

# B COM HONOURS

LOCF SYLLABUS 2023



**Department of Commerce Honours**

School of Management Studies

St. Joseph's College (Autonomous)

Tiruchirappalli - 620002, Tamil Nadu, India

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

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

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

The overarching objectives of these five schools are as follows:

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

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

### **Credit system**

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

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

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

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

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

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

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

Here are some key aspects of Outcome-Based Education:

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

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

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

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

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

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

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

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

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

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

### **Some Important Terminologies**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Course Coding

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

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

#### Course Specific Initials

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

GE - General English

CC - Core Theory; CP- Core Practical

AC - Allied Course

AP - Allied Practical

FC - Foundation Course

SE - Skill Enhancement Course

VE - Value Education

WS - Workshop

AE - Ability Enhancement Course

AO - Allied Optional

OP - Allied Optional Practical

ES - Discipline Specific Elective

IS - Internship

SP - Self-paced Learning

EG - Generic Elective

ES - Discipline Specific Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

OR - Outreach Programme

## EVALUATION PATTERN

### Continuous Internal Assessment

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

Passing minimum: 40 marks

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

### Question Paper Blueprint for Mid and End Semester Tests

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

\* Compulsory

### For Quantitative Courses only

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

\* Compulsory

### Question Paper Blueprint for Semester Examination

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

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

### For Quantitative Courses

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

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

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

### Grading System

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

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

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

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

Where,

$C_i$  - credit earned for the Course  $i$

$Gp_i$  - Grade Point obtained for the Course  $i$

$M_i$  - Marks obtained for the Course  $i$

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

WAM - Weighted Average Marks

### Classification of Final Results

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



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

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

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

**Table - 2: Grading of the Final Performance**

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

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

## **Vision**

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

## **Mission**

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

### **Programme Educational Objectives (PEOs)**

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

### **Programme Outcomes (POs)**

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

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

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

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

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

### **Programme Specific Objectives (PSOs)**

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

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

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

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

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

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

<b>PROGRAMME STRUCTURE</b>					
<b>Part</b>	<b>Semester</b>	<b>Specification</b>	<b>No. of Courses</b>	<b>Hours</b>	<b>Credits</b>
1	1 - 4	Languages ( Tamil / Hindi/ French/ Sanskrit)	4	17	12
2	1 - 4	General English	4	20	12
3	1 - 6	Core Course	21	87	79
	1, 2	Allied Course	2	11	7
	3, 4	Allied Optional	2	12	8
	5, 6	Discipline Specific Elective	3	15	9
	1, 3	Internship	2	-	4
	5	Project Work and Viva Voce	1	-	2
4	1	Foundation Course	1	2	2
	1	Skill Enhancement Course (ACCA)	1	2	2
	5	Skill Enhancement Course (Soft Skills)	1	2	1
	6	Skill Enhancement Course (WS)	1	2	1
	1 - 4	Value Education	4	8	4
	2	Ability Enhancement Compulsory Course	1	2	1
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Extra Credit Courses (MOOC)/Certificate Courses	(5)	-	(15)
		<b>Total</b>	<b>49(5)</b>	<b>180(6)</b>	<b>148(15)</b>

PROGRAMME PATTERN								
Course Details						Scheme of Exams		
Sem	Part	Course Code	Title of the Course	Hours	Credits	CIA	SE	Final
1	1	23UTA11GL01A	General Tamil -1	5	3	100	100	100
		23UFR11GL01	French -1					
		23UHI11GL01	Hindi -1					
		23USA11GL01	Sanskrit -1					
	2	23UEN12GE01	General English -1	5	3	100	100	100
	3	23UCR13CC01	<b>Core Course - 1:</b> Financial Accounting**	5	4	100	100	100
		23UCR13CC02	<b>Core Course - 2:</b> Organisation Management**	4	4	100	100	100
		23UCR13IS01	Internship (2 Weeks)	-	2	100	100	100
		23UCR13AC01	<b>Allied Course - 1:</b> Business Mathematics	5	3	100	100	100
	4	23UCR14FC01	<b>Foundation Course:</b> Communicative English	2	2	100	-	100
		23UCR14SE01	<b>Skill Enhancement Course - 1:</b> Corporate and Business Law - 1**	2	2	100	-	100
23UHE14VE01		<b>Value Education - 1:</b> Essentials of Humanity*	2	1	50	50	50	
		<b>Total</b>	<b>30</b>	<b>24</b>				
2	1	23UTA21GL02	General Tamil - 2	4	3	100	100	100
		23UFR21GL02	French - 2					
		23UHI21GL02	Hindi - 2					
		23USA21GL02	Sanskrit - 2					
	2	23UEN22GE02	General English - 2	5	3	100	100	100
	3	23UCR23CC03	<b>Core Course - 3:</b> TallyPrime	3	3	100	100	100
		23UCR23CC04	<b>Core Course - 4:</b> Corporate and Business Law - 2**	4	4	100	100	100
		23UCR23CC05	<b>Core Course - 5:</b> Business Economics	4	4	100	100	100
		23UCR23AC02	<b>Allied Course - 2:</b> Business Statistics	6	4	100	100	100
	4	23UHE24VE02	<b>Value Education - 2:</b> Fundamentals of Human rights*	2	1	50	50	50
		23UHE24AE01	<b>Ability Enhancement Compulsory Course - 1:</b> Environmental Studies*	2	1	50	50	50
	-	Extra Credit courses (MOOC / Certificate courses) - 1	-	(3)				
		<b>Total</b>	<b>30</b>	<b>23(3)</b>				
3	1	23UTA31GL03	General Tamil - 3	4	3	100	100	100
		23UFR31GL03	French - 3					
		23UHI31GL03	Hindi - 3					
		23USA31GL03	Sanskrit - 3					
	2	23UEN32GE03	General English - 3	5	3	100	100	100
	3	23UCR33CC06	<b>Core Course - 6:</b> Financial Reporting -1**	5	5	100	100	100
		23UCR33CC07	<b>Core Course - 7:</b> Basics of Cost Accounting**	5	5	100	100	100
		23UCR33CC08	<b>Core Course - 8:</b> Business Analytics	3	3	100	100	100
		23UCR33IS02	Summer Internship	-	2	100	100	100
		23UCR33AO01A	<b>Allied Optional - 1:</b> Marketing Management	6	4	100	100	100
		23UCR33AO01B	<b>Allied Optional - 1:</b> Customer Relationship Management					
4	23UHE34VE03A	<b>Value Education - 3:</b> Social Ethics - 1*	2	1	50	50	50	
	23UHE34VE03B	<b>Value Education - 3:</b> Religious Doctrine - 1*						
	-	Extra Credit courses (MOOC / Certificate courses) - 2	-	(3)				
		<b>Total</b>	<b>30</b>	<b>26(3)</b>				

4	1	23UTA41GL04	General Tamil - 4: வணிகத் தமிழ் (Business Tamil)	4	3	100	100	100
		23UFR41GL04	French - 4					
		23UHI41GL04	Hindi - 4					
		23USA41GL04	Sanskrit - 4					
	2	23UEN42GE04	General English - 4	5	3	100	100	100
	3	23UCR43CC09	<b>Core Course - 9:</b> Financial Reporting - 2**	5	4	100	100	100
		23UCR43CC10	<b>Core Course - 10:</b> Financial Management - 1**	5	5	100	100	100
		23UCR43CC11	<b>Core Course - 11:</b> Fundamentals of Marketing Analytics	3	3	100	100	100
		23UCR43AO02A	<b>Allied Optional - 2:</b> Research Methodology	6	4	100	100	100
		23UCR43AO02B	<b>Allied Optional - 2:</b> Modern Banking					
	4	23UHE44VE04A	<b>Value Education - 4:</b> Social Ethics - 2*	2	1	50	50	50
		23UHE44VE04B	<b>Value Education - 4:</b> Religious Doctrine - 2*					
		-	Extra Credit courses (MOOC / Certificate courses) - 3	-	(3)			
			<b>Total</b>	<b>30</b>	<b>23(3)</b>			
5	3	23UCR53CC12	<b>Core Course - 12:</b> Financial Management - 2**	4	4	100	100	100
		23UCR53CC13	<b>Core Course - 13:</b> Audit and Assurance**	4	4	100	100	100
		23UCR53CC14	<b>Core Course - 14:</b> Direct Taxation**	4	4	100	100	100
		23UCR53CC15	<b>Core Course - 15:</b> Governance, Risks and Ethics	3	2	100	100	100
		23UCR53CC16	<b>Core Course - 16:</b> Fundamentals of Financial Analytics	3	2	100	100	100
		23UCR53PW01	Project Work and Viva Voce	-	2	100	100	100
		23UCR53ES01A	<b>Discipline Specific Elective - 1:</b> Human Resource Management	5	3	100	100	100
		23UCR53ES01B	<b>Discipline Specific Elective - 1:</b> Labour Laws					
		23UCR53ES02A	<b>Discipline Specific Elective - 2:</b> Security Analysis	5	3	100	100	100
		23UCR53ES02B	<b>Discipline Specific Elective - 2:</b> Entrepreneurship in Practice					
	4	23USS54SE01	<b>Skill Enhancement Course - 2:</b> Soft Skills	2	1	100	-	100
	-	Extra Credit courses (MOOC / Certificate courses) - 4	-	(3)				
		<b>Total</b>	<b>30</b>	<b>25(3)</b>				
6	3	23UCR63CC17	<b>Core Course - 17:</b> Management Accounting**	5	5	100	100	100
		23UCR63CC18	<b>Core Course - 18:</b> Financial Services	5	4	100	100	100
		23UCR63CC19	<b>Core Course - 19:</b> Performance Management**	5	4	100	100	100
		23UCR63CC20	<b>Core Course - 20:</b> Goods and Services Tax**	5	4	100	100	100
		23UCR63CC21	<b>Core Course - 21:</b> Fundamentals of HR Analytics	3	2	100	100	100
		23UCR63ES03A	<b>Discipline Specific Elective - 3:</b> Strategic Management	5	3	100	100	100
		23UCR63ES03B	<b>Discipline Specific Elective - 3:</b> Economics for Finance					
	4	23UCR64SE02	<b>Skill Enhancement Course - 3 (WD):</b> Quantitative Aptitude	2	1	100	-	100
	-	Extra Credit courses (MOOC / Certificate courses) - 5	-	(3)				
		<b>Total</b>	<b>30</b>	<b>23(3)</b>				
2 - 6	5	23UCW65OR01	Outreach Programme (SHEPHERD)	-	4			
1 - 6			<b>Total (3 Years)</b>	<b>180</b>	<b>148(15)</b>			

\*\*ACCA Subjects

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

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

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

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

அலகு - 1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

(10 மணி நேரம்)

**1. இலக்கணம் :**

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

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

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

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

2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு

3. அற இலக்கியம்-பதினெண்கீழ்க்கணக்கு நூல்கள்

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

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

அலகு - 2 சங்க இலக்கியம்

(15 மணி நேரம்)

**எட்டுத்தொகை :**

6. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்

7. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே

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

9. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி

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

**பத்துப்பாட்டு:**

முல்லைப்பாட்டு (முழுவதும்)

அலகு - 3 அற இலக்கியம்

(10 மணி நேரம்)

12. திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம்

13. நாலடியார்-பாடல்: 131 (குஞ்சியழகும்)

14. நான்மணிக்கடிகை-நிலத்துக்கு அணியென்ப

15. பழமொழி நானூறு- தம் நடை நோக்கார்

16. இனியவை நாற்பது- 37. இளமையை மூப்பு என்று

அலகு - 4 காப்பிய இலக்கியம்

(20 மணி நேரம்)

17. சிலப்பதிகாரம் - வழக்குரைகாதை

18. மணிமேகலை- பாத்திரம் பெற்ற காதை

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

அலகு - 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

(15 மணி நேரம்)

23. பக்தி இலக்கியம்:

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

24. பகுத்தறிவு இலக்கியம் :

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

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

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

Websites and eLearning Sources

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



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

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

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

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

**UNIT I (15 Hours)**

- Salut ! Enchanté

**UNIT II (15 Hours)**

- J'adore

**UNIT III (15 Hours)**

- Tu veux bien ?

**UNIT IV (15 Hours)**

- On se voit quand ?

