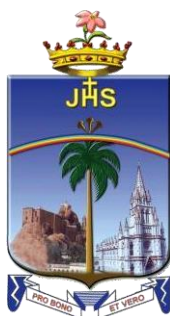


**B.Com Honours**  
**LOCF SYLLABUS – 2021**

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



**DEPARTMENT OF COMMERCE HONOURS**  
**SCHOOL OF MANAGEMENT STUDIES**  
**ST. JOSEPH'S COLLEGE (AUTONOMOUS)**  
Accredited at A<sup>++</sup> Grade (4<sup>th</sup> Cycle) by NAAC  
Special Heritage Status Awarded by UGC  
College with Potential for Excellence by UGC  
DBT-STAR & DST-FIST Sponsored College  
**Tiruchirappalli - 620 002, Tamil Nadu, India**

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

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

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

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

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

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

Human excellence in specialized areas

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

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

### **Credit system:**

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

For UG Honours courses, a student must earn a minimum of 148 credits as mentioned in the programmed pattern table. The total number of minimum courses offered by the Department is given in the Programme Structure.

### **About ACCA:**

The B.Com Honours Programme is integrated and embedded with ACCA Syllabus and leads to ACCA Qualification with paper exemptions. ACCA (The Association of Chartered Certified Accountants) is the global body for professional accountants. ACCA aims to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management. ACCA supports their 2,19,000 members and 527,000 students throughout their careers, providing services through a network of 104 offices and active centers. ACCA's focus is on professional values, ethics, and governance, and ACCA deliver value added services through 98 global accountancy partnerships, working closely with multinational and small entities to promote global standards and support.

### **ACCA Exempted Papers:**

F1 – Business and Technology (BT)

F2 – Management Accounting (MA)

F3 – Financial Accounting (FA)

F4 – Corporate and Business Law (LW)

F5 – Performance Management (PM)

F6 – Taxation (TX)

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

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

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

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

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

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

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

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

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

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

#### **Programme Specific Outcomes (PSOs):**

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

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

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

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

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

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

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

##### **DSE: Three courses are offered, two courses each in semester IV, V and VI**

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

##### **Generic Elective Courses**

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

Generic Elective courses are designed for the students of **other disciplines**. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the

college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.

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

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

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

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

### **Skill Enhancement Courses (SECs)**

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

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

There are two courses under this category

**SEC-1** is offered in semester **V** as a compulsory course on Soft Skills offered by the Department of Human Excellence, common to all the students of UG programme.

**SEC-2** is offered in semester **VI** as a course **Within Department (WD)** Open to all the students within the same department

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

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

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

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

### **Undergraduate Programme:**

#### **Programme Pattern:**

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

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

Part-II : General English

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

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

Part-V: Outreach Programme (SHEPHERD).

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

**Value Education Courses:**

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

**Course Code Fixation UG**

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

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

N:- Numeral X :- Alphabet

**Part Category**

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

GE - General English

CC - Core Theory CP- Core Practical

**WS- Workshop****SP- Self Paced Learning****IS- Internship****FV- Field visit****CE- Comprehensive Examination****PW- Project Work& viva-voce****Electives Courses**

ES – Department Specific Electives

EG- Generic Electives

**Allied Courses**

AC - Allied Compulsory

AO- Allied Optional

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

**Ability Enhancement Courses**

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

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

VE - Value Education/ Social Ethics/Religious Doctrine

OR – Outreach SHEPHERD & Gender Studies (Outreach)

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

**EXAMINATION****Continuous Internal Assessment (CIA):**

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

## MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

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

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

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

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

### WEIGHTAGE of K – LEVELS IN QUESTION PAPER

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

### QUESTION PATTERN FOR SEMESTER EXAMINATION

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

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

Continuous Internal Assessment

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

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

<b>SEMESTER EXAMINATION – for Quantitative Papers</b>							
<b>DURATION: 3.00 Hours</b>				<b>Max Mark : 100</b>			
<b>K- LEVELS</b>	<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>K5</b>	<b>K6</b>	<b>Total Marks</b>
<b>SECTIONS</b>							
<b>SECTION –A</b> (One Mark, No choice) <b>Two questions from each unit</b> (10x1=10)	10						<b>10</b>
<b>SECTION-B</b> (Either/or type) (6-Marks) <b>One question from each unit</b> (5x6=30)		3	2				<b>30</b>
<b>SECTION-C</b> ( 4 out of 5) (15 Marks) <b>One question from each unit</b> (4x15=60)			1	2		1	<b>60</b>
<b>Total</b>	<b>10</b>	<b>18</b>	<b>27</b>	<b>30</b>		<b>15</b>	<b>100</b>

<b>B.Com Honours MID/END TEST (Quantitative Papers)</b>							
<b>DURATION: 2.00 Hours.</b>				<b>Max Mark : 60</b>			
<b>K- LEVELS</b>	<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>K5</b>	<b>K6</b>	<b>Total Marks</b>
<b>SECTION</b>							
<b>SECTION –A</b> One Mark, No choice (9x 1 =9)	9						<b>9</b>
<b>SECTION-B</b> Either/or type (5 - Marks) (3x5=15)		2	1				<b>15</b>
<b>SECTION-C</b> 3 out of 4 (12 Marks) (3x12=36)			1		2		<b>36</b>
<b>Total</b>	<b>9</b>	<b>10</b>	<b>17</b>		<b>24</b>		<b>60</b>

**Assessment pattern for two credit courses.**

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



## EVALUATION

### GRADING SYSTEM

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

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

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

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

### CLASSIFICATION OF FINAL RESULTS:

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

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

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

**Table-2: Final Result**

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

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

**Declaration of Result**

Mr./ MS. \_\_\_\_\_ has successfully completed the Under Graduate in \_\_\_\_\_ programme. The candidate's Cumulative Grade Point Average (CGPA) in Part – III is \_\_\_\_\_ and the class secured is \_\_\_\_\_ by completing the minimum of 148 credits. The candidate has acquired \_\_\_\_\_ (if any) more credits from SHEPHERD / AICUF/ FINE ARTS / SPORTS & GAMES / NCC / NSS / NATURE CLUB, ETC. The candidate has also acquired \_\_\_\_\_ (if any) extra credits by attending MOOC courses.

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

The Programme Outcomes(POs)/Programme Specific Outcomes(PSOs) are the qualities that must be imbibed in the graduates by the time of completion of their programme. At the end of each programme the PO/PSO assessment is done from the CO attainment of all curriculum components. The POs/PSOs are framed based on the guidelines of LOCF. There are five POs UG programme and five POs for PG programme framed by the college. PSOs are framed by the departments and they are five in numbers.

For each Course, there are five Course Outcomes to be achieved at the end of the course. These Course outcomes are framed to achieve the POs/PSOs. All course outcomes shall have linkage to POs/PSOs in such a way that the strongest relation has the weight 3 and the weakest is 1. This relation is defined by using the following table.

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs</b> = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		<b>Mean Overall Score</b> = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

If the mean overall score is low then the course in charge has to redesign the particular course content so as to achieve high level mean overall score.

## **VISION**

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

## **MISSION**

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

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

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

## **PROGRAMME OUTCOMES (POs)**

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

## **PROGRAM SPECIFIC OUTCOMES (PSO) UG**

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

1. Explain classical and contemporary concepts within multi-disciplines of commerce, business, accounting, law, finance, marketing, and auditing.
2. Apply the analytical skill acquired in finance, marketing and human resource domain to provide professional solutions to intricate business situations.
3. Employ effective communication, leadership, collaboration and networking skills to guide the decision process at individual and team levels.
4. Evaluate accounting, taxation, reporting and compliance procedure of accounting firms as per industry requirements.
5. Illustrate ethical quotient and social responsibilities with respect for core human values in everyday activities.

<b>B.COM HONOURS</b>						
<b>PROGRAMME STRUCTURE</b>						
Part	Sem	Specification	No. of Courses	No. of Hours	Credits	Total Credits
I	I-IV	Languages (Tamil / Hindi/ French/ Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	I-VI	Core Course: Theory	23	100	79	108
	I-VI	Core Course: Practical	-	-	-	
	I-IV	Core Course: Allied	4	18	16	
	IV-VI	Discipline Specific Elective (WD)	3	12	9	
	V	Project Work	1	-	2	
	-	Self-Paced Learning	-	-	-	
	-	Field study/ Industrial visit/ Case study	-	-	-	
	III	Summer Internship	1	-	2	
	-	Comprehensive Exam	-	-	-	
IV	-	Generic Elective	-	-	-	12
	I	AECC-1 - Communicative English	1	-	4	
	II	AECC-2 Environmental Studies	1	2	2	
	V-VI	SEC	2	4	2	
	I-IV	Value Education	4	8	4	
V	I-V	Outreach Programme	1	-	4	4
<b>TOTAL</b>				180		148

B.Com Honours								
Programme Pattern								
Course Details						Scheme of Exams		
Sem	Part	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
I	1	21UTA11GL01	nghJj;jkpo - I	4	3	100	100	100
		21UFR11GL01	General French-I					
		21UHI11GL01	General Hindi-1					
		21USA11GL01	General Sanskrit-I					
	2	21UEN12GE01	General English -I	5	3	100	100	100
	3	21UCR13CC01	Financial Accounting**	6	4	100	100	100
		21UCR13CC02	Corporate and Business Law-I**	4	3	100	100	100
		21UCR13CC03	Organisation Management**	4	3	100	100	100
		21UCR13AC01	Allied 1-Business Mathematics	5	4	100	100	100
	4	21UEN14AE01	AECC-1 - Communicative English	(6)	4	100	-	100
21UHE14VE01		Essentials of Humanity	2	1	50	50	50	
<b>Total</b>				<b>30</b>	<b>25</b>			
II	1	21UTA21GL02	nghJj;jkpo – II	4	3	100	100	100
		21UFR21GL02	General French – II					
		21UHI21GL02	General Hindi – II					
		21USA21GL02	General Sanskrit – II					
	2	21UEN22GE02	General English -II	5	3	100	100	100
	3	21UCR23CC04	Tally Prime	3	3	100	100	100
		21UCR23CC05	Corporate and Business Law-II**	4	3	100	100	100
		21UCR23CC06	Business Economics	5	4	100	100	100
		21UCR23AC02	Allied 2-Business Statistics	5	4	100	100	100
	4	21UHE24AE02	AECC 2 : Environmental Studies	2	2	50	50	50
21UHE24VE02		Techniques of Social Analysis: Fundamentals of Human Rights	2	1	50	50	50	
<b>Total</b>				<b>30</b>	<b>23</b>			
III	1	21UTA31GL03	nghJj;jkpo – III	4	3	100	100	100
		21UFR31GL03	General French – III					
		21UHI31GL03	General Hindi – III					
		21USA31GL03	General Sanskrit – III					
	2	21UEN32GE03	General English -III	5	3	100	100	100
	3	21UCR33CC07	Financial Reporting – I**	5	4	100	100	100
		21UCR33CC08	Basics of Cost Accounting**	5	4	100	100	100
		21UCR33CC09	Business Analytics	5	4	100	100	100
		21UCR33IS01	Summer Internship	-	2	100	-	100
		21UCR33AC03	Allied 3-Marketing	4	4	100	100	100
4	21UHE34VE03A	Professional Ethics – I: Social Ethics -I	2	1	50	50	50	
	21UHE34VE03B	Professional Ethics – I: Religious Doctrine-I						
<b>Total</b>				<b>30</b>	<b>25</b>			
IV	1	21UTA41GL4C	tzpfj jko (SMS)	4	3	100	100	100
		21UFR41GL04	General French – IV					
		21UHI41GL04	General Hindi – IV					
		21USA41GL04	General Sanskrit – IV					
	2	21UEN42GE04	General English -IV	5	3	100	100	100
	3	21UCR43CC10	Financial Reporting – II**	4	3	100	100	100
		21UCR43CC11	Financial Management-I**	4	4	100	100	100
		21UCR43CC12	Fundamentals of Marketing Analytics	3	2	100	100	100
21UCR43ES01A		DSE – 1:Modern Banking Theory	4	3	100	100	100	

		21UCR43ES01B	<b>DSE – 1:Research Methodology</b>					
		21UCR43AC04	<b>Allied 4: Business Management</b>	4	4	100	100	100
	4	21UHE44VE04A	Professional Ethics – II: Social Ethics -II	2	1	50	50	50
		21UHE44VE04B	Professional Ethics – II: Religious Doctrine –II					
<b>Total</b>				<b>30</b>	<b>23</b>			
<b>V</b>	3	21UCR53CC13	Financial Management-II**	5	4	100	100	100
		21UCR53CC14	Audit and Assurance**	4	4	100	100	100
		21UCR53CC15	Direct Taxation**	5	4	100	100	100
		21UCR53CC16	Human Resource Management	4	3	100	100	100
		21UCR53CC17	Governance, Risks & Ethics	3	2	100	100	100
		21UCR53CC18	Fundamentals of Financial Analytics	3	2	100	100	100
		21UCR53PW01	Project Report	-	2	100	100	100
		21UCR53ES02A	<b>DSE –2:Security Analysis</b>	4	3	100	100	100
		21UCR53ES02B	<b>DSE –2: Entrepreneurship in Practice</b>					
21USS54SE03	<b>SEC -1:Soft Skills</b>	2	1	100	-	100		
<b>Total</b>				<b>30</b>	<b>25</b>			
<b>VI</b>	3	21UCR63CC19	Management Accounting**	6	5	100	100	100
		21UCR63CC20	Financial Services	5	4	100	100	100
		21UCR63CC21	Performance Management**	5	4	100	100	100
		21UCR63CC22	Goods and Services Tax**	5	4	100	100	100
		21UCR63CC23	Fundamentals of HR Analytics	3	2	100	100	100
		21UCR63ES03A	<b>DSE – 3:Economics for Finance</b>	4	3	100	100	100
		21UCR63ES03B	<b>DSE – 3:Strategic Management</b>					
		21UCR64SE02	<b>SEC- 2: (WD)</b> Managerial Communicative English	2	1	100	-	100
<b>Total</b>				<b>30</b>	<b>23</b>			
<b>I –V</b>	5	21UCW65OR01	Outreach Programme(SHEPHERD)		4			
<b>Total (for three years)</b>				<b>180</b>	<b>148</b>			
<b>**ACCA Subjects</b>								



Semester	Course Code	Title of the Course	Hours/Week	Credits
I	21UTA11GL01	nghJj;jkpo - I	4	3

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	,g;ghLj;jpd epīwtpy; khztu;fs;	
CO-1	,f;fhy ,yf;fpa tiffisf; fzLwpth;	K1
CO-2	vOj;J>nrhy; ,yf;fzq;fspd mbg;giLfisf; fz;Lwpth	K1
CO-3	mayff; ftpīj tbtq;fis tpsq;fpf; nfhs;th	K2
CO-4	nkhopngah;g;Gf; ftpījfspd thapyhf nkhopngah;g;Gj jpwīd tsh;j;njLg;gh	K3
CO-5	GJf;ftpīj thapyhf ntspg;gLk r%f>murpay; tpOkpaq;fis kjpg;gpLth	K4

**myF- 1** (12 kzpNeuk;)  
 ghujpahh ftpījfs; - Fapy;ghL;L (Fapy; jd G+h;t [d;kf; fij cīuj;jy)  
 ghujpjhhd ftpījfs; - rQ;rPt; gh;tjj;jpd rhuy;  
 cīueīL - Kjy %d;W fL;Līufs;

**myF- 2** (12 kzpNeuk;)  
 nt.,uhkypq;fdhh - nrhy;> jkpod ,jak  
 Kbaurdhh - caph nty;yNkh> kdj;J}a;ik  
 ngUQ;rpj;jpudhh - mQ;rhjPh; nkho; ,dk ehL  
 gL;Lf;Nfhl;īL fy;ahzRe;judhh- tUq;fhyk; cz;L cīof;fhky; Nrh;f;Fk;gzk;  
 ,yf;fzk - vOj;J  
 ,yf;fpa tuyhW - %d;whk ghfk; - jzLkpo;j njhz;Lh;fs;

**myF- 3** r%f;ftpījfs; (12 kzpNeuk;)  
 Rujh - ey;y jPh;g;G  
 fz;zjhrd - xU ghīdapd fij  
 mg;Jy; uFkhd - tPL  
 Nkj;jh - xNu Fuy  
 ,yf;fpa tuyhW - %d;whk ghfk; -,Ugjhk E}w;whz;L ,yf;fpatsh;r;η  
 rpWfij - Kjy le;J rpWfijfs

**myF- 4** murpay; ftpījfs; (12 kzpNeuk;)  
 <NuhL jkpod;gd - mfy; tpsf;fhf ,U  
 Mjtd jL;rz;ah - ,d;Dk; ,Uf;Fk; Rth;fspd nghUL;L  
 Rfph;juhzp - vd; fz;kzpNa ,irg;gpupah  
 rf;jp N[hjp - Afhe;jpu cwf;fk  
 goepghujp - nts;īsf;fhfpjk  
 yptpq; ];iky tpj;ah- epidtpy; ghy;ak mOj;jk  
 ,yf;fzk - nrhy;

**myF- 5 mayff ftpijfs;**

(12 kzpNeuk)

XNruprhy; · tpilnfhl vd; jha kz;NZ  
 i`Gd ftpijfs · mWtIL ehspd kio (%d;W ftpijfs;)  
 rpWfij · MW Kjy gj;J rpWfijfs  
 Cieuil · ehd;F Kjy; MW fLLiufs

**ghL E}y;fs;**

1. nghJj;jkpo> nra;As; jpuL;L> jkpoha;Tj;Jiw> J}a tsdhh; jd;dhL;rpf fy;Y}up> jpUrrpuhg;gssp> gjpg;G> 2021
2. r%ftpay; Nehf;fpy; jkpopyf;fpa tuyhW> jkpoha;Tj;Jiw> J}a tsdhh; jd;dhL;rpf fy;Y}up> jpUr;ruphg;gs;s> gjjhk gjpg;G> 2017
3. ew;wkpo;f; Nfhit (fL;Liu jnhFg;G). jkpoha;Tj;Jiw> J}a tsdhh; jd;dhL;rpf fy;Y}up> jpUr;ruphg;gs;s> (2021 – 2024)
4. rpWfijj njhFg;G · xt;nthU fy;tpahz;bw;Fk; xt;nthU rpWfijj;njhFg;G.

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

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

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

### Course Outcomes

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

#### Unit – I: (12 Hours)

TITRE: BONJOUR CA VA?

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

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

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

PRODUCTION ECRITE : Les formules de politesse

#### Unit – II: (12 Hours)

TITRE: SALUT ! JE M'APPELLE AGNES

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

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

PRODUCTION ORALE : Comprendre des informations essentielles

PRODUCTION ECRITE : Présentez –vous

#### Unit - III: (12 Hours)

TITRE: QUI EST-CE?

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

LEXIQUE : Demander et répondre poliment, les professions

PRODUCTION ORALE : Parler de ses projets

PRODUCTION ECRITE : Ecrire de brefs messages

#### Unit - IV: (12 Hours)

TITRE: DANS MON SAC, J'AI?

GRAMMAIRE : la phrase négative, c'est/il est, les articles contractés, les pronoms personnels toniques

LEXIQUE : Demander des informations personnelles, Quelques objets, la fiche d'identité, les nombres à partir de 70

PRODUCTION ORALE : Comprendre un message sur un répondeur téléphonique  
 PRODUCTION ECRITE : Remplir une fiche d'identité

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

TITRE:IL EST COMMENT? / ALLO?

