EG02	Generic Elective - 2: Industry 4.0
Mathematics	23UMA64EG02	Generic Elective - 2: Quantitative Techniques
Statistics	23UST64EG02	Generic Elective - 2: Applied Statistics
Vis Com	23UVC64EG02	Generic Elective - 2: Digital Media Production
English	23UEN64EG02	Generic Elective - 2: English for the Media
History	23UHS64EG02	Generic Elective - 2: Intellectual Revivalism in Tamil Nadu
Tamil	23UTA64EG02	Generic Elective - 2: தமிழர் மருத்துவம் (Tamil Medicine)
BBA	23UBU64EG02A	Generic Elective - 2: Personality Development
	23UBU64EG02B	Generic Elective - 2: NGO Management
B. Com CA	23UCC64EG02	Generic Elective - 2: Total Quality Management
Economics	23UEC64EG02	Generic Elective - 2: Economics for Competitive Exams
Chemistry	23UCH64EG02	Generic Elective - 2: Solid Waste Management
Electronics	23UEL64EG02A	Generic Elective - 2: CCTV and Smart Security Systems
	23UEL64EG02B	Generic Elective - 2: Entrepreneurial Electronics
Physics	23UPH64EG02A	Generic Elective - 2: Laser Technology and its applications
	23UPH64EG02B	Generic Elective - 2: Physics of Earth

*Offered to students from other Departments

ANNEXURE 4

Skill Enhancement Course - 3 (WS)*

School	Course Code	Title of the Course
SMS	23UBU64SE02A	Skill Enhancement Course - 3 (WS): Practical Stock Trading
	23UBU64SE02B	Skill Enhancement Course - 3 (WS): Export Management
	23UCC64SE02	Skill Enhancement Course - 3 (WS): Stress Management
	23UEC64SE02	Skill Enhancement Course - 3 (WS): Contemporary Issues in Economics

*Offered to students from other Departments within School

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

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

அலகு - 1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

(10 மணி நேரம்)

1. இலக்கணம் :

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

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

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

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

2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு
3. அற இலக்கியம்-பதினெண்கீழ்க்கணக்கு நூல்கள்

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

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

அலகு - 2 சங்க இலக்கியம்

(15 மணி நேரம்)

எட்டுத்தொகை :

6. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்
 7. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே
 8. ஐங்குறுநூறு -நெல் பல பொலிக! பொன் பெரிது சிறக்க!" (முதல் பாடல்)-வேட்கைப் பத்து
 9. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி
 10. புறநானூறு -189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187
- பத்துப்பாட்டு:**
முல்லைப்பாட்டு (முழுவதும்)

அலகு - 3 அற இலக்கியம்

(10 மணி நேரம்)

12. திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம்
13. நாலடியார்-பாடல்: 131 (குஞ்சியழகும்)
14. நான்மணிக்கடிகை-நிலத்துக்கு அணியென்ப
15. பழமொழி நானூறு- தம் நடை நோக்கார்
16. இனியவை நாற்பது- 37. இளமையை மூப்பு என்று

அலகு - 4 காப்பிய இலக்கியம்

(20 மணி நேரம்)

17. சிலப்பதிகாரம் - வழக்குரைகாதை

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

அலகு - 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

(15 மணி நேரம்)

23. பக்தி இலக்கியம்:

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

24. பகுத்தறிவு இலக்கியம் :

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

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

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

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

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

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

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

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

UNIT I (15 Hours)

- Salut ! Enchanté

UNIT II (15 Hours)

- J'adore

UNIT III (15 Hours)

- Tu veux bien ?

UNIT IV (15 Hours)

- On se voit quand ?

UNIT V (15 Hours)

- Bonne idée

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

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

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

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

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

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

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

Course Objectives

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

UNIT I: Buniyadi Hindi (15 Hours)

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

UNIT II: Hindi Shabdavali (15 Hours)

- Rishto ke Naam
- Gharelu padartho ke Naam

UNIT III: Vyakaran (15 Hours)

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

UNIT IV: Chote Gadyansh ka pattan (15 Hours)

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

UNIT V: Nibandh (15 Hours)

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

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

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

Books for Reference

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

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

Websites and e-Learning Sources

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

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

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

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

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

UNIT I (15 Hours)

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

Grammar:

akārāntahpuṁliṅgaḥśabda-s - 1. बाल (Bāla) and 2. देवे (Deva) *ākārāntahstrīliṅgaḥśabda-s* - 1. बाला (Bālā) and 2. लता (Latā) *akārāntahnapuṁsakaliṅgaḥśabda-s* -

1. फल (Phala) and 2. वन (Vana)

UNIT II (15 Hours)

Introduction to Rāmāyana, Kālidāsa and his poetic works

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

UNIT III (15 Hours)

Introduction to the works of Bhāravi -

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

UNIT IV (15 Hours)

Introduction to the works of ŚrīHarṣha -

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

UNIT V (15 Hours)

Grammar:

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

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

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

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

(ix) करोत (Karoti) (x) शृणोत (Śṛṇoti)

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

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

Teaching Methodology	Videos, PPT, demonstration.
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Book for Study

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

Book for Reference

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

Websites and e-Learning Sources

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

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

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

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

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

Course Objectives

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

To help them acquire the attribute of empathy

To assist them in acquiring creative and critical thinking abilities

To enable them to learn the basic grammar

To assist them in developing LSRW skills

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

Life Story

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

Poem

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

UNIT II: Empathy (15 Hours)

Poem

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

Short Story

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

UNIT III: Parts of Speech (15 Hours)

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

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

Poem

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

Readers Theatre

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

Unit V: Paragraph and Essay Writing (15 Hours)

- Descriptive
- Expository
- Persuasive
- Narrative
- Reading Comprehension

Teaching Methodology	Interactive methods, and multimedia presentations
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Books for Study

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCO13CC01	Core Course - 1: Financial Accounting - 1	5	4

Course Objectives

To understand the basic accounting concepts and standards.
To know the basis for doing accounts in different methods.
To familiarize with the accounting treatment towards receipts, expenses and depreciation.
To learn the methods of calculating profit and loss towards various types of accounts.
To gain knowledge on the accounting treatment in different types of accounts.

UNIT-I: Fundamentals of Financial Accounting (15 Hours)

Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions – Journal-Ledger Accounts– Subsidiary Books — Trial Balance -Classification of Errors – Rectification of Errors – Preparation of Suspense Account – Need and Preparation - Bank Reconciliation Statement.

UNIT-II: Final Accounts (15 Hours)

Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.

UNIT-III: Depreciation and Bills of Exchange (15 Hours)

Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method. Annuity Method – Depreciation Fund Method – Insurance Policy Method – Revaluation Method – Depletion Method – Sum of Digits Method – Machine Hour Rate Method. Bills of Exchange – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate – Insolvency of Acceptor – Accommodation.

UNIT-IV: Accounting from Incomplete Records (15 Hours)

Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method. Average Due Date and Account Current.

UNIT-V: Royalty and Insurance of Claims (15 Hours)

Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease – Accounting Treatment.

Insurance Claims – Calculation of Claim Amount-Average clause (Loss of Stock only)

Teaching Methodology	Chalk & Talk, Videos, PPTs and Demonstration
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Books for Study

1. Jain, S. P. & Narang. K. L. (2022). *Financial accounting- I*. Kalyani Publishers.
2. Maheshwari, S. N. (2023). *Financial accounting*. Vikas Publications.
3. Grewal, S. & Gupta. (2022). *Advanced accounts - Volume 1*. S. Chand & Sons.
4. Radhaswamy & Gupta, R. L. (2021). *Advanced accounting*. Sultan Chand.
5. Gupta, R. L. & Gupta, V. K. (2022). *Financial accounting*. Sultan Chand.

Books for Reference

1. Arulanandan & Raman. (2019). *Advanced accountancy*. Himalaya Publications.
2. Tulsian. (2022). *Advanced accounting*. Tata McGraw Hill.
3. Charumathi. & Vinayagam. (2020). *Financial accounting*. (Latest Edition). S.Chand and Sons.
4. Goyal & Tiwari.(2020). *Financial Accounting*. (Latest Edition). Taxmann Publications.
5. Anthony, R. A., Hawkins, D. & Merchant, K. A. (2020). *Accounting: Text and Cases*. (Latest Edition). McGraw-Hill Education.

Websites and eLearning Sources

1. <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>

2. <https://www.slideshare.net/ramusakha/basics-of-financial-accounting>

3. <https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	remember the concept of rectification of errors and Bank reconciliation statements	K1
CO2	apply the knowledge in preparing detailed accounts of sole trading concerns	K2
CO3	analyse the various methods of providing depreciation and Final Accounts	K3
CO4	evaluate the methods of calculation of profit and loss of business	K4
CO5	determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCO13CC01	Core Course -1: Financial Accounting -1									5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	3	2	2	2	2	2	2	2.2	
CO2	3	2	2	2	2	2	3	2	3	3	2.4	
CO3	2	3	2	3	2	3	2	3	3	3	2.6	
CO4	2	2	2	1	2	2	2	1	2	2	1.8	
CO5	3	2	3	3	1	3	1	3	2	1	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCO13CC02	Core Course - 2: Principles of Management	5	3

Course Objectives

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

UNIT I: Introduction to Management (15 Hours)

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

UNIT II: Planning (15 Hours)

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

UNIT III: Organizing (15 Hours)

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

UNIT IV: Staffing (15 Hours)

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

UNIT V: Directing (15 Hours)

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Group Discussion and Case Analysis
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Books for Study

1. Gupta. C. B. (2012). *Principles of management*. S. Chand & Sons Co. Ltd.
2. Pagare, D. (1980). *Principles of management*. India: Sultan Chand & Sons.
3. Tripathi, P. C. & Reddy, P. N. (2012). *Principles of management*. Tata McGraw Hill.
4. Prasad, L. M. (2020). *Principles of management*. S. Chand & Sons Co. Ltd.
5. Sharma, R. K., Gupta, S. K. & Sharma, R. (2020). *Business management*. Kalyani Publishers.

Books for Reference

1. Sundhar, K. (2014). *Principles Of Management*, Vijay Nichole Imprints Limited.
2. Koontz, H., O'Donnell, C. & Weihrich, H. (1982). *Essentials of Management*. McGraw-Hill.
3. Griffin, R. W. (2016). *Management*. Cengage Learning.
4. Mintzberg, H. (1991). *The Nature of Managerial Work*. HarperCollins.

5. Eccles, R. G., Nohria, N. & Berkley, J. D. (2003). *Beyond the Hype: Rediscovering the Essence of Management*. Beard Books.

Websites and eLearning Sources

1. <http://www.universityofcalicut.info/syl1/management>
2. <https://www.managementstudyguide.com/manpower-planning.htm>
3. <https://www.businessmanagementideas.com/notes/managementnotes/coordination/coordination/21392>

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

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCO13CC02	Core Course - 2: Principles of Management									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	3	3	3	3	3	2	2	1	2.5	
CO2	3	3	2	2	2	3	2	2	2	1	2.3	
CO3	3	3	3	2	2	2	2	2	2	2	2.3	
CO4	2	3	3	3	3	2	3	2	3	2	2.6	
CO5	2	2	2	2	2	3	2	2	3	2	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCO13AC01A	Allied Course - 1: Business Communication	5	3

Course Objectives

To enable the students to know about the principles, objectives and importance of communication in commerce and trade
To develop the students to understand the need and importance of communication
To make the students aware about various types of business correspondence
To develop the students to write and communicate effectively
To enable the learners to update with various types of communication for effective organisation

UNIT I: Introduction to Business Communication (15 Hours)

Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout

UNIT II: Trade Enquiries (15 Hours)

Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circular Letters

UNIT III: Banking Correspondence (15 Hours)

Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance – Kinds – Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agency Correspondence – Terms of Agency Correspondence

UNIT IV: Secretarial Correspondence (15 Hours)

Company Secretarial Correspondence – Introduction – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing

UNIT V: Application Letters (15 Hours)

Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews – Public Speech – Characteristics of a Good Speech

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Oral Presentation
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Books for Study

1. Rajendra, P. & Korlahalli, J. S. (2011). *Essentials of business communication*. Sultan Chand & Sons.
2. Gupta & Jain. (n.d). *Business communication*. Sahityabahvan Publication.
3. Sinha, K. K. (2000). *Business communication*. Taxmann.
4. Pillai, R. S. N. & Bhagavathi, S, (2008). *Commercial correspondence*. S. Chand Publications.
5. Ramesh, M. S. & Pattenshetty, R. (2013). *Effective business English and correspondence*. S. Chand & Co, Publishers.

Books for Reference

1. Jain, V. K. (2008). *Business communication*. India: S. Chand Limited.
2. Motwani, R. (n.d). *Business communication*. Taxmann.
3. Taylor, S. (1991). *Communication for business: A practical approach*. Pitman.
4. Bovee, Thill & Schatzman. (n.d). *Business communication Today*. Pearson Education.
5. Penrose., Rasbery & Myers. (2004). *Advanced business communication*.