**UNIT V (15 Hours)**

- Bonne idée

<b>Teaching Methodology</b>	Videos, Audios, PPT presentation, Role-play, Quiz
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**Book for Study**

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

**Books for Reference**

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

**Websites and eLearning Sources**

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

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

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

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

### Course Objectives

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

#### UNIT I: Buniyadi Hindi (15 Hours)

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

#### UNIT II: Hindi Shabdavali (15 Hours)

- Rishto ke Naam
- Gharelu padartho ke Naam

#### UNIT III: Vyakaran (15 Hours)

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

#### UNIT IV: Chote Gadyansh ka pattan (15 Hours)

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

#### UNIT V: Nibandh (15 Hours)

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

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

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

#### Books for Reference

1. Abdul Kalam, A. P.J. (2020). *Mere sapnom ka Bharath*, Prabath Prakashan, Noida.
2. Singh, L.P. (2017). *Kavya ke sopan*, Bharathy Bhavan Prakashan.
3. Kumar, A. (2019). *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher.
4. (2018). *Adhunik Hindi Vyakaran our Rachana*, Bharati Bhavan Publishers & distributors.
5. Shukla, A.R. (2022). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

## Websites and e-Learning Sources

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

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

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

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

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

## UNIT I (15 Hours)

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

#### Grammar:

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

## UNIT II (15 Hours)

### Introduction to Rāmāyana, Kālidāsa and his poetic works

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

## UNIT III (15 Hours)

### Introduction to the works of Bhāravi -

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

## UNIT IV (15 Hours)

### Introduction to the works of ŚrīHarṣha -

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

## UNIT V (15 Hours)

#### Grammar:

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

- (i) गच्छत (Gacchati) (ii) ततष्ठत (Tiṣṭhati) (iii) पठत (Paṭhati)  
 (iv) नृत्यत (Nrtyati) (v) कुप्यत (Kupyati) (vi) कथयत (Kathayati)  
 (vii) गणयत (Gaṇayati) (viii) अतत (Asti)  
 (ix) करोत (Karoti) (x) शृणोत (Śṛṇoti)

Indeclinables (Avyayaani) - अतप (api), कदा (kadā), च (ca), अद्य (adya), तवना (vinā), सह (saha), तत्र (tatra), कम् (kim), यद् (yadi) - तर्ह (tarhi), यथा (yathā) - तथा (tathā) Prefixes (Upasargas) - आङ् (āñ), तव (vi), परर (pari), अनु (anu), अति (adhi), उत् (ut), प्रत (prati), उप (upa), प्र (pra) तनर् (nir)

Teaching Methodology	Videos, PPT, demonstration.
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### Book for Study

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

### Book for Reference

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

### Websites and e-Learning Sources

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

3. [https://www.newworldencyclopedia.org/entry/Sanskrit\\_literature](https://www.newworldencyclopedia.org/entry/Sanskrit_literature)
4. <https://archive.org/details/AShortHistoryOfsanskritLiterature>
5. [https://archive.org/details/raghuvamsha\\_with\\_sanjivini\\_edited\\_by\\_mr\\_kale](https://archive.org/details/raghuvamsha_with_sanjivini_edited_by_mr_kale)

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

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

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

### Course Objectives

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

To help them acquire the attribute of empathy

To assist them in acquiring creative and critical thinking abilities

To enable them to learn the basic grammar

To assist them in developing LSRW skills

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

#### Life Story

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

#### Poem

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

### UNIT II: Empathy (15 Hours)

#### Poem

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

#### Short Story

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

### UNIT III: Parts of Speech (15 Hours)

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

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

#### Poem

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

#### Readers Theatre

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

### Unit V: Paragraph and Essay Writing (15 Hours)

- Descriptive
- Expository
- Persuasive
- Narrative
- Reading Comprehension

<b>Teaching Methodology</b>	Interactive methods, and multimedia presentations
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### Books for Study

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

### Books for Reference

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

### Websites and eLearning Sources

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCR13CC01	Core Course - 1: Financial Accounting	5	4

### Course Objectives

To understand the basic purpose of financial accounting in recording and summarizing financial transactions
To describe the qualitative characteristics of financial statements and their significance in financial reporting
To execute the double-entry accounting system and comprehend the concept of duality for accurate recording of transactions
To apply advanced recording techniques and principles in accounting for various transactions and events
To analyse and interpret complex financial statements and apply advanced financial analysis techniques

#### UNIT I: Purpose of financial accounting (15 Hours)

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

#### UNIT II: Qualitative characteristics of financial statements (15 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 (15 Hours)

Main data sources for accounting - different business documents such as sales order, purchase order, goods received note, quotation, goods dispatched 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 (15 Hours)

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

#### UNIT V: Trial balance, financial statements (15 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 utilization.

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

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

#### Books for Reference

1. Jain, S. P, & Narang, K. L. (2020). *Financial Accounting*. Kalyani Publishers.
2. Grewal, T. S. & Shukla, M. C. (2019). *Financial Accounting*. S. Chand Publications.
3. Paul, S. K. (2016). *Financial Accounting*. New Central Book Agency.

NOTE: Latest Edition of Textbooks May be Used

#### Websites and eLearning Resources

1. <https://opentuition.com/acca/fa/acca-financial-accounting-fa-notes/>
2. <https://files.fm/f/upu9estpj>
3. <https://pakaccountants.com/acca/f1/notes/>

Course Outcomes		
CO No.	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, the students will be able to	
<b>CO1</b>	describe the purpose and conceptual framework of Financial Accounting	<b>K1</b>
<b>CO2</b>	explain the qualitative characteristics of financial statements	<b>K2</b>
<b>CO3</b>	relate business documents with transactions and journalize them through double entry system	<b>K3</b>
<b>CO4</b>	examine the procedures related to accounting and Valuation of Assets	<b>K4</b>
<b>CO5</b>	prepare and Interpret the financial statements through ratio analysis	<b>K5</b>

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
<b>1</b>	<b>23UCR13CC01</b>	<b>Core Course - 1: Financial Accounting</b>									<b>5</b>	<b>4</b>
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
<b>CO1</b>	3	3	2	2	1	3	3	3	3	1	<b>2.4</b>	
<b>CO2</b>	3	3	2	2	1	3	3	3	2	1	<b>2.3</b>	
<b>CO3</b>	3	3	3	3	2	3	3	3	2	1	<b>2.6</b>	
<b>CO4</b>	3	3	3	2	1	3	3	3	2	1	<b>2.4</b>	
<b>CO5</b>	3	3	3	2	1	3	3	2	2	1	<b>2.3</b>	
<b>Mean Overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCR13CC02	Core Course - 2: Organisation Management	4	4

### Course Objectives

To understand the purpose and types of business and how they interact with the key stakeholders and the external environment
To understand business organisation structure, functions and role of corporate governance
To apply the tools of performance measurement in profit and not-for-profit organisations
To analyse and use multiple business models to address the strategic performance issues in complex business structures
To learn the application of various professional skills in the process of creating solutions towards problems faced in the field performance management

#### UNIT I: Types of organization & 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 organization -internal &external - objectives of stakeholders - how an organization should satisfy these objectives - the power & interest of stakeholders in the organization (use of Mendelow matrix)

#### UNIT II: Effect of Political and Economic Environment on Organization (12 Hours)

Political & legal factors - how the policy framework of political system & legal framework influence the business organization 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 Organization (12 Hours)

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

#### UNIT IV: Organization Structure (12 Hours)

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

#### UNIT V: Organisation Governance (12 Hours)

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

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

1. ACCA Study Material, F1. Kaplan Publishing.
2. Pravin, D. (2019). *Principles of Management*, (2nd Ed.). Pearson India Education Services Pvt. Ltd

#### Books for Reference

1. Prasad, L. M. (2019). *Principles & Practice of Management*. S. Chand & Sons.
2. Tripathi, P. C. & Reddy, P. N. (2017). *Principles of Managements*. Tata McGraw-Hill.
3. Bhushan, Y. K. (2013). *Fundamentals of Business Organisation and Management*, (19th Ed.). S. Chand & Sons.
4. Gupta, C. B. (2021). *Management Theory & Practice*. S. Chand & Sons.

## Websites and eLearning Sources

1. <https://www.mckinsey.com/>
2. <https://hbr.org/>
3. <https://www.accaglobal.com/gb/en/professional-insights.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	describe the principles and features of various types of business organizations	K1
CO2	indicate different political, legal and macro-economic factors affecting business organization	K2
CO3	illustrate the significances of Social and Technological factors in the Organization structure	K3
CO4	analyze and Explain the suitability of various organization structures	K4
CO5	defend the decisions regarding organization governance like span of control, degree of centralization, shared services etc	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCR13CC02	Core Course - 2: Organisation Management									4	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	2	2	3	2	2	2	2.2	
CO2	2	2	2	2	3	3	2	2	2	2	2.2	
CO3	2	2	3	2	2	2	2	3	2	3	2.3	
CO4	2	3	2	2	3	2	3	2	2	3	2.4	
CO5	3	2	2	2	2	2	3	2	2	3	2.3	
<b>Mean Overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
1	23UCR13AC01	Allied Course -1: Business Mathematics	5	3

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

**UNIT I: Introduction to Indices and Arithmetic Progression (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: Differentiation of Functions (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: Integration of Functions (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: Matrices (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: Linear Programming (15 Hours)**

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

<b>Teaching Methodology</b>	Chalk and talk, Demonstration, problem solving, flipped learning,
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**Book for Study**

1. Sanchetti, D. C. & Kapoor, V. K. (2019). *Business Mathematics*, (11th Ed.). S. Chand & Sons.

**Books for Reference**

1. Vittal, P. R. (2018). *Business Mathematics*. Margham Publications.
2. Kapoor, V. K. (2009). *Introductory to Business Mathematics*. S. Chand & Sons.
3. Navaneetham, P. A. (2008). *Business Mathematics and Statistics*. Jai Publishers.

**Website and eLearning Source**

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

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UCR13AC01	Allied Course -1: Business Mathematics								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	2	2	1	2	3	3	3	2	2.1
CO2	2	1	1	2	2	3	2	3	2	3	2.1
CO3	2	3	1	2	1	3	3	3	2	3	2.3
CO4	2	3	1	2	1	3	3	3	2	3	2.3
CO5	1	2	1	2	2	3	2	3	3	3	2.2
<b>Mean Overall Score</b>											<b>2.2 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCR14FC01	Foundation Course: Communicative English	2	2

Course Objectives
To describe their observations and experiences effectively, using appropriate language and expressions
To demonstrate a comprehensive understanding of the underlying meanings in various texts, such as articles, stories, and dialogues
To utilize conversational English proficiently to communicate with friends and peers, employing appropriate vocabulary and grammar
To infer contextual meanings from written and spoken material, developing their ability to grasp implicit information
To improve their Listening, Reading, Speaking, and Writing skills, becoming more adept at comprehending and expressing ideas in English

**UNIT I (6 Hours)**  
 Exchanging Greetings - About Me -Small Talk-My Daily Routine-Short Story into a Play Friend's Daily Routine-Ask Your Classmate-Composition: My Classmate-Asking for Clarification-Introducing a Topic

**UNIT II (6 Hours)**  
 Rhyming Words-Declamation 1-What Will Happen-Every Drop Counts-Comprehend in Characters- Complimenting and Thanking-Visual Comprehension-Making & Responding to Requests-Declamation 2-Pronoun Classification

**UNIT III (6 Hours)**  
 Pronouns: I, Me, He, Him- Pronouns: She, Her, We, Us -Pronouns: They, Them-Reflexive Pronouns- Erroneous Pronouns- Composition: The Perspective- Making and Accepting an Apology- Use of Preposition of Place-Using Preposition of Place-Tips on Preposition of Movement

**UNIT IV (6 Hours)**  
 Using Preposition of Movement-Preposition: Visual Talk-Preposition of Time-Let's Go Shopping- Giving and Asking for Opinion- The Air We Breathe-Using Things Creatively Transition-Sequencing- Composition: Sequence

**UNIT V (6 Hours)**  
 Questions and Answers-Past Tense Practice-Rewriting Irregular Verbs- Problem Solving: Role Play- Who Does What? -Comparing and Contrasting -Controlled Composition -Story Translation Action Words Dictation -Composition: Past Tense

<b>Teaching Methodology</b>	Lecturing, PPT, Group discussions and Role Play.
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### Book for Study

1. Joy J. L. *Learning to Communicate*

### Books for Reference

1. Tricia, A. (2002). *Test Your Listening*. Pearson.
2. Fitikides, T. J. (2002). *Common Mistakes in English*, (6th Ed.). Longman.
3. Wainwright, G. R. (2007). *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall*, (3rd Ed.). Oxford

*NOTE: Latest Edition of Textbooks May be Used*

### Websites and eLearning 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/>



Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	on successful completion of this course, students will be able to	K1
CO2	describe what they observe and experience	K2
CO3	understand the underlying meaning in a text	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCR14FC01	Foundation Course: Communicative English									2	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2	2	3	2	3	3	2	3	2	2	2.3	
CO3	2	3	2	3	2	2	3	2	3	2	2.4	
<b>Mean Overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UCR14SE01	<b>Skill Enhancement Course - 1:</b> Corporate and Business Law - 1	2	2

Course Objectives				
To define and understand the various elements of Contract Act				
To identify the legal provisions of special contracts of the Indian Contract Act				
To bring out the differences between bailment and pledge				
To Explain and discuss the overview of the Companies Act, 2013				
To familiarize with the provisions relating to Documents of Corporates and Stock transactions				

**UNIT I: General Elements of Contract (6 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 (6 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 (6 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 (6 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 (6 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, Buy back and provisions regarding buy back; Issue of bonus shares.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
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**Books for Study**

1. Kapoor, N. D. (2019). *Elements of Mercantile Law*. S. Chand & Sons.
2. Kapoor, N. D. (2019). *Elements of Company Law*. S. Chand & Sons.