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

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

PRODUCTION ORALE : Un jeu de rôle – la conversation téléphonique

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

### Book for Study

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

### Books for Reference

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

### Web Resources

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
I	21UFR11GL01	FRENCH – I									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	1	2	3	2	3	2	1	2	3	2.2	
CO-2	3	3	3	2	2	2	1	2	2	3	2.3	
CO-3	3	1	2	3	2	3	2	1	2	2	2.1	
CO-4	2	2	3	2	1	3	2	1	2	3	2.1	
CO-5	3	2	3	2	2	3	2	2	3	2	2.4	
Mean overall Score											2.22 (High)	

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

### Course Outcomes

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

#### Unit - I:

(12 Hours)

Dr. Abdul Kalam  
Ling  
Kabir Ke Dohe  
Baathcheeth - Aspathal mein  
Adhikal - Namakarn

#### Unit - II:

(12 Hours)

Vachan Badaliye  
Thulasi ke Dohe  
Adhikal - Samajik Paristhithiyam  
Moun Hee Mantra Hai

#### Unit - III:

(12 Hours)

Sangya  
Soordas ke Pad  
Baathcheeth - Hotel mein  
Adhikal - Sahithyik Paristhithiyam

#### Unit - IV:

(12 Hours)

Sarvanam  
Rahim ke Dohe  
Bathcheeth - Kaksha mein  
Adhikal - Salient Features, Main Divisions

#### Unit - V:

(12 Hours)

Anuvad - 1  
Visheshan  
Bihari - Dohe  
Bathcheeth - Kariyalay mein  
Adhikal - Visheshathayem

## Books for Study

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

## Books for Reference

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

## Web Resources

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
I	21UHI11GL01	HINDI - I									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	1	3	1	3	3	2	2.3	
CO-2	2	2	3	3	1	3	2	3	3	2	2.4	
CO-3	3	2	2	1	2	3	2	3	2	3	2.3	
CO-4	3	2	1	3	2	3	2	3	3	2	2.4	
CO-5	2	3	3	2	3	2	3	3	3	1	2.5	
<b>Mean overall Score</b>											<b>2.38 (High)</b>	

Semester	Course Code	Title Of The Course	Hours	Credits
I	21USA11GL01	SANSKRIT - I	4	3

### Course Outcomes

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

**Unit - I:** (12 Hours)

Samyakthakshatra pada paricaya

**Unit - II:** (12 Hours)

Vartmanakala prayogaha

**Unit - III:** (12 Hours)

Samskruta varathamana kalaha

**Unit - IV:** (12 Hours)

Shadha priyoghaa aakaarnta ikaraantha ukarantha

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

Subhashitani manoharani Dasaslokani

### Text Book:

Shaptamanjari , 2019

### Books for Reference :

1. Kulapathy , K.M., Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg Mumbai – 4000 007 2018
2. R.S.Vadhar & Sons , Book – Sellers and publishers , Kalpathi.Palgahat 678003, Kerala South India , Shabdha Manjari 2019
3. Balasubramaniam R, Samskrita Akshatra Siksha , Vangals Publications, 14<sup>th</sup> Main road JP Nagar , Bangalore – 78

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
I	21USA11GL01	SANSKRIT- I									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	1	1	3	2	3	2	3	2	2	2.2	
CO-2	2	2	3	3	1	2	2	3	3	2	2.3	
CO-3	3	2	2	2	2	2	2	3	3	2	2.3	
CO-4	3	2	2	3	2	3	3	3	2	2	2.3	
CO-5	3	2	3	2	3	2	2	3	3	3	2.6	
<b>Mean overall Score</b>											<b>2.34 (High)</b>	



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

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	describe what they observe and experience	K1
CO-2	summarise a text/experience in a coherent manner	K2
CO-3	understand the underlying meaning in a text	K2
CO-4	write letters using the appropriate language and format	K3
CO-5	use conversational English to communicate with friends	K3

### Unit-I

(15 Hours)

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

### Unit-II

(15 Hours)

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

### Unit-III

(15 Hours)

22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles
28. Un/Countable Practice
29. Listen and Match the Visual
30. Letter Spell - Check
31. Drafting Letter

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

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

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

48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy’s Request 22 23
52. Occasions for Message
53. Words Denoting Place
54. Words Denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The Family Debate
63. Family Today

**Book for Study**

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

**Books for Reference**

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

### Web Resources

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
I	21UEN12GE01	GENERAL ENGLISH - I									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	2	3	2	3	2	3	2	2.4	
CO-2	2	2	3	2	3	3	2	3	2	2	2.3	
CO-3	2	3	2	3	2	2	3	2	3	2	2.4	
CO-4	2	2	3	2	3	3	2	3	2	3	2.5	
CO-5	2	2	2	3	2	2	2	3	2	2	2.2	
<b>Mean overall Score</b>											<b>2.36 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
I	21UCR13CC01	CORE-1 FINANCIAL ACCOUNTING	6	4

### Course Outcomes

CO No	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Describe the purpose and conceptual framework of Financial Accounting	K1
CO-2	Explain the qualitative characteristics of financial statements	K2
CO-3	Relate business documents with transactions and journalise them through double entry system	K3
CO-4	Examine the procedures related to accounting and Valuation of Assets	K4
CO-5	Prepare and Interpret the financial statements through ratio analysis	K3, K4

#### Unit I Purpose of financial accounting

(18 Hours)

Define financial accounting – purposes of financial statements for the users – main elements of financial reports – conceptual framework – definitions of asset, liability, equity, income & expenses

#### Unit II Qualitative characteristics of financial statements

(18 Hours)

Concepts of relevance, faithful presentation, materiality, substance over form, going concern, business entity, accruals, consistency, comparability, verifiability, understandability and timeliness

#### Unit III Accounting records & double entry accounting system

(18 Hours)

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

#### Unit IV Recording transactions

(18 Hours)

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

**Unit V Trial balance, financial statements****(18 Hours)**

Statements of profit or loss and other comprehensive income, cash flow statements, balance sheet – events after reporting period – interpretation of financial statements – use of basic ratios related to profitability, liquidity, activity and resource utilisation

Theory – 20 % and Problem – 80%

**TEXT BOOK**

1. Financial Accounting, F3 ACCA Study Material, Kaplan Publishing

**BOOKS FOR REFERENCE:**

1. Paul S K (2010), Financial Accounting, New Central Book Agency
2. Jain S.P, Narang K L (2014), Financial Accounting, Kalyani Publishers, New Delhi
3. Grewal, Shukla (Latest), Financial Accounting, S.Chand Publications, New Delhi

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
I	21UCR13CC01	<b>CORE-1: FINANCIAL ACCOUNTING</b>									6	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	1	3	3	3	3	1	2.4	
CO-2	3	3	2	2	1	3	3	3	2	1	2.3	
CO-3	3	3	3	3	2	3	3	3	2	1	2.6	
CO-4	3	3	3	2	1	3	3	3	2	1	2.4	
CO-5	3	3	3	2	1	3	3	2	2	1	2.3	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
I	21UCR13CC02	CORE-2 CORPORATE & BUSINESS LAW -I	4	3

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Describe the essential elements of a general Contract	K1
CO-2	Explain the modes of performance, discharge of contract and unique features of special contracts	K2
CO-3	Identify the features, duties and responsibilities of parties involved in Bailment and Pledge	K3
CO-4	Examine the legal provisions related to formation of various types of companies	K4
CO-5	Comply with the provisions of corporate documents, transmission and buy back of shares,	K5

#### Unit I General Elements of Contract

(12 Hours)

The Indian Contract Act –Types of Contract - Nature of contract - Offer and Acceptance - Consideration - Capacity to Contract - Free Consent - Legality of Object - Void Agreements.

#### Unit II Special Contracts

(12 Hours)

Contingent Contract - Performance and discharge of contract - Remedies for breach of contract - Quasi contract (sec 1 to sec 75). IT contracts- chip whap contract-shine wrap contract Special Contracts: Contract of Indemnity and Guarantee (sec 124 to see 147) - Distinction between Indemnity and Guarantee - Kinds of guarantee - Rights of surety - Discharge of surety.

#### Unit III Bailment and Pledge

(12 Hours)

Bailment and Pledge (sec 148 to 181) - Classification - Duties and rights of bailor and bailee - Finder of goods - Termination of bailment - Pledge - Differences between bailment and pledge - Rights and duties of pawnor and pawnee - Pledge of non-owners.

#### Unit IV Introduction to Companies Act 2013

(12 Hours)

Introduction to Companies Act 2013 – Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company; lifting of corporate veil; types of companies including one-person company, small company and dormant company; association not for profit; illegal association; formation of company, on-line filing of

documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.

**Unit V Documents of Corporates and Stock transactions (12 Hours)**

Documents of Corporates – Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management prospectus-shelf and red herring prospectus, Misstatement in prospectus, GDR; Book building; Issue, allotment and forfeiture of share, Transmission of shares, Buyback and provisions regarding buyback; Issue of bonus shares.

**TEXT BOOKS:**

1. N.D. Kapoor, (2019), Elements of Mercantile Law, Sultan Chand and Sons, New Delhi.
2. N.D. Kapoor, (2019), ‘Elements of Company Law’, Sultan Chand & Sons, New Delhi.

**BOOKS FOR REFERENCE:**

1. M.C. Shukla, (2013), Manual of Mercantile Law, S. Chand & Co., New Delhi.
2. J. Jayasankar (2013), Business Law, Margham publications, Chennai
3. Prasanta K. Gosh and Balachandran, V, (Latest), Company Law and Practice - I &II, Sultan Chand & Sons, New Delhi.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
I	21UCR13CC02	<b>CORE-2: CORPORATE &amp; BUSINESS LAW -I</b>									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	3	3	2	2	2	2.3	
CO-2	3	2	2	2	2	3	2	2	2	2	2.2	
CO-3	3	3	3	2	2	3	3	3	2	2	2.6	
CO-4	3	3	3	2	2	3	3	3	2	2	2.6	
CO-5	3	3	3	2	2	3	3	2	2	2	2.5	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
I	21UCR13CC03	<b>CORE-3 ORGANISATION MANAGEMENT</b>	4	3

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Describe the principles and features of various types of business organizations.	K1
CO-2	Indicate different political, legal and Macro-Economic factors affecting business organisation.	K2
CO-3	Illustrate the significances of Social and Technological factors in the organisation structure.	K3
CO-4	Analyse and Explain the suitability of various organisation structures	K2, K4
CO-5	Defend the decisions regarding organisation governance like span of control, degree of centralisation, shared services, etc.	K5

#### **Unit I Types of organisation & stakeholder analysis (12 Hours)**

Definition and common features of business organisation, the purpose & types of organisation and their main features such as profit-oriented, not-for-profit, public sector, Co-operatives and Non-government (NGOs) Stakeholders of an organisation – internal & external – objectives of stakeholders – how an organisation should satisfy these objectives – the power & interest of stakeholders in the organisation (use of Mendelow matrix)

#### **Unit II Effect of Political and economic environment on organisation (12 Hours)**

Political & legal factors – how the policy framework of political system & legal framework influence the business organisation in terms of employment, consumer protection, data security - Macro-economic factors – understanding the effect of macro-economic policies, inflation, interest rates, unemployment, fiscal & monetary policies, global economic environment.

#### **Unit III Effect of Social & Technological environment on organisation (12 Hours)**

Social & demographic factors – impact of changes in social structure, values and demographic changes - Technological factors – information technology – automation, digitisation. Competitive factors – understanding of SWOT analysis, Porter’s Value Chain and Porter’s Five Forces models

#### **Unit IV Organisation structure (12 Hours)**

The formal & informal structures – types of structures such as entrepreneurial, functional, divisional, matrix and boundary-less organisations – suitability and relative merits & demerits of the types of organisation



**Unit V Organisation Governance****(12 Hours)**

Principles of business governance – separation of ownership from management – concept of span of control - Centralisation vs decentralisation of business functions – shared services approach – offshoring & outsourcing of business functions – Hierarchical levels of business organisation - Governance & social responsibility of an organisation – role of ethics in business.

**TEXT BOOKS:**

1. ACCA Study Material, F1, KaplanPublishing
2. Pravin Durai (2nd Edition,2019), Principles of Management, Pearson India Education Services Pvt. Ltd, Noida

**BOOKS FOR REFERENCE:**

1. Bhushan YK, (Nineteenth Edition 2013), Fundamentals of Business Organisation and Management, Sultan Chand and Sons, New Delhi.
2. B.Gupta (Latest), Management Theory & Practice -Sultan Chand & Sons - NewDelhi.
3. L.M.Prasad (2019), Principles & Practice of Management - Sultan Chand & Sons - NewDelhi.
4. P.C. Tripathi& P.N Reddy(2010), Principles of Managements - Tata Mc.Graw Hill - NewDelhi.
5. Wehrich and Koontz (1994), Management – A Global Perspective.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
I	21UCR13CC03	<b>CORE-3: ORGANISATION MANAGEMENT</b>									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	2	2	3	2	2	2	2.2	
CO-2	2	2	2	2	3	3	2	2	2	2	2.2	
CO-3	2	2	3	2	2	2	2	3	2	3	2.3	
CO-4	2	3	2	2	3	2	3	2	2	3	2.4	
CO-5	3	2	2	2	2	2	3	2	2	3	2.3	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
I	21UCR13AC01	Allied 1-Business Mathematics	5	4

### Course Outcomes

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

#### Unit – I (15 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 (15 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 (15 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 (15 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****(15 Hours)**

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

**Book for Study**

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

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

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

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

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

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

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

ACE 133 - ACE 150

**Unit V** LP 1 - LP 40

**Books for Reference**

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
I	21UCR13AC01	Allied 1-Business Mathematics									5	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	1	2	3	3	3	2	2.1	
CO-2	2	1	1	2	2	3	2	3	2	3	2.1	
CO-3	2	3	1	2	1	3	3	3	2	3	2.3	
CO-4	2	3	1	2	1	3	3	3	2	3	2.3	
CO-5	1	2	1	2	2	3	2	3	3	3	2.2	
Mean overall Score											2.2 (High)	

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

### Course Outcomes

C.No.	CO- Statements	Cognitive Level (K- level)
	On completion of this course, the graduates will be able to:	
CO-1	Recall the prescribed values and their dimensions	K1
CO-2	Examine themselves my learning the developmental changes happening in the course of their life time	K2
CO-3	Apply the trained values in their day today life	K3
CO-4	Analyze themselves as responsible men and women	K4
CO-5	Create a constructive approach to life	K6

#### Unit-I: Value Education (6 Hours)

Values: Introduction, Mobilizing Force, Characteristics, Roots of Values, Value Education & Value Clarification - Moral Characters - Kinds of Values - Objectives of Values.

#### Unit-II: Human Personality (6 Hours)

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

#### Unit-III: Human Development (6 Hours)

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

#### Unit-IV: Responsible Parenthood (6 Hours)

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

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

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

#### Books for Study

Department of Foundation Course. *Essentials of Humanity*, St. Joseph's College Tiruchirappali-2, 2015.

#### Books for Reference

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

#### Web Sources

1. Living Values Education, <http://livingvalues.net>. Accessed 05 Mar. 2021.
2. American Psychological Association, <https://www.apa.org/topics/personality#>. Accessed 05 Mar. 2021.
3. Peace Corps, <https://www.peacecorps.gov/educators/resources/global-issues-gender-equality-and-womens-empowerment/>. Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UTA21GL02	nghJj; jkpo;-II	4	3

### Course Outcomes

CO.No.	CO- Statement	Cognitive Level (K- level)
	,g;ghLj;jpd epiwtpy; khzttu;fs	
CO-1	jkpopyf;fpa tuyhw;wpy; irt itzt ,yf;fpaq;fs; ngWk ,Lj;ij mwpe;J nfhs;th	K1
CO-2	mfg;nghUs;> Gwg;nghUs; ,yf;fzq;fspd mbg;giL mwpitg; ngWth;	K1
CO-3	fhg;gpar Ritia khzth;fs; Ghpe;J nfhs;th	K2
CO-4	,];yhkpa ,yf;fpar; rpe;jidfisg; ngWth	K3
CO-5	fpwpj;jt kjpg;gPLfiser; rpw;wpyf;fpa tiffspd topahfj jpwdha;th;	K4

**myF: 1** (12 kzpNeuk)

rpyg;gjpfhuk; - fdhj;jpwk ciuj;j fhij  
kzpnkfiy - MGj;jjud jpwk; mwptpj;j fhij  
,yf;fpa tuyhW - irtk tsu;j;j jkpo; Kjy; Guhzq;fs; Kba.  
,yf;fzk - mfg;nghUs; ,yf;fzk

**myF: 2** (12 kzpNeuk)

jpUthrfk - jpUr;rhoy;  
rptthf;fpahu ghLy;fs; - 25 ghLy;fs; (04> 14> 16> 22> 27> 33> 34> 35> 36>37>  
38> 47> 81> 91> 225> 237> 242> 495> 504> 520>522> 533> 534> 536> 548.)

**myF: 3** (12 kzpNeuk)

ehyhapu jpt;tpag; gpuge;jk;- mkyhdhjppuhd (10 ghLy;fs;)  
- ngUkhs; jpUnkhop (11 ghLy;fs;)  
fk;guhkhazk - ifNfap #o;tpidg;gLyk;  
cieiL - 7 Kjy; 9 Kba cs;s fL;Liufs;

**myF: 4** (12 kzpNeuk)

rPwhg;Guhzk; - cLk;G Ngrpa gLyk;  
,yf;fzk - Gwg;nghUs; ,yf;fzk  
,yf;fpa tuyhW - jkpo ,yf;fz E}y;fs; Kjy rpw;wpyf;fpaq;fs; Kba

**myF: 5** (12 kzpNeuk)

jpUf;fhtY}u;f fyk;gfk; - r%f cy;yhrkcieiL  
- 10 Kjy; 12 tiuapyhd fL;Liufs;

**ghLE}y;fs;:**

1. nghJj; jkpo; -nra;As; jpuL;L> jkpoha;Tj;Jiw ntspaPl> J}a tsdhu fy;Y}up. jpUrrpuhg;gssp> gjpg;G> 2021
2. r%ftpay Nehf;fpy jkpopyf;fpa tuyhW> jkpoha;Tj;Jiw> J}a tsdhh jd;dhL;rf; fy;Y}up jpUr;ruphg;gss> gj;jhk; gjpg;G> 2017
3. ew;wkpo;f Nfhit (fL;Liu; njhFg;G). jkpoha;Tj;Jiw> J}a tsdhh jd;dhL;rf; fy;Y}up jpUr;ruphg;gss> (2021 – 2024)

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>II</b>	<b>21UTA21GL02</b>	<b>ngghJj; jkpo;-II</b>									<b>4</b>	<b>3</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	P O- 4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	2	2	1	2	3	2	2	2	3	2	<b>2.1</b>	
<b>CO-2</b>	2	1	2	2	3	3	2	2	3	2	<b>2.2</b>	
<b>CO-3</b>	2	1	2	2	3	3	2	2	3	2	<b>2.2</b>	
<b>CO-4</b>	1	1	2	2	3	3	2	2	3	2	<b>2.1</b>	
<b>CO-5</b>	1	1	2	2	3	2	2	3	3	2	<b>2.1</b>	
<b>Mean overall Score</b>											<b>2.14 (Medium)</b>	

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

### Course Outcomes

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

#### Unit - I: (12 Hours)

TITRE:LES LOISIRS

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

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

PRODUCTION ORALE : parler sur votre passe-temps

PRODUCTION ECRITE : décrire sa journée

#### Unit -II: (12 Hours)

TITRE:LA ROUTINE

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

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

PRODUCTION ORALE : savoir comment dire l’heure

PRODUCTION ECRITE : écrire vos préférences en quelques lignes

#### Unit - III: (12 Hours)

TITRE:OU FAIRE SES COURSES?