Websites and eLearning Sources

1. <https://accountingseekho.com/>

2. <https://www.testpreptraining.com/business-communications-practice-exam-questions>
3. <https://bachelors.online.nmims.edu/degree-programs>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	acquire the basic concept of business communication.	K1
CO2	exposed to writing of an effective business letter for effective organisation	K2
CO3	paraphrase the concept of various correspondences.	K3
CO4	prepare Secretarial Correspondence like agenda, minutes and various business reports.	K4
CO5	acquire the skills relating to the preparation of a communication in all spheres	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCO13AC01A	Allied Course - 1: Business Communication									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	1	2	2	2	3	2	1	2	2.0	
CO2	2	2	2	2	3	3	2	2	1	2	2.1	
CO3	2	2	3	2	2	2	2	3	2	3	2.3	
CO4	2	3	2	2	3	2	3	2	1	3	2.3	
CO5	3	3	2	3	3	3	3	2	1	3	2.6	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCO13AC01B	Allied Course - 1: Indian Economic Development	5	3

Course Objectives

To understand the concepts of Economic growth and development
To know the features and factors affecting economic development
To gain understanding about the calculation of national income for economic development
To examine the role of public finance in economic development
To understand the causes for flow economic growth and to explore reasons

UNIT I: Economic Development and Growth (12 Hours)

Concepts of Economic Growth and Development. Measurement of Economic Development: Per Capita Income, Basic Needs, Physical Quality of Life Index, Human Development Index and Gender Empowerment Measure.

UNIT II: Economic Development (12 Hours)

Factors affecting Economic Development - Characteristics of Developing Countries- Population and Economic Development- Theories of Demographic Transition Human Resource Development and Economic Development

UNIT III: National Income (12 Hours)

Meaning, Importance, National Product-Concept, types of measurement, Comparison of National Income at Constant and Current Prices. Sectorial contribution to National Income. National Income and Economic Welfare

UNIT IV: Public Finance (12 Hours)

Meaning, Importance, Role of Public Finance in Economic Development, Public Revenue Sources, Direct and Indirect taxes, Impact and Incidence of Taxation, Public Expenditure-Classification and Cansons of Public Expenditure, Public Debt-Need, Sources and Importance, Budget-Importance, Types of Deficits -Revenue, Budgetary, Primary and Fiscal, Deficit Financing.

UNIT V: Money Supply (12 Hours)

Theories of Money and Its Supply, Types of Money-Broad, Narrow and High Power, Concepts of M1,M2 and M3. Inflation and Deflation -Types, Causes and Impact, - Price Index- CPI and WPI, Role of Fiscal Policy in Controlling Money supply.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models
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Books for Study

1. Datt, R., Sundharam, K. P. M. & Sundharam, K. P. (1990). *Indian economy*. S. Chand.
2. Puri, V. K., & Mishra, S. K. (2015). *Indian economy*. Himalaya Publishing house.
3. Singh, R. (2023). *Indian economy*. McGraw Hill.
4. Singhania, N. (2023). *Indian economy*. McGraw Hill.
5. Verma, S. (2020). *The Indian economy*. uUique publication.

Books for Reference

1. Ghatak, S. (1995). *Introduction to development economics*. Routledge.
2. Chakravarty, S. (1987). *Development planning: the Indian experience*. Clarendon Press.
3. Singh, R. (2023). *Indian Economy*. McGraw Hill.
4. Meier, G. M. (1984). *Leading issues in economic development*. Oxford University Press.
5. Todaro, M. P. (1985). *Economic development in the third world*. Orient Longman.

Websites and eLearning Sources

1. <http://www.jstor.org>
2. <http://www.indiastat.com>
3. <http://www.epw.in>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	elaborate the role of State and Market in Economic Development	K1
CO2	explain the Sectorial contribution to National Income and Economic Development	K2
CO3	illustrate and Compare National Income at constant and current prices to know its importance	K3
CO4	describe the canons of public expenditure towards economic growth	K4
CO5	understand the theories of money and supply to facilitate growth in the economy	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCO13AC01B	Allied Course - 1: Indian Economic Development									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	1	3	1	2	2	2	2.2	
CO2	2	1	2	3	2	3	1	2	2	2	2.0	
CO3	3	2	3	2	2	3	3	1	3	2	2.4	
CO4	3	2	2	1	3	3	3	1	1	3	2.2	
CO5	2	1	2	2	3	3	3	2	2	2	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCO13AC01C	Allied Course - 1: Business Economics	4	3

Course Objectives
To understand the approaches to economic analysis
To know the various determinants of economic activities
To gain knowledge on concept and features of economy and business economics
To learn the laws of variable proportions, demand, supply and its importance
To enable the students to understand the objectives and importance of various policies for economic growth

UNIT I: Introduction to Economics (12 Hours)

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency-Business Cycle-Inflation, Depression, Recession, Recovery, Reflation and Deflation.

UNIT II: Demand & Supply Functions (12 Hours)

Meaning of Demand - Demand Analysis: Demand Determinants, Law of Demand and its Exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance. Demand Forecasting - Factors Governing Demand Forecasting - Methods of Demand Forecasting, Law of Supply and Determinants.

UNIT III: Consumer Behaviour (12 Hours)

Consumer Behaviour – Meaning, Concepts and Features – Law of Diminishing Marginal Utility – Equi-Marginal Utility – Indifference Curve: Meaning, Definition, Assumptions, Significance and Properties – Consumer’s Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods - Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.

UNIT IV: Theory of Production (12 Hours)

Concept of Production - Production Functions: Linear and Non – Linear Homogeneous Production Functions - Law of Variable Proportion – Laws of Returns to Scale - Difference between Laws of variable proportion and returns to scale – Economies of Scale – Internal and External Economies – Internal and External Diseconomies - Producer’s equilibrium

UNIT V: Product Pricing (12 Hours)

Price and Output Determination under Perfect Competition, Short Period and Long Period Price Determination, Objectives of Pricing Policy, its importance, Pricing Methods and Objectives – Price Determination under Monopoly, kinds of Monopoly, Price Discrimination, Determination of Price in Monopoly – Monopolistic Competition – Price Discrimination, Equilibrium of Firm in Monopolistic Competition–Oligopoly – Meaning – features, “Kinked Demand” Curve

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Books for Study

1. Ahuja, H. L. (2017). *Business economics*. S Chand & Company Limited.
2. Chaudhary, C. M. (n.d). *Business economics*. RBSA Publishers.
3. Aryamala, T. (n.d). *Business economics*. Vijay Nicole.
4. Jain, T. R. (2006). *Business economics*, Global Publication Pvt. Ltd.
5. Mithani, D. M. (2022). *Business economics*. Himalaya Publishing House.

Books for Reference

1. Shankaran, S. (1999). *Business economics*. Margham Publications
2. Mehta, P. L. (2007). *Managerial economics analysis, problems and cases*. Sultan Chand.

3. Mitchelson, P. & Mann, A. G. (1995). *Economics for business*. Thomas Nelson Australia.
4. Singh, R. & Vinaykumar (2021). *Business economics*. Thakur Publication Pvt.Ltd.
5. Saluram & Jindal, P. (2022). *Business economics*. CA Foundation Study material.

Websites and eLearning Sources

1. https://youtube.com/channel/UC69_-P77nf5-rKrjcpVEsqQ
2. <https://www.icsi.edu/>
3. <https://www.yourarticlelibrary.com/marketing/pricing/product-pricing-objectivesbasis-and-factors/74160>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	explain the positive and negative approaches in economic analysis	K1
CO2	understand the techniques of scientific reasoning for economic growth	K2
CO3	know the assumptions and significance of business economics	K3
CO4	outline the internal and external economies of scale	K4
CO5	relate and apply the various methods of business economics and its functions	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
1	23UCO13AC01C		Allied Course - 1: Business Economics								4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	2	3	3	2	3	3	2	2.7	
CO2	3	3	3	2	2	3	3	3	2	2	2.6	
CO3	3	3	3	3	2	3	3	2	3	3	2.8	
CO4	3	3	2	3	2	3	3	2	2	2	2.5	
CO5	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/Week	Credits
1	23UCO14FC01	Foundation Course: Basics of Commerce	2	1

Course Objectives

To understand the nature and purpose of business
To familiarize with the forms of business
To know the corporate form of Business Enterprises
To learn the types of banks and insurance
To gain knowledge on the Investment Avenue

UNIT I: Business and Industries (6 Hours)

Business–Meaning - Objectives - Characteristics; Industry – Meaning – Different types of Industries; Commerce – Meaning – Activities of Commerce: Trade (Domestic Trade and International Trade), Transportation, Banking, Insurance, Warehousing, Communication and Advertisement and Promotion.

UNIT II: Forms of Business (6 Hours)

Sole proprietorship, Joint Hindu Families, Partnership firms: Features- Partnership Deed Kinds of Partnerships.

UNIT III: Kinds of Business (6 Hours)

Corporate form of Business Enterprises: Joint Stock Companies: Types, Features, Memorandum of Association – Articles of Association – Board of Directors, Cooperative Societies: Features, Foreign Companies – Multi National Corporations.

UNIT IV: Banking System (6 Hours)

Types of Banks; Electronic and Non Electronic Payment methods Insurance: Types of Insurance: General Insurance and Its features, Life Insurance and its features.

UNIT V: Investment Avenues (6 Hours)

Shares – Participatory Notes – Mutual Funds – Derivatives -Bonds – Treasury Bills – Commercial Papers -Deposits -Stock Market and its functions.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Seminar, Group Work and Assignment
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Books for Study

1. Bhushan, Y. K. (2018). *Fundamentals of business organisation and management*. Sultan Chand & Sons.
2. Shukla, M. C. (2016). *Business organization and management*. S. Chand & Co ltd.
3. Pagare, D. (2017). *Business management*. Sultan Chand & Sons.

Books for References

1. Saha, T. R. (2017). *Business organization*. Tata McGraw-Hill.
2. Prasad, L. M. (2017). *Principles & practice of management*. Sultan Chand & Sons.
3. Peter, D. F. (2017). *Practice of management*. Harper Collins Publishers of India Ltd.

Websites and eLearning Sources

1. <http://www.jstor.org>
2. <http://www.indiastat.com>
3. <http://www.epw.in>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	remember the concept of business and different types of industries	K1
CO2	understand the various forms of business	K2
CO3	gain ability to prepare AOA and MOA	K3
CO4	evaluate the Banking system and structure of Insurance company	K4
CO5	discuss the availability of investment opportunity in share market	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCO14FC01	Foundation Course: Basics of Commerce									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	3	3	2	2	2	2	2.5	
CO2	2	2	2	3	3	2	2	2	2	2	2.2	
CO3	3	3	2	2	3	3	2	2	1	2	2.3	
CO4	3	3	2	2	3	2	3	2	2	2	2.4	
CO5	3	3	1	3	3	2	3	3	2	2	2.5	
Mean Overall Score											2.4 (High)	

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

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

UNIT I: Principles of Value Education

(6 Hours)

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

UNIT II: Development of Human Personality

(6

Hours)

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

UNIT III: The Dimensions of Human Development

(6 Hours)

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

UNIT IV: Responsible Parenthood

(6

Hours)

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

UNIT V: Gender Equality and Empowerment

(6

Hours)

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

Teaching Methodology	Chalk and Talk, Power point
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Book for Study

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

Books for Reference

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

Websites and eLearning Sources

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

empowerment/. Accessed 05 March 2021.

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UHE14VE01	Value Education - 1: Essentials of Humanity								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO 4	PSO5	
CO1	3	3	3	3	2	3	3	2	3	3	2.8
CO2	3	2	2	3	3	2	3	3	2	2	2.5
CO3	2	3	3	3	2	3	3	3	3	3	2.8
Mean Overall Score										2.7 (High)	

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

Course Objectives

To recognize and identify the components of a formal letter.

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

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

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

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

Basic Level

UNIT I

(18 Hours)

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

UNIT II

(18 Hours)

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

UNIT III

(18 Hours)

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

UNIT IV

(18 Hours)

- 31) An apology letter to Dean for using mobile phone
- 32) A request letter to repair fan and tube light
- 33) A letter to invite Chief guest for Bibliophile Club meeting
- 34) A requisition Letter to issue the Transfer certificate
- 35) A permission letter for group exam coaching class
- 36) Conjugation of Past Perfect 'Be' verbs
- 37) Conjugation of Future Perfect 'Be' verbs
- 38) Conjugation of Present Perfect Continuous 'Be' verbs
- 39) Conjugation of Past Perfect Continuous 'Be' verbs
- 40) Conjugation of Future Perfect Continuous 'Be' verbs

UNIT V

(18 Hours)

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

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

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

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

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

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

Course Objectives

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

Intermediate Level

UNIT I (18 Hours)

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

UNIT II (18 Hours)

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

UNIT III (18 Hours)

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

UNIT IV (18 Hours)

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

UNIT V (18 Hours)

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

Book for Study

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

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

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

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

Course Objectives

To recognize and demonstrate basic self-introduction strategies.