**Books for Reference**

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

**Websites and eLearning Resources**

1. <https://www.claonline.in/>
2. <https://www.mca.gov.in/content/mca/global/en/home.html> 3.
3. <http://epgp.inflibnet.ac.in/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	identify the features, duties and responsibilities of parties involved in Bailment and Pledge	K3
CO2	examine the legal provisions related to formation of various types of Companies	K4
CO3	comply with the provisions of corporate documents, transmission and Buy back of shares	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UCR14SE01	Skill Enhancement Course - 1: Corporate and Business Law - 1									2	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	2	2	3	3	3	2	2	2.6	
CO2	3	3	3	2	2	3	3	3	2	2	2.6	
CO3	3	3	3	2	2	3	3	2	2	2	2.5	
<b>Mean Overall Score</b>											<b>2.6 (High)</b>	

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

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

**UNIT I: Principles of Value Education (6 Hours)**

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

**UNIT II: Development of Human Personality (6 Hours)**

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

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

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

**UNIT IV: Responsible Parenthood (6 Hours)**

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

**UNIT V: Gender Equality and Empowerment (6 Hours)**

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

<b>Teaching Methodology</b>	Chalk and Talk, Power point
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**Book for Study**

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

**Books for Reference**

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

**Websites and eLearning Sources**

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

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UHE14VE01	Value Education - 1: Essentials of Humanity								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	2	3	3	2.8
CO2	3	2	2	3	3	2	3	3	2	2	2.5
CO3	2	3	3	3	2	3	3	3	3	3	2.8
<b>Mean Overall Score</b>										<b>2.7 (High)</b>	

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

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

**அலகு - 1** (12 மணிநேரம்)

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

**அலகு - 2** (12 மணிநேரம்)

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

**அலகு-3** (12 மணி நேரம்)

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

**அலகு - 4** (12 மணிநேரம்)

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

**அலகு - 5** (12 மணிநேரம்)

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

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

1. தமிழாய்வுத்துறை (2023). பொதுத்தமிழ் -2, தூய வளனார் தன்னாட்சிக் கல்லூரி.
2. தமிழாய்வுத்துறை (2021). நற்றமிழ்க் கோவை, தூய வளனார் தன்னாட்சிக் கல்லூரி.

## Websites and eLearning Sources

1. <https://www.chennaiibrary.com/bharathiyar/kuyilpattu.html>
2. [www.tamildigitallibrary.in](http://www.tamildigitallibrary.in)
3. <https://eluthu.com/kavithai>
4. [https://podhutamizh.blogspot.com/2017/09/blog-post\\_42.html](https://podhutamizh.blogspot.com/2017/09/blog-post_42.html)
5. <https://thamizhsudar.com>
6. <https://ta.wikipedia.org/wiki>

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

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

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

### Course Objectives

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

#### UNIT I (12 Hours)

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

#### UNIT II (12 Hours)

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

#### UNIT III (12 Hours)

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

#### UNIT IV (12 Hours)

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

#### UNIT V (12 Hours)

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



- PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

<b>Teaching Methodology</b>	Chalk and talk, visual cues like flashcards, one to one conversation
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### Book for Study

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

### Books for Reference

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

### Websites and eLearning Sources

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

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

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

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

### Course Objectives

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

#### UNIT I (12 Hours)

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

#### UNIT II (12 Hours)

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

#### UNIT III (12 Hours)

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

#### UNIT IV (12 Hours)

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

#### UNIT V (12 Hours)

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

<b>Teaching Methodology</b>	Peer Instruction Exercise, Videos, PPT, Quiz, Group Discussion
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#### Books for Study

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

## Books for Reference

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

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

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

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

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

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

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

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

**UNIT III** (12 Hours)  
Lang lakaarah Kriyapadaani Prayoga Vivaranam

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

**UNIT V** (12 Hours)  
Suvacanani Vakya Prayoga Vivaranam

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

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

**Books for Reference**

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

**Websites and eLearning Sources**

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

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

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

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

### Course Objectives

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

#### UNIT I

(15 Hours)

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

#### UNIT II

(15 Hours)

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

#### UNIT III

(15 Hours)

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

#### UNIT IV

(15 Hours)

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

## UNIT V

(15 Hours)

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

<b>Teaching Methodology</b>	Lecture Method, Use of ICT Tools and Interactive method
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### Book for Study

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

### Books for Reference

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

### Websites and eLearning Sources

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

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

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



Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCR23CC03	Core Course - 3: TallyPrime	3	3

Course Objectives
To objectively present the principles of accounting and utilise Tally software.
To examine the practical applications of Tally Prime in record-keeping for both Accounts and Inventory modes.
To utilise Tally Prime tools effectively for managing Accounts Payable, Accounts Receivable, Budgets, and the maintenance of cost centres.
To propose suitable models to implement GST, TDS, and Payroll functions using Tally Prime.
To evaluate Management Information System (MIS) reports and use them proficiently to handle business data.

**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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
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**Books for Study**

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

**Books for Reference**

1. Soumya, R.B. (2020). *Learn Tally ERP 9*. B.K. Publication Pvt Ltd.
2. Shraddha, S., & Navneet, M. (2020). *Tally ERP 9 - Power of simplicity*. V & S Publishers.
3. Sarthi, T. (2020). *GST & Taxation in Tally Prime*. Notion Press.

**Websites and eLearning Sources**

1. <https://www.tally.com.sg/download>
2. <https://help.tallysolutions.com/tally-prime/>
3. <https://tallysolutions.com/features/#gref>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	describe the concepts of accounting and tally	K1
CO2	discuss the uses of Tally Prime to maintain records in Accounts and Inventory mode	K2
CO3	apply tools in Tally Prime for Management of Accounts payable and Receivable, Budgets and maintenance of cost centres	K3
CO4	recommend models for GST, TDS, Payroll using Tally Prime	K4
CO5	assess MIS reports and Manage business data	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
2	23UCR23CC03		Core Course - 3: TallyPrime					3	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	2	2	2	2	2	2.0
CO2	2	3	3	2	2	2	2	2	3	2	2.3
CO3	2	2	2	3	3	2	2	3	2	3	2.5
CO4	2	3	2	2	2	2	3	3	3	2	2.4
CO5	3	3	3	2	3	2	3	2	2	3	2.5
<b>Mean Overall Score</b>											<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCR23CC04	<b>Core Course - 4:</b> Corporate and Business Law - 2	4	4

Course Objectives
To describe the principles governing legally binding agency contracts and partnership contracts.
To identify the legal provisions outlined in the Sales of Goods Act and Consumer Protection Act that must be adhered to in business.
To apply the legal provisions stipulated in the Partnership Act.
To examine the procedural aspects and legal provisions within the Companies Act that are relevant to the management of companies.
To ensure compliance with legal provisions concerning auditing, dividend payment, winding up of a company, insider trading, and whistle-blowing.

**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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
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### Books for Study

1. Kapoor, N. D. (2019). *Elements of Mercantile Law*. Sultan Chand & Sons.
2. Kapoor, N. D. (2019). *Elements of Company Law*. Sultan Chand & Sons.

### Books for Reference

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

### Websites and eLearning Sources

1. <https://www.mca.gov.in/content/mca/global/en/home.html>
2. <https://consumeraffairs.nic.in/acts-and-rules/consumer-protection>
3. [https://www.mca.gov.in/Ministry/actsbills/pdf/Partnership\\_Act\\_1932.pdf](https://www.mca.gov.in/Ministry/actsbills/pdf/Partnership_Act_1932.pdf)
4. <https://www.indiacode.nic.in/bitstream/123456789/2390/1/193003.pdf>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	describe the principles of legally binding agency contract and Partnership Contract	K1
CO2	identify legal provisions of Sales of Goods Act and consumer protection act to be followed in business	K2
CO3	apply legal provisions of Partnership Act	K3
CO4	examine the procedural aspects and legal provisions of Companies Act related management of companies.	K4
CO5	comply with legal provisions relating to auditing, dividend payment winding up of a company, insider trading and whistle blowing	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UCR23CC04	Core Course - 4: Corporate and Business Law - 2									4	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	2	2	3	2	1	3	2	2.3	
CO2	3	3	3	3	1	2	3	3	1	2	2.4	
CO3	2	3	3	3	3	2	2	3	2	3	2.6	
CO4	3	2	3	3	3	2	3	3	2	3	2.7	
CO5	3	3	3	3	2	3	3	2	2	2	2.6	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCR23CC05	Core Course - 5: Business Economics	4	4

### Course Objectives

To elucidate various theories, concepts, and elements of business economics.
To analyse and illustrate the role and relevance of demand and supply in business applications.
To explain the determinants of supply and pricing decisions under various market structures.
To compare and contrast different economic systems and policies.
To analyse and succinctly summarize the macro-economic environment.

### UNIT I: Introduction to Business Economics (12 Hours)

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

### UNIT II: Demand Analysis (12 Hours)

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

### UNIT III: Supply and Pricing (12 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 (12 Hours)

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

### UNIT V: Macro Economic Environment (12 Hours)

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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
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### Book for Study

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

### Books for Reference

1. Pindyck, R. S., Rubinfeld, D. L. & Mehta, P. L. (2012). *Microeconomics*. Pearson Education.
2. Mankiw, N. G. (2018). *Principles of Micro Economics*. Cengage Learning.
3. Maddala, G. S. & Miller, E. (1989). *Microeconomics: Theory and Applications*.

McGraw-Hill Education.

4. Paul, A., Samuelson., William, D.N. (2009). *Microeconomics*. McGraw-Hill Education.
5. Cherunilam., & Francis. (2005). *Business Environment*. Himalaya Publishing House.

### Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	describe various theories, concepts and elements of business Economics	K1
CO2	analyze and illustrate the role and relevance of demand and supply in business applications	K2
CO3	explain the determinants of supply and pricing decisions under various market structure	K3
CO4	compare and contrast different economic systems and polices.	K4
CO5	analyze and summarize macro-economic environment	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UCR23CC05	Core Course - 5: Business Economics									4	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	2	2	3	2	2	2	2.2	
CO2	2	2	2	2	3	3	2	2	2	2	2.2	
CO3	2	2	3	2	2	2	2	3	2	3	2.3	
CO4	2	3	2	2	3	2	3	2	2	3	2.4	
CO5	3	2	2	2	2	2	3	2	2	3	2.3	
<b>Mean Overall Score</b>											<b>2.2(High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UCR23AC02	Allied Course - 2: Business Statistics	6	4

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

#### UNIT I (18 Hours)

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

#### UNIT II (18 Hours)

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

#### UNIT III (18 Hours)

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

#### UNIT IV (18 Hours)

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

#### UNIT V (18 Hours)

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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning
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#### Books for Study

- Gupta, S. P. (2005). *Statistical Methods*, (33rd Ed.), Sultan Chand & Sons.  
**Unit-I Chapter 7 (Vol. I), Pages 177-189, 196-222, Chapter 8 (Vol. I), Pages 268-289,**

293-301.

**Unit-II** Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382, 386-393, 404- 408, Chapter 12 (Vol. I), Pages 478- 488.

**Unit-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 & Sanjaya, S. (2009). *Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS*, (2nd Ed.). Sage Publications Pvt. Ltd.,

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

#### Books for Reference

- Vijaya, K. & Sivathanu, P. (2011). *Statistics for Beginners*. Atlantic Books.
- Eelko, H. (2007). *Applied Statistics with SPSS*. SAGE Publications Pvt. Ltd.,

#### Websites and eLearning Sources

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
2	23UCR23AC02		Allied Course - 2: Business Statistics					6	4		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	1	1	3	2	3	2	3	2.2
CO2	1	2	3	2	3	2	3	2	3	2	2.3
CO3	2	3	2	1	2	3	3	2	2	3	2.3
CO4	1	2	2	2	3	1	3	2	2	3	2.1
CO5	1	2	2	3	1	2	3	2	2	3	2.1
<b>Mean Overall Score</b>											<b>2.2 (High)</b>



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

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

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

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

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

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

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

<b>Teaching Methodology</b>	Chalk and Talk, Power point, Handouts and Group discussion
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**Book for Study**

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

**Books for Reference**

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

**Websites and eLearning Sources**

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

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

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

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

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

**UNIT I: Introduction to Environmental Studies (6 Hours)**

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

**UNIT II: Natural Resources (6 Hours)**

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

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

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

**UNIT IV: Environmental Pollution (6 Hours)**

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

**UNIT V: Environmental Organizations and Treatise (6 Hours)**

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

<b>Teaching Methodology</b>	Chalk and Talk, Power point and Field visit
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**Book for Study**

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

**Books for Reference**

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

**Websites and eLearning Sources**

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

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

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

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

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

#### அலகு - 1

(12 மணி நேரம்)

##### ஒளவையார்

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

இனியது கேட்கின் (55) தாயொடு அறுசுவை (64)

##### காளமேகப் புலவர் -

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

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

துதிவாணி வீரம் (80)

இராமச்சந்திர கவிராயர் - வஞ்சகர்பா னடந்தலைந்த - 19

பொற்களந்தைப் படிக்காகத் தம்பிரான் - குட்டுதற்கோபிள்ளைப் பாண்டிய - 21

தமிழ்விடுதாது,- கண்ணிகள் 19 முதல் 62 வரை

கலிங்கத்துப்பரணி - தேவியைப் பரவியது, பாடல் 121 முதல் 134 வரை

#### அலகு - 2

(12 மணி நேரம்)

முகூடற்பள்ளு - நாட்டுப்படலம் பாடல்கள் 19 - முதல் 27 வரை

முத்துகுமாரசாமி பிள்ளைத்தமிழ் - அம்புலிப்பருவம் முதல் 5 பாடல்கள்

அறிஞர் அண்ணா - வேலைக்காரி நாடகம்

#### அலகு - 3

(12 மணி நேரம்)

திருக்குறறாலக்குறவஞ்சி - மலைவளம் (6 பாடல்கள்)

இலக்கியவரலாறு - சிற்றிலக்கியங்கள்

நற்றமிழ்க்கோவை கட்டுரைகள் 7, 8, 9

#### அலகு - 4

(12 மணி நேரம்)

தாயுமானவர் திருப்பாடல்கள் - பராபரக்கண்ணி 7 முதல் 30 வரை உள்ள கண்ணிகள்

இலக்கணம் - அணிகள்

குணங்குடி மஸ்தான் சாகிபு - குறை இரங்கி உரைத்தல் - 7 பாடல்கள்

#### அலகு - 5

(12 மணி நேரம்)