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

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

PRODUCTION ORALE : faire des courses pour unesoirée

PRODUCTION ECRITE : écrire un message en acceptant l’invitation

#### Unit - IV: (12 Hours)

TITRE: DECOUVREZ ET DEGUSTEZ

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

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

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

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

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

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

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

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

PRODUCTION ORALE : décrire une tenue

PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

**Book for Study**1. P.Dauda, L.Giachino and C.Baracco, *Generation AI*, Didier, Paris 2016.**Books for Reference**

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

**Web Resources**

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
II	21UFR21GL02	FRENCH – II									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	3	1	3	1	2	2	2	2.2	
CO-2	2	1	2	3	2	3	1	2	2	2	2.0	
CO-3	3	2	3	2	2	3	3	1	3	2	2.4	
CO-4	3	2	2	1	3	3	3	1	1	3	2.2	
CO-5	2	1	2	2	3	3	3	2	2	2	2.2	
Mean overall Score											2.2 (High)	



Semester	Course Code	Title of the Course	Hours/Week	Credits
II	21UHI21GL02	HINDI – II	4	3

### Course Outcomes

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

#### Unit - I: (12 Hours)

Kafan

Letter Writing - Chutti Patra

Bakthikal - Namakarn

Sarkari kariyalayom ka naam

#### Unit - II: (12 Hours)

Baathcheeth - Dookan mein kriya

Letter Writing - Rishthedarom ko patra

Bakthikal - Samajik Paristhithiyam

#### Unit - III: (12 Hours)

Vah Thodthi patthar

Adverb

Letter Writing - Naukari keliye Avedan Patra

Bakthikal - Sahithiyik Paristhithiyam

#### Unit - IV: (12 Hours)

Mukthi

Samas

Letter Writing - Kitab Maangne Keliye Patra

Bakthikal - Salient Features, Main Divisions

#### Unit - V: (12 Hours)

Anuvad - 2

Sandhi

Letter writing - Nagarpalika ko Patra

Bakthikal - Visheshathayem

## Books for Study

1. Viswanath Tripaty, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi, 2018.  
**Unit-I Chapter 1**
2. M.kamathaprasad Gupt, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.  
**Unit-II, III and IV Chapter 2**
3. Dr.Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.  
**Unit-V Chapter 4**

## Books for Reference

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

## Web Resources

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
II	21UHI21GL02	HINDI – II									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	3	2	2	3	3	3	2	2	2.5	
CO-2	1	3	1	2	2	3	3	3	2	3	2.3	
CO-3	3	2	3	2	2	3	2	3	2	2	2.4	
CO-4	2	3	3	1	3	2	3	2	1	2	2.2	
CO-5	3	2	2	2	3	2	3	2	3	2	2.4	
Mean overall Score											2.36 (High)	

Semester	Course Code	Title Of The Course	Hours	Credits
II	21USA21GL02	SANSKRIT - II	4	3

### Course Outcomes

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

**Unit - I:** (12 Hours)

Asmath usmath tat kim (MFN)

**Unit - II:** (12 Hours)

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

**Unit - III:** (12 Hours)

Lang lakaaraha Kriyapadaani

**Unit - IV:** (12 Hours)

Raguvamsaha Pratama sargaha (1 –15)

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

Suvachana Prayogha

### Book for Study

SARALASAMKRITHAM SIKSHA, 2020

### Books for Reference

1. Paindrapuram Ashram , Srirangam – 620006 Gopalavimshanthi 2019
2. R.S.Vadhyar & Sons book – Seller and Publishers , Kalpathi , Palghat – 678003 , Kerala South India, shabdha manjari
3. Kulapthy , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
II	21USA21GL02	SANSKRIT –II									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	3	2	2	2	3	3	2	1	2.1	
CO-2	3	2	3	2	2	3	2	3	3	2	2.5	
CO-3	2	2	3	2	2	2	2	3	3	1	2.1	
CO-4	3	2	3	3	1	2	3	3	3	1	2.4	
CO-5	3	2	2	2	3	2	2	3	3	1	2.3	
<b>Mean overall Score</b>											<b>2.28 (High)</b>	

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

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO -1	write paragraphs with apt punctuation marks	K1
CO-2	discuss basic issues with friends, relatives and members of the family	K2
CO -3	use polite expressions in appropriate ways	K3
CO-4	use open-ended questions in real-life situations	K3
CO-5	infer meaning from the given context	K4

### 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

#### **Book for Study**

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

#### **Books for Reference**

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

### Web Resources

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
II	21UEN22GE02	GENERAL ENGLISH - II									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	2	3	2	3	2	3	2	2.4	
CO-2	2	2	3	2	3	3	2	3	2	2	2.3	
CO-3	2	3	2	3	2	2	3	2	3	2	2.4	
CO-4	2	2	3	2	3	3	2	3	2	3	2.5	
CO-5	2	2	2	3	2	2	2	3	2	2	2.2	
<b>Mean overall Score</b>											<b>2.36 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
II	21UCR23CC04	CORE-4 TALLY PRIME	3	3

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the concepts of accounting and tally	K1
CO–2	Discuss the uses of Tally Prime to maintain records in Accounts and Inventory mode	K2
CO–3	Apply tools in Tally Prime for Management of Accounts payable and Receivable, Budgets and maintenance of cost centres	K3
CO–4	Recommend models for GST, TDS , Payroll using Tally Prime	K4
CO–5	Assess MIS reports and Manage business data	K5

#### Unit I Accounting Masters

(9 Hours)

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

#### Unit II Inventory Masters, Purchase and Sales order processing

(9 Hours)

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

#### Unit III Receivable and Payable Management, Cost Centre and Budgets

(9 Hours)

Accounts Receivable and Payable Management in Tally PRIME - Maintenance of Bill wise details and activation of interest calculation in Tally PRIME- Enabling Features and Configurations- activating Billwise maintenance and Interest calculation for Ledgers - Method of adjustments in Billwise details in Recording transactions- Extracting Reports on Outstandings and Interest Calculations - Recording interest payable/receivable through credit note/debit note voucher.Maintenance of Cost Centres- Enabling Features and Configurations Creation of Cost Categories, Cost Centres and Cost Centre Class Recording Transactions



with cost centre allocations. Extracting Cost Category Summary and Cost Centre Breakups - Creation of Groupwise and ledgerwise budgets-Viewing variances in Financial statements and Trial Balance – Budgets : Creation of Budgets , Recording Transactions, display budgets and variance reports.

#### Unit IV GST and TDS

(9 Hours)

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

#### Unit V Payroll, MIS Reporting and Management of Business Data

(9 Hours)

Maintenance of Payroll: Creation of Payroll Masters: Employee Group-Employee-Units- Attendance/Production type-Pay heads: Payroll Statutory details- Creation of Payroll vouchers for payroll transactions: Attendance and Payroll - MIS Reporting: Balance sheet, profit & loss, trial balance, stock summary, accounting report, inventory report, statutory report, exceptional reports, depth analysis of the MIS. - Tally Audit- Banking Reconciliation Statement. Split of Company Data – Backup and Restore of Data, Transactions related to Multiple Currencies.

#### TEXT BOOKS:

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

#### BOOKS FOR REFERENCE:

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
II	21UCR23CC04	CORE-4 TALLY PRIME									3	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	2	2	2	2	2	2	2.0	
CO-2	2	3	3	2	2	2	2	2	3	2	2.3	
CO-3	2	2	2	3	3	2	2	3	2	3	2.5	
CO-4	2	3	2	2	2	2	3	3	3	2	2.4	
CO-5	3	3	3	2	3	2	3	2	2	3	2.5	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
II	21UCR23CC05	CORE-5 CORPORATE & BUSINESS LAW – II	4	3

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the principles of legally binding agency contract and Partnership Contract	K1
CO–2	Identify legal provisions of Sales of Goods Act and consumer protection act to be followed in business	K2
CO–3	Apply legal provisions of Partnership Act	K3
CO–4	Examine the procedural aspects and legal provisions of Companies Act related management of companies.	K4
CO–5	Comply with legal provisions relating to auditing , dividend payment winding up of a company, insider trading and whistle blowing	K5

#### Unit I Law of Agency

(12 Hours)

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

#### Unit II Sale of Goods Act

(12 Hours)

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

#### Unit III Partnership Act

(12 Hours)

Introduction to partners- Rights and duties of partner-Relation of Partners with third parties- Position of Incoming and Outgoing Partner-Admission, Retirement , Expulsion, insolvency and Death of a partner, Transfer of partner’s interest. Partnership – Definition – Registration – Duration – Types of Partner – position of minor as partner -Dissolution of partnership firm – Modes of Dissolution of partnership firm -consequences of dissolution of firm – Settlement of Accounts.

#### Unit IV Legal provisions related corporate Management

(12 Hours)

Management of a corporate: Classification of directors, women directors, independent director, small shareholder’s director; Disqualifications, director identity number (DIN); Appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager; Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, postal ballot, meeting through video

conferencing, e-voting; Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee.

**Unit V Dividend, Corporate Auditing and Provisions related to Winding up, whistle blowing and Insider Trading (12 Hours)**

Dividends, Accounts, Audit– Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit; Winding Up - Concept and modes of Winding Up. Insider-Trading, Whistle-Blowing – Insider-Trading; meaning and legal provisions; Whistleblowing: Concept and Mechanism.

**TEXT BOOKS:**

1. N.D. Kapoor, (2019), Elements of Mercantile Law, Sultan Chand and Sons, New Delhi.
2. N.D. Kapoor, (2019), 'Elements of Company Law', Sultan Chand & Sons, New Delhi.

**BOOKS FOR REFERENCE:**

1. M.C. Shukla, (2013), Manual of Mercantile Law, S. Chand & Co., New Delhi.
2. J. Jayasankar (2013), Business Law, Margham publications, Chennai
3. Prasanta K. Gosh and Balachandran, V, (Latest), Company Law and Practice - I & II, Sultan Chand & Sons, New Delhi.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>II</b>	<b>21UCR23CC05</b>	<b>CORE-5: CORPORATE &amp; BUSINESS LAW – II</b>									<b>4</b>	<b>3</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	3	2	2	2	3	2	1	3	2	<b>2.3</b>	
<b>CO-2</b>	3	3	3	3	1	2	3	3	1	2	<b>2.4</b>	
<b>CO-3</b>	2	3	3	3	3	2	2	3	2	3	<b>2.6</b>	
<b>CO-4</b>	3	2	3	3	3	2	3	3	2	3	<b>2.7</b>	
<b>CO-5</b>	3	3	3	3	2	3	3	2	2	2	<b>2.6</b>	
<b>Mean overall Score</b>											<b>2.5 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
II	21UCR23CC06	CORE-6 BUSINESS ECONOMICS	5	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Describe various theories, concepts and elements of business economics	K1
CO-2	Analyze and Illustrate the role and relevance of demand and supply in business applications	K2
CO-3	Explain the determinants of supply and pricing decisions under various market structure	K3
CO-4	Compare and contrast different economic systems and polices.	K4
CO-5	Analyze and summarize macro-economic environment	K4, K6

#### Unit I Introduction to Business Economics (15 Hours)

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

#### Unit II Demand Analysis (15 Hours)

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

#### Unit III Supply and Pricing (15 Hours)

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

#### Unit IV Economic Systems and Policies (15 Hours)

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

– impacts of Indian economy.

**Unit V Macro Economic Environment**

**(15 Hours)**

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

**TEXT BOOKS:**

1. Sundaram KPM & Sundaram EN (2000), Business Economics, Sultan Chand and sons, New Delhi.

**BOOKS FOR REFERENCE:**

1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta (2012), Microeconomics, Pearson Education.
2. N. Gregory Mankiw (2018), Principles of Micro Economics, Cengage Learning
3. Maddala G.S. and E. Miller (1989), Microeconomics: Theory and Applications, McGraw-Hill Education.
4. Paul A Samuelson, William D Nordhaus (2009), Microeconomics, McGraw-Hill Education
5. Cherunilam, Francis, (2005), Business Environment, Himalaya Publishing House, New Delhi.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>II</b>	<b>21UCR23CC06</b>	<b>CORE-6: BUSINESS ECONOMICS</b>									<b>5</b>	<b>4</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	2	2	2	3	2	2	2	<b>2.2</b>	
<b>CO-2</b>	2	2	2	2	3	3	2	2	2	2	<b>2.2</b>	
<b>CO-3</b>	2	2	3	2	2	2	2	3	2	3	<b>2.3</b>	
<b>CO-4</b>	2	3	2	2	3	2	3	2	2	3	<b>2.4</b>	
<b>CO-5</b>	3	2	2	2	2	2	3	2	2	3	<b>2.3</b>	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
II	21UCR23AC02	Allied 2-Business Statistics	5	4

### Course Outcomes

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

#### Unit – I

(15 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

(15 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

(15 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** **(15 Hours)**  
 Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

**Unit – V** **(15 Hours)**  
 SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

**Books for Study**

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

**Books for Reference**

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>II</b>	<b>21UCR23AC02</b>	<b>Allied 2-Business Statistics</b>									<b>5</b>	<b>4</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	3	1	1	3	2	3	2	3	<b>2.2</b>	
<b>CO-2</b>	1	2	3	2	3	2	3	2	3	2	<b>2.3</b>	
<b>CO-3</b>	2	3	2	1	2	3	3	2	2	3	<b>2.3</b>	
<b>CO-4</b>	1	2	2	2	3	1	3	2	2	3	<b>2.1</b>	
<b>CO-5</b>	1	2	2	3	1	2	3	2	2	3	<b>2.1</b>	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

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

### Course Outcomes

CO.No.	CO Statements	Cognitive Level (K- level)
	On Completion of this course, the graduates will be able to	
CO-1	identify the concepts related to the environmental global scenario	K1
CO-2	comprehend the natural resources and environmental organizations	K2
CO-3	analyze the causes and changes in the structure of biodiversity	K4
CO-4	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	K3
CO-5	enhance their skills in the society by solving the environmental problems and preserving nature by the acquired knowledge	K6

#### 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.

#### Book for Study

Department of Foundation Course, *Environmental Studies*, St. Joseph's College, Tiruchirappali-2, 2015.



### **Books for Reference**

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

### **Web Sources:**

1. UNEP- UN Environmental Program, <https://www.unep.org/>. Accessed 05 Mar. 2021.
2. The official website of ministry of environment, Forest and Climate change, <http://moef.gov.in/en/> Accessed 05 Mar. 2021.
3. The International Panel on Climate Change, <https://www.ipcc.ch/reports/>. Accessed 05 Mar.2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHE24VE02	TECHNIQUES OF SOCIAL ANALYSIS: FUNDAMENTALS OF HUMAN RIGHTS	2	1

### Course Outcomes

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

#### Unit-I: Human Rights - An Introduction (6 Hours)

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

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

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

#### Unit-III: India and Human Rights (6 Hours)

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

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

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

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

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

#### Book for Study:

The Department of Foundation course. *Techniques of Social Analysis: Fundamentals of Human*

*Rights*, St. Joseph's college, Tiruchirappalli -2, 2015.

**Books for Reference:**

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

**Web Sources:**

1. Universal Declaration of Human Rights, United Nations. <https://www.un.org/en/universal-declaration-human-rights> Accessed 05 Mar. 2021.
2. International Labor Organization. <https://www.ilo.org/global/lang--en/index.htm> Accessed 05 Mar. 2021.
3. Amnesty International. <https://www.amnesty.org/en/> Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
III	21UTA31GL03	nghJj;jk <sub>po</sub> - III	4	3

### Course Outcomes

CO.No.	CO- Statement	Cognitive Level (K- level)
	„g;ghLj;jpd epiwtpy; khztu;fs	
CO-1	rq;f ,yf;fpa tiffis epidT \$Utu;	K 1
CO-2	,yf;fpaj;jpid EL;gkhf mwpjypd topahf Mw;Wg;gLj;Jk; jpwd ngWtu;.	K 2
CO-3	,yf;fpa mwnewpfisj jw;fhy tho;tpaypy gad;gLj;Jk; jpwd ngWtu;.	K 3
CO-4	mfk; kw;Wk; Gw ,yf;fpaj; jpiz> Jiwfisg; gFj;jhuha;tu;.	K 4
CO-5	ahg;G> mzp ,yf;fz EL;gq;fis mwpjypd topahf kugpyf;fpak; giLf;Fk; jpwd ngWtu;.	K 5

**myF : 1** (12 kzp Neuk)

nghUeuhw;Wg;giL (KOikAk;)

**myF : 2** (12 kzp Neuk)

ew;wpiz - 5 ghLy;fs; - ( 1> 19> 21> 70> 148 )

lq;FWE}W · md;dha thopg;gjJ.

ahg;gpyf;fzk · ntz;gh> Mrphpag;gh

**myF : 3** (12 kzp Neuk)

fypj;njhif · (FwpQ;rpf;fyp· 62> ghiyf;fyp ·22> kUjf;fyp· 87>

nea;jw;fyp·149> Ky;iyf;fyp · 116)

,yf;fpa tuyhW · Kjw;ghfk; („jk<sub>po</sub>; nkhopapd njhd;ikAk rpwg;Gk' Kjy;

„rq;f njhif E}y;fs;' Kba)>

Gjpdk; · FLk;g mL;iL

**myF : 4** (12 kzp Neuk)

gjpw;Wg;gjJ · 3 ghLy;fs; ( 14> 32> 61 )

GwehD}W · 5 ghLy;fs; ( 95> 121> 130> 204> 279 )

mzpayf;fzk

**myF : 5** (12 kzp Neuk)

jpUf;Fws; · Gwq;\$whik> goik> Gytp EZf;fk; Mfpa mjpfhuq;fs;

jpupfLf; · 5 ghLy;fs; ( 2> 6> 12> 15> 42 )

,yf;fpa tuyhW · rq;f ,yf;fpaq;fspd jdpj;jd;ikfs; Kjy; ,uL;iLf

fhg;gpaq;fs; Kba

ghLE}y;fs; :

1. nghJj;jkpo; nra;As; jpuL;L> jkpoha;Tj; Jiw ntspaPl> J}a tsdhu fy;Y}up> jpUrrpuhg;gssp-2> gjpg;G>2021
2. r%ftpay Nehf;fpy jkpopyf;fpa tuyhW> jkpoha;Tj;Ji w> J}a tsdhh jd;dhL;rf; fy;Y}up> jpUr;ruphg;gss> gj;jhk; gjpg;G> 2017
3. Gjpdk; (xt;nthU fy;tpahz;bw;Fk xt;nthU Gjpdk;)

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>III</b>	<b>21UTA31GL03</b>	<b>ngghJj;jkpo;- III</b>									<b>4</b>	<b>3</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	3	2	3	2	3	3	2	2.5	
CO-2	2	2	2	3	3	2	2	3	3	2	2.4	
CO-3	3	3	2	3	3	2	2	3	3	3	2.7	
CO-4	3	2	2	3	2	3	2	3	2	3	2.5	
CO-5	2	3	2	3	2	3	2	3	2	3	2.5	
<b>Mean overall Score</b>											<b>2.52 (High)</b>	

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

### Course Outcomes

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

### Unit – I : (12 Hours)

TITRE:VIVRE LAVILLE

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

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

PRODUCTION ORALE : demander et indiquer une direction dans un dialogue

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

### Unit - II: (12 Hours)

TITRE:VISITER UNE VILLE

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

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

PRODUCTION ORALE : Indiquer le chemin

PRODUCTION ECRITE : Demander des renseignements touristiques

### Unit - III: (12 Hours)

TITRE:ON VEND OU ON GARDE

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

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

PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France

PRODUCTION ECRITE : adresser des souhaits à quelqu'un

**Unit - IV:****(12 Hours)**

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

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

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

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

PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

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

TITRE: FELICITATIONS ! / ON VOYAGE!