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

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

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

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

Advance Level

UNIT I (18 Hours)

- 1) Self Introduction
- 2) Listening
- 3) Reading

UNIT II (18 Hours)

- 4) Essay Writing
- 5) Group Discussion
- 6) Story Building, Story Writing & Story Narration

UNIT III (18 Hours)

- 7) Book Review
- 8) Film Review

UNIT IV (18 Hours)

- 9) News Paper Reading and Analysis
- 10) Public speaking: Drafting and Speaking

UNIT V (18 Hours)

- 11) Debate
- 12) Interview Skills

Websites and eLearning Resources

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

Course Outcomes												
CO No.	CO-Statements										Cognitive Levels (K - Level)	
	On successful completion of this course, students will be able to											
CO1	exhibit high-level language skills in self-introduction, listening, reading, and diverse writing tasks such as essay writing and storytelling.										K1	
CO2	critically evaluate and analyze literature through book reviews, film reviews, and newspaper reading, demonstrating an ability to articulate informed opinions.										K2	
CO3	showcase proficiency in public speaking, group discussions, debates, and interviews, reflecting a comprehensive mastery of advanced communication skills.										K3	
Relationship Matrix												
Semester	Course Code	Title of the Course					Hours	Credits				
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English					6	3				
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2	2	3	2	3	3	2	3	2	2	2.3	
CO3	2	3	2	3	2	2	3	2	3	2	2.4	
Mean Overall Score											2.37 (High)	

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

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

அலகு - 1 (12 மணிநேரம்)

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

அலகு - 2 (12 மணிநேரம்)

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

அலகு-3 (12 மணி நேரம்)

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

அலகு - 4 (12 மணிநேரம்)

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

அலகு - 5 (12 மணிநேரம்)

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

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

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

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

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

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

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

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

Course Objectives

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

UNIT I

(12 Hours)

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

UNIT II

(12 Hours)

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

UNIT III

(12 Hours)

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

UNIT IV

(12 Hours)

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

UNIT V

(12 Hours)

- TITRE: Tout le monde s'amuse/ les ados au quotidien
- GRAMMAIRE : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé composé, les verbes en –yer, voir et sortir
- LEXIQUE : connaître les marques connues sur les vêtements, les sorties, situer dans le temps, les vêtements et les accessoires

- PRODUCTION ORALE : décrire une tenue
- PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

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

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

Books for Reference

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

Websites and e-Learning Sources

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

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

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

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

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

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

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

UNIT III (12 Hours)
Lang lakaarah Kriyapadaani Prayoga Vivaranam

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

UNIT V (12 Hours)
Suvacanani Vakya Prayoga Vivaranam

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

UNIT I

(15 Hours)

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

UNIT II

(15 Hours)

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

UNIT III

(15 Hours)

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

UNIT IV

(15 Hours)

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

UNIT V

(15 Hours)

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

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCO23CC03	Core Course - 3: Financial Accounting - 2	6	5

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

UNIT I: Accounts of Partnership firm (18 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: Admission and Retirement of a Partnership firm (18 Hours)

Admission of a partner: New profit sharing ratio - Valuation and adjustment of goodwill - Revaluation of Assets and Liabilities.

Retirement of a partner: Effect of retirement of a partner on change in profit sharing ratio - treatment of Goodwill (AS 26) - Revaluation of Assets and Liabilities.

UNIT-III: Consignment Accounts (18 Hours)

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

UNIT IV: Branch and Department Accounts (18 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 V: Hire Purchase and Installment System (18 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.

Teaching Methodology	Chalk & Talk, Videos, PPTs and Demonstration
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Theory 20% & Problem 80%

Book for Study

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

Books for Reference

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

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

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UCO23CC03	Core Course - 3: Financial Accounting - 2									6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	2	1	3	3	3	3	1	2.4	
CO2	3	3	2	2	1	3	3	3	2	1	2.3	
CO3	3	3	3	3	2	3	3	3	2	1	2.6	
CO4	3	3	3	2	1	3	3	3	2	1	2.4	
CO5	3	3	3	2	1	3	3	2	2	1	2.3	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCO23CC04	Core Course - 4: Principles of Marketing	5	3

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

UNIT I: Marketing Concepts and Product (15 Hours)

Marketing: Meaning and Evolution - Functions - marketing mix - 7 Ps of marketing - Types of marketing; Technology interventions in marketing

Product: Meaning - Product Planning & Policy- Features - Classification - Product mix - Steps in Product Development - Product Life Cycle- Proto type product development.

UNIT II: Pricing Methods (15 Hours)

Pricing: Meaning - Objectives - Factors affecting pricing - Methods - Types of pricing- Different strategies of pricing - price determination - New Product Pricing.

UNIT III: Place and Promotion of Marketing mix (15 Hours)

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

UNIT IV: People and Process of Marketing (15 Hours)

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

UNIT V: Physical Evidence (15 Hours)

Physical Evidence:- Grading and Standardisation and - ISO series and AGMARK - BIS - HALL MARK -Total Quality Management - Recent Trends in Marketing: Green Marketing - Meaning - Significance - Retail Marketing - Marketing Ethics.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Book for Study

1. Philip, K. (2018), *Principles of Marketing*, Pearson Education Publication, Europe. ISBN-9789813134454

Books for Reference

1. Philip, K & Keller, K. L. *Marketing Management*, (15th Ed.). Pearson Education.
2. Gupta, C.B., & Rajan, N. (2016). *Marketing Management*. Sultan Chand & Sons.
3. Pillai, R.S.N., & Bagavathi. (2013), *Modern Marketing: Principles and Practices*. S. Chand & Co Ltd, New Delhi.
4. Jayasankar, J. *Marketing*. Margham Publication.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	know the basic principles and practices of marketing.	K1
CO2	understand the pricing mechanism of marketing.	K2
CO3	articulate Sales Promotional techniques used in modern marketing.	K3
CO4	know the basic aspects of the channels of distribution and buyers' behaviours.	K4
CO5	aware of the importance of standards and quality management.	K5

Relationship Matrix											
Semester	Course Code		Course Title							Hours	Credits
2	23UCO23CC04		Core Course - 4: Principles of Marketing							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	3	2	2	2.7
CO2	2	2	2	3	3	2	2	2	2	2	2.2
CO3	3	3	2	2	3	3	2	2	3	2	2.5
CO4	3	3	2	2	3	2	3	2	2	2	2.4
CO5	3	3	1	3	3	2	3	3	2	2	2.5
Score										Mean Overall	2.5 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCO23AC02	Allied Course - 2: TallyPrime	4	2

Course Objectives
To describe the concepts of accounting and tally.
To discuss the uses of TallyPrime to maintain records in accounts and Inventory mode.
To apply tools in TallyPrime for receivable and payable management.
To figure out payroll and cost centre models for business organisations.
To formulate models for GST and TDS using TallyPrime.

UNIT I: Introduction to TallyPrime: (12 Hours)

TallyPrime: Introduction - Data Path - Company Menus (F3): Creation, alteration, deletion, select company and shut company: F11 Features & F12 Configurations - 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.

UNIT II: Accounting Vouchers and Receivable & Payable Management: (12 Hours)

Accounting Vouchers Introduction - Business Transactions - Receipt Vouchers, Contra Vouchers, Payment Vouchers, Purchase Vouchers, Sales Vouchers, Debit Note, Credit Note, Journal - Activation of inactive vouchers - Altering and deleting voucher - Extraction of Day Book and Trial Balance. 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.

UNIT III: Cost Center & Category, Budgets and Payroll: (12 Hours)

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. 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

UNIT IV: Inventory Masters and Vouchers and Order Processing: (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 V: TDS, TCS and GST:(12 Hours)

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.

Introduction and Enabling GST in Tally - Recording GST transactions - Accounting intrastate Supply of Goods and Services - Accounting interstate Supply of Goods and Services - Purchase and Sales

Returns of Goods and Services - Input Tax Credit - GSTR - 1 - GSTR - 2 - GSTR - 3B - GSTR - 4 and E-Way Bill Report - Tally Audit - Banking Reconciliation Statement. Split of Company Data - Backup and Restore of Data. Transactions related to Multiple Currencies.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Book for Study

1. John, G. (2023). *Tally Primer*. Joseph’s Institute of tally Education, Trichy.

Books for Reference

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

Websites and eLearning Sources

1. <https://tallysolutions.com/accounting/accounting-software-india/>
2. <https://tallysolutions.com/tally/how-to-create-business-invoices-on-tallyprime/>
3. <https://tallysolutions.com/tally/easy-analysis-of-business-reports-with-tallyprime/>
4. <https://tallysolutions.com/features/banking/>
5. <https://tallysolutions.com/gst/gst-return/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On Successful completion of this course, students will be able to	
CO1	describe the fundamental concepts of accounting and TallyPrime.	K1
CO2	effectively maintain records in accounts and Inventory mode using TallyPrime.	K2
CO3	utilize features and configurations in TallyPrime for managing receivables and payables, including the activation of interest calculations and maintenance of Bill wise details.	K3
CO4	create and manage payroll masters, employee groups, units, and pay heads, as well as record transactions with cost center allocations.	K4
CO5	activate, configure and record TDS, TCS and GST at group and ledger levels, and pass the transactions in accounting vouchers.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	23UCO23AC02		Allied Course - 2: TallyPrime							4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	2	2	3	3	2	1	2	2.2
CO2	3	2	2	2	1	2	3	3	2	3	2.3
CO3	2	2	3	2	3	2	3	3	3	2	2.5
CO4	2	2	3	3	2	3	3	3	3	3	2.7
CO5	3	2	3	3	3	3	3	3	3	2	2.8
Mean Overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCO23AP01	Allied Practical: Practical for TallyPrime	2	2

1. Creation, alteration and deletion of a company, ledger and group.
2. Create, alter and delete the various vouchers in Accounting.
3. Create, alter and delete the unit, stock group, stock item, and stock category.
4. Create, alter and delete single and multiple godown.
5. Create, alter and delete the various vouchers in Inventory.
6. Indicate the procedure for activation and maintain Bill-wise details.
7. Create the New Reference & Against Reference and Create the Advance Reference and Credit Period.
8. Creation of cost center and cost categories and prepare cost center report and cost category summary.
9. Creation of employee group, payroll and attendance.
10. Recording TDS related Expenses and TCS related sales in Accounting Vouchers.
11. Recording GST transaction and Create intrastate & Inter Supply of Goods and services.
12. Create purchase and sales return of Good and Services.
13. Prepare GSTR 1, GSTR 2, GSTR 3B, GSTR 4 and Eway Bill report.

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

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

UNIT I: Human Rights - An Introduction (6 Hours)
Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights - Challenges for Human Rights in the 21st Century.

UNIT II: Historical Development of Human Rights (6 Hours)
Human Rights in Pre-World War Era- Human Rights in Post-World War Era- Evolution of International Human Rights Law - the General Assembly Proclamation- Institution Building, Implementation and the Post- Cold War Period. The ICC.

UNIT III: India and Human Rights (6 Hours)
Introduction- Preamble to Indian Constitution - Classification of Fundamental Rights-Salient Features of Fundamental Rights-and Fundamental Duties.

UNIT IV: Human Rights of Women and Children (6 Hours)
Women's Human Rights- Issues related to women's rights - and Rights of Women's and Children

UNIT V: Human Rights Violations and Organizations (6 Hours)
Human Rights Violations - Human Rights Violations in India - the Human Rights Watch Report, January 2012- Human Rights Organizations - NHRC - SHRC.

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

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

UNIT I: Introduction to Environmental Studies (6 Hours)

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

UNIT II: Natural Resources (6 Hours)

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

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

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

UNIT IV: Environmental Pollution (6 Hours)

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

UNIT V: Environmental Organizations and Treatise (6 Hours)

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

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

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

அலகு - 1

(12 மணி நேரம்)

ஒளவையார்

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

இனியது கேட்கின் (55) தாயொடு அறுசுவை (64)

காளமேகப் புலவர் -

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

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

துதிவாணி வீரம் (80)

இராமச்சந்திர கவிராயர் - வஞ்சகர்பா னடந்தலைந்த - 19

பொற்களந்தைப் படிக்காகத் தம்பிரான் - குட்டுதற்கோபிள்ளைப் பாண்டிய - 21

தமிழ்விடுதலாது, - கண்ணிகள் 19 முதல் 62 வரை

கலிங்கத்துப்பரணி - தேவியைப் பரவியது, பாடல் 121 முதல் 134 வரை

அலகு - 2

(12 மணி நேரம்)

முக்கூடற்பள்ளு - நாட்டுப்படலம் பாடல்கள் 19 - முதல் 27 வரை

முத்துகுமாரசாமி பிள்ளைத்தமிழ் - அம்புலிப்பருவம் முதல் 5 பாடல்கள்

அறிஞர் அண்ணா - வேலைக்காரி நாடகம்

அலகு - 3

(12 மணி நேரம்)

திருக்குறறாலக்குறவஞ்சி - மலைவளம் (6 பாடல்கள்)

இலக்கியவரலாறு - சிற்றிலக்கியங்கள்

நற்றமிழ்க்கோவை கட்டுரைகள் 7, 8, 9

அலகு - 4

(12 மணி நேரம்)

தாயுமானவர் திருப்பாடல்கள் - பராபரக்கண்ணி 7 முதல் 30 வரை உள்ள கண்ணிகள்

இலக்கணம் - அணிகள்

குணங்குடி மஸ்தான் சாகிபு - குறை இரங்கி உரைத்தல் - 7 பாடல்கள்

அலகு - 5

(12 மணி நேரம்)

திருவருட்பா - திருக்கதவம் திறத்தல்

இலக்கிய வரலாறு - இடைக்காலப் புலவர்கள், நாடகத்தமிழ்

நற்றமிழ்க்கோவை - கட்டுரைகள் - 10, 11, 12

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

1. தமிழாய்வுத்துறை (2023), பொதுத்தமிழ்-3, தூய வளனார் கல்லூரி
2. தமிழாய்வுத்துறை (2021), நற்றமிழ்க்கோவை, தூய வளனார் கல்லூரி

பார்வை நூல்கள்

1. செயராமன் ந. வீ. (1967), சிற்றிலக்கியச் செல்வம், மணிவாசகர் பதிப்பகம்
2. பொன்னுசாமி (2023), சிற்றிலக்கிய வரலாறு, இரண்டு தொகுதிகள், பாரிநிலையம்
3. சண்முகம் பிள்ளை மு. (2022), சிற்றிலக்கிய வகைகள், மணிவாசகர் பதிப்பகம்

Websites and eLearning Sources

1. <https://ta.wikipedia.org/wiki/>
2. <https://www.britannica.com/science/Siddha-medicine>

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

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

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

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

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V**(12 Hours)**

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

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

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

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

Books for Reference

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

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

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

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

UNIT III (12 Hours)
Vedas - Vedangas vivaranam

UNIT IV (12 Hours)
Asta dasha Purana and Dashopanishads

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

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

1. Vedic literature
2. Ramodantam

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

To strengthen informal and formal letter writing skills.