திருவருட்பா - திருக்கதவம் திறத்தல்

இலக்கிய வரலாறு - இடைக்காலப் புலவர்கள், நாடகத்தமிழ்

நற்றமிழ்க்கோவை - கட்டுரைகள் - 10, 11, 12

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

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

#### பார்வை நூல்கள்

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

#### Websites and eLearning Sources

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

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

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

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

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

### Course Objectives

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

#### UNIT I (12 Hours)

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

#### UNIT II (12 Hours)

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

#### UNIT III (12 Hours)

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

#### UNIT IV (12 Hours)

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

**UNIT V**
**(12 Hours)**

- **TITRE:** Félicitations! / On voyage!
- **GRAMMAIRE :** les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : 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

<b>Teaching Methodology</b>	PPT Presentation, Seminar, Video Assignments
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**Book for Study**

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

**Books for Reference**

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

**Websites and eLearning Sources**

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

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

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



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

### Course Objectives

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

#### UNIT I (12 Hours)

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

#### UNIT II (12 Hours)

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

#### UNIT III (12 Hours)

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

#### UNIT IV (12 Hours)

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

#### UNIT V (12 Hours)

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

<b>Teaching Methodology</b>	Videos, PPT, Quiz, Group Discussion, Case Based Problem Solving
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#### Books for Study

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

#### Books for Reference

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

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

### Websites and eLearning Sources

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

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

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

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

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

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

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

**UNIT III** (12 Hours)  
Vedas - Vedangas vivaranam

**UNIT IV** (12 Hours)  
Asta dasha Purana and Dashopanishads

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

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

1. Vedic literature
2. Ramodantam

**Books for Reference**

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

**Websites and eLearning Sources**

1. <https://www.scribd.com/doc/210917188/Sri-Ramodantam-Sanskrit-Text-With-English-Translation>
2. <http://www.sushmajee.com/ms-ppp/text/ved-notes.pdf>
3. <https://occr.org.in/publication/Vedanga.pdf>
4. [https://www.forgottenbooks.com/en/download/TheThirteenPrincipalUpanishadsTranslatedFromtheSanskrit\\_10017247.pdf](https://www.forgottenbooks.com/en/download/TheThirteenPrincipalUpanishadsTranslatedFromtheSanskrit_10017247.pdf)
5. <https://www.learn Sanskrit.org/guide/uninflected-words/the-upasarga/>

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

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

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

### Course Objectives

To develop strategies to enhance reading skills through teacher-led practices, promoting comprehension, critical analysis, and creative engagement with various genres.
To strengthen informal and formal letter writing skills.
To analyze and appreciate different literary forms, including anecdotes, biographies, poems, and prose, fostering critical thinking and creative expression.
To practice applying grammatical structures, including the simple future and future continuous tenses, in writing tasks.
To engage in critical discussions through reading and writing about societal issues.

### UNIT I: Suggestions to Develop Your Reading Habit (13 Hours)

- 1.0 Introduction
- 1.1 Objectives
- 1.2 Listening and Reading Skills through Teacher-led Reading Practice
- 1.3 Glossary
  - 1.3.1 Words
  - 1.3.2 Phrases
- 1.4 Reading Comprehension
- 1.5 Critical Analysis
- 1.6 Creative Task
- 1.7 General Writing Skill: Letter Writing: Informal
- 1.8 Grammar: Simple Present Tense

### UNIT II: The Secret of Success: An Anecdote (13 Hours)

- 1.9 Introduction
- 2.0 Objectives
- 2.1 Listening and Reading Skills through Teacher-led Reading Practice
- 2.2 Glossary
  - 2.3.1 Words
  - 2.3.2 Phrases
- 2.4 Reading Comprehension
- 2.5 Critical Analysis
- 2.6 Creative Task
- 2.7 General Writing Skills: Letter Writing: Formal
- 2.8 Grammar: Present Continuous Tense

### UNIT III: The Impact of Liquor Consumption on the Society (13 Hours)

- 2.9 Introduction
- 3.0 Objectives
- 3.1 Listening and Reading Skills through Teacher-led Reading Practice
- 3.2 Glossary
  - 3.3.1 Words
  - 3.3.2 Phrases
- 3.4 Reading Comprehension
- 3.5 Critical Analysis
- 3.6 Creative Task
- 3.7 General Writing Skills: Letter to Newspaper
- 3.8 Grammar: Simple Past Tense

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

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

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

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

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

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

<b>Teaching Methodology</b>	Lecture Method, Use of ICT Tools and Interactive method
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**Book for Study**

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCR33CC06	Core Course - 6: Financial Reporting - 1	5	5

Course Objectives
To describe the conceptual and regulatory frameworks of financial reporting.
To explain the application of IFRS through Indian Accounting Standards and the process of transitioning to IFRS.
To apply IFRS (Ind AS) for transactions related to intangible assets, impairment of assets, provisions, and contingencies, among others.
To prepare and present financial statements in accordance with accounting standards.
To analyze the financial performance of an entity using ratios and trend analysis.

### **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%

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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#### **Book for Study**

1. ACCA Study Material. *Financial Reporting*. (earlier known as F7). Kaplan Publishing.

#### **Books for Reference**

1. Donald, E., Kieso., & Jerry, J. Weygandt. *Intermediate Accounting*. Terry D. Warfield. Wiley.
2. Hoyle, J.B., Schaefer, T. & Douppnik, T. *Advanced Accounting*. McGraw Hill.
3. Nikolai, L. Bazley, J., & Jones, J. *Intermediate Accounting*. South-Western Cengage Learning.

#### **Websites and eLearning Sources**

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f7.html>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f7/examiners-report1.html>
3. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f7/syllabus-study-guide.html>



Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the conceptual and regulatory frameworks of financial Reporting	K1
CO2	explain the application of IFRS through Indian Accounting Standards and process of Transition to IFRS	K2
CO3	apply IFRS (Ind AS) for transactions relating to intangible assets, impairment of assets, provisions and contingencies, etc.	K3
CO4	prepare and present financial statements as per Accounting standards	K4
CO5	analyse the Financial performance of an entity using ratios and trend Analysis	K5

Relationship Matrix												
Semester	Course Code		Title of the Course					Hours	Credits			
3	23UCR33CC06		Core Course - 6: Financial Reporting - 1					5	5			
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	3	2	3	2	1	2	1	2.1	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	2	3	2	1	3	3	3	3	1	2.4	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	2	3	1	3	3	3	3	1	2.4	
<b>Mean Overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCR33CC07	Core Course - 7: Basics of Cost Accounting	5	5

Course Objectives
To describe the concepts and behavior of costs and their classifications in manufacturing and service industries.
To estimate the material, labor, and overhead costs of business concerns.
To apply methods of costing for ascertaining the cost of products and services of a business firm.
To measure, monitor, and report the performance of a firm.
To plan and control the cost and revenue of firms through functional budgets and standard costing.

**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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

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.
2. Banerjee. (Latest Ed.). *Cost Accounting*, (12th Ed.). Macmillan Publishers.
3. Maheswari, S.N (Latest Ed.). *Cost Accounting*. S. Chand & Co.

**Websites and eLearning Sources**

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f2.html>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f2/technical-articles.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the concepts and behaviour of costs and its classifications in manufacturing and Service industries	K1
CO2	estimating the material, labour and overhead cost of business Concerns	K2
CO3	apply methods of costing for ascertaining the cost of products and services of a Business Firm	K3
CO4	measure, monitor and report the performance of a firm	K4
CO5	plan and control cost and revenue of firms through functional budgets and standard costing	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UCR33CC07	Core Course - 7: Basics of Cost Accounting								5	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	2	1	1	2
CO2	3	2	2	2	2	3	2	2	2	1	2.1
CO3	3	2	2	3	2	3	3	2	2	1	2.3
CO4	3	2	2	3	2	3	3	2	2	1	2.3
CO5	3	2	2	3	2	3	3	2	2	1	2.3
<b>Mean Overall Score</b>										<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCR33CC08	Core Course - 8: Business Analytics	3	3

Course Objectives
To describe the concepts and functions of business analytics.
To explain the sources of data, the classification of data, and the analysis of data.
To apply R language programming skills in business analytics.
To design cells, worksheets, and workbooks with different formatting options.
To develop business analytics models using Excel.

#### **UNIT I: Introduction to Business Analytics (9 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 (9 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 (9 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 (9 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 (9 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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#### **Book for Study**

1. Rao, P.H. (2013). *Business Analytics an application focus*. PHI Learning Private Limited.

#### **Books for Reference**

1. Ohri, A. (2012). *R for Business Analytics*. Springer.
2. Fairhurst, D.S (2015). *Using Excel for Business Analytics: A guide to Financial Modelling Fundamentals*. John Wiley & Sons Singapore Pte. Ltd.
3. Wayne, L. W. (2014). *Marketing Analytics - Data Driven Techniques with Microsoft Excel*. John Wiley & Sons Singapore Pte. Ltd.
4. Rao, P.H. (2013). *Business Analytics: An Application Focus*. PHI Learning Private Limited.

## Websites and eLearning Sources

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>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the concepts and functions of Business Analytics	K1
CO2	explain the sources of data, classification of data and analysis of data	K2
CO3	apply R language Programming skills in Business Analytics	K3
CO4	design cells, worksheets and workbook with different formatting options	K4
CO5	develop Business Analytics Models using Excel	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	23UCR33CC08		Core Course - 8: Business Analytics							3	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	3	3	2	1	1	2.3
CO2	3	3	3	2	2	3	2	1	2	1	2.2
CO3	3	3	3	3	2	3	2	1	2	1	2.3
CO4	3	3	3	3	2	3	2	2	2	1	2.4
CO5	3	3	3	3	2	3	2	2	2	1	2.4
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCR33AO01A	Allied Optional - 1: Marketing Management	6	4

Course Objectives
To describe the concepts and various elements of marketing.
To recognize the value of the customer in the marketing environment.
To discover different marketing strategies for the modern business world.
To analyze various tools and channels for effective marketing communication.
To assess the global marketplace and develop sustainable marketing strategies.

#### **UNIT I: Marketing & Marketing Process (18 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 (18 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 (18 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 (18 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 (18 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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#### **Book for Study**

1. Philip, K., Gary, A., Agnihotri., Prafulla., Haque., & Ehsan Ul. (2019). *Principles of Marketing*, (17th Ed.).

#### **Books for Reference**

1. William, J. S., Michael, J. E., & Bruce, J. W. (1994). *Fundamentals of Marketing*. Mc Graw Hill.
2. Kotler, P. *et al.* (2013). *Marketing Management*. Pearson Education.
3. Gupta, C. B. & Rajan, N. (2016). *Marketing Management*. Sultan Chand & Sons.

#### **Websites and eLearning Sources**

1. <https://www.researchgate.net>.
2. [https://www.academia.edu/6188754/Marketing\\_3\\_0\\_Philip\\_Kotler](https://www.academia.edu/6188754/Marketing_3_0_Philip_Kotler)
3. <https://www.searchenginejournal.com/digital-marketing-trends/478799/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
<b>CO1</b>	describe the concepts and various elements of marketing.	<b>K1</b>
<b>CO2</b>	recognize value of customer in marketing environment.	<b>K2</b>
<b>CO3</b>	discover different marketing strategies for the modern business world.	<b>K3</b>
<b>CO4</b>	analyse various tools and channels for effective marketing Communication	<b>K4</b>
<b>CO5</b>	assess the global market place and develop sustainable marketing.	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
<b>3</b>	<b>23UCR33AO01A</b>		<b>Allied Optional - 1: Marketing Management</b>					<b>6</b>	<b>4</b>		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	3	3	2	1	3	2	2	2	1	<b>2.2</b>
<b>CO2</b>	3	3	3	2	1	3	2	2	2	1	<b>2.2</b>
<b>CO3</b>	3	3	3	3	1	3	2	2	2	1	<b>2.3</b>
<b>CO4</b>	3	3	3	3	1	3	2	2	2	1	<b>2.3</b>
<b>CO5</b>	3	3	3	2	1	3	2	2	2	1	<b>2.2</b>
<b>Mean Overall Score</b>											<b>2.2 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UCR33A001B	Allied Optional - 1: Customer Relationship Management	6	4

Course Objectives
To describe the concepts and significance of customers in business and marketing contexts.
To demonstrate a comprehensive understanding of Customer Relationship Management (CRM) concepts and realize the importance of sales force automation.
To exhibit advanced knowledge and skills in strategic CRM planning, as well as the operation and management of call centers.
To analyse and synthesize advanced concepts in customer satisfaction and service quality, enhancing overall customer experiences and organizational success.
To evaluate the effectiveness and implications of CRM strategies and technologies.

**UNIT I: Introduction to Customers (18 Hours)**

Customer - Meaning, Definition, Characteristics, Kinds - Concepts and Context of relationship Management - Evolution - Transactional Vs Relationship Approach - Customer information Database - Customer Profile Analysis - Customer perception, Expectations analysis - Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments.

**UNIT II: CRM, Sales Force Management (18 Hours)**

CRM – Meaning, Definition, Significance, Features, Elements, Process - CRM technology - Component, Customer life style, Customer interaction - Sales Force Automations (SFA) Definition and need of SFA, barriers to successful SFA, Functionality, Technological aspect of SFA, Data synchronization - Flexibility and performance, Reporting tools.

**UNIT III: CRM Planning and Implementation (18 Hours)**

Strategic CRM planning process - Implementation issues – CRM Tools- Analytical CRM – Operational CRM - Call Centres - Types of Call Centre - Meaning, Customer interaction, the Functionality, Technological implementation - ACD, IVR, CTI, Web enabling call center, automated intelligent call routing, logging & monitoring. – Role of CRM Managers. Enterprise Marketing Automation (EMA) - Components, marketing campaign, campaign planning and management, business analytic tools, response management.