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

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

PRODUCTION ORALE : Présenter ses vœux

PRODUCTION ECRITE : Faire une réservation

**Book for Study**P.Dauda, L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.**Books for Reference**

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

**Web Resources**

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
III	21UFR31GL03	FRENCH – III									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	3	2	3	1	2	3	2.1	
CO-2	3	2	3	3	1	2	1	2	2	3	2.2	
CO-3	2	1	3	2	2	3	1	3	2	2	2.1	
CO-4	3	1	3	2	3	3	3	1	2	3	2.4	
CO-5	3	2	3	2	2	3	3	2	2	1	2.3	
<b>Mean overall Score</b>											<b>2.22 (High)</b>	



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

### Course Outcomes

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

#### Unit - I: (12 Hours)

Tera sneh na khoon  
Samband Bodak  
Reethikal - Namakarn  
Tense

#### Unit - II: (12 Hours)

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

#### Unit - III: (12 Hours)

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

#### Unit - IV: (12 Hours)

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

#### Unit - V: (12 Hours)

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

## Books for Study

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

## Books for Reference

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

## Web Resources

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
III	21UHI31GL03	HINDI - III									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	3	3	2	3	2	1	3	2	2.4	
CO-2	3	2	3	2	2	3	2	3	2	3	2.5	
CO-3	3	2	2	3	1	3	2	3	2	3	2.4	
CO-4	2	3	3	2	3	2	3	3	2	1	2.4	
CO-5	3	2	2	3	3	2	1	3	2	3	2.4	
Mean overall Score											2.42 (High)	

Semester	Course Code	Title Of The Course	Hours	Credits
III	21USA31GL03	SANSKRIT - III	4	3

### Course Outcomes

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

**Unit - I:** (12 Hours)  
Romodantam , Balakandam (1-15)

**Unit - II:** (12 Hours)  
Romodantam , Balakandam (15-30)

**Unit - III:** (12 Hours)  
Vedas – Vedangas vivaranam

**Unit - IV:** (12 Hours)  
Puranas .Upanishands

**Unit - V:** (12 Hours)  
Upasargas , Bhavishyat Kaalah

### Book for Study

Vedic Literature, 2019

### Books for Reference :

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
III	21USA31GL03	SANSKRIT-III									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	1	2	2	3	3	3	3	3	2	1	2.3	
CO-2	3	3	2	3	3	2	2	3	3	3	2.7	
CO-3	3	3	1	3	3	1	1	3	3	3	2.4	
CO-4	2	2	1	2	3	2	2	3	2	1	2.0	
CO-5	3	3	2	3	2	2	3	3	3	2	2.6	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

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

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K-Levels)
	On successful completion of this course, students will be able to	
CO-1	identify and comprehend the local and global issues through the lessons	K2
CO-2	use interactive skills	K3
CO-3	develop the Listening and Reading Skills of the learners through teacher-led reading practice	K6
CO-4	enhance their Listening, Reading, Speaking, and Writing Skills	K6
CO-5	develop their Creative and Critical Thinking and Speaking Skills	K6

### Unit-I

(15 Hours)

#### Suggestions to Develop Your Reading Habit

- 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

(15 Hours)

#### The Secret of Success: An Anecdote

- 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

(15 Hours)

#### The Impact of Liquor Consumption on the Society

- 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**

**(15 Hours)**

##### **Dr. A.P.J. Abdul Kalam: A Short Biography**

- 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**

**(15 Hours)**

##### **Golden Rule: A Poem**

- 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**

**(15 Hours)**

##### **Hygiene**

- 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

### Book for Study

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

### Books for Reference

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

### Web Resources

1. <https://www.nypl.org/events/classes/english>
2. [https://www.waywordradio.org/listen/podcast-itunes/?gclid=EAIaIQobChMIrbeRtbP12AIVCYZpCh0-XwnvEAAYAiAAEgLcjd\\_BwE](https://www.waywordradio.org/listen/podcast-itunes/?gclid=EAIaIQobChMIrbeRtbP12AIVCYZpCh0-XwnvEAAYAiAAEgLcjd_BwE)
3. <https://eltlearningjourneys.com/2015/05/19/websites-for-learning-english/>

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
III	21UEN32GE03	GENERAL ENGLISH - III									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	2	3	2	3	2	3	2	2.4	
CO-2	2	2	3	2	3	3	2	3	2	2	2.3	
CO-3	2	3	2	3	2	2	3	2	3	2	2.4	
CO-4	2	2	3	2	3	3	2	3	2	3	2.5	
CO-5	2	2	2	3	2	2	2	3	2	2	2.2	
Mean overall Score											2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCR33CC07	CORE-7 FINANCIAL REPORTING-I	HOURS 5	CREDIT 4

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the conceptual and regulatory frameworks of financial reporting	K1
CO–2	Explain the application of IFRS through Indian Accounting Standards and process of Transition to IFRS	K2
CO–3	Apply IFRS (Ind AS) for transactions relating to intangible assets, impairment of assets, provisions and contingencies, etc	K3
CO–4	Prepare and present financial statements as per Accounting standards	K3
CO–5	Analyse the Financial performance of an entity using ratios and trend analysis	K4

#### **Unit I The conceptual and regulatory framework for financial reporting (15 Hours)**

The need for a conceptual framework and the characteristics of useful information, Recognition and measurement, Regulatory framework, the concepts and principles of groups and consolidated financial statements

#### **Unit II Use of IFRS and Ind AS (15 Hours)**

Understand the application of IFRS in India through the use of Ind AS – the applicability of Ind AS – the mapping of Ind AS to IFRS – differences between IFRS & Ind AS – the list of IFRS (Ind AS) – Process of transition to IFRS for the first time.

#### **Unit III Application of IFRS (Ind AS) for transactions (15 Hours)**

Asset based standards such as PPE, Intangible assets, borrowing costs, impairment of assets, inventory & biological assets, provisions & contingencies, events after reporting period, accounting policies, estimates & errors.

#### **Unit IV Preparation & Presentation of Financial Statements (15 Hours)**

Thorough knowledge of preparation & presentation of financial statements by incorporating the effects of the accounting standards (covered in module 2 only) - statement of profit or loss and other comprehensive income – statement of financial position (Balance sheet)

#### **Unit V Analysis of Financial Statements (15 Hours)**

Analyse the financial performance of an entity using the financial statements – use of ratios in performance evaluation – trend analysis – comparison with competition or industry average.  
Theory: 40% and Problem 60%



**TEXT BOOK:**

1. ACCA Study Material, Financial Reporting ('FR') (earlier known as 'F7') Kaplan Publishing

**BOOKS FOR REFERENCE:**

1. Intermediate Accounting; Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield; Wiley
2. Advanced Accounting; Joe Ben Hoyle, Thomas Schaefer, Timothy Doupnik; McGraw Hill
3. Intermediate Accounting; Loren Nikolai, John Bazley, Jefferson Jones; South-Western Cengage Learning.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>III</b>	<b>21UCR33CC07</b>	<b>CORE-7:FINANCIAL REPORTING-I</b>									<b>5</b>	<b>4</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	3	2	3	2	1	2	1	<b>2.1</b>	
<b>CO-2</b>	3	2	3	3	2	3	2	2	2	1	<b>2.3</b>	
<b>CO-3</b>	3	2	3	2	1	3	3	3	3	1	<b>2.4</b>	
<b>CO-4</b>	3	2	3	2	2	3	3	3	2	1	<b>2.4</b>	
<b>CO-5</b>	3	2	2	3	1	3	3	3	3	1	<b>2.4</b>	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCR33CC08	<b>CORE-8 BASICS OF COST ACCOUNTING</b>	5	4

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the concepts and behaviour of costs and its classifications in manufacturing and Service industries	K1
CO–2	Estimating the material , labour and overhead cost of business concerns	K2
CO–3	Apply methods of costing for ascertaining the cost of products and services of a Business Firm	K3
CO–4	Measure, monitor and report the performance of a firm	K4
CO–5	Plan and control cost and revenue of firms through functional budgets and standard costing	K5

#### Unit I Information for Management

(15 Hours)

Sources of data (internal & external) – concept of cost – cost classification based on nature of expenses, function, variability – cost behaviour with use of graphs – concept of cost- objects, cost units & cost centres.

#### Unit II Accounting for Costs

(15 Hours)

Accounting for material costs – ordering, receiving & issuing material – methods of valuing purchases and issues (FIFO & Weighted Average methods only) – EOQ – inventory levels – Accounting for labour – direct & indirect cost of labour – remuneration methods (individual & group) – labour turnover – overtime & idle time – labour efficiency, capacity & volume ratios – Accounting for overheads – allocation of overheads to production & nonproduction departments – apportion service overheads to production departments - production overhead absorption rates – entries for accounting of material, labour & overhead costs.

#### Unit III Methods of costing

(15 Hours)

Understanding of applying job & batch costing, Process costing (including joint products & by-products, equivalent production), service costing – understand the differences between absorption & marginal costing

#### Unit IV Budgeting & Standard costs

(15 Hours)

Understand the use of budgets and standard costs for planning & control – flexible budgets – reconciliation budgeted profits with actuals – meaning & calculation of standard costs – computation of simple variances v/s budgets & standards

**Unit V Performance measurement****(15 Hours)**

Performance measurement – overview, Performance measurement – application, Cost reductions and value enhancement, Monitoring performance and reporting.

Theory: 20% and Problem 80%

**TEXT BOOK:**

1. ACCA Study Material, Management Accounting ('MA') (earlier known as 'F2') Kaplan Publishing.

**BOOKS FOR REFERENCE:**

1. Jain & Narang (2016), Cost Accounting Principles and Practices, Kalyani Publishers, New Delhi.
2. Banerjee, (Latest Ed.), Cost Accounting, 12th edition, Macmillan Publishers, New Delhi.
3. S.N. Maheswari, (Latest Ed.), Cost Accounting, S.Chand & Co, New Delhi.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>III</b>	<b>21UCR33CC08</b>	<b>CORE-8:BASICS OF COST ACCOUNTING</b>									<b>5</b>	<b>4</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	2	2	3	2	2	1	1	<b>2</b>	
<b>CO-2</b>	3	2	2	2	2	3	2	2	2	1	<b>2.1</b>	
<b>CO-3</b>	3	2	2	3	2	3	3	2	2	1	<b>2.3</b>	
<b>CO-4</b>	3	2	2	3	2	3	3	2	2	1	<b>2.3</b>	
<b>CO-5</b>	3	2	2	3	2	3	3	2	2	1	<b>2.3</b>	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCR33CC09	<b>CORE-9 BUSINESS ANALYTICS</b>	5	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Describe the concepts and functions of Business Analytics	K1
CO-2	Explain the sources of data, classification of data and analysis of data	K2
CO-3	Apply R language Programming skills in Business Analytics	K3
CO-4	Design cells, worksheets and workbook with different formatting options	K4
CO-5	Develop Business Analytics Models using Excel	K5

#### Unit I Introduction to Business Analytics

(15 Hours)

What is business analytics? – Why do we need Business analytics? – Challenges of Business analytics - Defining, communicating, delivering and measuring values – Quantifying value of business analytics – Benefits Vs Values. Business analytics model: Graphical model, spreadsheet model, Algebraic model - overview of business analytics.

#### Unit II Big data analytics

(15 Hours)

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

#### Unit III R Language

(15 Hours)

R language – Data types – variables-- operators –Built in statistical and Graphical Functions – User defined functions in R - Conditional and loop statements – Data analysis models using R-Measure of Central Tendency model- Multiple Correlation model – Simple and Multiple regression model – time series models- Extraction of Charts.

#### Unit IV Formatting of Excel Sheets

(15 Hours)

Ribbon – Tabs on the Ribbon-Groups-Use the ribbon- Collapse the ribbon-Workbook- Worksheet(Select, insert, copy, move, rename)- Insert and Delete Cells-Format Cells- Cell size and Font – Alignment data types –Wrap Text – Merge options- Cell styles Formatting as table-conditional Formatting –Formulas – Constructing formulas using arithmetic, relational and logical operators- Use of functions- Data formatting and Data Validation – Naming single cell and group of cells –Sort and Filter options

**Unit V Data Analysis through Excel****(15 Hours)**

Statistical and Financial functions –Creation of Charts- What-if analysis: Goal Seek, Data table and Scenario Manager-Pivot table and Pivot charts – Data analysis tool – Designing Spread sheet statistical and financial models.

**TEXT BOOK:**

1. Purba Halady Rao (2013), Business Analytics an application focus, PHI Learning Private Limited, Delhi

**BOOKS FOR REFERENCE:**

1. A. Ohri (2012), R for Business Analytics, Springer, New York
2. Danielle Stein Fairhurst (2015), Using Excel for Business Analytics, A guide to Financial Modelling Fundamentals, John Wiley & Sons Singapore Pte. Ltd, Singapore
3. Wayne L. Winston (2014), Marketing Analytics- Data Driven Techniques with Microsoft Excel, John Wiley & Sons Singapore Pte. Ltd, Singapore
4. Purba Halady Rao (2013), Business Analytics an application focus, PHI Learning Private Limited, Delhi

**WEB RESOURCES:**

1. [https://cran.r-project.org/doc/contrib/Paradis-rdebuts\\_en.pdf](https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf)
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>

**Relationship matrix for Course outcomes, Programme outcomes /Programme SpecificOutcomes**

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>III</b>	<b>21UCR33CC09</b>	<b>CORE-9:BUSINESS ANALYTICS</b>									<b>5</b>	<b>4</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	3	3	2	2	3	3	2	1	1	<b>2.3</b>	
<b>CO-2</b>	3	3	3	2	2	3	2	1	2	1	<b>2.2</b>	
<b>CO-3</b>	3	3	3	3	2	3	2	1	2	1	<b>2.3</b>	
<b>CO-4</b>	3	3	3	3	2	3	2	2	2	1	<b>2.4</b>	
<b>CO-5</b>	3	3	3	3	2	3	2	2	2	1	<b>2.4</b>	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCR33AC03	ALLIED- 3 MARKETING	4	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Describe the concepts and various elements of marketing.	K1
CO-2	Recognize value of customer in marketing environment.	K2
CO-3	Discover different marketing strategies for the modern business world.	K3
CO-4	Analyse various tools and channels for effective marketing communication	K4
CO-5	Assess the global market place and develop sustainable marketing.	K5

### Unit I Marketing & Marketing Process

(12 Hours)

Marketing – Definitions, Needs, Wants, Demand, Market offerings, Marketing myopia, Exchange, Market, Customer value and satisfaction —Marketing Concepts – Marketing process - Marketing management – Marketing Mix (7 P’s) – Managing Customer relationships & Capturing customer value - Managing the marketing effort and marketing return on investment.

### Unit II Marketing Environment & Customer value

(12 Hours)

Marketing Environment: Micro & Macro – Managing marketing information: MIS, Marketing Research, CRM, Big Data & Marketing Analytics - Consumer markets: Characteristics Affecting Consumer markets , Consumer Buying Decision Behaviour & the Buyer decision process - Business markets and business buyer behaviour – Consumer value driven marketing strategies: Market segmentation, Targeting, differentiation and positioning.

### Unit III Product, Services, Brands & Pricing

(12 Hours)

Product and Services: Definitions , Levels and Classification, Product and Service decisions: Product/Service Attributes, Branding, Packaging Labelling & Logos, Product support services – New product planning & development – Product mix - Product life cycle strategies - Services Marketing : Nature & Characteristics of service , Marketing Strategies for Service firms- Branding Strategy : Brand Equity and Brand Value , Building Strong Brands. - Pricing – Major Pricing Strategies – Internal and external considerations affecting pricing decisions.

### Unit IV Marketing channel and Marketing Communication

(12 Hours)

Marketing channel : Nature, importance and types ; Channel behaviour, Levels , conflict & Multichannel distribution. Retailing & Wholesaling: Types, Decisions, Trends & Developments - Marketing Communication (Promotion) mix : Advertising, Personal Selling,

Sales promotion, Public Relations, Direct marketing - Communication process – steps in developing effective marketing communication – setting the total promotion budget and mix.

**Unit V Global Market Environment and Sustainable Marketing (12 Hours)**

Extended marketing mix – Process, People, Physical Evidence. Competitive analysis and strategies – Global market environment: Elements, Sustainable Marketing : Consumerism and environmentalism , sustainable marketing principles - social responsibility and marketing ethics - Recent Trends in marketing.

**TEXT BOOK:**

1. Kotler, Philip. Armstrong, Gary. Agnihotri, Prafulla. Haque, Ehsan Ul. “Principles of Marketing”. 17th Edition, Delhi, Pearson, (2019)

**BOOKS FOR REFERENCE:**

1. William J Stanton, Michael J Etzel, Bruce J Walker (1994), FUNDAMENTALS OF MARKETING, Publisher: Mc GrawHill.
2. Philip Kotler et al. (2013). Marketing Management, Pearson Education. New Delhi
3. Gupta C.B., Nair Rajan (2016), Marketing Management, Sultan Chand & Sons, New Delhi.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
III	21UCR33AC03	ALLIED 3 - MARKETING									4	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	2	1	3	2	2	2	1	2.2	
CO-2	3	3	3	2	1	3	2	2	2	1	2.2	
CO-3	3	3	3	3	1	3	2	2	2	1	2.3	
CO-4	3	3	3	3	1	3	2	2	2	1	2.3	
CO-5	3	3	3	2	1	3	2	2	2	1	2.2	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE34VE03A	PROFESSIONAL ETHICS-I: SOCIAL ETHICS - I	2	1

### Course Outcomes

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

#### 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, feudalism, 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:**

Department of Foundation Course: *Formation of Youth*, St Joseph's College(Autonomous), Tiruchirappali -02, 2015

**Books for Reference:**

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

**Web Sources:**

1. <https://cybercrime.gov.in/>
2. <https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/>
3. <https://www.esv.org/resources/esv-global-study-bible/social-ethics/>
4. [https://en.wikipedia.org/wiki/Political\\_system](https://en.wikipedia.org/wiki/Political_system)

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

**Unit-I** (6 Hours)

God of salvation

**Unit-II** (6 Hours)

Life & Mission of Jesus Christ

**Unit-III** (6 Hours)

The Holy Spirit

**Unit-IV** (6 Hours)

Biblical Values

**Unit-V** (6 Hours)

Mother Mary

#### **Book for Study**

*Life in the Lord: Religious Doctrine.* St. Joseph's College, Trichirappalli: Department of Foundation Courses, 2011.