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

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

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

UNIT I: Suggestions to Develop Your Reading Habit

(13 Hours)

1.0 Introduction

1.1 Objectives

1.2 Listening and Reading Skills through Teacher-led Reading Practice

1.3 Glossary

1.3.1 Words

1.3.2 Phrases

1.4 Reading Comprehension

1.5 Critical Analysis

1.6 Creative Task

1.7 General Writing Skill: Letter Writing: Informal

1.8 Grammar: Simple Present Tense

UNIT II: The Secret of Success: An Anecdote

(13 Hours)

1.9 Introduction

2.0 Objectives

2.1 Listening and Reading Skills through Teacher-led Reading Practice

2.2 Glossary

2.3.1 Words

2.3.2 Phrases

2.4 Reading Comprehension

2.5 Critical Analysis

2.6 Creative Task

2.7 General Writing Skills: Letter Writing: Formal

2.8 Grammar: Present Continuous Tense

UNIT III: The Impact of Liquor Consumption on the Society

(13 Hours)

2.9 Introduction

3.0 Objectives

3.1 Listening and Reading Skills through Teacher-led Reading Practice

3.2 Glossary

3.3.1 Words

3.3.2 Phrases

3.4 Reading Comprehension

3.5 Critical Analysis

3.6 Creative Task

3.7 General Writing Skills: Letter to Newspaper

3.8 Grammar: Simple Past Tense

UNIT IV: Dr. A.P.J. Abdul Kalam: A Short Biography

(12 Hours)

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

UNIT V: Golden Rule: A Poem

(12 Hours)

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

UNIT VI: Hygiene

(12 Hours)

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

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

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

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

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

Semester	Course Code	Title of the Course	Hours/week	Credits
3	23UCO33CC05	Core Course - 5: Corporate Accounting	7	5

Course Objectives

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

UNIT I: Final Accounts (21 Hours)

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

UNIT II: Amalgamation Accounts (21 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: Valuation of Goodwill and Shares (21 Hours)

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

UNIT IV: Holding Companies (21 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 InterCompany Holdings)

UNIT V: Liquidation of Company (21 Hours)

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models.
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Book for Study

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

Books for Reference

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

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UCO33CC05	Core Course - 5: Corporate Accounting								7	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	3	2	2	2	2.3
CO2	3	2	2	2	2	3	2	2	2	2	2.2
CO3	3	3	3	2	2	3	3	3	2	2	2.6
CO4	3	3	3	2	2	3	3	3	2	2	2.6
CO5	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/week	Credits
3	23UCO33CC06	Core Course - 6: Business and Corporate Laws	6	5

Course Objectives
To understand the legal framework governing the business.
To introduce the legal principles involved in the formation of contract of sale and agency.
To interpret the principles of corporate governance.
To comprehend the administrative functions of a company.
To enhance the ability to analyze and to apply the legal principles in the real business world.

UNIT I: Indian Contract Act (18 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: Sale of Goods Act and Agency (18 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: Company Act 2013 (18 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: Legal Documents (18 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: Management and Administration (18 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.

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Book for Study

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

Books for Reference

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

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UCO33CC06	Core Course - 6: Business and Corporate Laws								6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	3	2	1	3	2	2.3
CO2	3	3	3	3	1	2	3	3	1	2	2.4
CO3	3	2	3	3	3	2	3	3	2	3	2.7
CO4	2	3	3	3	3	2	2	3	2	3	2.6
CO5	3	3	3	3	2	3	3	2	2	2	2.6
Mean Overall Score										2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCO33AO01A	Allied Optional - 1: Elements of Mathematics	6	4

Course Objectives				
To learning the fundamentals of Mathematical problems indices and logarithms				
To understand the concepts of permutation and combination				
To understanding the basic differential problems and make use of financial management				
To know the basics of Integration				
To know about Matrices and its applications				

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)

Teaching Methodology	Chalk and talk, PPT
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Book for Study

- Sanchetti, D.C., & Kapoor, V.K. (2002) *Business Mathematics*, (11th Ed.). Sultan Chand and Sons, New Delhi.
Unit-I Chapter 6 (Sec: 6.1- 6.4; Pages 142-163), Chapter 7 (Sec: 7.1, 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 840-49).

Books for Reference

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

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

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UCO33AO01A	Allied Optional - 1: Elements of Mathematics									6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	2	3	3	2	2	2	2.3	
CO2	2	2	3	1	2	3	2	2	2	3	2.2	
CO3	2	1	2	3	3	2	3	2	2	3	2.3	
CO4	3	2	1	2	2	2	2	2	2	3	2.1	
CO5	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/Week	Credits
3	23UCO33AO01B	Allied Optional - 1: Business Mathematics	6	4

Course Objectives
To acquire knowledge of indices and logarithms
To understand the fundamental concepts of differentiation
To apply the integration concepts in business applications
To understand the concepts of permutation and combination
To analyze the concepts of linear programming

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)

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

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

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

Chapter 7 (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. Vittal, P.R. (2001). *Business Mathematics*, Margham Publications, New Delhi.
2. Kapoor, V.K. (2009) “*Introductory to Business Mathematics*”, S.Chand and Sons, New Delhi,.
3. Navaneetham, (2008). *Business Mathematics and Statistics*. Jai Publishers.

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

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UCO33AO01B	Allied Optional - 1: Business Mathematics									6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	1	2	2	1	2	3	3	3	2	2.1	
CO2	2	1	1	2	2	3	2	3	2	3	2.1	
CO3	2	3	1	2	1	3	3	3	2	3	2.3	
CO4	2	3	1	2	1	3	3	3	2	3	2.3	
CO5	1	2	1	2	2	3	2	3	3	3	2.2	
Mean Overall Score											2.2 (High)	

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

Course Objectives

To gain a comprehensive understanding of the principles advocated in social ethics.

To examine the different types of political systems in a thorough manner.

To comprehend the role and obligations of the educated youth.

To evaluate the conduct of the elected representatives in a detailed manner.

To thoughtfully analyze the various forms of cyber crime.

UNIT I: Introduction to Social Ethics

(6 Hours)

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

UNIT II: The Economic and Political System of Today

(6 Hours)

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

UNIT III: Integrity in Public Life National Integration

(6 Hours)

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

UNIT IV: Cyber Crime

(6 Hours)

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

UNIT V: Social Integration

(6 Hours)

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

Book for Study

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

Books for Reference

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

Websites and eLearning Sources

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

2. <https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/>
3. <https://www.esv.org/resources/esv-global-study-bible/social-ethics/>
4. https://en.wikipedia.org/wiki/Political_system

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

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

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

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

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

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

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

Books for Reference

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

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

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

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

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

அலகு 1

(12 மணி நேரம்)

பட்டினப்பாலை

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

அலகு 2

(12 மணி நேரம்)

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

அலகு 3

(12 மணி நேரம்)

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

அலகு 4

(12 மணி நேரம்)

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

அலகு 5

(12 மணி நேரம்)

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

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

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

பார்வை நூல்கள்

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

To analyse the French clothing with respect to its culture

To apply prepositions and understand its usages

To analyse a contemporary text in present tense

To evaluate the French festivals and compare with their own cultural context

To apply the past tense using simple conversation

UNIT I

(12 Hours)

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

UNIT II

(12 Hours)

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

UNIT III

(12 Hours)

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

UNIT IV

(12 Hours)

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

UNIT V

(12 Hours)

- TITRE: Faire ses études a l'étranger/ bon voyage/ la météo
- GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi

aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir

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

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- Sapnom Kee Home Delivery (Novel)
- Anuvad

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

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

Books for Reference

1. Chaturvedi, R.P. (2015). *Hindi vyakarana*. Upakar Prakashan.
2. Ramdev. (2016). *Vyakaran Pradeep*. Hindi Bhavan.

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

UNIT I (12 Hours)

Sanskrita Vyavahara sahasri vakiya Prayogaha

UNIT II (12 Hours)

Lot Lakaarah, Prayaogh Kartari Vaakyaani

UNIT III (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Suffixs

UNIT IV (12 Hours)

Karnabhaaram , Naatakasya Visistyam

UNIT V (12 Hours)

Sanskrita Racanani Vubhavoga

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

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

Course Objectives

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

To encourage creative thinking through creative tasks and essay writing.

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

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

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

UNIT I: Women Through the Eyes of Media

(13 Hours)

1.0 Introduction

1.1 Objectives

1.2 Listening and Reading Skills through Teacher-led Reading Practice

1.3 Glossary

1.3.1 Words

1.3.2 Phrases

1.4 Reading Comprehension

1.5 Critical Analysis

1.6 Creative Task

1.7 General Writing Skill: Writing Minutes of a Meeting

1.8 Grammar: Present Perfect Tense

UNIT II: Effects of Tobacco Smoking

(13 Hours)

1.9 Introduction

2.0 Objectives

2.1 Listening and Reading Skills through Teacher-led Reading Practice

2.2 Glossary

2.3.1 Words

2.3.2 Phrases

2.4 Reading Comprehension

2.5 Critical Analysis

2.6 Creative Task

2.7 General Writing Skill: Note-Taking

2.8 Grammar: Present Perfect Continuous Tense

UNIT III: Short Message Service (SMS)

(13 Hours)

2.9 Introduction

3.0 Objectives

3.1 Listening and Reading Skills through Teacher-led Reading Practice

3.2 Glossary

3.3.1 Words

3.3.2 Phrases

3.4 Reading Comprehension

3.5 Critical Analysis

3.6 Creative Task

3.7 General Writing Skill: Note-Making

3.8 Grammar: Past Perfect Tense

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

3.9 Introduction

4.0 Objectives

4.1 Listening and Reading Skills through Teacher-led Reading Practice

4.2 Glossary

4.3.1 Words

4.3.2 Phrases

4.4 Reading Comprehension

4.5. Critical Analysis

4.6. Creative Task

4.7 General Writing Skill: Précis Writing

4.8 Grammar: Past Perfect Continuous Tense

UNIT V: Traffic Rules (12 Hours)

4.9 Introduction

5.0 Objectives

5.1 Listening and Reading Skills through Teacher-led Reading Practice

5.2 Glossary

5.3.1 Words

5.3.2 Phrases

5.4 Reading Comprehension

5.5 Critical Analysis

5.6 Creative Task

5.7 General Writing Skill: Paragraph Writing

5.8 Grammar: Future Perfect Tense

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

5.9 Introduction

6.0 Objectives

6.1 Listening and Reading Skills through Teacher-led Reading Practice

6.2 Glossary

6.3.1 Words

6.3.2 Phrases

6.4 Reading Comprehension

6.5 Critical Analysis

6.6 Creative Task

6.7 General Writing Skill: Writing Short Essays on Current Issues/General Topics

6.8 Grammar: Future Perfect Continuous Tense

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

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

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

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

Semester	Course Code	Title of the Course	Hours/week	Credits
4	23UCO43CC07	Core Course - 7: Financial Management	5	4

Course Objectives

To understand the basic concepts of financial management.
To gain knowledge on the accounting treatment of Capital budgeting.
To analyze the degree of risk and return for the investment.
To familiarize the accounting treatment of capital structuring.
To impart the knowledge to evaluate working capital and dividend policy.

UNIT I: Fundamentals of Financial Management and Cost of Capital (15 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: Capital Budgeting (15 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, and Profitability Index.

UNIT III: Working Capital Management (15 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.

UNIT IV: Capital Structures (15 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: Dividend Policy (15 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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models.
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Theory 40% & Problem 60%

Book for Study

1. Khan, M.Y., & Jain, P.K. (2017). *Financial Management*. Tata McGraw Hill.

Books for Reference

2. Maheshwari, S. N. (2016). *Financial Management - Principles and Practice*. Sultan Chand and Sons.
3. Chandra, P. (2017). *Fundamentals of Financial Management*. Tata McGraw Hill Education Private Limited.
4. James, C. V. H., & John, M. W. Jr. (2016). *Fundamentals of Financial Management*. PHI Learning Private Limited.
5. Pandey, I.M. (2018). *Financial Management*. Vikas Publishing House Pvt Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe and Explain functions of finance, time value of money and cost of capital	K1
CO2	compute working capital requirement, and its different components	K2
CO3	relate theories of capital structure and Leverages to finance decisions	K3
CO4	examine the relevance of Dividend& Capital Structure in business context	K4
CO5	estimate cost of capital and capital budgets using different methods taking into consideration risk element	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UCO43CC07	Core Course - 7: Financial Management									5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	1	3	1	3	3	3	1	1	2.2	
CO2	3	3	3	3	0	3	3	3	3	0	2.4	
CO3	3	3	3	3	0	3	3	3	3	0	2.4	
CO4	3	3	3	3	0	3	3	3	3	0	2.4	
CO5	3	3	3	3	1	3	3	3	3	1	2.6	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
4	23UCO43CC08	Core Course - 8: Financial System and Services	4	3

Course Objectives
To impart knowledge on the role and function of the Indian financial system.
To enrich their knowledge on key areas relating to management of financial products and services
To familiarize students about Venture Capital, Leasing.
To make them understand the Credit Rating system.
To provide insights into mutual funds and the operation of NSDL and CSDL.