**UNIT IV: Customer Satisfaction and Service Quality (18 Hours)**

Customer Satisfaction - Meaning, Definition, Importance, Components - Customer Satisfaction models - Customer Satisfaction Practices - Service quality: Meaning, Definition, Types, Dimensions - Gaps - Measurement Scales. CRM & Employees - Customer Linkage - Factors effecting Employees' Customers oriented behaviours - Service failures - Service recovery management - Customer recall management - Customer experience management.

**UNIT V: Trends in CRM (18 Hours)**

CRM as a strategic marketing tool - CRM significance to the stakeholders - ECRM- Features of ECRM, Difference between CRM and ECRM- E- CRM Solutions - Data Warehousing - Data mining for CRM - CRM software packages- AI, Voice and Conversational UI, IoT.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Books for Study**

1. Bhasin, J.K. (2012). *Customer Relationship Management*. Dreamtech Press.
2. Rai, A.K., Reinartz, J., & Wilry. (2013). *Customer Relationship Management - Concepts and Cases* (Indian Ed.). PHI Learning Pvt Ltd.

**Books for Reference**

1. Anderson, K., & Kerr, C. (2001). *Customer Relationship Management*. McGraw Hill Education.
2. Shainesh, G., Jagdish., & Sheth, N. (2005). *Customer Relationships Management Strategic Perspective*. Mac millan.
3. Mohamed, H.P., & Sahadevan, A. (2005). *Customer Relation Management*. Vikas Publishing.



4. Kumar, V. & Reinartz, W. (2018). *Customer Relationship Management - A Database Approach*.
5. Buttle, F. (2004). *Customer Relationship Management - Concepts & Tools*. Elsevier.

#### Websites and eLearning Sources

1. [https://www.academia.edu/24363554/Customer\\_relationship\\_management](https://www.academia.edu/24363554/Customer_relationship_management)
2. <https://dmi.gov.in/>
3. [www.acadamaia.edu](http://www.acadamaia.edu).

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the concepts and significance of customers in business and marketing contexts.	K1
CO2	demonstrate a comprehensive understanding of Customer Relationship Management (CRM) concepts and realize the importance of sales force automation.	K2
CO3	exhibit advanced knowledge and skills in strategic CRM planning and the operation and management of call centers.	K3
CO4	analyze and synthesize advanced concepts in customer satisfaction and service quality enhancing overall customer experiences and organizational success.	K4
CO5	evaluate the effectiveness and implications of CRM strategies and technologies.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UCR33AO01B	Allied Optional - 1: Customer Relationship Management								6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	1	3	3	3	2	1	2.4
CO2	3	3	3	2	1	3	3	2	2	1	2.3
CO3	3	3	2	2	1	3	3	3	2	1	2.3
CO4	3	3	2	2	1	3	3	2	2	1	2.2
CO5	3	3	2	2	1	3	3	2	2	1	2.2
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

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

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

**UNIT I: Introduction to Social Ethics (6 Hours)**

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

**UNIT II: The Economic and Political System of Today (6 Hours)**

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

**UNIT III: Integrity in Public Life National Integration (6 Hours)**

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

**UNIT IV: Cyber Crime (6 Hours)**

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

**UNIT V: Social Integration (6 Hours)**

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

**Book for Study**

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

**Books for Reference**

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

**Websites and eLearning Sources**

1. <https://cybercrime.gov.in/>
2. <https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/>
3. <https://www.esv.org/resources/esv-global-study-bible/social-ethics/>

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

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

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

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

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

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

<b>Teaching Methodology</b>	Chalk and Talk, Power point, Assignment and Group discussion
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#### Book for Study

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

#### Books for Reference

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

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

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

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

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

**அலகு 1** (12 மணி நேரம்)  
**பட்டினப்பாலை**

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

**அலகு 2** (12 மணி நேரம்)

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

**அலகு 3** (12 மணி நேரம்)

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

**அலகு 4** (12 மணி நேரம்)

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

**அலகு 5** (12 மணி நேரம்)

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

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

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

**பார்வை நூல்கள்**

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

**Websites and eLearning Sources**

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

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

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

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

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

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

#### UNIT I (12 Hours)

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

#### UNIT II (12 Hours)

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

#### UNIT III (12 Hours)

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

#### UNIT IV (12 Hours)

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

#### UNIT V (12 Hours)

- TITRE: Faire ses études a l'étranger/ bon voyage/ la météo
- GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir
- LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger,

la météo

- PRODUCTION ORALE : exprimer son opinion sur la météo/parler de l'avenir
- PRODUCTION ECRITE: comparer le système scolaire français et indien

<b>Teaching Methodology</b>	Workshop, group activity, Sharing contemporary french cultural videos
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### Book for Study

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

### Books for Reference

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

### Websites and eLearning Sources

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

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

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



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

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

#### UNIT I (12 Hours)

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

#### UNIT II (12 Hours)

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

#### UNIT III (12 Hours)

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

#### UNIT IV (12 Hours)

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

#### UNIT V (12 Hours)

- Sapnom Kee Home Delivery (Novel)
- Anuvad

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

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

#### Books for Reference

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

## Websites and eLearning Sources

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

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

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

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

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

**UNIT I** (12 Hours)  
Samskrita Vyavahara sahasri vakiya Prayogaha

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

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

**UNIT IV** (12 Hours)  
Karnabhaaram , Naatakasya Visistyam

**UNIT V** (12 Hours)  
Samskrita Racanani Vubhavoga

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

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

### Books for Reference

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

### Websites and eLearning Sources

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

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

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

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

### Course Objectives

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

To encourage creative thinking through creative tasks and essay writing.

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

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

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

### UNIT I: Women Through the Eyes of Media

(13 Hours)

1.0 Introduction

1.1 Objectives

1.2 Listening and Reading Skills through Teacher-led Reading Practice

1.3 Glossary

1.3.1 Words

1.3.2 Phrases

1.4 Reading Comprehension

1.5 Critical Analysis

1.6 Creative Task

1.7 General Writing Skill: Writing Minutes of a Meeting

1.8 Grammar: Present Perfect Tense

### UNIT II: Effects of Tobacco Smoking

(13 Hours)

1.9 Introduction

2.0 Objectives

2.1 Listening and Reading Skills through Teacher-led Reading Practice

2.2 Glossary

2.3.1 Words

2.3.2 Phrases

2.4 Reading Comprehension

2.5 Critical Analysis

2.6 Creative Task

2.7 General Writing Skill: Note-Taking

2.8 Grammar: Present Perfect Continuous Tense

### UNIT III: Short Message Service (SMS)

(13 Hours)

2.9 Introduction

3.0 Objectives

3.1 Listening and Reading Skills through Teacher-led Reading Practice

3.2 Glossary

3.3.1 Words

3.3.2 Phrases

3.4 Reading Comprehension

3.5 Critical Analysis

3.6 Creative Task

3.7 General Writing Skill: Note-Making

3.8 Grammar: Past Perfect Tense

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

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

**UNIT V: Traffic Rules (12 Hours)**

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

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

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

<b>Teaching Methodology</b>	Lecture Method, Use of ICT Tools and Interactive method
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**Book for Study**

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCR43CC09	Core Course - 9: Financial Reporting - 2	5	4

Course Objectives
To describe Accounting Standards relevant to Income taxes, Government Grants, and Foreign Exchange rates in the preparation of Financial Statements.
To prepare and interpret the relevant single-entity financial statement.
To construct and analyse consolidated financial statements for a simple group company.
To estimate and report the effect of intra-group trading on consolidation and the effect of the disposal of the parent's investment in the subsidiary.
To appraise lease accounting and select Financial Instruments.

**UNIT I: Application of Accounting Standards (15 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 (15 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 (15 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 (15 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 (15 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

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

**Books for Reference**

1. Donald, E., Kieso & Jerry, J. W. *Intermediate Accounting*. Terry D. Warfield. Wiley.
2. Hoyle, J.B., Schaefer, T. & Douppnik, T. *Advanced Accounting*. McGraw Hill.
3. Nikolai, L., Bazley, J., & Jones, J. *Intermediate Accounting*. South-Western Cengage Learning.

**Websites and eLearning Sources**

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f7.html>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f7/examiners-report1.html>
3. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f7/syllabus-study-guide.html>



Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	describe Accounting Standards relevant to Income taxes, Government Grants, Foreign Exchange rates in the preparation of Financial Statements	K1
CO2	prepare and interpret the relevant single entity financial statement	K2
CO3	construct and analyse consolidated financial statements for a simple group company	K3
CO4	estimate and report the effect of intra-group trading on consolidation and effect of disposal of parent's investment in subsidiary	K4
CO5	appraise lease accounting and select Financial Instruments	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4	23UCR43CC09	Core Course - 9: Financial Reporting - 2								5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	3	3	2	2	1	2.3
CO2	3	3	2	2	2	3	3	2	2	1	2.3
CO3	3	3	2	2	2	3	3	2	2	1	2.3
CO4	3	3	2	2	2	3	3	2	2	1	2.3
CO5	3	3	2	2	2	3	3	2	2	1	2.3
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCR43CC10	Core Course - 10: Financial Management - 1	5	5

Course Objectives
To describe terms, objectives, elements, concepts, and principles relating to financial management.
To explain the macroeconomic business environment from a financial management perspective.
To use various working capital management strategies to balance between profitability and liquidity for business firms.
To analyze various aspects of receivables and payables management.
To evaluate long-term investment decisions by applying capital budgeting techniques.

### **UNIT I: Role & Purpose of Finance Function (15 Hours)**

Financial objective of a business organisation - shareholder value maximisation v/s profitmaximisation, 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 (15 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 (15 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 (15 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 (15 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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### **Book for Study**

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

### **Books for Reference**

1. Brealey, R., Myers, S. & Allen, F. *Principles of Corporate Finance*. McGraw Hill
2. Van Horn, J. & Wachowicz, J. *Fundamentals of Financial Management*. Pearson
3. Khan & Jain. (2017). *Financial Management*. Tata McGraw-Hill Education.

## Websites and eLearning Sources

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f9.html>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f9/technical-articles.html>
3. <https://opentuition.com/acca/fm/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe terms, objectives, elements, concepts and principles relating to financial management	K1
CO2	explain the macroeconomic Business environment from financial management perspective	K2
CO3	use various working capital management strategies to balance between profitability and liquidity of the business firms	K3
CO4	analyse various aspects of receivables and payables management	K4
CO5	evaluate long term investment decisions by applying capital budgeting Techniques	K5

Relationship Matrix												
Semester	Course Code	Title of the Course					Hours	Credits				
4	23UCR43CC10	Core Course - 10: Financial Management - 1					5	5				
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	2	3	3	2	1	1	2.1	
CO2	3	2	2	2	2	3	3	2	1	1	2.1	
CO3	3	2	2	2	2	3	3	2	2	1	2.2	
CO4	3	2	2	2	2	3	3	2	2	1	2.2	
CO5	3	2	2	2	2	3	3	2	3	2	2.4	
<b>Mean Overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCR43CC11	<b>Core Course - 11:</b> Fundamentals of Marketing Analytics	3	3

### Course Objectives

To describe the role and relevance of various types of marketing analytics.
To identify statistical tools for developing analytical models in marketing.
To interpret a database to determine the attitude and preferences of consumers.
To develop marketing and advertising mix models.
To evaluate marketing strategies and models through social media analytics.

#### **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: its 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 studies Point-of-Sale Data - How to arrive at the right pricing approach - Managing Pricing to meet top line & bottom line goals - Pricing plans

#### **UNIT IV: Marketing Mix Analytics (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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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#### **Book for Study**

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

#### **Books for Reference**

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

Publishing Ltd.

3. Hemann, C., & Burbary, K. (2013). *Digital Marketing Analytics: Making Sense of Consumer data in a digital world*. Que Publications.
4. Bonacchi, M., & Perego, P. (2019). *Customer Accounting: Creating Value with Customer Analytics*. Springer

### Websites and eLearning Sources

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>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the role and relevance of various types of marketing analytics.	K1
CO2	identify statistical tools for developing analytical models in Marketing	K2
CO3	interpret data base to determine the attitude and preferences of Consumers	K3
CO4	develop Marketing and Advertising mix models	K4
CO5	evaluate the marketing strategies and models through social media analytics	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
4	23UCR43CC11		Core Course - 11: Fundamentals of Marketing Analytics					3	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	1	1	3	2	3	2	3	2.2
CO2	1	2	3	2	3	2	3	2	3	2	2.3
CO3	2	3	2	1	2	3	3	2	2	3	2.3
CO4	1	2	2	2	3	1	3	2	2	3	2.1
CO5	1	2	2	3	1	2	3	2	2	3	2.1
<b>Mean Overall Score</b>											<b>2.2 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCR43AO02A	Allied Optional - 2: Research Methodology	6	4

### Course Objectives

To define various concepts and terms associated with scientific business research.
To identify the research problem and formulate a suitable research design and hypothesis.
To apply suitable methods for sample selection, measurement, and scaling.
To analyze and interpret the data using appropriate statistical techniques.
To develop a research report based on the interpreted data.

#### **UNIT I: Introduction (18 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, Literature Review, Design and Hypothesis (18 Hours)**

Research Problem - Meaning- Selecting the research problem - Necessity of defining the research problem - Techniques involved in defining a research problem - Review of Literature: Concepts & Theories - Review of previous research findings - 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 (18 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 (18 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, X<sup>2</sup> - test, ANOVA, Correlation and Regression - Use of Statistical Packages - SPSS.