#### **Books for Reference:**

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

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UTA41GL4C	<b>tzpfj; jkpo;</b>	4	3

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	<b>,g;ghLj;jpd epiwtpy; khztu;fs</b>	
CO-1	<b>gz;iLa jkpoh;fspLk; NkNyhq;fpapUe;j tzpftpay rpe;jidfis mwpe;Jnfhs;th;</b>	K1
CO-2	<b>gz;iLa ,yf;fpaq;fSs ntspg;gLk tziftpay Nkyhz;ikj njhLh;Gfis mwpe;Jnfhs;th;</b>	K2
CO-3	<b>tzpff;fbjq;fs;&gt; nghJmikg;G kw;Wk; gbtq;fs;&gt; gjpNtLfis cUthfFjy;&gt; guhkupj;jy; Mfpatw;iwf fw;Wf;nfh;th;</b>	K3
CO-4	<b>Gj;jpyf;fpaq;fSs tzpftpay;Jiw ngw;Ws;s ,Lj;ij Ma;e;J mwpth;</b>	K4
CO-5	<b>tzpftpay fiyr;nrehw;fisj; jkpopy; fw;Wf nfhz;L tzpfj;jkpo;j;Jiw tsuj; JizGupth;</b>	K5

#### myF - 1

(12 kzp Neuk)

gL;bdg;ghiy (108 mbfs;)  
 Nrtbr nrwpFwq;fpd (146-158)  
 nry; fju; Eioahr nrOefh; (183-193)  
 thd; Kfe;jeh; kiy (126-141)  
 khmfhtpupkzk; \$L;Lk; (116-125)  
 neLEfj;Jg; gfy; Nghy (206-218)  
 ciueiLf;fL;Liu: rq;ffhy kf;fspd cw;gj;jpAk;> tzpfKk;

#### myF - 2

(12 kzp Neuk)

mtNuhthuhu> Ky;iyAk; G+j;jd (FWe;njhif- 221)  
 Ks;nsapw;Wg; ghz;kfs; (lq;FWE}W (kUjj;jpiz) - Gytpg;gj;J 47)  
 fhd ciwtho;f;if (GwehD}W 33: 1-7)  
 rpWFioJay;tUk; fhjpy;> gizj;Njhs; (ngUk;ghzhw;Wg;giL> 161-168)  
 Njnda;nahL fpoq;FkhwpNahu (nghUeuhw;Wg;giL> 214-221)  
 ciueiLf;fL;Liu : rq;f ,yf;fpaq;fspy; gz;Lkhw;WKiw

#### myF - 3

(12 kzp Neuk;)

jpUf;Fws; (2 mjpgfhuq;fs;)  
 tpidj;jpL;gk;>  
 nghUs;nray;tif  
 ciueiLf;fL;Liu : gz;iLj;jkpoh;fspd gpwehL;Ltzpfj; njhLh;Gk;>  
 JiwKfq;fSk

myF - 4

(12 kzp Neuk)

Gjpdk; - NfhLfSk Nfhyq;fSk – uh[k fpU;-zd;  
**tzpff** fbjq;fs; - nghJmikgG kw;Wk; gbtq;fs; - jfty; njhLu;Gg;  
 gjpNtLfis cUthfFjy;> guhkupj;jy;  
 ciueiLf;fL;Liu: gz;iLj; jkpoh;fspd **tzpf** Nkyhz;ik

myF – 5

(12 kzp Neuk)

**tzpftpay** fiyr;nrhw;fs; gad;ghL - **tzpff** fL;Liu vOJjy; -  
**tzpff**;rhu Mq;fpyf fL;Liuiaj; jkpopy nkhopngauj;jy; - **tzpf** epWtdk  
 Fwpj;j Matwpf;if - **tzpff**;rhu epfo;T/ nra;jpfisj jpwdha;T nra;jy  
 ciueiLf;fL;Liu: gd;KfNehf;fpy **cyfkakhf**;fy;

ghL E}y;fs;

1. **tzpfj**;j<sub>kp</sub>> jkpoha;Tj;Jiw> J}a tsdh; jd;dhL;rpf fy;Y}up>  
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 `T];> nrd;id
4. www.creativecommons.org

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
IV	21UTA41GL4C	<b>tzpfj;jkpo</b>									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	1	2	3	2	2	3	3	2	2	2	2.2	
CO-2	2	2	3	2	2	2	3	2	3	2	2.3	
CO-3	1	2	2	3	2	2	2	3	3	3	2.3	
CO-4	2	2	3	2	2	3	2	3	3	2	2.4	
CO-5	3	1	2	2	2	2	3	2	3	3	2.3	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UFR41GL04	FRENCH – IV	4	3

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	recall the vocabulary pertaining todwelling place.	K1
CO-2	outline crisis management in France.	K2
CO-3	develop a travel diary of your own.	K3
CO-4	simplify the French education system.	K4
CO-5	interpret past tenses in a text.	K5

#### Unit- I: (12 Hours)

TITRE:ON FAIT LE MELANGE!

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

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

PRODUCTION ORALE : comprendre le récit d'un voyage

PRODUCTION ECRITE : raconter ses actions quotidiennes

#### Unit - II: (12 Hours)

TITRE:A PROPOS DE LOGEMENT

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

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

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 évènements du passées, le corps humain : extérieur, le corps humain : intérieur

PRODUCTION ORALE : échanger sur ses projets de vacances

PRODUCTION ECRITE : raconter un souvenir

#### Unit - IV: (12 Hours)

TITRE: ACCIDENTS ETCATASTROPHES

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

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

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

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

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

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

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 etpleuvoir

LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger.

PRODUCTION ORALE : exprimer son opinion sur la météo/parler del'avenir

PRODUCTION ECRITE: comparer le système scolaire français et indien

**Book for Study**P.Dauda, L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.**Books for Reference**

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

**Web Resources**

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
IV	21UFR41GL04	FRENCH – IV									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	1	3	2	2	3	2	1	2	2	2.1	
CO-2	3	1	2	3	3	3	2	1	3	1	2.2	
CO-3	3	2	3	2	2	3	2	1	3	2	2.3	
CO-4	3	1	2	2	3	3	3	1	3	3	2.4	
CO-5	2	2	3	3	1	3	1	2	3	2	2.2	
Mean overall Score											2.24 (High)	

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

### Course Outcomes

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

**Unit - I:** (12 Hours)  
 Computer ka yug  
 Prathyay  
 Adhunik Kal – Namakarn  
 Namakaran

**Unit - II:** (12 Hours)  
 Vigyan hani/labh  
 Paryayvachy Shabdh  
 Adhunik Kal - Samajik Paristhithiyam  
 Samanarthy Shabdh

**Unit - III:** (12 Hours)  
 Nari shiksha  
 Upasarg  
 Adhunik Kal – Sahithyik Paristhithiyam  
 Adhunik kal – Salient Features

**Unit - IV:** (12 Hours)  
 Review- Book/Film  
 Paryavaran Pradookshan  
 Adhunik Kal - Main Divisions  
 Adhunik Kal – Visheshathayem

**Unit - V:** (12 Hours)  
 Sapnom Kee Home Delivery (Novel)  
 Anuvad - 4

## Books for Study

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

## Books for Reference

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

## Web Resources

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
IV	21UHI41GL04	HINDI - IV									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	1	2.4	
CO-2	3	2	3	3	2	3	2	3	1	2	2.4	
CO-3	3	2	2	3	2	2	1	3	2	3	2.3	
CO-4	3	2	3	1	3	3	2	3	3	2	2.5	
CO-5	3	2	2	3	3	2	3	2	3	3	2.6	
Mean overall Score											2.44 (High)	



Semester	Course Code	Title Of The Course	Hours	Credits
IV	21USA41GL04	SANSKRIT - IV	4	3

### Course Outcomes

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

**Unit - I:** (12 Hours)  
Samskrita Vyavahara sahasri vakiya Prayogaha

**Unit - II:** (12 Hours)  
Lot Lakaarah , Prqayaogh Kartari Vaakyaani

**Unit - III:** (12 Hours)  
Naatakasya Itihaasah Vivaranam, Thuva and Tum Prathiyaha

**Unit - IV:** (12 Hours)  
Karnabhaaram , Naatakasya Visistyam

**Unit - V:** (12 Hours)  
Samskrita Rachanani priyogaha

### Books for Study

Karnabhavam & Literature Language, 2019

### Books for Reference

1. R.S.Vadhyar & Sons, Book – sellers and publishers, Kalpathu, Palghat – 678003, Kerala, south India, History of Sanskrit Literature 2019
2. Kulapathy, K.M Saral Sanskrit Balabodh, Bharathita vidya bhavan, Munshimarg Mumbai – 400 007 2018
3. Samskrita Bharathi, Aksharam 8 th cross, 2<sup>nd</sup> phase Giri nagar Bangalore Vadatu sanskritam – Samaskara Binduhu 2019

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
IV	21USA41GL04	SANSKRIT-IV									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	3	2	3	2	3	3	2	2.5	
CO-2	2	2	3	2	3	3	3	3	3	2	2.4	
CO-3	3	3	2	3	2	1	1	3	3	3	2.4	
CO-4	2	3	3	3	2	1	3	3	3	2	2.5	
CO-5	2	2	3	2	3	3	3	3	2	3	2.6	
<b>Mean overall Score</b>											<b>2.48 (High)</b>	

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

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	identify and comprehend the local and global issues through the lessons	K1, K2
CO-2	use interactive skills	K3
CO-3	develop the Listening and Reading Skills of the learners through teacher-led reading practice	K6
CO-4	improve their General Writing Skills such as Note-Taking , Note-Making Précis Writing, Paragraph Writing, and Writing Short Essays on Current	K6
CO-5	develop their Creative and Critical Thinking and Speaking Skills	K6

#### Unit-I

(13 Hours)

#### Women through the Eyes of Media

- 7.0 Introduction
- 7.1 Objectives
- 7.2 Listening and Reading Skills through Teacher-led Reading Practice
- 7.3 Glossary
  - 7.3.1 Words
  - 7.3.2 Phrases
- 7.4 Reading Comprehension
- 7.5 Critical Analysis
- 7.6 Creative Task
- 7.7 General Writing Skill: Writing Minutes of a Meeting
- 7.8 Grammar: Present Perfect Tense

#### Unit-II

(13 Hours)

#### Effects of Tobacco Smoking

- 7.9 Introduction
- 8.0 Objectives
- 8.1 Listening and Reading Skills through Teacher-led Reading Practice
- 8.2 Glossary
  - 8.3.1 Words
  - 8.3.2 Phrases
- 8.4 Reading Comprehension
- 8.5 Critical Analysis
- 8.6 Creative Task
- 8.7 General Writing Skill: Note-Taking
- 8.8 Grammar: Present Perfect Continuous Tense

#### Unit-III

(13 Hours)

#### Short Message Service (SMS)

- 8.9 Introduction
- 9.0 Objectives
- 9.1 Listening and Reading Skills through Teacher-led Reading Practice

- 9.2 Glossary
- 9.3.1 Words
- 9.3.2 Phrases
- 9.4 Reading Comprehension
- 9.5 Critical Analysis
- 9.6 Creative Task
- 9.7 General Writing Skill: Note-Making
- 9.8 Grammar: Past Perfect Tense

#### **Unit-IV**

**(12 Hours)**

#### **An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report**

- 9.9 Introduction
- 10.0 Objectives
- 10.1 Listening and Reading Skills through Teacher-led Reading Practice
- 10.2 Glossary
- 10.3.1 Words
- 10.3.2 Phrases
- 10.4 Reading Comprehension
- 10.5. Critical Analysis
- 10.6. Creative Task
- 10.7 General Writing Skill: Précis Writing
- 10.8 Grammar: Past Perfect Continuous Tense

#### **Unit-V**

**(12 Hours)**

#### **Traffic Rules**

- 10.9 Introduction
- 11.0 Objectives
- 11.1 Listening and Reading Skills through Teacher-led Reading Practice
- 11.2 Glossary
- 11.3.1 Words
- 11.3.2 Phrases
- 11.4 Reading Comprehension
- 11.5 Critical Analysis
- 11.6 Creative Task
- 11.7 General Writing Skill: Paragraph Writing
- 11.8 Grammar: Future Perfect Tense

#### **Unit-VI**

**(12 Hours)**

#### **A Handful of Answers: A Zen Tale**

- 11.9 Introduction
- 12.0 Objectives
- 12.1 Listening and Reading Skills through Teacher-led Reading Practice
- 12.2 Glossary
- 12.3.1 Words
- 12.3.2 Phrases
- 12.4 Reading Comprehension
- 12.5 Critical Analysis
- 12.6 Creative Task
- 12.7 General Writing Skill: Writing Short Essays on Current Issues/General Topics
- 12.8 Grammar: Future Perfect Continuous Tense

**Book for Study**

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

**Books for Reference**

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

**Web Resources**

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
IV	21UEN42GE04	GENERAL ENGLISH - IV									5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	2	3	2	3	2	3	2	2.4	
CO-2	2	2	3	2	3	3	2	3	2	2	2.3	
CO-3	2	3	2	3	2	2	3	2	3	2	2.4	
CO-4	2	2	3	2	3	3	2	3	2	3	2.5	
CO-5	2	2	2	3	2	2	2	3	2	2	2.2	
<b>Mean overall Score</b>											<b>2.36 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCR43CC10	CORE-10 FINANCIAL REPORTING-II	4	3

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe Accounting Standards relevant to Income taxes, Government Grants, Foreign Exchange rates in the preparation of Financial Statements	K1
CO–2	Prepare and interpret the relevant single entity financial statement	K2,K3
CO–3	Construct and analyse consolidated financial statements for a simple group company	K4
CO–4	Estimate and report the effect of intra-group trading on consolidation and effect of disposal of parent’s investment in subsidiary	K5
CO–5	Appraise lease accounting and select Financial Instruments	K6

#### Unit I Application of Accounting standards (12 Hours)

Standards related to Incomes Taxes, cash flows, Government Grants, effects of changes in foreign exchange rates, investments in associates & joint ventures, earnings per share, investment property, non-current assets held for sale and fair value measurement.

#### Unit II Preparation of Single Entity Financial Statements (12 Hours)

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

#### Unit III Group Financial Statements-I (12 Hours)

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

#### Unit IV Group Financial Statements-II (12 Hours)

Computation of group reserves on date of consolidation – fair value adjustments on consolidation – effects of intra-group trading on consolidation – effect of disposal of parent’s investment in subsidiary in parent’s individual financial statements and in consolidated financial statements.

#### Unit V Standards on specific transactions (12 Hours)

Accounting for Leases (including right-of-use assets, exemption criteria, sale & leaseback

transactions), Financial instruments (excluding hedge accounting & impairment of financial assets) including recognition & measurement of financial assets, financial liabilities & equity.

Theory: 20% and problem 80%

**TEXT BOOK:**

1. ACCA Study Material, Financial Reporting ('FR') (earlier known as 'F7') Kaplan Publishing.

**BOOKS FOR REFERENCE:**

1. Intermediate Accounting; Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield; Wiley
2. Advanced Accounting; Joe Ben Hoyle, Thomas Schaefer, Timothy Douppnik; McGraw Hill
3. Intermediate Accounting; Loren Nikolai, John Bazley, Jefferson Jones; South-Western Cengage Learning.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>IV</b>	<b>21UCR43CC10</b>	<b>CORE-10 FINANCIAL REPORTING-II</b>									<b>4</b>	<b>3</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	3	2	2	2	3	3	2	2	1	<b>2.3</b>	
<b>CO-2</b>	3	3	2	2	2	3	3	2	2	1	<b>2.3</b>	
<b>CO-3</b>	3	3	2	2	2	3	3	2	2	1	<b>2.3</b>	
<b>CO-4</b>	3	3	2	2	2	3	3	2	2	1	<b>2.3</b>	
<b>CO-5</b>	3	3	2	2	2	3	3	2	2	1	<b>2.3</b>	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCR43CC11	CORE-11 FINANCIAL MANAGEMENT-I	4	3

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe terms, objectives, elements, concepts and principles relating to financial management	K1,K2
CO–2	Explain the macroeconomic Business environment from financial management perspective	K2
CO–3	Use various working capital management strategies to balance between profitability and liquidity of the business firms	K3
CO–4	Analyse various aspects of receivables and payables management	K4
CO–5	Evaluate long term investment decisions by applying capital budgeting techniques	K5

#### Unit I Role & Purpose of Finance Function

(12 Hours)

Financial objective of a business organisation – shareholder value maximisation v/s profit maximisation, growth in earning per share, total shareholder return – possible conflict between stakeholder objectives and balancing them– linkage of financial objective with corporate strategy – financial & other objectives of a not-for-profit organisation.

#### Unit II Financial Management Environment

(12 Hours)

Macroeconomic environment of the business – role & impact of fiscal & monetary policies, interest rate & exchange rate policies – competition policies – nature & role of financial markets such as capital market, money market, currency market – products in capital markets & money markets such as derivatives.

#### Unit III Working Capital Management-I

(12 Hours)

Elements and composition of working capital – objective of working capital management through balancing of profitability v/s liquidity – cash operating cycle, factors influencing it and computation thereof – management of inventory through EOQ, inventory levels, availing bulk discounts.

#### Unit IV Working Capital Management-II

(12 Hours)

Early payment discounts and Just-In-Time (JIT) techniques – management of receivables through credit policy, early settlement discounts, extending credit period, factoring & invoice discounting – managing accounts payables through bulk discounts, early payment discounts – managing cash using Baumol’s model and Millar-Orr model – working capital financing strategies



**Unit V Investment Appraisal****(12 Hours)**

Types of investment projects such as mutually exclusive projects & independent projects - Use of discounted cash flow (DCF) and non-DCF tools for investment appraisal – payback period & discounted payback – Return on Capital Employed (ROCE) – Net Present Value (NPV) and Internal rate of Return (IRR) – relative merits & demerits of these methods – project risk assessment through sensitivity analysis – lease v/s buy decision – replacement cycle decision – single period capital rationing – risk adjusted discount rates.

Theory- 40% and problem 60%

**TEXT BOOK:**

1. ACCA Study Material, Financial Management ('FM') (earlier known as 'F9') Kaplan Publishing

**BOOKS FOR REFERENCE:**

1. Principles of Corporate Finance; Richard Brealey, Stewart Myers, and Franklin Allen; McGraw Hill
2. Fundamentals of Financial Management; James Van Horn, and John Wachowicz; Pearson
3. Financial Management (2017) , Khan& Jain, Tata McGraw-Hill Education.

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>IV</b>	<b>21UCR43CC11</b>	<b>CORE-11 FINANCIAL MANAGEMENT-I</b>									<b>4</b>	<b>3</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	2	2	3	3	2	1	1	<b>2.1</b>	
<b>CO-2</b>	3	2	2	2	2	3	3	2	1	1	<b>2.1</b>	
<b>CO-3</b>	3	2	2	2	2	3	3	2	2	1	<b>2.2</b>	
<b>CO-4</b>	3	2	2	2	2	3	3	2	2	1	<b>2.2</b>	
<b>CO-5</b>	3	2	2	2	2	3	3	2	3	2	<b>2.4</b>	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCR43CC12	<b>CORE-12 FUNDAMENTAL OF MARKETING ANALYTICS</b>	3	2

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Describe the role and relevance of various types of marketing analytics.	K1
CO-2	Identify statistical tools for developing analytical models in Marketing	K2
CO-3	Interpret data base to determine the attitude and preferences of consumers	K3
CO-4	Develop Marketing and Advertising mix models	K3
CO-5	Evaluate the marketing strategies and models through social media analytics	K4

#### Unit I Introduction to Marketing Analytics

(9 Hours)

Introduction to Marketing and Marketing Analytics - Overview of using data and types of Data - Week Summary - Decision making - Business analytics - Descriptive - Predictive and Prescriptive Analytics

#### Unit II Statistics for Analytics

(9 Hours)

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

#### Unit III Brand and Customer analytics

(9 Hours)

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 studiesPoint-of-Sale Data - How to arrive at the right pricing approach – Managing Pricing to meet top line & bottom line goals - Pricing plans

**Unit IV Marketing Mix Analytics****(9 Hours)**

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

**Unit V Marketing and Social Media analytics****(9 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.

**TEXT BOOK:**

1. Mike Grigsby (2018), Marketing Analytics- A Practical Guide to Improving consumer Insights Using Data Techniques, , Kogan Page, Delhi

**BOOKS FOR REFERENCE:**

1. Wayne Winston, Microsoft Excel (2019), Data analysis and Business Modelling, Microsoft, Sixth Edition
2. Kun Ren (2016), Learning R Programming : Language, tools and Practical Techniques, PACKT Publishing Ltd.
3. Chuck Hemann & Ken Burbary(2013), Digital Marketing Analytics: Making Sense of Consumer data in a digital world, Que Publications.
4. Massimiliano Bonacchi & Paolo Perego (2019), Customer Accounting: Creating Value with Customer Analytics, Springer

**WEB RESOURCES:**

1. <https://www.wordstream.com/marketing-analytics>
2. <https://www.marketingevolution.com/marketing-essentials/marketing-analytics>
3. <https://www.demandjump.com/blog/what-are-marketing-analytics-tools>

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
IV	21UCR43CC12	CORE-12 FUNDAMENTAL OF MARKETING ANALYTICS									3	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	3	1	1	3	2	3	2	3	2.2	
CO-2	1	2	3	2	3	2	3	2	3	2	2.3	
CO-3	2	3	2	1	2	3	3	2	2	3	2.3	
CO-4	1	2	2	2	3	1	3	2	2	3	2.1	
CO-5	1	2	2	3	1	2	3	2	2	3	2.1	
Mean overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCR43ES01A	DSE – 1:Modern Banking Theory	4	4

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the Fundamental concepts and functions of different types of Banks	K1
CO–2	Explain the rights and liabilities of a customer and a banker in regard to various situations.	K2
CO–3	Utilise cheque and Bills of Exchange as negotiable instrument	K3
CO–4	Analyse and manage the risks in banks	K4
CO–5	Explain the recent trends in banking operations	K5

#### Unit I Banking Evolutions in India

(12 Hours)

Banking: Meaning - Evolution of Indian Banking system; Structure of Banks in India: Different types of Banks in India; Nationalisation of Banks for Implementing Govt. Policies; Reserve Bank of India (Central Bank): Its Functions; Commercial Bank: Its Functions, Clearing Houses, Creation of Credit- New Banking initiatives taken by Govt. for Universal Banking – Merchant Banking- Meaning and features.