UNIT I: Introduction to Financial markets in India (12 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- RaghuramRajanCommittee.

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: RBI, SEBI and IRDA (12 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: Banking and Non-Banking Financial Institutions (12 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: Short and Long-term Securities (12 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: Financial Services (12 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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Book for Study

1. Bhole, L.M., & Mahakud. (2017). *Financial Institutions and Markets*, (6th Ed.). McGraw Hill Education.

Books for Reference

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the components of financial systems and its role in an economy	K1
CO2	understand the regulations proposed by governing bodies of financial markets	K2
CO3	explain the nature and applicability of different types of financial instruments	K3
CO4	illustrate the functions of various financial institutions	K4
CO5	compare and contrast the implications of different financial services	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UCO43CC08	Core Course - 8: Financial System and Services									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	2	3	2	2	2	2	2.2	
CO2	2	2	2	2	3	2	1	2	2	2	2	
CO3	2	2	1	3	2	3	2	1	2	1	1.9	
CO4	3	2	3	2	3	2	3	2	2	1	2.3	
CO5	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/week	Credits
4	23UCO43CC09	Core Course - 9: Banking Theory Law and Practice	4	3

Course Objectives

To help the students understand various provision of Banking Regulation Act 1949 applicable to banking companies including cooperative banks
To trace the evolution of central bank concept and prevalent central banking system around the world and their roles and function
To throw light on Central Bank in India, its formation, nationalizing its organization structure, role of bank to government, role in promoting agriculture and industry, role in financial inclusion
To understand how capital fund of commercial banks, objectives and process of Asset securitization etc.
To explore practical banking systems relationship of bankers and customers, crossing of cheques, endorsement etc.

UNIT I: Banking Evolutions and Functions in India (12 Hours)

Indian Banking System - Evolution - RBI Act 1934 - Reserve Bank of India as a Central Bank of the Country - Functions of RBI - Nationalization of Banks - Banking Regulation Act 1949 - BASEL Norms I, II, III & IV - Different Types of Banks in India - Co-Operative Banking System - National Bank for Agriculture and Rural Development (NABARD) - Small Industries Development Bank of India (SIDBI) - National Housing Bank (NHB) - Export Import Bank of India (EXIM Bank) - International Banking - World Bank - IMF.

UNIT II: Banker- Customer Relationship (12 Hours)

Banker-Customer relationship: Banker As debtor and creditor, Banker as agent, Banker as trustee; Obligations of Banker, Rights of the Banker, Types of Deposit Account, Customer: Meaning - types (Individual, HUF, Firms, trust, clubs, local authorities and cooperative societies) - Precautions to be taken by Banker and customer -Special types of accounts (Minor, lunatic, partnership firm & Joint stock Company) - Closing of Bank Account: Termination of Banker- Customer Relationship. 'Know Your Customer' (KYC) Guidelines of the RBI, Customer Identification Procedure, Customer Identification Requirements. Customer grievances and redressal - Banking Ombudsman

UNIT III: Legal aspects of Banking Operations (12 Hours)

Negotiable Instruments: Cheque - Essentials of Cheque - Types of Cheque - Crossing of Cheque; Payment of Cheque, Collection of Cheque, Dishonour of Cheque - Endorsement and its classifications - Legal provisions regarding endorsements, Roles and Responsibilities of Paying Banker and Collecting Banker,

UNIT IV: E-Banking and Digital Payment system in Banks (12 Hours)

E-Banking - Communication Networks in Banking system, Indian Financial System Code (IFSC); Magnetic Ink Recognition (MICR); Automated Teller Machines (ATMs); CDM (Cash Deposit Machine); Automated Clearing Systems, Clearing House Inter-bank Payment System (CHIPS), Electronic Fund Management, Electronic Clearing System (ECS): Important aspects/ features, Real Time Gross Settlement (RTGS); National Electronic Funds Transfer (NEFT); Mobile Wallets; Immediate Payment Service (IMPS); Aadhaar Enabled Payment System (AEPS);

UNIT V: Cyber Crimes and Fraud Management (12 Hours)

Virtual Banking - Crypto Currency - Mobile Payment - Digital signature - Digital certificate - Digital Authentication - Cyber Crimes - Classification of Cyber Crimes - Effects of Cyber Crimes - Reasons for Cyber Crimes - Financial Crimes.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Book for Study

1. Tannan, M.L. (2010). *Banking Law and Practice in India*. Wadhwa & Company.

Books For Reference

1. Sundaram. K. P. M., & Varshney, P. N. (2014). *Banking Theory Law & Practice*. Sultan Chand & Sons.
2. Gordon, E., & Natarajan, K. (2016). *Banking Theory Law & Practice*. Himalaya Publishing House.
3. Gurusamy, S. (2009). *Banking Theory Law and Practice*. Tata McGraw Hill.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	acquire specialized knowledge of law and practice relating to Banking	K1
CO2	understand the relationship between Banker and customer.	K2
CO3	gain legal aspects of banking operations.	K3
CO4	understand the E-Banking and Digital Payment system in Banks	K4
CO5	aware of Cyber Crimes and Fraud Management in digital banking	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UCO43CC09	Core Course - 9: Banking Theory Law and Practice									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	3	3	3	3	2	2	2.7	
CO2	2	2	2	3	3	2	2	2	2	2	2.2	
CO3	3	3	2	2	3	3	2	2	3	2	2.5	
CO4	3	3	2	2	3	2	3	2	2	2	2.4	
CO5	3	3	2	2	2	3	2	2	3	2	2.4	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCO43A002A	Allied Optional - 2: Elements of Statistics	6	4

Course Objectives

To give basic knowledge about Statistics to the students who did not study Statistics at the highersecondary level.

To train the students in the working techniques of various branches of Statistics.

To motivate the students by using the SPSS software for statistical measures.

To train the students in mastering the techniques and tools of Statistics.

To motivate the students to apply the techniques in their major subject.

UNIT I (18 Hours)

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

UNIT II (18 Hours)

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

UNIT III (18 Hours)

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

UNIT IV (18 Hours)

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

UNIT V (18 Hours)

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

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

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

Books for Reference

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

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

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
4	23UCO43AO02A		Allied Optional - 2: Elements of Statistics								6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	1	2	2	1	2	3	3	3	2	2.1	
CO2	2	1	1	2	2	3	2	3	2	3	2.1	
CO3	2	3	1	2	1	3	3	3	2	3	2.3	
CO4	2	3	1	2	1	3	3	3	2	3	2.3	
CO5	1	2	1	2	2	3	2	3	3	3	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCO43AO02B	Allied Optional - 2: Business Statistics	6	4

Course Objectives
To gain knowledge for solving problems on Mean, Median, Mode.
To investigate problems on Skewness and Correlation.
To simplify problems on index numbers and learn about fitting a straight line method.
To understand the concepts of Probability and their applications.
To provide insights into SPSS.

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.

Teaching Methodology	Chalk and talk, Lectures, PPT.
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Books for Study

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

Books for Reference

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

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

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UCO43AO02B	Allied Optional - 2: Business Statistics									6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	3	1	1	3	2	3	2	3	2.2	
CO2	1	2	3	2	3	2	3	2	3	2	2.3	
CO3	2	3	2	1	2	3	3	2	2	3	2.3	
CO4	1	2	2	2	3	1	3	2	2	3	2.1	
CO5	1	2	2	3	1	2	3	2	2	3	2.1	
Mean Overall Score											2.2 (High)	

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

Course Objectives

To understand the significance of natural resources and strive to coexist harmoniously with nature.

To implement strategies for disaster management within the community.

To evaluate the significance and distinctions between science and religion.

To recognize the importance of maintaining a healthy lifestyle.

To utilize counseling techniques to address and resolve individuals' issues.

UNIT I: Harmony with Nature (6 Hours)

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

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

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

UNIT III: Public Health (6 Hours)

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

UNIT IV: Disaster Management (6 Hours)

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

UNIT V: Counselling for Adolescents (6 Hours)

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

Books for Study

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

Books for Reference

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

Websites and eLearning Sources

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

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

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

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

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

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

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

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

Books for Reference

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

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

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

Semester	Course Code	Title of the Course	Hours/week	Credits
5	23UCO53CC10	Core Course - 10: Fundamentals of Cost Accounting	7	5

Course Objectives

To understand the various concepts of cost accounting.
To prepare and reconcile Cost accounts.
To gain knowledge regarding valuation methods of material.
To familiarize with the different methods of calculating labour cost.
To know the apportionment of Overheads.

UNIT I: Introduction of Cost Accounting (21 Hours)

Definition-Nature and Scope - Principles of Cost Accounting - Cost Accounting and Financial Accounting - Cost Accounting Vs Management Accounting -Installation of Costing System - Classification of Costs- Cost Centre- Profit Centre- Preparation of Cost Sheet - Tenders & Quotations.

UNIT II: Material (21 Hours)

Material Control - Meaning and Objectives - Purchase of Materials - EOQ -Stores Records - Reorder Levels - ABC Analysis - Issue of Materials -Methods of Issue - FIFO - LIFO - Base Stock Method - Specific Price Method - Simple and Weighted Average Method.

UNIT III: Labour (21 Hours)

Direct Labour and Indirect Labour - Time Keeping - Methods and Calculation of Wage Payments - Time Wages - Piece Wages - Incentives - Different Methods of Incentive Payments - Idle time-Overtime - Labour Turnover - Meaning, Causes and Measurement.

UNIT IV: Overheads (21 Hours)

Overheads - Definition - Classification - Allocation and Apportionment of Overheads - Basis of Apportionment - Primary and Secondary Distribution - Absorption of Overheads - Methods of absorption Preparation of Overheads Distribution Statement - Machine Hour Rate - Computation of Machine Hour Rate

UNIT V: Reconciliation of cost (21 Hours)

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models
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Theory 20% & Problem 80%

Books for Study

1. Jain, S. P., & Narang, K. L. *Cost Accounting*. Kalyani Publishers.
2. Reddy, T.S., & Reddy, Y.H.P. *Cost Accounting*. Margham publications.
3. Maheswari, S.N. *Principles of Cost Accounting*. Sultan Chand Publications.
4. Khanna, B. S., Pandey, I. M., Ahuja, G. K., & Arora, M. N. *Practical Costing*. S. Chand & Co.
5. Iyengar, S.P. *Cost Accounting*. Sultan Chand Publications
6. Alex, K. (2012). *Cost Accounting*. Pearson Education.

Books for Reference

1. Polimeni. (1991). *Cost Accounting: Concepts and Applications for Managerial Decision Making*. McGraw-Hill.
2. Bannerjee. *Cost Accounting*, (12th Ed.). (Latest Ed). Macmillan Publishers.
3. Jawaharlal. *Cost Accounting*, (4th Ed.). (Latest Ed.). Tata-McGraw Publication.
4. Saxena, V.K., & Vashist, C.D. *Cost Accounting*. Sultan Chand publications.
5. Murthy, A., & Gurusamy, S. *Cost Accounting*. Vijay Nicole Imprints Pvt. Ltd.

6. Prasad, N. K., & Prasad, V. K. *Cost Accounting*. Book Syndicate.
7. Tulsian, PC. (2007). *Fundamentals of Cost Accounting*. Tata McGraw Hill.

NOTE: Latest Edition of Textbooks May be used.

Websites and eLearning Sources

1. <https://study.com/learn/lesson/cost-accounting-principles-examples-what-is-cost-accounting.html>
2. <https://www.accountingtools.com/articles/what-is-material-costing.html>
3. <https://www.freshbooks.com/hub/accounting/overhead-cost>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	remember and recall the various concepts of cost accounting	K1
CO2	demonstrate the preparation and reconciliation of cost sheet.	K2
CO3	analyse the various valuation methods of issue of materials.	K3
CO4	examine the different methods of calculating labour cost.	K4
CO5	critically evaluate the apportionment of Overheads.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	23UCO53CC10		Core Course - 10: Fundamentals of Cost Accounting							7	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	3	2	3	2.8
CO2	3	3	3	3	1	3	3	3	2	1	2.5
CO3	3	3	3	3	2	3	3	3	3	3	2.9
CO4	2	2	3	3	3	3	3	3	3	2	2.7
CO5	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/Week	Credits
5	23UCO53CC11	Core Course - 11: Income Tax Law and Practice	7	5

Course Objectives

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

UNIT I: Introduction of Income Tax (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: Income from Salary (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 - Deduction U/S 16

UNIT III: Income from House Property (21 Hours)

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

UNIT IV: Income from Business or Profession (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: Income from Capital Gain and other sources (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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models.
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Theory 20% & Problem 80%

Book for Study

1. Vinod, K. S. *Students Guide to Income Tax*. Taxmann Publications Pvt. Ltd. (Relevant Assessment Year).

Books for Reference

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

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

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UCO53CC11	Core Course - 11: Income Tax Law and Practice									7	5
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	3	2	2	2	2	2	2	2.2	
CO2	3	2	2	2	2	2	3	2	3	3	2.4	
CO3	2	3	2	3	2	3	2	3	3	3	2.6	
CO4	2	2	2	1	2	2	2	1	2	2	1.8	
CO5	3	2	3	3	1	3	1	3	2	1	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Course Title	Hours/week	Credits
5	23UCO53ES01A	Discipline Specific Elective - 1: Advanced Financial Management	5	3

Course Objectives

To understand the basic concepts and advanced knowledge of financial management.
To gain knowledge on the accounting treatment of Financial Statement Analysis and Planning.
To analyze the degree of risk and return for the investment with CAPM.
To familiarize the accounting treatment of corporate restructuring.
To impart the knowledge to evaluate investment decisions in Mergers and Acquisitions, Takeovers, Lease and Hire Purchase

UNIT I: Time value of Money (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: Financial Statement Analysis (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: Risk and Return (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 case- 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: Corporate Restructuring (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.Challenges in Corporate Restructure

UNIT V: Leasing and Hire purchase (15 Hours)

Leasing, Hire Purchase and Project Finance-Types of Lease Arrangements-Mechanics of Leasing-Financial evaluation of a Lease-Other Considerations. Hire Purchase.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models
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Theory 40% & Problem 60%

Book for Study

1. Pandey, I.M. (2018). *Financial Management*. Vikas Publishing House Pvt Ltd.

Books for Reference

1. Khan, M.Y., & Jain, P. K. (2017). *Financial Management*. Tata McGraw Hill.
2. James, C. V. H., & John, M. W. Jr. (2016). *Fundamentals of Financial Management*. PHI Learning Private Limited.
3. Bose, C. (2017). *Fundamentals of financial Management*. PHI Learning Private Limited.