#### **UNIT V: Interpretation and Reporting (18 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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### Book for Study

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

### Books For Reference

1. Wilkinson., & Bhandarkar. (1999). *Methodology and Techniques of Social Research*. Himalaya Publishing House.
2. Ranganatham, M., & Krishnaswamy, O.R. (2014). *Methodology of Research in Social Sciences*. Himalaya Publishing House.
3. Thakur, D. *Research Methodology in Social Sciences*, (Latest Ed.). Deep and Deep.
4. Jain, G.L. *Research Methodology*, (Latest Ed.). Mangal Deep.
5. Sharadha, B. (2014). *Research Methodology*. Himalaya publication house Pvt. Ltd.

### Websites and eLearning Sources

1. [www.academia.edu](http://www.academia.edu)
2. [https://onlinecourses.swayam2.ac.in/cec20\\_hs17/preview](https://onlinecourses.swayam2.ac.in/cec20_hs17/preview)
3. [https://onlinecourses.nptel.ac.in/noc23\\_ge36/preview](https://onlinecourses.nptel.ac.in/noc23_ge36/preview)

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define various concepts & terms associated with scientific business Research	K1
CO2	identify the Research Problem and Formulate suitable research design and hypothesis.	K2
CO3	apply suitable methods for sample selection, measurement and scaling	K3
CO4	analyse and interpret the data using appropriate statistical techniques.	K4
CO5	develop a research report based on the interpreted data	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UCR43AO02A	Allied Optional - 2: Research Methodology									6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	1	2	2	3	2	1	2	2	2.0	
CO2	3	3	3	2	2	2	3	3	2	1	2.4	
CO3	3	3	3	2	1	2	3	3	2	1	2.3	
CO4	3	3	3	2	2	3	3	3	2	1	2.5	
CO5	3	3	2	2	2	3	3	2	2	2	2.4	
<b>Mean Overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UCR43AO02B	Allied Optional - 2: Modern Banking	6	4

Course Objectives
To describe the fundamental concepts and functions of different types of banks.
To explain the rights and liabilities of a customer and a banker in regard to various situations.
To utilize cheques and bills of exchange as negotiable instruments.
To analyze and manage the risks in banks.
To explain the recent trends in banking operations.

**UNIT I: Banking Evolutions in India (18 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 (18 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 (18 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 (18 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 (18 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- smartCards- 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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

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

**Books for Reference**

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

**Websites and eLearning Sources**

1. <https://www.rbi.org.in/>
2. <https://businessjargons.com/e-banking.html>
3. <https://www.wallstreetmojo.com/endorsement/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the Fundamental concepts and functions of different types of Banks	K1
CO2	explain the rights and liabilities of a customer and a banker in regard to various situations.	K2
CO3	utilise cheque and Bills of Exchange as negotiable instrument	K3
CO4	analyse and manage the risks in banks	K4
CO5	explain the recent trends in banking operations	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
4	23UCR43AO02B		Allied Optional - 2: Modern Banking					6	4		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	1	3	2	3	2	1	2.3
CO2	3	3	3	2	1	3	3	3	2	1	2.4
CO3	3	3	3	3	1	3	3	2	2	1	2.4
CO4	3	2	2	3	1	3	3	2	2	1	2.2
CO5	3	3	2	2	1	3	3	2	2	1	2.2
<b>Mean Overall Score</b>											<b>2.3 (High)</b>

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

### Course Objectives

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

#### UNIT I: Harmony with Nature (6 Hours)

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

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

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

#### UNIT III: Public Health (6 Hours)

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

#### UNIT IV: Disaster Management (6 Hours)

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

#### UNIT V: Counselling for Adolescents (6 Hours)

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

#### Books for Study

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

#### Books for Reference

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

### Websites and eLearning Sources

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

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

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

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

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

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

<b>Teaching Methodology</b>	Chalk and Talk, Power point, assignment and Group discussion
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**Book for Study**

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

**Book for Reference**

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCR53CC12	Core Course - 12: Financial Management - 2	4	4

Course Objectives
To define the terms associated with business finance and various sources of funds.
To explain the various capital structure theories.
To apply business valuation models to assess the performance of companies.
To identify and evaluate the factors influencing foreign exchange risks.
To assess the risks involved in derivatives.

### UNIT I: Business Finance and Sources of Funds (12 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 finance for SME sector including venture capital, crowd funding and angel financing

### UNIT II: Capital Structure Theories and Cost of Capital (12 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 (12 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 (12 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 (12 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)

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

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

### Books for Reference

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

### Websites and eLearning Sources

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f9.html>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f9/technical-articles.html>
3. <https://opentuition.com/acca/fm/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the terms associated with business finance and various sources of funds	K1
CO2	explain the various capital structure theories	K2
CO3	apply business valuations models to assess the performance of companies.	K3
CO4	identify and evaluate the factors influencing foreign exchange risks	K4
CO5	assess the risks involved in derivatives.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	23UCR53CC12		Core Course - 12: Financial Management - 2							4	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	1	2	2	2	1	2	2	1	2	1.6
CO2	2	3	2	3	2	3	1	2	2	3	2.3
CO3	2	1	2	2	1	3	2	3	3	3	2.2
CO4	2	2	2	3	2	2	2	3	3	2	2.3
CO5	2	3	3	2	2	3	3	2	3	3	2.6
<b>Mean Overall Score</b>										<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCR53CC13	Core Course - 13: Audit and Assurance	4	4

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

**UNIT I: 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

1. Audit & Assurance. ACCA Study Text. Kaplan Publishing.

**Books for Reference**

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

## Websites and eLearning Sources

1. <https://www.accaglobal.com/content/dam/acca/global/PDFstudents/acca/f8/studyguides/AA%20-20Sept%2020-June%2021%20SG%20FINAL.pdf>
2. <https://kaplan-learning.com/bookshop/acca/applied-skills/audit-and-assurance/study-text>
3. <https://www.accaglobalbox.com/p/f8-kaplan-study-texts.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	explain the concept of audit and assurance and the functions of audit, corporate governance, including ethics and professional conduct.	K1
CO2	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
CO3	describe and evaluate internal controls, techniques and audit tests, including IT systems to identify and control risks.	K3
CO4	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
CO5	assess the techniques of gathering audit evidences through appropriate IT Tools and prepare auditor's report.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	23UCR53CC13		Core Course - 13: Audit and Assurance							4	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	2	2	2	2	2.1
CO2	2	2	3	3	2	2	2	2	2	2	2.2
CO3	2	3	3	2	2	2	2	3	3	2	2.4
CO4	2	2	3	2	3	2	3	2	3	2	2.4
CO5	2	3	2	2	2	2	2	2	2	3	2.2
<b>Mean Overall Score</b>										<b>2.4 (High)</b>	



Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCR53CC14	Core Course - 14: Direct Taxation	4	4

Course Objectives
To outline the fundamentals of the Income Tax Act, 1961, and recent amendments.
To describe the elements of taxable income from salary and tax liability.
To assess taxable income from different types of house properties.
To calculate taxable income from business and profession and tax liability.
To develop models for taxable income from capital gains and taxable income from other sources.

**UNIT I: Fundamentals of Income Tax (12 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 (12 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 (12 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 (12 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 (12 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

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

**Books for Reference**

1. Prasad, B. *Income Tax Law and Practice*, (Latest Ed.). Wishwa Prakashan.
2. Hariharan. *Income Tax Law and Practice*, (Latest Ed.). Mcgraw- Hill, Management.
3. Reddy, T.S., & Reddy, Y.H.P. *Income Tax Law and Practice*, (Latest Ed.). Margham Publications.

**Websites and eLearning Sources**

1. [https://www.icai.org/post.html?post\\_id=14466](https://www.icai.org/post.html?post_id=14466)
2. [https://www.icai.org/post.html?post\\_id=17843](https://www.icai.org/post.html?post_id=17843)
3. <https://www.incometax.gov.in/iec/foportal/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
<b>CO1</b>	outline the fundamentals of Income Tax Act, 1961 and recent amendments.	<b>K1</b>
<b>CO2</b>	describe the elements of taxable income from salary and tax liability.	<b>K2</b>
<b>CO3</b>	assess taxable income from different types of house properties	<b>K3</b>
<b>CO4</b>	calculate taxable income from business & profession and tax liability.	<b>K4</b>
<b>CO5</b>	develop models for taxable income from capital gains and taxable income from the other sources	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
<b>5</b>	<b>23UCR53CC14</b>		<b>Core Course - 14: Direct Taxation</b>					<b>4</b>	<b>4</b>		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	2	2	2	3	2	2	2	2	<b>2.1</b>
<b>CO2</b>	2	1	2	3	2	2	3	2	2	2	<b>2.1</b>
<b>CO3</b>	2	3	3	2	2	2	2	3	3	2	<b>2.4</b>
<b>CO4</b>	2	2	3	2	1	2	3	2	3	2	<b>2.2</b>
<b>CO5</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/Week	Credits
5	23UCR53CC15	Core Course - 15: Governance, Risks & Ethics	3	2

Course Objectives
To define the principles of corporate governance.
To explain the roles, interests, and claims of the internal and external parties involved in corporate governance.
To compare and contrast the objectives and principles of corporate governance in the public and private sectors.
To assess and adapt the professional skills required in the workplace.
To evaluate various forms of leadership styles in corporate governance from an ethical perspective.

**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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

1. ACCA Study Text. *Strategic Business Leader*. Kaplan Publishing.

**Book for Reference**

1. Ethics Incorporated. Dipankar Gupta. Sage Response.

**Websites and eLearning Sources**

1. <https://www.frc.org.uk/directors/corporate-governance/uk-corporate-governance-code>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/professional-exams-study-resources/strategic-business-leader.html>
3. <https://www.accaglobal.com/gb/en/student/exam-support-resources/professional-exams-study-resources/strategic-business-leader/sbl-professional-skills.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the principles of corporate governance	K1
CO2	explain the roles, interests and claims of the internal and external parties involved in corporate governance.	K2
CO3	compare and contrast the objectives & principles of corporate governance in the public and private sectors.	K3
CO4	assess & adapt the professional skills required in workplace	K4
CO5	evaluate various forms of leadership styles in corporate governance from ethical perspective.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
5	23UCR53CC15		Core Course - 15: Governance, Risks & Ethics						3	2	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	2	2	2	2	2.1
CO2	2	2	3	3	2	2	2	2	2	2	2.2
CO3	2	3	3	2	2	2	2	3	3	2	2.4
CO4	2	2	3	2	3	2	3	2	3	2	2.4
CO5	2	3	2	2	2	2	2	2	2	3	2.2
<b>Mean Overall Score</b>										<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCR53CC16	Core Course - 16: Fundamentals of Financial Analytics	3	2

### Course Objectives

To identify and discuss the concepts of financial analytics from an accounting and financial management perspective.

To demonstrate the uses of Excel and R tools in financial analytics.

To apply appropriate techniques of descriptive and predictive analytics in finance.

To develop models for forecasting financial performance through Excel.

To predict the risks and returns associated with investment proposals using R.

#### 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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#### Books for Study

1. Koop, G. *Analysis of Economic Data*, (4th Ed.). Wiley.
2. Ruppert, D., & David, S. M. *Statistics and Data Analysis for Financial Engineering with R examples*. Springer.

#### Books for Reference

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

#### Websites and eLearning Sources

1. <https://www.microsoft.com/en-in/microsoft-365/excel>
2. <https://www.w3schools.com/r/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	identify and discuss the concepts of financial analytics from accounting and financial management perspective	K1
CO2	demonstrate the uses of Excel and R tools in financial analytics	K2
CO3	apply appropriate techniques of descriptive and predictive analytics in finance	K3
CO4	develop models for forecasting financial performance through excel	K4
CO5	predict the risks and returns associated with investment proposals using R	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UCR53CC16	Core Course - 16: Fundamentals of Financial Analytics									3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	3	3	2	3	2	2	2.3	
CO2	2	3	2	2	2	3	3	2	2	3	2.4	
CO3	2	3	3	2	1	2	2	3	3	2	2.3	
CO4	2	2	3	2	1	2	3	2	3	2	2.2	
CO5	2	3	2	3	2	2	3	2	2	3	2.4	
<b>Mean Overall Score</b>											<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCR53ES01A	Discipline Specific Elective - 1: Human Resource Management	5	3

Course Objectives
To describe the principles and practices of human resource management.
To explain the features of job evaluation techniques, compensation policies, and procedures.
To illustrate various methods of recruitment, training, and development.
To analyse the factors influencing employee relations and grievance handling mechanisms.
To recognize employee empowerment in the Indian and global scenario.

#### **UNIT I: Introduction to Human Resource Management (15 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 (15 Hours)**

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

#### **UNIT III: Training and Development (15 Hours)**

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 (15 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 (15 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 - Cross Cultural Management- Case Studies

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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#### **Book for Study**

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

#### **Books for Reference**

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

#### **Websites and eLearning Sources**

1. <https://hr.university/shrm/strategic-human-resource-management/>
2. <https://www.investopedia.com/terms/c/collective-bargaining.asp>

3. <https://www.yourarticlelibrary.com/human-resource-management-2/employee-welfare/employee-welfare/99778>

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

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UCR53ES01A	Discipline Specific Elective - 1: Human Resource Management								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	2	2	2	2	2.1
CO2	2	1	2	3	2	2	3	2	2	2	2.1
CO3	2	3	3	2	2	2	2	3	3	2	2.4
CO4	2	2	3	2	1	2	3	2	3	2	2.2
CO5	2	3	2	2	2	2	2	2	2	3	2.2
<b>Mean Overall Score</b>										<b>2.2 (High)</b>	



Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCR53ES01B	Discipline Specific Elective - 1: Labour Laws	5	3

Course Objectives				
To comprehend the concept and meaning of labour, along with the origin of labour laws in India, understanding the categories and objectives of labour laws.				
To analyse the constitutional framework related to labour laws, including the implications of Fundamental Rights under Article 14, 16, 19, 23, 24, 41, 42, 43, and 43A.				
To evaluate the organizational structure, vision, mission, objectives, and functions of the Ministry of Labour and Employment, Govt. of India, Labour Bureau, Shram Suvidha (Labour Law Compliance), and the International Labour Organization.				
To understand the concept and theories of labour welfare, explore specific laws such as the Factories Act 1948, Contract Labour (Regulation and Abolition) Act, 1970, and other legislations related to labour welfare and working conditions.				
To examine the laws governing industrial relations, industrial safety and health, including the Industrial Disputes Act, 1947, Trade Union Act, 1926, and various safety and health legislations, with a focus on understanding SAMADHAN under the Industrial Disputes Act, 1947.				