#### Unit II Banking Products and Services

(12 Hours)

Products / services offered by bank- Non fund based facilities-Ancillary services - Types of customers- minors - joint account holders - HUF - firms - companies - trusts - societies - Govt. and public bodies- Banker customer relationship- General and special relationship -Termination of Banker -Customer Relationship - Know Your Customer' Guidelines of the RBI- Customer Identification Procedure, Customer Identification Requirements. Customer grievances and redressal – Banking Ombudsman

#### Unit III Negotiable Instruments

(12 Hours)

Negotiable Instruments: Features – Types -Special parties to Negotiable Instrument. Cheque - Essentials of Cheque- Crossing of Cheque; Endorsement and its classifications, Payment of cheque, Collection of Cheque, Dishonour of Cheque, Roles and Responsibilities of Paying Banker and Collecting Banker. Bills of Exchange: Definition, characteristics and Parties involved – Difference between Bill and Cheque.

#### Unit IV Risk Management in Banks and International Banking Management (12 Hours)

Risk Management in Banks: An Overview, Credit Risk Management, Liquidity and Market Risk Management, Operational Risk Management, Special Issues- Risk Management

Organisation; Reporting of Banking Risk; Risk Adjusted Performance Evaluation- Basel Banking Norms III. International Banking: An Overview, Legal & Regulatory Framework, International Banking Operations Management, Risk Management in International Banking, Special Issues: Technology and International Banking; Globalisation and International Banking; Financial Innovations in International Banking.

**Unit V Recent trends in Banking**

**(12 Hours)**

Communication Networks in Banking system, 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) ;Indian Financial System Code (IFSC) ; Automated Teller Machines (ATMs) ;Internet Banking ;Core Banking Solutions (CBS) ;Computerization of Clearing of Cheques ;Cheque Truncation System (CTS). E-Banking , mobile Banking- smart Cards- types –Financial Applications of Smart Cards, Artificial intelligence – Application of AI in banking- chat bots- Block chain – Cloud computing -cyber security . Challenges in banking – Crypto currency - Bit coins – effect of crypto currencies in the future of banking

**TEXT BOOKS:**

1. M. L.Tannan, (2010), Banking Law and Practice in India - India Book House, New Delhi.

**BOOKS FOR REFERENCE:**

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

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>IV</b>	<b>21UCR43ES01A</b>	<b>DSE – 1:Modern Banking Theory</b>									<b>4</b>	<b>4</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	3	3	2	1	3	2	3	2	1	<b>2.3</b>	
<b>CO-2</b>	3	3	3	2	1	3	3	3	2	1	<b>2.4</b>	
<b>CO-3</b>	3	3	3	3	1	3	3	2	2	1	<b>2.4</b>	
<b>CO-4</b>	3	2	2	3	1	3	3	2	2	1	<b>2.2</b>	
<b>CO-5</b>	3	3	2	2	1	3	3	2	2	1	<b>2.2</b>	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCR43ES01B	DSE – 1:RESEARCH METHODOLOGY	4	4

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Define various concepts & terms associated with scientific business research	K1
CO–2	Identify the Research Problem and Formulate suitable research design and hypothesis.	K2
CO–3	Apply suitable methods for sample selection, measurement and scaling	K3
CO–4	Analyse and interpret the data using appropriate statistical techniques.	K4
CO–5	Develop a research report based on the interpreted data	K4 & K5

#### Unit I Introduction

(12 Hours)

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

#### Unit II Research Problem, Design and Hypothesis

(12 Hours)

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

#### Unit III Sampling and Scaling Techniques

(12 Hours)

Population of the study -Census and sample surveys – Sample size- Criteria for determining sample size- Sampling-Types of sampling - Principles and characteristics of Sampling - Criteria for selecting sampling– factors influencing inference of data from sample. Measurement and Scaling Techniques -Measurement in Research -Measurement Scales - Sources of Error in Measurement -Tests of Sound Measurement -Technique of Developing Measurement Tools -Scaling -Meaning of Scaling -Scale Classification Bases- Important Scaling Techniques - Scale Construction Techniques

#### Unit IV Data collection and Analysis

(12 Hours)

Source of data- Primary source and secondary source- Collection of primary data - Observation method -Interview method - Questionnaire method -Data through Schedules - Difference between Questionnaire and Schedule – Questionnaire construction in google form and other methods of data collection –Collection of secondary data.

Data Processing – Coding- Editing - Data validation -Tabulation - Types of Tables ,Analysis and presentation – Graphical representation of data: Appropriate usage of Bar Chart, Pie Chart, Histogram, Leaf and Stem, candle stick , Box Plots ( Use of MS excel ) - Testing of hypotheses - Statistical treatment - Descriptive, Z test, T-test, X2 - test, ANOVA, Correlation and Regression - Use of Statistical Packages – SPSS.

### Unit V Interpretation and Reporting

(12 Hours)

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

#### TEXT BOOK:

1. Kothari, C.R, and Gaurav Garg (2014), Research Methodology Methods and Techniques, New Age International, New Delhi.

#### BOOKS FOR REFERENCE:

1. Wilkinson and Bhandarkar, (1999), Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai.
2. M. Ranganatham & Dr. O.R. Krishnaswamy (2014), Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai.
3. Devendra Thakur, (Latest Edition), Research Methodology in Social Sciences, Deep and Deep, New Delhi.
4. Gopal Lal Jain, (Latest Edition), Research Methodology, Mangal Deep, Jaipur.
5. Bhome Sharadha (2014), Research Methodology, Himalaya publication house Pvt.Ltd, New Delhi

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
IV	21UCR43ES01B	DSE – 1: RESEARCH METHODOLOGY									4	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	1	2	2	3	2	1	2	2	2.0	
CO-2	3	3	3	2	2	2	3	3	2	1	2.4	
CO-3	3	3	3	2	1	2	3	3	2	1	2.3	
CO-4	3	3	3	2	2	3	3	3	2	1	2.5	
CO-5	3	3	2	2	2	3	3	2	2	2	2.4	
Mean overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCR43AC04	ALLIED-4 BUSINESS MANAGEMENT	4	4

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the basic concepts, process and theories of Management	K1
CO–2	Explain the concepts and process of Planning and Decision Making	K2
CO–3	Identify process of organising and suitable structure of organisation	K3
CO–4	Analyse and apply the concept of direction, coordination and motivation	K4
CO–5	Prove leadership and controlling skills in the efficient management of business	K5

#### **Unit I Introduction to business management (12 Hours)**

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

#### **Unit II Planning (12 Hours)**

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

#### **Unit III Organizing (12 Hours)**

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

#### **Unit IV Direction, Co-ordination and Motivation (12 Hours)**

Direction and Co-ordination – Direction: Concept, Features, Importance, Limitations; Elements of Direction: Elements of Directing – Supervision, Motivation, Leadership, Communication; – Co-ordination: Concept, Features, Importance, Limitations; Types- Internal and External; Co-ordination the Essence of Management - Motivation: Motivating and leading people at work: Motivation – meaning; Theories – Maslow, Herzberg, McGregor, and Ouchi; Financial and nonfinancial incentives.

#### **Unit V Leadership and Control (12 Hours)**

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



**TEXT BOOK:**

1. Drucker Peter F, (2014), Practice of Management, Harper Collins Publishers of India Ltd., New Delhi

**BOOKS FOR REFERENCE:**

1. Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill Education.
2. Drucker Peter F, (2014), Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
3. Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education

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

Semester	Course code	Title of the Paper									Hours/ week	Credits
<b>IV</b>	<b>21UCR43AC04</b>	<b>ALLIED-4 BUSINESS MANAGEMENT</b>									<b>4</b>	<b>4</b>
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	3	3	2	1	3	2	2	2	1	<b>2.2</b>	
<b>CO-2</b>	3	3	3	2	1	3	2	2	2	1	<b>2.2</b>	
<b>CO-3</b>	3	3	3	2	1	3	3	2	2	1	<b>2.3</b>	
<b>CO-4</b>	3	3	3	3	1	3	3	2	2	1	<b>2.4</b>	
<b>CO-5</b>	3	3	3	2	1	3	3	2	2	1	<b>2.3</b>	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

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

### Course Outcomes

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

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

What is environment, Why should we think of harmony, 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.

**Book for Study**

Department of Foundation Course: *Formation of Youth*, St Joseph's College (Autonomous), Tiruchirappali 2, 2015.

**Books for Reference**

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

**Web Sources:**

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

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

### Course Outcomes

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

**Unit-I** (6 Hours)

The Catholic Church

**Unit-II** (6 Hours)

Sacraments of Initiation

**Unit-III** (6 Hours)

Sacraments of Healing & at the Service of Community

**Unit-IV** (6 Hours)

Christian Prayer

**Unit-V** (6 Hours)

Harmony of Religions

### Book for Study

*Life in the Lord: Religious Doctrine.* St. Joseph's College, Trichirappalli: Department of Foundation Courses, 2011.

### Books for Reference

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

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCR53CC13	CORE -13: FINANCIAL MANAGEMENT-II	5	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Define the terms associated with business finance and various sources of funds	K1
CO-2	Explain the various capital structure theories	K2
CO-3	Apply business valuations models to assess the performance of companies.	K3
CO-4	Identify and evaluate the factors influencing foreign exchange risks	K4,K5
CO-5	Assess the risks involved in derivatives.	K6

#### Unit I Business Finance and Sources of Funds (15 Hours)

Understand & evaluate various short & long term sources of finance such as equity and debt – methods of raising equity such as rights issue, initial public offer (IPO) – sources of Islamic financing such as Murabaha, Musharaka, Mudaraba, Sukuk, Ijara – sources of fiancé for SME sector including venture capital, crowd funding and angel financing

#### Unit II Capital Structure Theories and Cost of Capital (15 Hours)

Estimating cost of equity using dividend growth model (DGM), Capital Asset pricing Model (CAPM), concept of systematic & unsystematic risk – estimating cost of debt (irredeemable & redeemable), convertible debt – estimating Weighted Average Cost of Capital (WACC) using book value and market value weightages – capital structure theories including traditional view and Modigliani-Millar view (without & with tax) – pecking order theory

#### Unit III Business Valuations (15 Hours)

Purpose of business valuation – various situations which demand business valuation – models for valuation of equity using dividend model, net asset method, cash flow approach, earning method (using PE ratio), earnings yield method – valuation of debt

#### Unit IV Financial Risk Management-I (15 Hours)

Sources of & factors influencing Foreign currency risks – types of currency risks such as transaction risk, translation risk, & economic risks – causes of currency rate fluctuations including balance of payments, purchasing power parity (PPP), interest rate parity (IRP).

#### Unit V Financial Risk Management-II (15 Hours)

Fischer equation – tools of managing currency risks such as internal tools (currency of invoice, netting, leading & lagging) and external tools (forwards, futures, options & swaps, money market hedging) – Causes of interest rate fluctuations - managing interest rate risks through internal tools (matching and smoothing, asset & liability management, forward rate agreements (FRA)

Theory 20% and Problems 80%

**TEXT BOOK:**

1. ACCA Study Material, Financial Management ('FM') (earlier known as 'F9')  
Kaplan Publishing

**BOOKS FOR REFERENCE:**

1. Fundamentals of Financial Management; James Van Horn, and John Wachowicz;  
Pearson
2. Principles of Corporate Finance; Richard Brealey, Stewart Myers, and Franklin  
Allen; McGraw Hill

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>	<b>Course Title</b>									<b>Hours/ week</b>	<b>Credits</b>
<b>V</b>	<b>21UCR53CC13</b>	<b>CORE -13: FINANCIAL MANAGEMENT-II</b>									<b>5</b>	<b>4</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	1	1	2	2	2	1	2	2	1	2	<b>1.6</b>	
<b>CO-2</b>	2	3	2	3	2	3	1	2	2	3	<b>2.3</b>	
<b>CO-3</b>	2	1	2	2	1	3	2	3	3	3	<b>2.2</b>	
<b>CO-4</b>	2	2	2	3	2	2	2	3	3	2	<b>2.3</b>	
<b>CO-5</b>	2	3	3	2	2	3	3	2	3	3	<b>2.6</b>	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCR53CC14	<b>CORE-14 : AUDIT AND ASSURANCE</b>	4	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Explain the concept of audit and assurance and the functions of audit, corporate governance, including ethics and professional conduct.	K1
CO-2	Demonstrate how the auditor obtains and accepts audit engagements, obtains an understanding of the entity and its environment, assesses the risk of material misstatement and plans an audit of financial statements.	K2
CO-3	Describe and evaluate internal controls, techniques and audit tests, including IT systems to identify and control risks.	K3
CO-4	Identify the work and evidence obtained by the auditor and others required to meet the objectives of audit engagements and the application of the International Standards on Auditing (ISAs)	K4
CO-5	Assess the techniques of gathering audit evidences through appropriate IT Tools and prepare auditor's report.	K5

#### Unit I Audit framework and regulation

(12 Hours)

Concept of audit & assurance – professional ethics of an auditor – scope of internal & external audit – governance & audit – Ethical threats & Safeguards - discuss the importance and purpose of engagement letters and their contents.

#### Unit II Planning and risk assessment

(12 Hours)

Obtaining & planning for audit assignments - identify and explain the need for, benefits of and importance of planning an audit– understanding the entity & its environment – assessing audit risk – fraud risk – interim audit and impact of work performed - audit planning & documentation – audit evidence, documentation, audit sampling and working papers

#### Unit III Internal control & audit procedures

(12 Hours)

Internal control system assessment – control environment, risk assessment procedures, monitoring of controls – evaluation of internal control system by auditor – test of control – communication on internal controls-Explain how auditors record internal control systems including the use of narrative notes, flowcharts, organigrams and internal control questionnaires.

#### Unit IV Audit of specific items

(12 Hours)

Audit of receivables, inventory, payables & accruals, bank & cash, tangible & intangible assets, share capital & reserves, directors' remuneration – details of audit checks for these items and reporting thereof – use of management representation.

**Unit V Audit evidence & reporting****(12 Hours)**

Techniques of collecting audit evidence such as inspection, observation, external confirmation, recalculation, analytical procedures, and enquiry – quality & quantity of audit evidence – audit sampling – computer assisted auditing techniques – explain the use of automated tools and techniques in the context of an audit including the use of audit software, test data and other data analytics tools – discuss and provide relevant examples of the use of automated tools and techniques - review procedures including subsequent events, going concern, written representations – auditor’s report contents & opinion- Explain the overall objectives and importance of quality control procedures in concluding an audit.- Discuss the need for auditors to communicate with those charged with governance.

**TEXT BOOK:**

1. Audit & Assurance: ACCA Study Text, Kaplan Publishing, Berkshire, UK

**BOOKS FOR REFERENCE:**

1. Audit and Assurance: BPP learning media
2. Audit and Assurance: Emily Woolf International
3. S.K Basu: Auditing Principles & Techniques, Pearson

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>V</b>	<b>21UCR53CC14</b>		<b>CORE-14 : AUDIT AND ASSURANCE</b>								<b>4</b>	<b>4</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	2	2	2	2	3	2	2	2	2	<b>2.1</b>	
<b>CO-2</b>	2	2	3	3	2	2	2	2	2	2	<b>2.2</b>	
<b>CO-3</b>	2	3	3	2	2	2	2	3	3	2	<b>2.4</b>	
<b>CO-4</b>	2	2	3	2	3	2	3	2	3	2	<b>2.4</b>	
<b>CO-5</b>	2	3	2	2	2	2	2	2	2	3	<b>2.2</b>	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	



Semester	Course Code	Title of the Course	Hours	Credits
V	21UCR53CC15	<b>CORE-15: DIRECT TAXATION</b>	5	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Outline the fundamentals of Income Tax Act, 1961 and recent amendments.	K1
CO-2	Describe the elements of taxable income from salary and tax liability.	K2
CO-3	Assess taxable income from different types of house properties	K3
CO-4	Calculate taxable income from business & profession and tax liability.	K4
CO-5	Develop models for taxable income from capital gains and taxable income from the other sources	K5

#### **Unit I Fundamentals of Income Tax (15 Hours)**

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

#### **Unit II Taxable income from salary (15 Hours)**

Meaning, forms and Taxability of Salary and Allowances - Valuation and Taxability of Perquisites- Deductions from Salary- Deductions for individuals U/S 80- Computation of Taxable salary and tax liability.

#### **Unit III Taxable income from house properties (15 Hours)**

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

#### **Unit IV Taxable income from business and profession (15 Hours)**

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

#### **Unit V Capital gains and income from other sources (15 Hours)**

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

Theory 20% and Problems 80%

**TEXT BOOK:**

1. Dr.Vinod K Singhania, “Students Guide to Income Tax”, Taxmann Publications Pvt. Ltd., New Delhi, (Latest Edition).

**BOOKS FOR REFERENCE:**

1. Bagavathi Prasad, “Income Tax Law and Practice”, WishwaPrakashan, New Delhi (Latest Edition).
2. Hariharan (Latest Edition), Income Tax Law and Practice, Mcgraw-Hill, Management, New Delhi.
3. T.S. Reddy & Y. Hari Prasad & Reddy (Latest edition), Income Tax Law, and Practice, Margham Publications, Chennai.