Course Outcomes		
CO No.	CO-Statements	Cognitive Level (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe and explain the functions of finance, time value of money, Financial Statements, and the relationship between risk and return.	K1
CO2	compare and contrast financial statements	K2
CO3	examine and explain the concepts of corporate restructuring.	K3
CO4	calculate present and future value of money, return on a single and portfolio of assets	K4
CO5	analyse Mergers and Acquisitions, Takeovers, Lease and Hire Purchase	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UCO53ES01A	Discipline Specific Elective - 1: Advanced Financial Management									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	3	3	2	3	2.8	
CO2	3	3	3	3	1	3	3	3	2	1	2.5	
CO3	3	3	3	3	2	3	3	3	3	3	2.9	
CO4	2	2	3	3	3	3	3	3	3	2	2.7	
CO5	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/week	Credits
5	23UCO53ES01B	Discipline Specific Elective - 1: Human Resource Management	5	3

Course objectives
To familiarise the students with the theoretical concepts of HRM
To Make the students to understand the importance of optimum utilisation of available human resources in the organisation
To Highlight the ways and means for recruitment and Induction process
To give clear insight regarding training and development Programme
To impart knowledge about employee motivation and workforce empowerment

UNIT I: Introduction to Human Resource Management (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: Recruitment, Selection and Induction (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: Training and Development (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: Compensation Administration and Performance Appraisal (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: Employee Relations and Empowerment (15 Hours)

Employee Relations & Empowerment: Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counseling. 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.*

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Book for Study

1. Durai, P. (2020). *Human Resource Management*. Pearson Education.

Books for Reference

1. Mamoria, C. B., & Gankar, S. V. (2016). *Human Resource Management*. Himalaya Publishing House.
2. Monappa, A., & Saiyadain, M. (2017). *Personnel management*. Mc-Graw Hill Education.

3. DeCenzo, D. A., & Robbins, S. P. (2017). *Fundamentals of Human Resource Management*. John Wiley and Sons.

Course Outcomes		
CO No.	CO-Statements	Cognitive Level (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the principles and practices of Human resource management.	K1
CO2	explain the features of Job evaluation techniques, compensation policies and procedures.	K2
CO3	illustrate various methods of recruitment, training and development.	K3
CO4	analyze the factors influencing employee relations and grievance handling mechanisms	K4
CO5	recognize the Employee empowerment in Indian and Global Scenario.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UCO53ES01B	Discipline Specific Elective - 1: Human Resource Management									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	2	3	3	2	3	3	2	2.7	
CO2	3	3	3	2	2	3	3	3	2	2	2.6	
CO3	3	3	3	3	2	3	3	2	3	3	2.8	
CO4	3	3	2	3	2	3	3	2	2	2	2.5	
CO5	3	3	3	2	2	3	3	3	2	3	2.7	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
5	23UCO53ES01C	Discipline Specific Elective - 1: Consumer Behaviour and Marketing Research	5	3

Course Objectives
To Understand the concept of consumer behaviour.
To gain knowledge about the marketing strategy.
To create awareness of the theories of motivation, Personality and perception as applied in consumer behaviour.
To learn the methods of market innovation.
To analyze the current trends in consumer behaviour .

UNIT I: Introduction of Consumer Behaviour (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, Class and influences on consumer behaviour,

UNIT II: Consumer Behaviour and Market Segmentation (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: Consumer Motivation and Perception (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: New Product Innovations (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: Marketing Research (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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Book for Study

1. Schiffman, L. G. & Kanuk, L. L. (2017). *Consumer Behavior*. Prentice Hall.

Books for Reference

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the application of theories on consumer behaviour in marketing	K1
CO2	examine and discuss the factors which influence consumer behavior	K2
CO3	apply appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situation	K3
CO4	analyze the internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make	K4
CO5	evaluate a research report on consumer behaviour within a specific context.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UCO53ES01C	Discipline Specific Elective - 1: Consumer Behaviour and Marketing Research								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
5	23UCO53ES02A	Discipline Specific Elective - 2: Excel for Financial Decisions	5	3

Course Objectives
To familiarize with formatting options in Excel
To construct formulas in Excel for financial calculations
To apply financial and statistical functions for the management of finance.
To use formulas and functions for financial data analysis.
To develop financial and investment modes using macros in Excel

UNIT I: Formatting and Validation options for Excel (15 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: - Namemangers - Conditional formatting - Autofill-Format Painter

UNIT II: Formulas and functions for Finance (15 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-Math Functions for financial management: ROUND, SUM, SUMIF, SUMIFS, SUMPRODUCT - POWER and SQRT.

Depreciation Functions: DB, DDB, VDB, SLN, SYD, AMORLINC - Designing Depreciation calculators using formulas and functions, Interest, Time value of money and cost of capital calculators using formulas- What if Analysis tools: Scenario Manager, Goal Seek and Data table

UNIT III: Financial Functions for Interest, loan, bonds, bills and Capital budgeting (15 hours)

Loan and Interest Functions: PMT, NPER, INTRATE, IPMT, ISPMT, PPMT, DURATION, EFFECT, NOMINAL, CUMIPMT, CUMPRINC, RATE, RECEIVED, RRI,

Bonds and T-bills Related Functions: - COUPDAYBS, COUPDAYS, COUPDAYSNC, COUPNCD, COUPNUM, COUPPCD, ODDFPRICE, ODDFYIELD, ODDLPRICE, ODDLYIELD, TBILLEQ, TBILLPRICE, TBILLYIELD

Time Value Functions: PV, FV, FVSCHEDULE

Capital Budgeting Functions: NET PRESENT VALUE (NPV, XNPV) - INTERNAL RATE OF RETURN (IRR, MIRR, XIRR);

UNIT IV: Statistical Functions for Risk and Return management (15 Hours)

Average functions: (AVERAGE, AVERAGEIF, AVERAGEIFS) - Standard deviation functions (STDEV.P, STDEV.S, STDEVA, STDEVPA, STDEVP, DSTDEV, DSTDEVP) Variance functions (VARP, VARS, VARA, VARPA, VAR, VARP, DVAR, DVARP)-Correlation function: Correl - Covariance functions (COVARIANCE.P, COVARIANCE.S, COVAR)

Trend analysis and forecasting functions (FORECAST.ETS, FORECAST.ETS.CONFINT, FORECAST.ETS.SEASONALITY, FORECAST.ETS.STAT, FORECAST.LINEAR, TREND) --

Construction of portfolios in Excel - Applying CAPM through Excel

UNIT V: Macros for Financial statement analysis (15 Hours)

Macros for Financial Modeling: Excel Macros - Macros Recording - Macro Hot keys - Running Macros - Dynamic Macros - Functions and Formulas in Macros - working with files - Macros for Financial statements and analysis.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Theory 50% & Practical 50%

Books for Study

1. Adam, R. (2019). *Excel Formulas and Functions Step-by-Step guide with examples*. Caprioru.
2. Lohani, S.K. (2023). *Excel for Finance and Accounting*. BPB publications.

Books for Reference

1. Lalwani, L. (2019). *Excel 2019 All-in-One: Master the new features of Excel 2019/ Office365*. BPB Publications.
2. Mishra, N. (2019). *Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel*. Penman Books.
3. Timothy, R. M. (2017). *Financial Analysis with Microsoft Excel*, (17th Ed.). Cengage India Private Limited.

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UCO53ES02A	Discipline Specific Elective - 2: Excel for Financial Decisions								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	3	2	2	2.7
CO2	2	2	2	3	3	2	2	2	2	2	2.2
CO3	3	3	2	2	3	3	2	2	3	2	2.5
CO4	3	3	2	2	3	2	3	2	2	2	2.4
CO5	3	3	1	3	3	2	3	3	2	2	2.5
Mean Overall Score										2.5 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
5	23UCO53ES02B	Discipline Specific Elective - 2: Labour Laws	5	3

Course Objectives

To make the students understand about the Judicial setup existing in the country
To learn the laws relating to working conditions
To learn the laws relating to the Social Security
To know about the laws relating to wages and bonus.
To understand the laws needed for specific industry

UNIT I: Introduction of Labour Law (15 Hours)

Introduction of 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: Factories Act and Workman's Compensation Act (15 Hours)

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

UNIT III: Payment of Wages Act (15 Hours)

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.Wage code 2020.

UNIT IV: Contract of Labour (Regulation and Abolition) Act and Trade Union Act (15 Hours)

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: Industrial Dispute Act (15 Hours)

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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Books for Study

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

Books for Reference

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	enumerate the basic principles, rules and Institutions regulating work relationship in India	K1
CO2	explain factories act, workman's Compensation act and Payment of wages act in the context of labour relationship	K2
CO3	analyse and apply contract labour act and trade Union act to prevent and settle industrial disputes	K3
CO4	apply appropriate provisions of Industrial dispute act to deal with Labour problems	K4
CO5	investigate and Act on unfair labour practices	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UCO53ES02B	Discipline Specific Elective - 2: Labour Laws									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	2	1	2	1	2	1	1	1.9	
CO2	3	2	2	3	2	2	3	2	2	2	2.3	
CO3	3	3	3	2	1	2	2	2	1	2	2.1	
CO4	3	3	3	2	2	2	3	2	2	2	2.4	
CO5	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/week	Credits
5	23UCO53ES02C	Discipline Specific Elective - 2: Advertisement and Sales Promotion	5	3

Course Objectives

To Enable the students to know about the role and impact of Advertisement in economy, culture and society.
To understand the process of Advertising.
To know the types of Media Advertising.
To enable the learners to update with various types of sales promotion tools and techniques.
To learn the qualities of successful sales person.

UNIT I: Introduction to Advertisement (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: Advertising Process (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 - Ethical practices in Advertising.

UNIT III: Advertising Media (15 Hours)

Advertising Media and Institutional Framework - Advertising Media - Role of Media - Criteria for selection of apt Media - Media Scheduling - Appeals in advertising - Types of Media advertising - Role of AI in Social Media Marketing- Data Driven Advertising - Role of Advertising Standards Council of India (ASCI) - International Advertising regulations.

UNIT IV: Sales Promotion (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: Personal Selling and Salesmanship (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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Book for Study

1. Kotler, P. (2018). *Principles of Marketing*. Pearson Education Publication.

Books for Reference

1. Kotler, P. *et al.* (2013). *Marketing Management*. Pearson Education.
2. Rathore, B. S. (2016). *Advertising Management*. Himalaya Publishing House.
3. Mohan, M. (2017). *Advertising Management*. Tata McGraw Hill Publishing Co. Ltd.
4. Pillai, R. S. N., & Bhagavathi. (2010). *Modern Marketing*. S. Chand & Co. Ltd.
5. Saravanavel, P. (2013). *Advertisement and Salesmanship*. Margham Publications.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the concepts and elements of Advertisement, Sales promotion and Personal selling.	K1
CO2	identify strategies, process and models of Advertisement.	K2
CO3	discuss the emerging trends, types and legal regulations in Advertising.	K3
CO4	demonstrate the skills and qualities required in Personal selling.	K4
CO5	analyze the Sales promotion tools and techniques.	K5

Relationship Matrix												
Semester	Course Code	Course Title									Hours	Credits
5	23UCO53ES02C	Discipline Specific Elective - 2: Advertisement and Sales Promotion									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	1	3	2	3	2	2	3	2	2.3	
CO2	3	2	2	2	2	3	2	2	2	3	2.3	
CO3	2	3	2	2	3	3	2	2	3	2	2.4	
CO4	3	2	3	2	2	3	2	2	2	2	2.3	
CO5	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/week	Credits
5	23UCO53SP01A	Self-paced Learning: Social Networking Services	-	2

Course Objectives

To understand the basic concepts of Social Networking Services
To learn the creativity and innovation thought in networking
To familiarize the different theories of social networking.
To explore the innovation process for new product development.
To generate the successful innovation ideas for business.