#### **UNIT I: Concept of Labour in India (15 Hours)**

Concept and Meaning of Labour -Origin of Labour Laws in India; Labour laws - categories and objectives - Concept of Industrial Jurisprudence -The Constitution of India-Fundamental Rights and Labour Laws - Article 14, 16, 19, 23, 24, 41, 42, 43, 43A and its implications - Labour and Seventh Schedule of the Constitution of India - Entry 22, 23, 24, 55, 61, 65 - Ministry of Labour and Employment, Govt. of India and Labour Bureau - Vision, Mission, Organization, Objectives and Functions -Shram Suvidha (Labour Law Compliance) - objectives -International Labour Organization - Functions and Objectives.

#### **UNIT II: Law of Labour Welfare and Working Conditions (15 Hours)**

Concept and Theories of Labour Welfare - The Factories Act 1948; Contract Labour (Regulation and Abolition) Act, 1970 - The Building and Other Constructions Workers' (Regulation of Employment and Conditions of Service) Act, 1996 - Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 - The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986 (Notification to amend the Schedule (hazardous list) to the Child and Adolescent Labour (Prohibition & Regulation) Act, 2017) - Unorganised Workers' Social Security Act 2008 (Unorganised Workers Social Security Rules - Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013.

#### **UNIT III: Law of Industrial Relations, Industrial Safety & Health (15 Hours)**

Concept of Industrial Relations and Industrial Safety - Industrial Disputes Act, 1947 and SAMADHAN - Trade Union Act, 1926 - The Plantation Labour Act, 1951 - The Industrial Employment (Standing Orders) Act, 1946 - The Mines Act, 1952 - The Dock Workers (Safety, Health & Welfare) Act, 1990 - National Policy on Safety, Health and Environment at Work -National Policy on HIV-AIDS and the World of Work.

#### **UNIT IV: Law of Social Security (15 Hours)**

Concept of Social Security; The Payment of Gratuity Act, 1972 - The Employees Compensation Act, 1923 - Employees Compensation (Amendment) Act, 2017- The Employees State Insurance Act, 1948 - The Employees Provident Fund & Miscellaneous Provisions Act, 1952 - The Maternity Benefit Act, 1961 - Maternity Benefit (Amendment) Act, 2017 - The Personal Injuries (Emergency) Provisions Act, 1962.

#### **UNIT V Law of Wages, Employment & Training (15 Hours)**

Concept of Wage - The Payment of Wages Act 1936 (The Payment of Wages (Amendment) Act, 2017 - Wage Code Act 2020 -The Payment of Bonus Act, 1965 - The Payment of Bonus (Amendment) Rules, 2016 - The Minimum Wages Act, 1948 - The Employment Exchanges (Compulsory Notification of Vacancies), Act 1959. Equal Remuneration Act, 1976 - Apprentices Act, 1961.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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### Books for Study

1. Singh, A., & Kaur, H. (2022). *Introduction to Labour and Industrial Laws*, (1st Ed.). Lexis Nexis.
2. Kapoor, N. D. (2011). *Handbook of Industrial Law*. Sultan Chand & Sons.

### Books for Reference

1. Malik, P.L. (2014). *Handbook of Labour and Industrial Laws (Pocket)*, (4th Ed.). Eastern Book Company.
2. Misra, S.N. (2019). *Labour and Industrial Law*, (29th Ed.). Central Law Publication. Reprinted 2023.
3. Labour Laws and Practice (Module 3, Elective Paper). Study Material. The Institute of Company Secretaries of India (December 2019).

### Websites and eLearning Sources

1. <https://labourlawreporter.com/>
2. <https://www.ilms.academy/products/certificate-course-on-labour-law>
3. <https://www.icsi.edu/media/webmodules/publications/7.%20Industrial,%20Labour%20and%20General%20Laws.pdf>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	understand the origin and objectives of labour laws in India.	K1
CO2	analyse the constitutional implications of Fundamental Rights related to labour laws.	K2
CO3	explore key entities and their objectives in the field of labour management.	K3
CO4	comprehend labour welfare and working condition laws, focusing on key legislations.	K4
CO5	examine laws related to industrial relations, safety, and health, emphasizing the Industrial Disputes Act, 1947, and SAMADHAN.	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
5	23UCR53ES01B		Discipline Specific Elective - 1: Labour Laws								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	2	3	2	2	2	2	2.1	
CO2	2	1	2	3	2	2	3	2	2	2	2.1	
CO3	2	3	3	2	2	2	2	3	3	2	2.4	
CO4	2	2	3	2	1	2	3	2	3	2	2.2	
CO5	2	3	2	2	2	2	2	2	2	3	2.2	
<b>Mean Overall Score</b>											<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCR53ES02A	Discipline Specific Elective - 2: Security Analysis	5	3

Course Objectives
To describe the basic concepts of investment and the capital market.
To demonstrate the trading and settlement system in the stock market.
To practice online stock trading using a demat account.
To analyse the fundamental, technical, and other factors relevant for investment decisions.
To predict share price movements using technical tools.

#### **UNIT I: Introduction to Investment (15 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 (15 Hours)**

New issue market - Methods of issues -Placement of the issues - Pricing of new issues - Investors protection - Listing of Shares -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 (15 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 (15 Hours)**

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

#### **UNIT V: Derivatives (15 Hours)**

Forward, Futures, Options, Swaps - Options: Meaning - Types - Factors affecting thevalue of option  
- Futures: Types.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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#### **Book for Study**

1. Bhalla, V.K. (2014). *Investment Management, Security Analysis and Portfolio Management*. S. Chand and Company Ltd.

#### **Books For Reference**

1. Punithavathi, P. (2013). *Security Analysis and Portfolio Management*. Vikas Publishing House Pvt Ltd.
2. Avadhani, V.A. (2014). *Investment and Securities Market in India*. Himalaya Publishing House.

#### **Websites and eLearning Sources**

1. <https://investor.sebi.gov.in/>
2. <https://www.nseindia.com/products-services/about-equity-market>
3. <https://www.nism.ac.in/nism-series-viii-equity-derivatives-certification-examination/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the basic concepts of investment and capital market.	K1
CO2	demonstrate the trading and settlement system in stock market.	K2
CO3	practice online stock trading using demat account	K3
CO4	analyse the fundamental, technical and other factors relevant for investment decisions.	K4
CO5	predict the share price movements using technical tools.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	23UCR53ES02A		Discipline Specific Elective - 2: Security Analysis							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	1	3	3	2	2	3	2.3
CO2	2	3	2	2	2	2	2	2	2	3	2.2
CO3	2	2	1	3	3	3	3	2	3	2	2.4
CO4	2	2	2	2	2	2	2	2	2	2	2
CO5	2	3	1	3	2	2	2	2	2	3	2.2
<b>Mean Overall Score</b>										<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UCR53ES02B	Discipline Specific Elective - 2: Entrepreneurship in Practice	5	3

Course Objectives
To describe various concepts, features, and kinds of entrepreneurship.
To explain the various dimensions of entrepreneurship.
To apply skills to tap various forms of assistance provided by the Government and its nodal agencies.
To analyze business plans and assess the feasibility of projects.
To evaluate the schemes of various funding agencies from entrepreneurial perspectives.

**UNIT I: Introduction (15 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 ofEntrepreneur.

**UNIT II: Dimensions of Entrepreneurship (15 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 (15 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 (15 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- Seed Money.

**UNIT V: Project Proposal (15 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

1. Michael, H. & Morris, ET. A. (2009). *Entrepreneurship and Innovation*. Cengage Learning.

**Books for Reference**

1. Hisrich, R., & Peters, M. 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.

**Websites and eLearning Sources**

1. <https://study.com/academy/course/business-121-introduction-to-entrepreneurship.html>
2. <https://www.toppr.com/guides/business-management-and-entrepreneurship/introduction-to->

entrepreneurship/four-key-elements-of-entrepreneurship/

3. [https://egyanagar.osou.ac.in/download-slm.php?file=MP-11\\_BLOCK-1-1506370125.pdf](https://egyanagar.osou.ac.in/download-slm.php?file=MP-11_BLOCK-1-1506370125.pdf)

4. <https://www.businessmanagementideas.com/marketing-research/marketing-research-characteristics-role-advantages-business-marketing/17638>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe various concepts, features and kinds of entrepreneurship.	K1
CO2	explain the various dimensions of entrepreneurship	K2
CO3	apply skills to tap various forms of assistance provided by the Government and its Nodal agencies.	K3
CO4	analyse business plans and assess the feasibility of projects	K4
CO5	evaluate the schemes of various funding agencies from entrepreneurial perspectives.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	23UCR53ES02B		Discipline Specific Elective - 2: Entrepreneurship in Practice							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	2	2	2	2.2
CO2	2	2	3	3	2	2	3	2	2	2	2.3
CO3	3	3	3	2	2	2	2	3	3	2	2.5
CO4	2	2	3	2	3	2	3	2	3	2	2.4
CO5	2	3	2	2	2	2	3	2	2	3	2.3
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23USS54SE01	Skill Enhancement Course - 2: Soft Skills	2	1

### Course Objectives

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

### UNIT I: Communication Skills

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

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

### UNIT II: Resume Writing & Interview Skills

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

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

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

### UNIT III: Personal Effectiveness

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

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

### UNIT IV: Numerical Ability

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

### UNIT V: Test of Reasoning

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

### Book for Study

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

### Books for Reference

1. Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non-Verbal Reasoning*, S. Chand.
2. Balaiah, J. & Joy, J. L. (2018). *Winners in the Making: A primer on soft skills*. St. Joseph's College, Tiruchirappalli.
3. Covey S. R. (2004). *The 7 Habits of Highly Effective People: Restoring the Character Ethic* (Rev. ed.). Free Press.
4. Egan, G. (1994). *The Skilled Helper* (5th Ed.). Pacific Grove, Brooks/Cole.

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	analyse problems directed at testing their cognitive abilities	K3
CO2	present the best of themselves as job seekers and communicate effectively in all contexts	K4
CO3	assess themselves, set goals, and manage conflicts that are expected of a good leader	K5

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



Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCR63CC17	Core Course - 17: Management Accounting	5	5

Course Objectives
To describe modern concepts and techniques of management accounting.
To identify the cost and benefit of life cycle costing and throughput accounting.
To apply decision-making techniques in the context of resource optimization, risk mitigation, and efficiency promotion.
To analyse risks and factors affecting pricing decisions.
To evaluate various investment appraisal techniques.

#### **UNIT I: Advanced Management Accounting Techniques - 1 (15 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 (15 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 (15 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 (15 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 (15 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)

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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#### **Book for Study**

1. ACCA Study Material. *Performance Management ('PM') (earlier known as 'F5')*. Kaplan Publishing

#### **Books for Reference**

1. Pillai, R. S. N., & Bagavathi, V. (2010). *Management Accounting*. Sultan Chand Company Ltd.
2. Shashi, K., Gupta & Sharma R. K. (2005). *Management Accounting Principles and Practices*.
3. Reddy, T.S., & Reddy, Y. H. P. *Management Accounting*, (Latest Ed.). Margham Publications.

#### **Websites and eLearning Sources**

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f5/technical-articles.html>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f5.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe modern the concepts & techniques of management accounting	K1
CO2	identify the cost and benefit of life cycle costing and throughput accounting	K2
CO3	apply decision making techniques in the context of resource optimization, risk mitigation and promote efficiency	K3
CO4	analyse risks and factors affecting pricing decisions	K4
CO5	evaluate the various investment appraisal techniques.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCR63CC17	Core Course - 17: Management Accounting									5	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	2	2	3	3	2	2	3	2.5	
CO2	3	3	3	2	2	2	2	2	2	3	2.4	
CO3	2	2	3	3	3	3	3	2	3	2	2.6	
CO4	2	2	2	2	2	2	3	3	2	3	2.3	
CO5	2	3	3	3	2	2	2	2	2	3	2.4	
<b>Mean Overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCR63CC18	Core Course - 18: Financial Services	5	4

Course Objectives
To define the various terms of Indian financial services.
To summarize the aspects relating to merchant banking services in India.
To identify the venture capital models in India.
To analyze the system of hire purchase and leasing.
To synthesize the various terms used in discounting, factoring, and forfeiting.

### 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 Forfeiting (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 Forfeiting: Meaning and Nature of Factoring - Parties in Factoring - Merits and Demerits of Factoring - Types - Factoring in India - Factoring Regulation Act, 2011 - Parties to Forfeiting - Costs of Forfeiting - Benefits of Forfeiting for Exporters and Importers - Recent Developments in Solving Problems in Forfeiting - Differences between Factoring and Forfeiting.