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>V</b>	<b>21UCR53CC15</b>		<b>CORE-15: DIRECT TAXATION</b>								<b>5</b>	<b>4</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	2	2	2	2	3	2	2	2	2	<b>2.1</b>	
<b>CO-2</b>	2	1	2	3	2	2	3	2	2	2	<b>2.1</b>	
<b>CO-3</b>	2	3	3	2	2	2	2	3	3	2	<b>2.4</b>	
<b>CO-4</b>	2	2	3	2	1	2	3	2	3	2	<b>2.2</b>	
<b>CO-5</b>	2	3	2	2	2	2	2	2	2	3	<b>2.2</b>	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCR53CC16	<b>CORE-16: HUMAN RESOURCE MANAGEMENT</b>	4	3

### Course Outcomes

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

#### **Unit I Introduction to Human Resource Management (12 Hours)**

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 & Induction (12 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 (12 Hours)**

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 & Performance Appraisal (12 Hours)**

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 & Empowerment****(12 Hours)**

Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counselling. Employee Empowerment: Concept and 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

**TEXT BOOK:**

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

**BOOKS FOR REFERENCE:**

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

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>V</b>	<b>21UCR53CC16</b>		<b>CORE-16: HUMAN RESOURCE MANAGEMENT</b>								<b>4</b>	<b>3</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	2	2	2	2	3	2	2	2	2	<b>2.1</b>	
<b>CO-2</b>	2	1	2	3	2	2	3	2	2	2	<b>2.1</b>	
<b>CO-3</b>	2	3	3	2	2	2	2	3	3	2	<b>2.4</b>	
<b>CO-4</b>	2	2	3	2	1	2	3	2	3	2	<b>2.2</b>	
<b>CO-5</b>	2	3	2	2	2	2	2	2	2	3	<b>2.2</b>	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCR53CC17	<b>CORE-17: GOVERNANCE, RISKS &amp; ETHICS</b>	3	2

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Define the principles of corporate governance	K1
CO-2	Explain the roles, interests and claims of the internal and external parties involved in corporate governance.	K2
CO-3	Compare and Contrast the objectives & principles of corporate governance in the public and private sectors.	K3,K4
CO-4	Assess & adapt the professional skills required in workplace	K4
CO-5	Evaluate various forms of leadership styles in corporate governance from ethical perspective.	K5

#### **Unit I Principles of Corporate Governance (9 Hours)**

Corporate Governance Principle-agent relationship in the context of governance – issues connected with separation of ownership and control over organisation activity – stakeholder analysis (power & interest) using Mendelow matrix and applying it to strategy & governance – CSR and organisation as a corporate citizen in the context of governance

#### **Unit II The scope of governance (9 Hours)**

Governance approaches & scope Role of institutional investors in governance systems – rules v/s principles approach to governance – duties of directors, functions of the Board, composition & balance of the Board – responsibility of the Board for risk management systems & internal control – purposes, roles & responsibilities of non-executive directors

#### **Unit III Public sector governance (9 Hours)**

Public sector governance- Compare & contrast the principles of governance in private sector, public sector, charitable trusts and NGOs – linking strategic objectives of a public sector organisation with governance systems

#### **Unit IV Professional skills in workplace (9 Hours)**

Professional skills in workplace - Effective communication (verbal & written, formal & informal, hierarchical) – commercial acumen (using judgement, exhibit awareness) – analytical mind (creating information and using it for the purpose of analysis in diagnosing business problems, strategic performance and evaluate strategic alternatives) – scepticism (challenging the status-quo and innovate) – evaluation (assess & appraise the business scenario)

**Unit V Leadership, ethics & governance****(9 Hours)**

Leadership, ethics & governance- Qualities of leadership – leadership & organisational culture – ethical codes & leadership in the context of governance – management behaviour & ethics – ethical threats & safeguards against the threats – handling fraud, bribery & corruption.

**TEXT BOOK:**

1. Strategic Business Leader: ACCA StudyText, Kaplan Publishing

**BOOKS FOR REFERENCE:**

1. Ethics Incorporated, Dipankar Gupta, Sage Response, January 2013

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>	<b>Course Title</b>									<b>Hours/week</b>	<b>Credits</b>
<b>V</b>	<b>21UCR53CC17</b>	<b>CORE-17: GOVERNANCE, RISKS &amp; ETHICS</b>									<b>3</b>	<b>2</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	2	2	2	2	3	2	2	2	2	<b>2.1</b>	
<b>CO-2</b>	2	2	3	3	2	2	2	2	2	2	<b>2.2</b>	
<b>CO-3</b>	2	3	3	2	2	2	2	3	3	2	<b>2.4</b>	
<b>CO-4</b>	2	2	3	2	3	2	3	2	3	2	<b>2.4</b>	
<b>CO-5</b>	2	3	2	2	2	2	2	2	2	3	<b>2.2</b>	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCR53CC18	CORE-18: FUNDAMENTALS OF FINANCIAL ANALYTICS	3	2

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	Identify and discuss the concepts of financial analytics from accounting and financial management perspective	K1,K2
CO-2	Demonstrate the uses of Excel and R tools in financial analytics	K3
CO-3	Apply appropriate techniques of descriptive and predictive analytics in finance	K4
CO-4	Develop models for forecasting financial performance through excel	K5
CO-5	Predict the risks and returns associated with investment proposals using R	K6

#### Unit I Introduction to Financial Analytics (9 Hours)

Meaning-Importance of Financial Analytics, Uses, Features -Documents used in Financial Analytics: Balance Sheet, Income Statement, Cash flow statement -Elements of Financial Health: Liquidity, Leverage, Profitability. Financial Securities: Bond and Stock investments - Securities Datasets and Visualization - Plotting multiple series.

#### Unit II Financial Analytics using excel (9 Hours)

Using Excel to Summarize Data, Slicing and Dicing Financial Data with PivotTables, Excel Charts to Summarize Marketing Data. Excel Functions to Summarize Data, Pricing Analytics, Risk based pricing, Fraud Detection and Prediction, Recovery Management, Loss Risk Forecasting, Risk Profiling, Portfolio Stress Testing.

#### Unit III Descriptive Analytics & Predictive analytics (9 Hours)

Descriptive Analytics, Data Exploration, Dimension Reduction and Data Clustering Geographical Mapping Market Basket Analysis. Predictive Analytics- Fraud Detection - Benford's law – Beneish score.

#### Unit IV Forecasting Analytics (9 Hours)

Forecasting Analytics- Estimating Demand Curves and Optimize Price, Price Bundling, Non-Linear Pricing and Price Skimming, Forecasting, Correlation, Simple and Multiple Regressions to forecast sales. Modeling Trend and Seasonality Ratio to Moving Average Method and Winter's Method.

#### Unit V Financial Analytics using R (9 Hours)

Analyzing financial data and implement financial models using R. Process of Data analytics using R: obtaining publicly available data, refining such data, implement the models and generate typical output, Prices and individual security returns, Portfolio returns, and Risk Factor Models.

**TEXT BOOK:**

1. Analysis of Economic Data, Gary Koop, (4th Edition), Wiley.
2. Statistics and Data Analysis for Financial Engineering: with R examples; David Ruppert, David S. Matteson, Springer.

**BOOKS FOR REFERENCE:**

1. Analyzing Financial Data and Implementing Financial Models Using 'R', Ang Clifford, Springer.
2. Microsoft Excel 2013: Data Analysis and Business Modeling, Wayne L. Winston, Microsoft Publishing

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/week</b>	<b>Credits</b>
<b>V</b>	<b>21UCR53CC18</b>		<b>CORE-18: FUNDAMENTALS OF FINANCIAL ANALYTICS</b>								<b>3</b>	<b>2</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	2	2	2	3	3	2	3	2	2	<b>2.3</b>	
<b>CO-2</b>	2	3	2	2	2	3	3	2	2	3	<b>2.4</b>	
<b>CO-3</b>	2	3	3	2	1	2	2	3	3	2	<b>2.3</b>	
<b>CO-4</b>	2	2	3	2	1	2	3	2	3	2	<b>2.2</b>	
<b>CO-5</b>	2	3	2	3	2	2	3	2	2	3	<b>2.4</b>	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	



Semester	Course Code	Title of the Course	Hours	Credits
V	21UCR53ES02A	DSE –2: SECURITY ANALYSIS	4	3

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the basic concepts of investment and capital market.	K1
CO–2	Demonstrate the trading and settlement system in stock market.	K2
CO–3	Practice online stock trading using demat account	K3
CO–4	Analyse the fundamental, technical and other factors relevant for investment decisions.	K4
CO–5	Predict the share price movements using technical tools.	K5

#### Unit I Introduction to Investment

(12 Hours)

Investments: Meaning, Objectives and Characteristics–Types of Investors - Investment process - Speculation - Security Analysis –Portfolio – Meaning - Construction of portfolio - Negotiable and non-negotiable securities – Participatory notes - Mutual Funds – Debt and equity based funds

#### Unit II Primary and Secondary Market

(12 Hours)

New issue market - Methods of issues -Placement of the issues - Pricing of new issues - Investors protection - The secondary market - History of stock exchange - Its function - Types of orders - Share groups - scrips traded on stock exchanges– Trading and Settlement cycle - Online trading – Stock Market Indices – Major Stock market indices– Computation of Benchmark and Stock Index value – Observation of BSE and NSE share prices – Observation of selected BSE and NSE listed share price movements.

#### Unit III Risk & Return, Fundamental Analysis

(12 Hours)

Risk and Return Analysis- Systematic risk - Unsystematic risk – Measurement of systematic and unsystematic risk - Capital Asset Pricing Model(CAPM) - Security Market Line - and Fundamental Analysis - Economic Analysis – Industry Analysis - Company Analysis - Quantitative Analysis.

#### Unit IV Technical Analysis

(12 Hours)

Technical Analysis - Assumptions - History of technical analysis –Technical tools - Dow Theory - Primary trend - Secondary trend - Mirror trends- Short Selling- Odd Lot Trading - Moving Average - Efficient Market Theory and Hypothesis.

#### Unit V Derivatives

(12 Hours)

Forward, Futures, Options, Swaps – Options :Meaning - Types - Factors affecting the value of option - Futures : Types.

**TEXT BOOK:**

1. Bhalla VK, (2014), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi.

**BOOKS FOR REFERENCE:**

2. Punithavathi Pandian, (2013), Security Analysis and Portfolio Management, Vikas Publishing House Pvt ltd, New Delhi.
3. Avadhani VA, (2014), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>	<b>Course Title</b>									<b>Hours/week</b>	<b>Credits</b>
<b>V</b>	<b>21UCR53ES02A</b>	<b>DSE -2: SECURITY ANALYSIS</b>									<b>4</b>	<b>3</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	3	2	2	1	3	3	2	2	3	<b>2.3</b>	
<b>CO-2</b>	2	3	2	2	2	2	2	2	2	3	<b>2.2</b>	
<b>CO-3</b>	2	2	1	3	3	3	3	2	3	2	<b>2.4</b>	
<b>CO-4</b>	2	2	2	2	2	2	2	2	2	2	<b>2</b>	
<b>CO-5</b>	2	3	1	3	2	2	2	2	2	3	<b>2.2</b>	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCR53ES02B	DSE-2: ENTREPRENEURSHIP IN PRACTICE	4	3

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Describe various concepts, features and kinds of entrepreneurship.	K1
CO-2	Explain the various dimensions of entrepreneurship	K2
CO-3	Apply skills to tap various forms of assistance provided by the Government and its Nodal agencies.	K3
CO-4	Analyse business plans and assess the feasibility of projects	K4,K5
CO-5	Evaluate the schemes of various funding agencies from entrepreneurial perspectives.	K6

#### Unit I Introduction

(12 Hours)

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

#### Unit II Dimensions of entrepreneurship

(12 Hours)

Dimensions of entrepreneurship: intra-preneurship, techno-preneurship, cultural entrepreneurship, international entrepreneurship, net-preneurship, eco-preneurship agri-preneurship and social entrepreneurship - Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.

#### Unit III National and State level Institutions

(12 Hours)

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur’s associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund. National level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

#### Unit IV Resource Mobilisation for Startup

(12 Hours)

Mobilising resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems Government Policy for SSIs - tax Incentives and Concessions – Non-tax Concessions – Rehabilitation and Investment Allowances

**Unit V Project Proposal****(12 Hours)**

Significance of writing the business plan/ project proposal - Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility. Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

**TEXT BOOK:**

1. Michael H. Morris, ET. A, Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2009.

**BOOKS FOR REFERENCE:**

1. Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
2. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.
4. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>											
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>							<b>Hours/ week</b>	<b>Credits</b>
<b>V</b>	<b>21UCR53ES02B</b>		<b>DSE-2: ENTREPRENEURSHIP IN PRACTICE</b>							<b>4</b>	<b>3</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO-1</b>	3	2	2	2	2	3	2	2	2	2	<b>2.2</b>
<b>CO-2</b>	2	2	3	3	2	2	3	2	2	2	<b>2.3</b>
<b>CO-3</b>	3	3	3	2	2	2	2	3	3	2	<b>2.5</b>
<b>CO-4</b>	2	2	3	2	3	2	3	2	3	2	<b>2.4</b>
<b>CO-5</b>	2	3	2	2	2	2	3	2	2	3	<b>2.3</b>
<b>Mean overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
V	21USS54SE03	SEC-1: SOFT SKILLS	2	1

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will;	
CO-1	be keen on developing and sustaining Soft Skills required of an educated youth.	K1
CO-2	be trained to present the best of themselves as job seekers to deal with any problem and conflict situations.	K2
CO-3	be able to transfer the skills learnt for concrete outcomes and increased productivity of companies.	K2
CO-4	be able to develop people skills, life skills that are required to be a good human in the long run and set a living standard.	K3
CO-5	be embedded with Employability skills such as “communication”, “teamwork”, “initiative”, “enterprise”, the attributes of “reliability”, “balance between work -life“, “commitment” and continuous learning analyze the bonding in molecules and ions by applying MO theory.	K4

#### Module 1: **Effective Communication**

Definition of communication, Barriers of Communication, Verbal and Non-verbal Communication; Self introduction matrix, Conversation Techniques, Good manners and Etiquettes, Introduction to Professional Communication, Professional Grooming and Presentation Skills and exercises

#### Module II: **Resume Writing & Interview skills**

**Resume Writing:** Basic Resume Formats. Types of Resume - Chronological, Functional and Mixed Resume, Steps in preparation of Resume, Sample objectives, Model Resumes.  
**Interview Skills:** Preparation for interview, Common interview questions, Attitude, Body Language, Mock interviews and Practicum, Figuring out common interview questions and answers

Module III: **Group Discussion:** Definition of GD. The salient features of GD, Factors that influence GD, Outcome of GD, Tips for success in GD, Parameters of GD, Essential Points for GD preparation, GD Topics, Model GD and Practicum.

Module IV: **Personal Effectiveness:** Self Discovery: Personality, Traits of Personality; Personality Tests; Intelligence and Skill Assessment Form. **Goal Setting:** Goal setting Process, Questionnaires & Presentations

Module V: **Numerical Ability:** Average, Percentage; Profit and Loss, Area, Volume and Surface Area. (Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance, Problems on Trains, Illustrations, Boats and Streams; Illustrations-Optional)

Module VI: **Test of Reasoning - Verbal Reasoning:** Series Completion, Analogy. **Non-Verbal Reasoning**

### **Books for Study**

Melchias G, Balaiah John, John Love Joy (Eds), 2018. *Straight from the Traits: Securing Soft Skills*, SJC, Trichy.

### **Books for References**

1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi.
2. Covey, Stephen. 2004. *7 Habits of Highly effective people*, Free Press. Egan, Gerard. (1994).
3. *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/Cole.
4. Khera ,Shiv 2003. *You Can Win*. Macmillan Books , Revised Edition.
5. Melchias G, Balaiah John, John Love Joy (Eds), 2018. *Winners in the Making: A primer on soft skills*. SJC, Trichy.

### **Other books**

1. Murphy, Raymond. 1998. *Essential English Grammar*. 2nd ed., Cambridge University Press.
2. Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5th ed., Adams, Media.
3. Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
4. Yate, Martin. 2005. *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCR63CC19	<b>CORE-19: MANAGEMENT ACCOUNTING</b>	6	5

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe modern the concepts & techniques of management accounting	K1
CO–2	Identify the cost and benefit of life cycle costing and throughput accounting	K2
CO–3	Apply decision making techniques in the context of resource optimization, risk mitigation and promote efficiency	K3
CO–4	Analyse risks and factors affecting pricing decisions	K4
CO–5	Evaluate the various investment appraisal techniques.	K5

#### **Unit I Advanced Management Accounting Techniques – 1 (18 Hours)**

Activity-based-costing – use of appropriate cost drivers – calculation of costs per driver & per unit – comparing the ABC and traditional absorption costing; Target costing – derive a target cost in manufacturing & service industry – suggest how a target cost gap can be reduced

#### **Unit II Advanced Management Accounting Techniques – 2 (18 Hours)**

Life cycle costing – costs involved at different stages of life cycle – benefits & application of life cycle costing; Throughput accounting – theory of constraints – calculation & interpretation of Throughput Accounting Ratio (TPAR) – application in a multi-product entity; and environmental accounting – management of environmental costs – accounting for environment costs

#### **Unit III Decision Making Techniques (18 Hours)**

Understand & apply the concept of relevant costs – determination of relevance with regard to a contextual decision – opportunity costs – cost-volume-profit (CVP) relationship – calculate & interpret break-even point and margin of safety – estimation of target profit in single & multi-product scenario – resource optimisation in light of limiting factors – single or multiple factors – make or buy decisions

#### **Unit IV Pricing Decisions and Risk Analysis (18 Hours)**

Factors affecting pricing of product or services – price elasticity of demand – demand equation – calculate optimum selling price with  $MR = MC$  equation – pricing strategies such as skimming, penetration, differential, cost-plus pricing – apply techniques of maximax, maximin and minimax regret – use of expected value technique – decision tree – value of perfect & imperfect information

**Unit V Investment appraisal****(18 Hours)**

Investment appraisal techniques, Allowing for inflation and taxation in DCF, Adjusting for risk and uncertainty in investment appraisal, Specific investment decisions (lease or buy, asset replacement, capital rationing)

Theory 40% Problems 60%

**TEXT BOOK:**

1. ACCA Study Material, Performance Management ('PM') (earlier known as 'F5') Kaplan Publishing

**BOOKS FOR REFERENCE:**

1. Pillai.R. S. N. and Bagavathi V (2010), Management Accounting, Sultan Chand Company Ltd., New Delhi,
2. Shashi K. Gupta, Sharma R.K, (2005), Management Accounting Principles and Practices, New Delhi.
3. T.S. Reddy & Y. Hari Prasad Reddy (Latest edition), Management Accounting, Margham Publications, Chennai.

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>VI</b>	<b>21UCR63CC19</b>		<b>CORE-19: MANAGEMENT ACCOUNTING</b>								<b>6</b>	<b>5</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	3	3	2	2	2	3	3	2	2	3	<b>2.5</b>	
<b>CO-2</b>	3	3	3	2	2	2	2	2	2	3	<b>2.4</b>	
<b>CO-3</b>	2	2	3	3	3	3	3	2	3	2	<b>2.6</b>	
<b>CO-4</b>	2	2	2	2	2	2	3	3	2	3	<b>2.3</b>	
<b>CO-5</b>	2	3	3	3	2	2	2	2	2	3	<b>2.4</b>	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	



Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCR63CC20	CORE-20 : FINANCIAL SERVICES	5	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Define the various terms of Indian financial services.	K1
CO-2	Summarize the aspects relating to Merchant banking services in India	K2
CO-3	Identify the venture capital models in India	K3
CO-4	Analyse the system of hire purchase and leasing	K4
CO-5	Synthesize the various terms used in Discounting, Factoring and Forfeiting	K5

#### Unit I Introduction

(15 Hours)

Financial Services: Meaning-Functions- Classification- Scope – Fund Based Activities - Non-fund Based Activities – Modern Activities - Causes for Financial Innovation – New Financial Products and Services – Innovative Financial Instruments – Challenges Facing the Financial Service Sector – Present Scenario.