UNIT I: Introduction of Social Networking Services

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

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

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

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 and LinkedIn

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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Websites and eLearning Sources

- https://en.wikipedia.org/wiki/Social_networking_service
- 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.uws.edu.au/__data/assets/pdf_file/0003/476337/The-Benefits-of-Social-Networking-Services.pdf
- <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>
- <http://mashable.com/2012/05/16/facebook-for-beginners/#zt.hb.qTluqt>
- <https://www.facebook.com/>
- <http://mashable.com/guidebook/twitter/>
- <https://twitter.com/>
- <http://mashable.com/2012/05/23/linkedin-beginners/#HcgfpgK2QGqW>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the uses of social networking services	K1
CO2	examine the different Social Networking Sites	K2
CO3	explore with various Social Networking Apps.	K3
CO4	analysis the practical insights of Facebook.	K4
CO5	examine the comprehensive framework of Twitter and LinkedIn.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UCO53SP01A	Self-paced Learning: Social Networking Services									-	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	1	2	2	3	2	2	2	2	2.0	
CO2	2	2	2	2	2	2	2	2	2	1	1.9	
CO3	1	2	2	2	2	2	3	2	2	2	2.0	
CO4	2	2	2	2	2	2	2	2	2	2	2.0	
CO5	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/week	Credits
5	23UCO53SP01B	Self-paced Learning: Innovation Management	-	2

Course Objectives

To understand the basic concepts of innovation management.
To learn the creativity and innovation thought in management.
To familiarize the different theories of innovation.
To explore the innovation process for new product development.
To generate the successful innovation ideas for business.

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 - Design thinking - Patents - Intellectual properties - successful innovation case studies (any two).

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Book for Study

1. Prahalad, C. K., & Krishna. (2017). *The New Age of Innovation: Driving Concreted Value through Global Networks*. MS McGraw hill.

Books For References

1. Joe, T., & John, B. (2017). *Managing Innovation*. John Wiley And Sons, Chichester.
2. Westland, J.C. (2016). *Global Innovation Management: A strategic approach*. Palgrave Macmillian.
3. Moore, G. A. (2017). *Dealing With Darwin: How Great Companies Innovate at Every Phase of Their Evolution*. Capstone.
4. Collins, J. (2018). *How The Mighty Fall: And Why Some Companies Never Give In*. Random House.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	recognize the basics of innovation	K1
CO2	explain the value of creativity and innovative thoughts	K2
CO3	exposure to different theories of innovation	K3
CO4	analysis the process involved in innovation	K4
CO5	explain the nuances of innovation for the success of business	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UCO53SP01B	Self-paced Learning: Innovation Management									-	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	3	3	3	3	2	2	2	2	2.4	
CO2	2	2	2	2	2	2	2	2	2	2	2.0	
CO3	2	2	2	2	2	2	2	2	2	1	1.9	
CO4	2	2	3	3	2	2	2	2	3	2	2.3	
CO5	2	2	2	2	2	2	2	2	1	1	1.8	
Mean Overall Score											2.08 (Medium)	

Semester	Course Code	Title of the Course	Hours/week	Credits
5	23UCO53SP01C	Self-paced Learning: Commerce for Competitive Examination	-	2

Course Objectives

To prepare the students for competitive exams with a strong foundation related to the commerce subjects.
To excel the students with necessary skills to take up the competitive exams.
To equip the students with knowledge related to commerce subjects.
To develop the reasoning skills of the students.
To enhance the analytical and logical skills of the students.

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

1. Kumar, S. (2018). *Objective Commerce*. Ramesh Publishing House.

Book for Reference

1. Kaushik, V. (2017). UGC NET/SET (JRF & LS) COMMERCE Paper II &III. Arihant Publications.

Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to:	
CO1	explain the important and latest developments in Banking	K1
CO2	examine the basics and latest developments in economics	K2
CO3	recognise the avenues of investments and different types of financial markets and institutions	K3
CO4	familiarize with basic numerical ability problems	K4
CO5	prepare the verbal reasoning related problems and solutions	K5

Relationship Matrix											
Semester	Course Code	Course Title								Hours	Credits
5	23UCO53SP01C	Self-paced Learning: Commerce for Competitive Examination								-	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	2	2	2	3	2	2.1
CO2	2	2	3	3	3	3	2	2	2	2	2.4
CO3	2	2	2	2	2	2	2	2	3	2	2.1
CO4	3	3	2	2	3	2	3	2	3	2	2.5
CO5	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/Week	Credits
5	23USS54SE01	Skill Enhancement Course - 2: Soft Skills	2	1

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

UNIT I: Communication Skills

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

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

UNIT II: Resume Writing & Interview Skills

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

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

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

UNIT III: Personal Effectiveness

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

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

UNIT IV: Numerical Ability

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

UNIT V: Test of Reasoning

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

Book for Study

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

Books for Reference

1. Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non-Verbal Reasoning*, S. Chand.
2. Balaiah, J. & Joy, J. L. (2018). *Winners in the Making: A primer on soft skills*. St. Joseph's College, Tiruchirappalli.
3. Covey S. R. (2004). *The 7 Habits of Highly Effective People: Restoring the Character Ethic* (Rev. ed.). Free Press.

4. Egan, G. (1994). *The Skilled Helper* (5th Ed.). Pacific Grove, Brooks/Cole.
5. Khera, S. (2014). *You Can Win*. Macmillan Books.
6. Martin, Y. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*, (5th Ed.). Adams Media.
7. Sankaran, K., & Kumar, M. (2010). *Group Discussion and Public Speaking*, (5th Ed.). M.I. Publishers.
8. Trishna. (2012). *How to do well in GDs & Interviews*, (3rd Ed.). Pearson Education.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	analyse problems directed at testing their cognitive abilities	K3
CO2	present the best of themselves as job seekers and communicate effectively in all contexts	K4
CO3	assess themselves, set goals, and manage conflicts that are expected of a good leader	K5

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

Semester	Course Code	Title of the Course	Hours/week	Credits
6	23UCO63CC12	Core Course - 12: Management Accounting	5	4

Course Objectives

To understand basics management accounting
To know the aspects of Financial Statement Analysis
To familiarize with cash flow analysis
To learn about budgetary control
To gain insights into marginal costing.

UNIT I: Introduction to Management Accounting (15 Hours)

Management Accounting - Meaning - Scope - Importance- Limitations - Management Accounting Vs Cost Accounting - Management Accounting Vs Financial Accounting.

Analysis and Interpretation of Financial Statements - Nature and Significance - Types of Financial Analysis - Tools of Analysis - Comparative Statements - Common Size Statement - Trend Analysis.

UNIT II: Ratio Analysis (15 Hours)

Ratio Analysis: Meaning - Advantages - Limitations - Types of Ratios - Liquidity Ratios - Profitability Ratios -Turnover Ratios - Solvency Ratios - Leverage Ratios - Preparation of Financial Statements from Ratios.

UNIT III: Cash flow statement (15 Hours)

Meaning - Advantages - Limitations - Preparation of Cash Flow Statement as per AS 3 -Cash Flow from Operating, Financing and Investing activities

UNIT IV: Budget and Budgetary Control (15 Hours)

Meaning - Preparation of Various Budgets - Cash Budget - Flexible Budget- Production Budget - Sales Budget - Master Budget - Budgetary Control - Benefits

UNIT V: Marginal Costing and Decision Making (15 Hours)

Meaning - Features - Marginal Costing vs Absorption Costing - Fixed Cost, Variable Cost and Semi Variable Cost- Contribution- Marginal Cost Equation- P/V Ratio - Break Even Point - Margin of Safety - Cost- Volume Profits Analysis.

Decision Making: Selection of a Product Mix - Make or Buy Decision - Discontinuance of a product line - Change or Status quo - Limiting Factor or Key Factor.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models
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Theory 20% & Problem 80%

Books for Study

1. Jain, S. P., &Narang, K. L. (2018). *Cost and Management Accounting*. Kalyani Publications.
2. Reddy, T. S. & Reddy, Y.H. P. *Management Accounting*. Margham Publications.
3. Rds. Maheswari. *Cost and Management Accounting*. Sultan Chand Sons Publications.
4. Jenitra, L. M., & Daslton, L. C. *Management Accounting*. Lerantec Press.
5. Sharma., & Shashi, K. G. *Management Accounting*. Kalyani Publishers.

Books for Reference

1. Chadwick. *The Essence of Management Accounting*. Financial Times Publications.
2. Charles, T. H., & Gary, N. S. *Introduction to Management Accounting*. Pearson.
3. Murthy, A., & Gurusamy, S. *Management Accounting- Theory & Practice*. Vijay Nicole Imprints Pvt. Ltd.
4. Hansen., & Mowen. *Cost Management Accounting and Control*. South Western College.
5. Srinivasan, N. P. *Management Accounting*. New Age publishers.

Websites and eLearning sources

1. <https://www.accountingnotes.net/companies/fund-flow-analysis/fund-flow-analysis-accounting/13300>

2. <https://accountingshare.com/budgetary-control/>
3. <https://www.investopedia.com/terms/m/marginalcostofproduction.asp>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	remember and recall basics in management accounting	K1
CO2	apply the knowledge of preparation of Financial Statements	K2
CO3	analyse the concepts relating to fund flow and cash flow	K3
CO4	evaluate techniques of budgetary control	K4
CO5	formulate criteria for decision making using principles of marginal costing.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UCO63CC12	Core Course - 12: Management Accounting								5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	3	2	2	3	2	2.4
CO2	3	3	3	2	2	3	3	2	3	2	2.5
CO3	2	2	2	3	2	3	3	2	3	3	2.6
CO4	2	2	3	3	3	3	2	3	2	1	2.5
CO5	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/Week	Credits
6	23UCO63CC13	Core Course - 13: Costing Methods and Techniques	5	4

Course Objectives

To understand the standards in Cost Accounting
To know the concepts of contract costing.
To be familiar with the concept of process costing.
To learn about operation costing.
To gain insights into standard costing.

UNIT I: Cost Accounting Standards (15 Hours)

An Introduction to CAS - Purpose of CAS - Advantages of CAS - Difference between CAS and FAR Regulations - Different Degrees of CAS Coverage - Cost Accounting Standards - Responsibility Accounting and Divisional Performance Measurement.

UNIT II: Job Costing, Batch Costing and Contract Costing (15 Hours)

Definitions - Features - A Comparison - Calculation of Profit on Contracts - Cost plus Contract - Preparation of Contract A/c.

UNIT III: Process Costing (15 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 IV: Operation Costing (15 Hours)

Operation Costing - Meaning - Preparation of Operating Cost Sheet - Transport Costing - Power Supply Costing-Hospital Costing-Simple Problems.

UNIT V: Standard Costing and Variance Analysis (15 Hours)

Definition - Objectives - Advantages - Standard Cost and Estimated Cost - Installation of Standard Costing System - Variance Analysis - Material, Labour, Overhead, and Sales Variances - Calculation of Variances.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models
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Theory 20% & Problem 80%

Books for Study

1. Jain, S. P. & Narang, K. L. *Cost Accounting*. Kalyani Publishers.
2. Khanna, B. S., Pandey, I. M., Ahuja, G. K., & Arora, M. N. *Practical Costing*. S Chand & Co.
3. Maheswari, S.N. *Principles of Cost Accounting*. Sultan Chand publications.
4. Reddy, T.S., & Reddy, Y.H.P. *Cost Accounting*. Margham publications.
5. Iyengar, S. P. *Cost Accounting*. Sultan Chand Publications.

Books for Reference

1. Polimeni. *Cost Accounting: Concepts and Applications for Managerial Decision Making*. McGraw-Hill.
2. Jain, S. P., & Narang, K. L. *Cost Accounting*. Kalyani Publishers.
3. Saxena, V. K., & Vashist, C. D. *Cost Accounting*. Sultan Chand publications.
4. Murthy, A., & Gurusamy, S. *Cost Accounting*. Vijay Nicole Imprints Pvt. Ltd.
5. Prasad, N. K., & Prasad, V. K. *Cost Accounting*. Book Syndicate.

NOTE: Latest Edition of Textbooks May be used

Websites and eLearning Sources

1. <https://www.economicdiscussion.net/cost-accounting/contract-costing/32597>
2. <https://www.wallstreetmojo.com/process-costing/>
3. <https://www.accountingnotes.net/cost-accounting/operating-costing/17755>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	remember and recall standards in cost accounting	K1
CO2	apply the knowledge in contract costing	K2
CO3	analyze and assimilate concepts in process costing	K3
CO4	understand various bases of classification cost and prepare operating cost statement.	K4
CO5	set up standards and analyse variances.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UCO63CC13	Core Course - 13: Costing Methods and Techniques								5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	3	2	3	2.8
CO2	3	3	3	3	1	3	3	3	2	1	2.5
CO3	3	3	3	3	2	3	3	3	3	3	2.9
CO4	2	2	3	3	3	3	3	3	3	2	2.7
CO5	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/Week	Credits
6	23UCO63CC14	Core Course - 14: Auditing	4	2

Course Objectives

To understand the fundamental principles and techniques of auditing.
To learn the audit procedures, vouching, and verification techniques for assets and liabilities.
To familiarize the internal control, internal audit, internal check and audit report.
To examine the power, right, duties and liabilities of an auditor.
To know the special area of audit and code of ethics for professional accountants.

UNIT I: Introduction to Auditing (12 Hours)

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

UNIT II: Audit Procedures (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: Internal Control and Audit Report (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 - Relevant Auditing and Assurance Standards (AASs) - Audit committee - Auditor's Report - Contents and types - Auditors certificate.