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

1. Khan, M. Y. (2009). *Financial Services*. Tata Mc-Graw Hill.

### Books For Reference

1. Bhole, L. M., & Mahakud. (2017). *Financial Institutions and Markets*, (6th Ed.). McGraw Hill Education.
2. Gordon, E. & Natarajan, K. (2020). *Emerging Scenario of Financial Services*. Himalaya Publishing House.

### Websites and eLearning Sources

1. <https://www.rbi.org.in/commonperson/English/Scripts/FAQs.aspx?Id=1167>
2. <https://irdai.gov.in/duties-and-responsibilities>

3. <https://financialservices.gov.in/importantlink/Regulators>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the various terms of Indian financial services.	K1
CO2	summarize the aspects relating to Merchant banking services in India	K2
CO3	identify the venture capital models in India	K3
CO4	analyse the system of hire purchase and leasing	K4
CO5	synthesize the various terms used in Discounting, Factoring and Forfeiting	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCR63CC18	Core Course - 18: Financial Services									5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	2	3	2	2	2	2	2.2	
CO2	2	2	3	3	2	2	3	2	2	2	2.3	
CO3	3	3	3	2	3	2	2	3	3	2	2.6	
CO4	2	2	3	2	3	3	3	2	3	2	2.5	
CO5	2	3	2	2	2	2	3	2	2	3	2.3	
<b>Mean Overall Score</b>											<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCR63CC19	Core Course - 19: Performance Management	5	4

Course Objectives
To use activity-based costing and target costing to control costs.
To apply marginal costing in business decisions.
To prepare budgets for various activities of the organization.
To reason out the deviations in performance through standard costing.
To assess the performance of not-for-profit organizations and the public sector.

**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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
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**Book for Study**

1. *Performance Management*. (2016). Becker Educational Development Corp.

**Books For Reference**

1. *Performance Management*. (2016). Kaplan Publishing.
2. *Performance Management*. (2016). BPP Learning Media LTD.
3. *Big data: using, bernardmarr*. (2015). wiley.
4. Srinivas Kandula. *Performance*. (2006).
5. *Big data: using Bernard Marr*. (2015). Wiley.

**Websites and eLearning Sources**

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f5/technical-articles.html>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f5.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	use activitybased costing and target costing to control costs.	K1
CO2	apply marginal costing in business decisions	K2
CO3	prepare budgets for various activities of organization	K3
CO4	reason out the deviations in the performance through standard costing	K4
CO5	assess the performance of not-for-profit organisations and public sector	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
6	23UCR63CC19		Core Course - 19: Performance Management							5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	3	2	2	3	2.3
CO2	3	3	3	2	3	2	2	2	2	3	2.5
CO3	2	2	3	3	2	3	3	2	3	2	2.5
CO4	2	2	2	2	2	2	3	3	2	3	2.3
CO5	3	3	3	3	2	2	2	3	2	3	2.6
<b>Mean Overall Score</b>										<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCR63CC20	Core Course - 20: Goods And Services Tax	5	4

Course Objectives
To define the various terms in the Goods and Services Tax Act 2017.
To identify the provisions for GST registrations.
To examine the different sections involved in the levy and collection of tax under the GST Act 2017.
To prepare the CGST, SGST, and IGST returns with time and place of supply.
To assess tax liability under GST for different scenarios.

### 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 - Section2 (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 forRegistration - Persons not liable for Registration - Compulsory 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 - Statesupply - 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 GrantExemption - Exemptions under GST - Goods and Services - Provisions applicable relatedto Supply of Services- Renting, Agriculture, Educational Institutions, CommissionAgents, 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 Supplyof 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 Tax71 Credit in Special Circumstances - Computation of Tax Liability - Payment of Tax(Section 49 and Section 50 of CGST Act) - GST returns : GSTR1, GSTR2, GSTR3B.

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

1. Datey, V S. (2020). *GST Laws and Practice with Customs and Foreign Tax Practice*. Taxman Publications.

#### Book For Reference

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

#### Websites and eLearning Sources

1. [https://www.icai.org/post.html?post\\_id=14121](https://www.icai.org/post.html?post_id=14121)
2. <https://idtc.icai.org/>
3. <https://icmai.in/studentswebsite/studymat.php>
4. <https://www.gst.gov.in/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the various terms in goods and services tax act 2017.	K1
CO2	identify the provisions for GST registrations.	K2
CO3	examine the different sections involved in Levy and Collection of Tax under GST Act 2017.	K3
CO4	prepare the CGST, SGST and IGST returns with time and place of supply.	K4
CO5	assess tax liability under GST for different scenarios.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
6	23UCR63CC20		Core Course - 20: Goods and Services Tax							5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	3	2	2	3	2.3
CO2	2	3	2	2	3	2	2	2	2	3	2.3
CO3	2	2	2	2	2	3	2	2	2	2	2.1
CO4	2	2	2	2	2	2	3	2	2	3	2.2
CO5	3	3	2	3	2	2	2	2	2	3	2.4
<b>Mean Overall Score</b>										<b>2.2 (High)</b>	



Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCR63CC21	Core Course - 21: Fundamentals of HR Analytics	3	2

Course Objectives
To describe the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting.
To understand the role and importance of HR analytics.
To apply quantitative and qualitative analysis to understand trends and indicators in human resource data.
To analyze and interpret HR data to support decision-making.
To demonstrate how to connect HR results to business results.

**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- Cross Cultural Management.

**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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

1. Martin, E. R. & Kirsten, E. (2016). *Predictive HR Analytics: Mastering the HRMetric*. Kogan Page Publishers.

**Books For Reference**

1. Fitz-enz Jac. (2010). *The new HR analytics: predicting the economic value of your company's human capital investments*. AMACOM.
2. Fitz-enz Jac & Mattox II John. (2014). *Predictive Analytics for Human Resources*. Wiley.

**Websites and eLearning Sources**

1. [https://www.gartner.com/en/human-resources/glossary/hr-analytics#:~:text=HR%20analytics%20\(also%20known%20as,and%20promote%20positive%20employee%20experience](https://www.gartner.com/en/human-resources/glossary/hr-analytics#:~:text=HR%20analytics%20(also%20known%20as,and%20promote%20positive%20employee%20experience).
2. <https://www.forbes.com/advisor/business/hr-analytics/>
3. <https://hr.university/analytics/hr-analytics/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the theory, concepts, and business application of humanresources research, data, metrics, systems, analyses, and reporting	K1
CO2	understand the role and importance of HR analytics.	K2
CO3	apply quantitative and qualitative analysis to understand trends andindicators in human resource data	K3
CO4	analyse and interpret HR data to support decision making.	K4
CO5	demonstrate how to connect HR results to business results	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
6	23UCR63CC21		Core Course - 21: Fundamentals of HR Analytics							3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	3	2	2	3	2.3
CO2	2	3	2	3	3	2	2	2	2	3	2.4
CO3	2	2	3	2	2	3	2	3	3	2	2.4
CO4	2	3	2	3	2	2	3	2	2	3	2.4
CO5	3	3	2	3	2	2	2	2	3	3	2.5
<b>Mean Overall Score</b>										<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCR63ES03A	Discipline Specific Elective - 3: Strategic Management	5	3

Course Objectives
To define the terms and process of strategic management.
To identify the competitive advantage and core competencies of a company.
To analyse various strategic business models.
To compare and contrast different ways to implement and evaluate strategic management.
To assess the recent trends of strategic management and formulate a strategy for business situations.

**UNIT I: Strategy and Process (15 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 (15 Hours)**

External Environment - Porter's Five Forces Model-Strategic Groups CompetitiveChanges during Industry Evolution- Globalisation and Industry Structure - NationalContext 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 ofcompetitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

**UNIT III: Dimensions of Strategies & Strategic Analysis (15 Hours)**

The generic strategic alternatives - Stability, Expansion, Retrenchment and Combinationstrategies - Business level strategy- Strategy in the Global Environment-CorporateStrategy-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 7sFramework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

**UNIT IV: Strategy Implementation & Evaluation (15 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 strategicevaluation & control-case study.

**UNIT V: Managing Technology and Innovation (15 Hours)**

Managing Technology and Innovation: traditional and emerging models of cross-borderinnovation, strengths and limitations, managing cross-border collaboration, designing andmanaging 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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning.
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**Book for Study**

1. Thomas, L. W., Hunger, J. D. & Rangarajan, K. (2018). *Strategic Management and Business policy*. Pearson Education.

**Books For Reference**

1. Charles, W. L. H. & Gareth R. Jones. (2007). *Strategic Management Theory, An Integrated approach*, (6th Ed.). Biztantra, Wiley India.
2. Kazmi, A. (2008). *Strategic Management & Business Policy*, (3rd Ed.). Tata McGraw Hill.

**Websites and eLearning Sources**

1. <https://archive.nptel.ac.in/courses/110/108/110108047/>
2. <https://www.wallstreetmojo.com/strategic-management/>
3. <https://www.investopedia.com/terms/s/strategic-management.asp>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	define the terms and process of strategic management	K1
CO2	identify the competitive advantage and the core competencies of a company	K2
CO3	analyse the various strategic business models	K3
CO4	compare and Contrast different ways to implement and evaluate strategic management	K4
CO5	assess the recent trends of strategic management and formulate strategy for business situations	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
6	23UCR63ES03A		Discipline Specific Elective - 3: Strategic Management					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	2	2	2	2.2
CO2	2	2	1	3	2	2	3	2	2	2	2.1
CO3	3	3	3	2	3	2	2	3	3	2	2.6
CO4	2	2	3	2	3	3	3	2	3	2	2.5
CO5	2	3	2	2	2	2	1	2	2	3	2.1
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCR63ES03B	Discipline Specific Elective - 3: Economics for Finance	5	3

### Course Objectives

To understand the capital market system.
To examine and comprehend the theory of uncertainty.
To analyse the models of asset returns, multi-index, capital asset pricing, and arbitrage pricing theory.
To assess and evaluate the various forms of derivatives in the global market.
To synthesize the knowledge of capital market structure for real-time business decisions.

#### UNIT I: Introduction to Financial Markets (15 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 (15 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 (15 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 (15 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 (15 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.

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

1. Copeland, T. E. & Weston, J.F. (2009). *Financial Theory and Corporate Policy*. AddisonWesley. 2nd impression.

#### Books For Reference

1. Hull, J. O. (2002). *Futures and other Derivatives*, (5th Ed.). Prentice Hall.
2. Brealey, R. & S. Myers. (1997). *Principles of Corporate Finance*, (5th Ed.). McGraw Hill.
3. Panjer, H. H. *Financial Economics: with applications to Investments*.
4. Houthakker, H. S. & P. J. Williamson. (1996). *Economics of Financial Markets*. Oxford University Press.

#### Websites and eLearning Sources

1. [https://www.icai.org/post.html?post\\_id=17767](https://www.icai.org/post.html?post_id=17767)
2. [https://www.icai.org/post.html?post\\_id=14365](https://www.icai.org/post.html?post_id=14365)

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	describe the capital market system	K1
CO2	examine and comprehend the theory of uncertainty	K2
CO3	analyse the Models of asset returns, multi-index, capital asset pricing and arbitrage pricing theory	K3
CO4	assess and evaluate the various forms derivatives in the global market	K4
CO5	synthesize the knowledge of capital market structure for real-time business decisions.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
6	23UCR63ES03B		Discipline Specific Elective - 3: Economics for Finance					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	2	2	2	3	2	2	2	2	2
CO2	2	2	1	3	1	2	3	2	2	2	2
CO3	2	3	3	2	2	2	2	3	3	2	2.4
CO4	2	2	3	2	1	2	3	2	3	2	2.2
CO5	2	3	2	2	2	2	1	2	2	3	2.1
<b>Mean Overall Score</b>											<b>2.1 (Medium)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UCR64SE02	Skill Enhancement Course - 3 (WD): Quantitative Aptitude	2	1

### Course Objectives

To help the students recall all the basic principles in all the topics
To equip the students with the short cuts and other techniques of dealing with Quantitative problem
To prepare the students to face aptitude tests in placement and other situations with confidence.

#### UNIT I (6 Hours)

Averages of numbers - Average of single group - addition or deletion of items - Comprising the average of two groups- Ratio and proportion: real life problems - Partnership -Profit sharing.

#### UNIT II (6 Hours)

Percentages- converting fractions to percentages - Converting percentages into fractions and simple problems based on percentages. Profit and Loss - Relationship between Cost price - selling price Profit - Loss and marked price.

#### UNIT III (6 Hours)

Time and work- simple problems including pipes- Time and distance- Problems on trains - Problems on Boats and streams.

#### UNIT IV (6 Hours)

Simple and compound interest - The relation and difference between them over different periods- Depreciation-Annuity.

#### UNIT V (6 Hours)

Data interpretation understanding data given in a tabulated format-bar diagrams pie charts and Line graphs and interpreting the same according to requirements.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
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#### Book for Study

- Aggarwal, R.S. (2015). *Quantitative Aptitude for Competitive Examinations*, (17th revised Ed.). S. Chand of Company Private Ltd.

#### Books for Reference

- Sharma, A. *How to Prepare for Quantitative Aptitude for CAT*. (10th Ed.).
- Sarvesh, K. V. *Quantitative Aptitude Quantum CAT*.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	recall fundamental principles across various topics	K1
CO2	identify shortcuts and techniques for skillfully resolving quantitative problems.	K2
CO3	apply acquired skills confidently when tackling aptitude tests in placement and various scenarios.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UCR64SE02	Skill Enhancement Course - 3 (WD): Quantitative Aptitude									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	2	2	2	3	2	2	2	2	2	
CO2	2	2	1	3	2	2	3	2	2	2	2.1	
CO3	2	3	3	2	1	2	2	3	3	2	2.3	
Mean Overall Score											2.1 (Medium)	