#### Unit II Merchant Banking

(15 Hours)

Definition, Money Market and Capital Market and their Features, Objectives, Features of a Developed Money Market, Importance of Money Market, Composition of Money Market, Money Market Instruments, Structure of Indian Money Market, Features of Indian Money Market, Call Money Market, Recent Developments, the role of RBI and Commercial Banks in the Indian Money market - The Impact of credit policy of RBI on financial markets, Inflation index, WPI & CPI.

#### Unit III Venture Capital

(15 Hours)

Venture Capital: Meaning, Features, Scope, Importance, Origin – Initiative in India – Venture Capital Guidelines – Method of Venture Financing – Indian Scenario – Suggestions for the Growth of Venture Capital – Angel Investors and groups.

#### Unit IV Hire Purchase And Leasing

(15 Hours)

Hire Purchase: Features – Legal Position – Hire Purchase and Credit Sales – Hire Purchase and Installment Sale – Hire Purchase and Leasing – Origin and Development – Banks and Hire Purchase Business. Leasing: Definition – Steps in Leasing Transactions – Types of Lease – Financial Lease – Operating Lease – Leverage Lease – Sale and Lease Back – Advantages and Disadvantages of Lease-Structure of Leasing Industry – Problems and Prospects.

**Unit V Discounting, Factoring And Forfaiting****(15 Hours)**

Discounting: Concept – Types of Bills – Differences between Bill Purchase, Bill Discounting and Bill Negotiating – Advantages of Bill Discounting – RBI Guidelines to control misuse of bill discounting. Factoring and Forfaiting: Meaning and Nature of Factoring – Parties in Factoring – Merits and Demerits of Factoring – Types – Factoring in India – Factoring Regulation Act, 2011 – Parties to Forfaiting – Costs of Forfaiting – Benefits of Forfaiting for Exporters and Importers – Recent Developments in Solving Problems in Forfaiting – Differences between Factoring and Forfaiting.

**TEXT BOOK:**

1. Financial Services: M.Y. Khan, Tata Mc-Graw Hill.(2009)

**BOOKS FOR REFERENCE:**

1. L M Bhole & Mahakud, Financial Institutions and Markets, 6th Edition, McGraw Hill Education, New Delhi, 2017
2. E.Gordon, K.Natarajan, Emerging Scenario of Financial Services, Himalaya Publishing House, Mumbai, 2020.

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>VI</b>	<b>21UCR63CC20</b>		<b>CORE-20 : FINANCIAL SERVICES</b>								<b>5</b>	<b>4</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	3	2	2	2	2	3	2	2	2	2	<b>2.2</b>	
<b>CO-2</b>	2	2	3	3	2	2	3	2	2	2	<b>2.3</b>	
<b>CO-3</b>	3	3	3	2	3	2	2	3	3	2	<b>2.6</b>	
<b>CO-4</b>	2	2	3	2	3	3	3	2	3	2	<b>2.5</b>	
<b>CO-5</b>	2	3	2	2	2	2	3	2	2	3	<b>2.3</b>	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCR63CC21	<b>CORE-21: PERFORMANCE MANAGEMENT</b>	5	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Use activity based costing and target costing to control costs.	K1,K2
CO-2	Apply marginal costing in business decisions	K3
CO-3	Prepare budgets for various activities of organization	K4
CO-4	Reason out the deviations in the performance through standard costing	K4
CO-5	Assess the performance of not-for-profit organisations and public sector	K5

#### **Unit I Activity based costing and target costing (15 Hours)**

Activity Based Costing –Cost drivers; Target costing – Target costing in service and manufacturing industries-Life-cycle costing -Throughput accounting –Theory of constraints-Throughput Accounting-Ratio- Environmental accounting.

#### **Unit II Cost Analysis (15 Hours)**

Relevant cost analysis – Opportunity costs- Cost volume profit analysis – Break even point- Margin of safety-Break even charts, profit volume charts -Limiting factors – Shadow prices- Slack for decision making, Pricing decisions – price elasticity of demand-Pricing strategies- Make-or-buy and other short-term decisions - Risk and Uncertainty in decision- making.

#### **Unit III Budgetary systems (15 Hours)**

Budgetary systems - Types of budget – Fixed, Flexible, zero based, activity based, incremental, topdown, bottom up, master and functional budgets, Quantitative analysis in budgeting –Learning rate and learning effect-Learning curve, Standard costing .

#### **Unit IV Variance and Performance Analysis (15 Hours)**

Variance- Material mix and yield variances -Sales mix and quantity variances -Planning and operational variances -Performance analysis and behavioural aspects. Performance management information systems -Sources of management information -Management reports – Performance analysis in private sector organisations.

#### **Unit V Not-for-profit organisations and public sector (15 Hours)**

Divisional performance and transfer pricing, Performance analysis in not-for-profit organizations and the public sector, External considerations and behavioural aspects.

Theory 20% Problem 80%

**TEXT BOOK:**

1. Performance Management, Becker Educational Development Corp., 2016

**BOOKS FOR REFERENCE:**

1. Performance Management, Kaplan Publishing, 2016
2. Performance Management, BPP Learning Media LTD, 2016
3. Big data: using, bernardmarr, wiley, january 2015
4. Performance, Srinivas Kandula, phi 2006
5. Big data: using Bernard Marr, Wiley January 2015

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>VI</b>	<b>21UCR63CC21</b>		<b>CORE-21: PERFORMANCE MANAGEMENT</b>								<b>5</b>	<b>4</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	2	2	2	2	3	3	2	2	3	<b>2.3</b>	
<b>CO-2</b>	3	3	3	2	3	2	2	2	2	3	<b>2.5</b>	
<b>CO-3</b>	2	2	3	3	2	3	3	2	3	2	<b>2.5</b>	
<b>CO-4</b>	2	2	2	2	2	2	3	3	2	3	<b>2.3</b>	
<b>CO-5</b>	3	3	3	3	2	2	2	3	2	3	<b>2.6</b>	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCR63CC22	<b>CORE -22: GOODS AND SERVICES TAX</b>	5	4

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Define the various terms in goods and services tax act 2017.	K1
CO-2	Identify the provisions for GST registrations.	K2
CO-3	Examine the different sections involved in Levy and Collection of Tax under GST Act 2017.	K3
CO-4	Prepare the CGST, SGST and IGST returns with time and place of supply.	K4
CO-5	Assess tax liability under GST for different scenarios.	K5

#### Unit I Introduction to GST

(15 Hours)

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

#### Unit II Registration under GST

(15 Hours)

Registration under GST Law - Regular & Composite Dealers - Persons liable for Registration - Persons not liable for Registration - Compulsory Registration - Persons not liable for Registration - Procedure for Registration - Amendment of Registration - Cancellation of Registration - Revocation of cancellation of Registration.

#### Unit III Levy and Collection of Tax

(15 Hours)

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

#### Unit IV Concept of Supply

(15 Hours)

Concept of Supply (Section 7 of CGST Act) - Taxable event under GST - Place of Supply (Section 10 and Section 12 of IGST Act)- Time of Supply (Section 12 and Section 13 of

CGST Act ) - Value of Supply (Section 15 of CGST Act) (Rules for valuation of Supply of Goods) - Reverse charge mechanism - Generation of E-way Bill.

**Unit V Input Tax Credit & Payment of Tax (15 Hours)**

Input Tax Credit & Payment of Tax - Eligibility for taking Input Tax Credit - Input Tax Credit in Special Circumstances - Computation of Tax Liability - Payment of Tax (Section 49 and Section 50 of CGST Act) – GST returns : GSTR1, GSTR2, GSTR3B.

**TEXT BOOK:**

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

**BOOKS FOR REFERENCE:**

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

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

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes												
Semester	Course code	Course Title									Hours/ week	Credits
VI	21UCR63CC22	CORE -22: GOODS AND SERVICES TAX									5	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	2	2	2	2	3	3	2	2	3	2.3	
CO-2	2	3	2	2	3	2	2	2	2	3	2.3	
CO-3	2	2	2	2	2	3	2	2	2	2	2.1	
CO-4	2	2	2	2	2	2	3	2	2	3	2.2	
CO-5	3	3	2	3	2	2	2	2	2	3	2.4	
<b>Mean overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCR63CC23	<b>CORE-23: FUNDAMENTALS OF HR ANALYTICS</b>	3	2

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Describe the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting	<b>K1</b>
CO–2	Understand the role and importance of HR analytics.	<b>K2</b>
CO–3	Apply quantitative and qualitative analysis to understand trends and indicators in human resource data	<b>K3</b>
CO–4	Analyse and interpret HR data to support decision making.	<b>K4</b>
CO–5	Demonstrate how to connect HR results to business results	<b>K5</b>

#### **Unit I Introduction to HR Analytics (9 Hours)**

Introduction to HR Analytics: Evolution of HR Analytics, HR information systems and data sources, HR Metric and HR Analytics, Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources; Analytics frameworks like LAMP, HCM:21(r)Model.

#### **Unit II Diversity Analysis (9 Hours)**

Diversity Analysis: Equality, diversity and inclusion, measuring diversity and inclusion, Testing the impact of diversity, Workforce segmentation and search for critical job roles

#### **Unit III Recruitment and Selection Analytics (9 Hours)**

Recruitment and Selection Analytics: Evaluating Reliability and validity of selection models, Finding out selection bias, Predicting the performance and turnover.

#### **Unit IV Performance Analysis (9 Hours)**

Performance Analysis: Predicting employee performance, Training requirements, evaluating training and development, Optimizing selection and promotion decisions

#### **Unit V Monitoring impact of Interventions (9 Hours)**

Monitoring impact of Interventions: Tracking impact interventions, Evaluating stress levels and value-change. Formulating evidence based practices and responsible investment. Evaluation mediation process, moderation and interaction analysis

#### **TEXT BOOK:**

1. Edwards Martin R, Edwards Kirsten (2016),“Predictive HR Analytics: Mastering the HR Metric”, Kogan Page Publishers, ISBN-0749473924

**BOOKS FOR REFERENCE:**

1. Fitz-enz Jac (2010), “The new HR analytics: predicting the economic value of your company’s human capital investments”, AMACOM, ISBN-13: 978-0-8144-1643-3
2. Fitz-enz Jac, Mattox II John (2014), “Predictive Analytics for Human Resources”, Wiley, ISBN- 1118940709

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>VI</b>	<b>21UCR63CC23</b>		<b>CORE-23: FUNDAMENTALS OF HR ANALYTICS</b>								<b>3</b>	<b>2</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	2	2	2	2	3	3	2	2	3	<b>2.3</b>	
<b>CO-2</b>	2	3	2	3	3	2	2	2	2	3	<b>2.4</b>	
<b>CO-3</b>	2	2	3	2	2	3	2	3	3	2	<b>2.4</b>	
<b>CO-4</b>	2	3	2	3	2	2	3	2	2	3	<b>2.4</b>	
<b>CO-5</b>	3	3	2	3	2	2	2	2	3	3	<b>2.5</b>	
<b>Mean overall Score</b>											<b>2.4 (High)</b>	



Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCR63ES03A	DSE – 3:ECONOMICS FOR FINANCE	4	3

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Understand the capital market system	K1,K2
CO–2	Examine and comprehend the theory of uncertainty	K2
CO–3	Analyse the Models of asset returns, multi-index, capital asset pricing and arbitrage pricing theory	K3
CO–4	Assess and evaluate the various forms derivatives in the global market	K3,K4
CO–5	Synthesize the knowledge of capital market structure for real-time business decisions.	K5

#### Unit I Introduction to Financial Markets (12 Hours)

Capital markets, consumption and investments with and without capital markets, market places and transaction costs and the breakdown of separation; Fisher separation theorem; the agency problem; maximization of shareholder's wealth

#### Unit II Theory of Uncertainty (12 Hours)

Axioms of choice under uncertainty; utility functions; expected utility theorem; certainty equivalence, measures of risk-absolute and relative risk aversions; stochastic dominance-first order, second order and third order; measures of investment risk-variance of return, semi-variance of return, shortfall probabilities.

#### Unit III Index Models, CAPM & APT (12 Hours)

Models of asset returns, multi index models, single index model, systematic and specific risk, equilibrium models-capital asset pricing model, capital market line, security market line, estimation of beta,; arbitrage pricing theory.

#### Unit IV Future Contracts and Markets (12 Hours)

Future Contracts and Markets: Option Pricing Models Forward and future contracts and markets; European and American options; pricing futures, Swaps and synthetic futures; bounds for option prices, put-call parity; derivation of option pricing formula-Binomial approach; Black-Scholes option pricing models, option to expand, valuation of areal option.

**Unit V Market Microstructure****(12 Hours)**

Market Microstructure Defining capital market efficiency, relationship between the value of information and efficient capital markets, rational expectations and market efficiency, market efficiency with costly information, efficient capital market theory and empirical models.

**TEXT BOOK:**

1. Copeland, T. E. and J. F. Weston, Financial Theory and Corporate Policy, Addison Wesley, 2nd impression 2009.

**BOOKS FOR REFERENCE:**

1. Hull, J. Options, Futures and other Derivatives, fifth edition, Prentice Hall, 2002
2. Brealey, R. and S. Myers, Principles of Corporate Finance, fifth edition, New York, McGraw Hill, 1997.
3. Panjer, H.H. Financial Economics: with applications to Investments,
4. Houthakker, H.S. and P.J. Williamson, Economics of Financial Markets,
5. Oxford University Press, 1996

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>VI</b>	<b>21UCR63ES03A</b>		<b>DSE – 3:ECONOMICS FOR FINANCE</b>								<b>4</b>	<b>3</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	2	1	2	2	2	3	2	2	2	2	<b>2</b>	
<b>CO-2</b>	2	2	1	3	1	2	3	2	2	2	<b>2</b>	
<b>CO-3</b>	2	3	3	2	2	2	2	3	3	2	<b>2.4</b>	
<b>CO-4</b>	2	2	3	2	1	2	3	2	3	2	<b>2.2</b>	
<b>CO-5</b>	2	3	2	2	2	2	1	2	2	3	<b>2.1</b>	
<b>Mean overall Score</b>											<b>2.1 (Medium)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCR63ES03B	DSE – 3:STRATEGIC MANAGEMENT	4	3

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Define the terms and process of strategic management	K1
CO–2	Identify the competitive advantage and the core competencies of a company	K2
CO–3	Analyse the various strategic business models	K3
CO–4	Compare and Contrast different ways to implement and evaluate strategic management	K4
CO–5	Assess the recent trends of strategic management and formulate strategy for business situations	K5,K6

#### Unit I Strategy and Process

(12 Hours)

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

#### Unit II Competitive Advantage

(12 Hours)

External Environment - Porter’s Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution- Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

#### Unit III Dimensions of Strategies & Strategic Analysis

(12 Hours)

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

#### Unit IV Strategy Implementation & Evaluation

(12 Hours)

The implementation process, Resource allocation, Designing organisational structure- Designing Strategic Control Systems - Matching structure and control to strategy- Implementing Strategic change-Politics-Power and Conflict - Techniques of strategic evaluation & control-case study.

**Unit V Managing Technology and Innovation****(12 Hours)**

Managing Technology and Innovation: traditional and emerging models of cross-border innovation, strengths and limitations, managing cross-border collaboration, designing and managing a portfolio of strategic alliances - motivation for international expansion, strategies for global value creation, location strategy, timing of entry and foreign entry modes. Strategic issues for Not-for-profit organisations. New Business Models and strategies for Internet Economy- Recent trends in strategic management- case study

**TEXT BOOK:**

1. Thomas L. Wheelen, J.David Hunger and Krish Rangarajan, Strategic Management and Business policy, Pearson Education (2018)

**BOOKS FOR REFERENCE:**

1. Charles W.L.Hill & Gareth R.Jones, Strategic Management Theory, An Integrated approach, Biztantra, Wiley India, 6th edition, 2007.
2. Azhar Kazmi, Strategic Management & Business Policy, Tata McGraw Hill, Third Edition, 2008.

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>		<b>Course Title</b>								<b>Hours/ week</b>	<b>Credits</b>
<b>VI</b>	<b>21UCR63ES03B</b>		<b>DSE – 3:STRATEGIC MANAGEMENT</b>								<b>4</b>	<b>3</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	3	2	2	2	2	3	2	2	2	2	<b>2.2</b>	
<b>CO-2</b>	2	2	1	3	2	2	3	2	2	2	<b>2.1</b>	
<b>CO-3</b>	3	3	3	2	3	2	2	3	3	2	<b>2.6</b>	
<b>CO-4</b>	2	2	3	2	3	3	3	2	3	2	<b>2.5</b>	
<b>CO-5</b>	2	3	2	2	2	2	1	2	2	3	<b>2.1</b>	
<b>Mean overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCR64SE02	SEC- 2: (WD) MANAGERIAL COMMUNICATIVE ENGLISH	2	1

### Course Outcomes

CO No.	CO–Statements	Cognitive Levels ( K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Identify and comprehend various kinds of letters and reports	K1,K2
CO–2	Employ the skills for hosting business meetings	K3
CO–3	Design business presentations with advanced visual support	K3
CO–4	Select appropriate forms of technology enabled communication based on business needs.	K4
CO–5	Synthesize negotiation skills required for real life business situations.	K5

#### Unit I Business Letters and Reports

(6 Hours)

Business Letters and Reports: Introduction to business letters – Types of Business Letters – Writing routine and persuasive letters – Positive and Negative messages Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation – Writing memos Media Management: The press release – Press conference – Media interviews

#### Unit II Hosting business meetings

(6 Hours)

Group Communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings. Meeting Documentation: Notice, Agenda, and Resolution & Minutes

#### Unit III Presentation skills

(6 Hours)

Presentation skills: What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for managers.

#### Unit IV Technology enabled communication

(6 Hours)

Case Methods of learning: Understanding the case method of learning. Advancement on Business Communication: Technology-enabled Communication-Communication networks– Intranet–Internet–E-mails–SMS– teleconferencing – videoconferencing.

#### Unit V Negotiation skills

(6 Hours)

Negotiation skills: What is negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies.

**TEXT BOOK:**

1. Geraldine E Hynes and Jennifer R Veltsos, Managerial Communication Strategies and Applications,(2019), SAGE Publication Inc.

**BOOKS FOR REFERENCE:**

1. Sharma, Business Correspondence & Report Writing, (2008), Tata Mcgraw-hill Education (India) Ltd., New Delhi.
2. G.S.R.K. BabuRao, (2005), Business Communication and Report Writing, Himalaya Publishing House, New Delhi.
3. Asha Kaul, (2000), Effective Business Communication, Prentice Hall of India, New Delhi.
4. Access Series (2011) Communication for Business, Tata McGraw Hill,New Delhi
5. Monippally, (2014) Business Communication, Tata McGraw Hill, New Delhi.

<b>Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes</b>												
<b>Semester</b>	<b>Course code</b>	<b>Course Title</b>									<b>Hours/ week</b>	<b>Credits</b>
<b>VI</b>	<b>21UCR64SE02</b>	<b>SEC- 2: (WD) MANAGERIAL COMMUNICATIVE ENGLISH</b>									<b>2</b>	<b>1</b>
<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO-1</b>	1	2	2	2	2	3	2	2	2	2	<b>2</b>	
<b>CO-2</b>	2	2	1	3	2	2	3	2	2	2	<b>2.1</b>	
<b>CO-3</b>	2	3	3	2	1	2	2	3	3	2	<b>2.3</b>	
<b>CO-4</b>	2	2	3	2	1	2	3	2	3	2	<b>2.2</b>	
<b>CO-5</b>	2	3	2	2	2	2	1	2	2	3	<b>2.1</b>	
<b>Mean overall Score</b>											<b>2.1 (Medium)</b>	