UNIT IV: Audit of Joint Stock Companies (12 Hours)

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

UNIT V: Special Areas of Audit (12 Hours)

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
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Book for Study

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

Books for Reference

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

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

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCO63CC14	Core Course - 14: Auditing									4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	3	3	3	3	2	2	2.7	
CO2	2	2	2	3	3	2	2	2	2	2	2.2	
CO3	3	3	2	2	3	3	2	2	1	2	2.3	
CO4	3	3	2	2	3	2	3	2	2	2	2.4	
CO5	3	3	1	3	3	2	3	3	2	2	2.5	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	23UCO63ES03A	Discipline Specific Elective - 3: Insurance Management	5	3

Course Objectives
Impart theoretical base on fundamental and legal principles of insurance business
To Know about various insurance products
To have an idea about the documents required to avail insurance policy
Understand the various types of risks covered by insurance
To Know the recent changes in insurance sector

UNIT I: Concept of Risk and Insurance (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: Legal principles of Insurance (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: Life Insurance (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: General Insurance (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: Underwriting of Insurance (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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Books for Study

1. Murthy. (2017). *Elements of Insurance*. Margham Publication.
2. Ganguly, A. (2016). *Insurance Management*. New Age Internationals.

Books for Reference

1. Murthy. (2018). *Principles and Practices of Insurance*. Margham Publications.
2. Jatiender., & Loomba. (2014). *Risk Management and Insurance Planning*. PHI Private Learning Ltd.
3. Neelam, C. G. (2009). *Principles of Insurance Management*. Excel Books Private Ltd.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the various types of risks covered by insurance	K1
CO2	explain the principles and the regulatory framework of insurance	K2
CO3	examine various aspects of Insurance pricing and claim settlement	K3
CO4	compare and contrast different types of life insurance policies	K4
CO5	distinguish the general insurance policies and their clauses	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UCO63ES03A	Discipline Specific Elective - 3: Insurance Management								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	1	2	1	1.9
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	1	3	3	3	2	1	2.4
CO5	3	3	2	2	2	3	3	2	2	1	2.3
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	23UCO63ES03B	Discipline Specific Elective - 3: Organisational Behaviour	5	3

Course Objectives
To Understand the concept of organisational behaviour.
To gain knowledge about the organisational strategy.
To create awareness of the theories Personality and stress as applied in organisational behaviour.
To learn the methods of organizational conflicts.
To analyze the current trends in organisationalbehaviour.

UNIT I: Introduction of Organisational Behaviour (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: Behaviour of Individual and Groups (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: Personality and Stress (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: Perception and Organisational Conflicts (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: Leadership and Organisational culture (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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Books for Study

1. Stephen, P. R. (2017). *Organizational Behaviour*. Pearson Education.
2. Agarwal, S. (2020). *Organisational Behaviour*. SBPD Publishing House.

Books for Reference

1. Gupta, C. B. *A Textbook of Organisational Behaviour*. S. Chand Publication.
2. Aswathappa. *Organisational Behaviour*. Himalaya Publishing House.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the concepts, elements and applications of organization behavior	K1
CO2	clarify the role and relevance of Individual and group behavior in different decision	K2
CO3	demonstrate interpersonal effectiveness, perception management, conflict resolution and cultural diversity management skills	K3
CO4	apply behavior modification techniques to effectively handle resistance to changes in stress causing situations	K4
CO5	select appropriate leadership traits/styles to deal with individuals and groups in organization	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCO63ES03B	Discipline Specific Elective - 3: Organisational Behaviour									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	3	1	2	1	1	2	1.9	
CO2	3	3	2	2	2	3	2	2	1	2	2.2	
CO3	3	2	3	2	3	2	2	1	2	3	2.3	
CO4	2	3	2	1	3	3	1	2	1	2	2	
CO5	3	3	3	2	3	3	2	2	1	2	2.4	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	23UCO63ES03C	Discipline Specific Elective - 3: Retail Management	5	3

Course Objectives
To understand the concepts and structure of retail management
To know various types of store location
To familiarize with inventory management in retailing
To gain knowledge about retail store operation
To enable the students in understanding the distribution management and e-retailing

UNIT I: Introduction to Retailing (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-Storebased-Traditional and Non-Traditional Retailing

UNIT II: Retail Stores Location and Retail Market Segmentation (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: Inventory Management in Retailing (15 Hours)

Inventory Management in Retailing: Reasons for holding inventory - Methods of Inventory Control - Selective Inventory Management - EOQ Model - ABC Analysis - VED Analysis- FSNA Analysis - HML Analysis - Inventory Costs - Material Handling - Recent developments in inventory management.

UNIT IV: Retail store Operations (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: Distribution Management and E-Retailing (15 Hours)

Distribution Management: Channels of Distribution - Functions of a Distribution Channel -Types - Elements of Physical Distribution - Wholesale & Wholesaler: Classification& Characteristics. Warehousing: Meaning - Need - Merits -Functions -Features and Classifications.

E-Retailing: Meaning - Significance - Services - Online Shopping - Government E-Service -Private E-Service - Future and Emergence in Retailing

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Books for Study

1. Gibbson, G. V. (2017). *Retail Management*. Pearson Education.
2. Singh, H. (2016). *Retail Management - A Global Perspective, Text and Cases*. S. Chand Publications.

Books for Reference

1. Bajaj, C., Tuli, R., & Srivastava., N.V. (2018). *Retail Management*. Oxford University Press.
2. Natarajan, L. (2017). *Retail Management*. Margham Publication.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the elements of retail management	K1
CO2	discuss the determinants of retail locations and retail market segmentation	K2
CO3	illustrate the methods of inventory management in retailing	K3
CO4	identify the roles of retailers in operations management	K4
CO5	explain the functions of Distribution Channels	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UCO63ES03C	Discipline Specific Elective - 3: Retail Management								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	2	3	3	2	1	2	2.4
CO2	3	2	1	1	1	2	1	1	2	1	1.5
CO3	2	1	1	2	2	2	2	2	2	2	1.8
CO4	2	3	3	3	3	3	3	3	3	2	2.8
CO5	3	2	3	3	3	3	3	3	3	2	2.8
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	23UCO63ES04A	Discipline Specific Elective - 4: Financial Analytics	5	3

Course objectives
To know the basics of R from analytic perspective.
To equip with R language functions for analytics.
To apply R language for analysing risk and returns and construct portfolios.
To use R language for evaluating financial derivatives.
To examine the efficiency in using working capital

UNIT I: R Language Basis (15 Hours)

R language Basics: Data Structures in R: Vectors, Arrays, Factors, Matrices, Lists, Data Frames and Time Series- Reading and writing data from CSV files, databases and Web- Object Types: Double, Integer, logical, character, complex, Missing Values-Declaring Constants and variables - Defining functions with or without arguments - conditional and loop statement in R.

UNIT II: R Language functions for analytics (15 Hours)

R Language functions for analytics - Mathematical Functions - String functions -Statistical functions in R(Descriptive Statistical functions, Inferential statistical functions)- Graphical functions in R

UNIT III: Application of R in risk and return analysis (15 Hours)

Application of R in risk and return analysis: Categories of financial risks:- Marketing risks-credit risks-liquidity risks-Quantification of risks - Applying R in Risk Profiling through regression models, Monte Carlo Simulation ,Mean Variance Markowitz portfolio, Markowitz Tangency Portfolio, CAPM & Hedging

UNIT IV: R and financial derivatives (15 Hours)

R and financial derivatives: Futures and options - Valuation of Future and options using R - Following price movements using R - Simulating option strategies with R

UNIT V: Analytics in Working Capital Management and Identifying Manipulations (15 Hours)

Purchase to Payment (PtoP):- stages involved in Purchase to Payment - risk analytics in Purchase to payment - Order to cash (OtoC):- Operating cycle-Order entry to billing -Accounts Receivable- credit and collections - Inventory Accounting-. Identifying the manipulations in Financial statements- Benford's law - Beneish score- Discretionary Accruals models- Discretionary Expenditure models- Emerging Trend in Financial Analytics

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Theory 60% & Practical 40%

Books for Study

1. Jeet, P. & Vats, P. (2017). *Learning Quantitative Finance with R*. Packt.
2. Ren, K. (2016). *Learning R Programming: Language, tools and Practical Techniques*. PACKT Publishing Ltd.
3. Wurtz, D. et al. (2010). *Basic R for Finance*. Rmetrics eBook Series.
4. Edward, E. W., & John, A. D. (2018). *Quantitative Financial Analytics: The path to Investments*. World Scientific Publishing Co. Pte. Ltd (Unit 3, 4, 5)

Books for Reference

1. Pandit, K., & Marmanis. (2008). *Spend Analysis: The Window into Strategic Sourcing*. J. Ross Publishing
2. Agarwal, P. (2006). *E-Business: Measurements & Analytics*. iUniverse, Inc.
3. Davidson, W. (2020). *Financial Statement Analysis: Basis for Management Advice*. Wiley

Websites and eLearning Sources

1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. https://www.cimaglobal.com/Documents/ImportedDocuments/cid_mag_financial_risk_jan09.pdf
5. <https://www.wallstreetmojo.com/beneish-m-score/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	identify and discuss the concepts and tools of R language from financial analytics perspective.	K1
CO2	relate 'R' language built in functions with financial analytics	K2
CO3	explore appropriate tools to forecast risk and return for constructing portfolios.	K3
CO4	analyse the returns and risks associated with portfolio investment and derivatives using R language.	K4
CO5	evaluate the efficiency in Working capital Management and fix manipulations in financial statements.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCO63ES04A	Discipline Specific Elective - 4: Financial Analytics									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	1	2	1	3	2	1	2	1	1.8	
CO2	3	3	3	2	2	2	3	3	2	1	2.4	
CO3	3	3	3	2	1	2	3	3	2	1	2.3	
CO4	3	3	3	2	1	3	3	3	2	1	2.4	
CO5	3	3	2	2	1	3	3	2	2	1	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	23UCO63ES04B	Discipline Specific Elective - 4: HR Analytics	5	3

Course Objectives
To get acquainted with concepts and functions of analytics from Human Resource Management perspective.
To equip with R language and Excel skills and tools needed for HR analytics.
To use analytics for analysing data relating to HR planning and recruitment.
To analyse data pertaining to talent management and Performance appraisal.
To project trends of HRM through analytics.

UNIT I: Data analytical tools in Excel (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: R Language for analytics (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: HR Analytics and its types (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: Analytics in Learning and Development of HR (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: Latest Trends of HR (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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Theory 60% & Practical 40%

Books for Study

1. Winston, W. Microsoft Excel. (2019). *Data analysis and Business Modelling*, (6th Ed.). Microsoft. (Unit 1)
2. Ren, K. (2016). *Learning R Programming: Language, tools and Practical Techniques*. PACKT Publishing Ltd. (Unit 2)
3. Edwards, M., & Edwards, K. (2019). *Predictive HR analytics: Mastering the HR Metric*. Kogan Page. (Unit 3)

Books for Reference

1. Bannerjee, P., Pandey, J., & Gupta, M. (2019). *Practical Applications of HR Analytics a step by step guide*. Sage Publications
2. Harvey, G. (2018). *Microsoft Excel 2019 for dummies*. Wiley. New Jercey.

Websites and eLearning Sources

1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
6. <https://www.questionpro.com/blog/hr-analytics-and-trends/>
7. <https://www.vskills.in/certification/blog/a-beginners-guide-to-hr-analytics/>
8. <https://splashbi.com/pdf/Workforce-Analytics-PDF.pdf>
9. <https://waterbearlearning.com/learning-analytics/>
10. <https://www.analyticsinhr.com/blog/what-is-hr-analytics/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	identify and discuss the concepts and functions of HR Analytics from Human Resource Management perspective	K1
CO2	relate 'R' language and Excel skills and tools with HR analytics	K2
CO3	employ analytics for analyzing data relating to HR Planning and Recruitment.	K3
CO4	analyse talent management and performance appraisal data.	K4
CO5	predict the future trends of HR analytics.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCO63ES04B	Discipline Specific Elective - 4: HR Analytics									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	1	2	2	3	2	1	2	1	1.9	
CO2	3	3	3	2	2	2	3	3	2	1	2.4	
CO3	3	3	3	2	1	2	3	3	2	1	2.3	
CO4	3	3	3	2	1	3	3	3	2	1	2.4	
CO5	3	3	2	2	2	3	3	2	2	1	2.3	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
6	23UCO63ES04C	Discipline Specific Elective - 4: Marketing Analytics	5	3

Course Objectives
Master Excel data analytics, including formatting, statistical operations, and analysis tools.
Practice R programming for statistical analysis and data visualisation.
Learn marketing analytics concepts, including customer segmentation, lifetime value, and churn analysis.
Study marketing and advertising mix modeling, especially regression models and advertising analytics.
Learn social media analytics, including text mining, sentiment analysis, and web analytics tools, and follow marketing analytics trends.

UNIT I: Data analytical tools in Excel (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: R Language for Analytics (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: Introduction to Marketing Analytics (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: Marketing and Advertisement Mix Modelling (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: Social Media Analytics (15 Hours)

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models.
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Theory 60% &Practical 40%

Books for Study

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

Books for Reference

1. Hemann, C., & Burbary, K. (2013). *Digital Marketing Analytics: Making Sense of Consumer data in a digital world*. Que Publications.
2. Bonacchi, M., & Perego, P. (2019). *Customer Accounting: Creating Value with Customer Analytics*. Springer.
3. Grigsby, M. (2018). *Marketing Analytics*. Kogan Page

Websites and eLearning Sources

1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
6. <https://www.wordstream.com/marketing-analytics>
7. <https://www.marketingevolution.com/marketing-essentials/marketing-analytics>
8. <https://www.demandjump.com/blog/what-are-marketing-analytics-tools>

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UCO63ES04C	Discipline Specific Elective - 4: Marketing Analytics								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
Mean Overall Score											2.3 (High)