

# **Bachelor of Business Administration (BBA)**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**Curriculum and Syllabus  
Regular (2024 – 2025)**



**DEPARTMENT OF MANAGEMENT  
FACULTY OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT (FASCM)**

**KARPAGAM ACADEMY OF HIGHER EDUCATION**

**(Deemed to be University)**

**(Established Under Section 3 of UGC Act, 1956)**

**(Accredited with A+ Grade by NAAC in the Second cycle)**

**Pollachi Main Road, Eachanari (Post), Coimbatore – 641 021,**

**Tamil Nadu, India**

**Phone: 0422- 2980011-2980014 Fax No: 0422- 2980022**

**Email: [info@kahedu.edu.in](mailto:info@kahedu.edu.in)**

**Web: [www.kahedu.edu.in](http://www.kahedu.edu.in)**



**KARPAGAM ACADEMY OF HIGHER EDUCATION**

**(Deemed to be University)**

**(Established Under Section 3 of UGC Act, 1956)**

**Accredited with A+ Grade by NAAC in the Second Cycle)**

**FACULTY OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT (FASCM)  
UNDER– GRADUATE PROGRAMME  
(BBA)  
(REGULAR PROGRAMME)**

**REGULATIONS**

**(2024)**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**KARPAGAM ACADEMY OF HIGHER EDUCATION**

**(Deemed to be University)**

**(Established Under Section 3 of UGC Act, 1956)**

**Eachanari (Post),**

**Coimbatore - 641021.**

**(Accredited with A+ Grade by NAAC in the Second Cycle)**

**Tamilnadu, India**

**Phone No. 0422-2980011 -14    Fax No: 0422-2980022**

**E mail ID: info@ kahedu.edu.in    Web: www.kahedu.edu.in**

# **KARPAGAM ACADEMY OF HIGHER EDUCATION**

(Deemed to be University)

(Established under Section 3 of UGC Act, 1956)

**(Accredited with A+ Grade by NAAC in the Second Cycle)**

**Eachanari Post, Coimbatore - 641 021, India**

## **FACULTY OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT UNDERGRADUATE PROGRAMMES REGULAR MODE CHOICE BASED CREDIT SYSTEM (CBCS)**

### **REGULATIONS – 2024**

The following regulations are effective from the academic year 2024-2025 and are applicable to candidates admitted to Undergraduate (UG) programmes in the Faculty of Arts, Science, Commerce and Management, Karpagam Academy of Higher Education (KAHE) from the academic year 2024-2025 onwards.

#### **1 PROGRAMMES OFFERED, MODE OF STUDY AND ADMISSION REQUIREMENTS**

##### **1.1 UG Programmes Offered**

A candidate may undergo a programme in any one of the undergraduate programmes approved by the KAHE as given below.

<b>S. No.</b>	<b>PROGRAMME</b>	<b>DISCIPLINE</b>
1.	B.Com.	Commerce
2.	B.Com.	Computer Applications
3.	B.Com.	Professional Accounting
4.	B.Com.	Business Process Services
5.	B.Com.	Financial Analytics
6.	B.Com.	International Accounting and Finance
7.	B.Com.	Information Technology
8.	B.Com.	FinTech
9.	BBA	Business Administration
10.	B.Sc.	Biotechnology
11.	B.Sc.	Microbiology
12.	B.Sc.	Computer Science
13.	B.Sc.	Information Technology
14.	B.Sc.	Computer Technology

15.	B.Sc.	Computer Science (Cognitive Systems)
16.	B.Sc.	Computer Science (Artificial Intelligence and Data Science)
17.	B.Sc.	Computer Science (Cyber Security)
18.	BCA	Computer Applications

## 1.2 Admission Requirements (Eligibility)

A candidate for admission to the first year of the UG degree programme shall be required to have passed the Higher Secondary Examination (10 + 2) [Academic or Vocational] prescribed by the Government of Tamil Nadu Board or any similar examination of any other Board accepted by the KAHE as equivalent thereto. (Annexure I)

## 1.3 Mode of Study

All programmes are offered under Full-Time Regular mode. Candidates admitted under 'Full-Time' should be present in the KAHE during the complete working hours for curricular, co-curricular and extra-curricular activities assigned to them.

## 2. DURATION OF THE PROGRAMMES

2.1 The minimum and maximum period for the completion of the UG Programmes are given below:

Programme(s)	Min. No. of Semesters	Max. No. of Semesters
B.Sc., B.Com., BCA and BBA	8	14

2.2 Each semester normally consists of 90 working days or 450 Instructional hours of study. Examination shall be conducted at the end of every semester for the respective courses.

## 2.3 Multiple Entry and Exit

The students are allowed to exit the programme after 2 or 4 or 6 or 8 semesters with Undergraduate Certificate, Undergraduate Diploma, Undergraduate Degree and Undergraduate Degree with Honors/Honors (Research) respectively as per the regulations of NEP 2020. Similarly, the students from other institutions can join our university in the 3<sup>rd</sup> or 5<sup>th</sup> or 7<sup>th</sup> semester with an appropriate Undergraduate Certificate or Undergraduate Diploma or Undergraduate Degree certificates respectively.

### **3. CHOICE BASED CREDIT SYSTEM**

Credit means the weightage given to each course by the experts of the Board of Studies concerned. All programmes are offered under Choice Based Credit System with a total number of 132 credits for three years. Additional credits of 40 can also be earned on successful completion of fourth year. A total of 172 credits are offered as per the UGC Guidelines for the four year UG Programme.

### **4. STRUCTURE OF THE PROGRAMME**

**4.1** Tamil or any one of the Indian / Foreign Languages *viz*, Hindi, Malayalam Sanskrit, French is offered as an Ability Enhancement Course (AEC) for Arts, Science, Commerce and Management Programmes. Twelve credits are awarded for each course and the examinations will be conducted at the end of each semester.

**4.2.** Major Courses, Minor Courses, Multidisciplinary Courses (MDC), Skill Enhancement Courses (SEC), Project Work, Ability Enhancement Courses, Value Added Courses (VAC) (Common to all UG Programmes), Summer Internship, Minor Project (for 3 Year programme), Research Project/Dissertation (for 4 Year programme) are part of curricular structure.

#### **4.2.1. Major Courses**

Major Courses consist of theory and practical of department domains for which examinations shall be conducted at the end of each semester. The students have to earn 82 to 86 Credits in Major Courses (Four years).

#### **4.2.2. Minor Courses**

Students have courses from disciplinary/interdisciplinary minors and skill-based courses. Students have to earn a minimum of 32 Credits in Minor Courses (Four years).

#### **4.2.3. Multidisciplinary Courses (MDC)**

All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. The students have to study three Multidisciplinary Courses and they have to earn a minimum of 09 Credits.

#### **4.2.4. Skill Enhancement Courses (SEC)**

These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students. Three Skill Enhancement Courses are offered within the first four semesters. The examination shall be

conducted at the end of respective semester. Students have to earn a minimum of 09 Credits in Skill Enhancement Courses.

#### **4.2.5 Minor Project Work**

The project work shall start at the beginning of sixth semester in the Department/Industry/Research Institute (National/International) and the project report has to be submitted at the end of the sixth semester. The project may be an individual or group task. The Head of Department concerned shall assign a project supervisor who in turn shall monitor the project work of the student(s). A project / dissertation work shall be carried out by the students and they have to earn 04 to 06 credits.

If the candidate undertakes the Research Project work outside the Department, the faculty concerned within the Department shall be the Supervisor and the teacher/scientist of the host institute will be the Co-supervisor. The candidate shall bring the attendance certificate from the place where the project work was carried out.

A Project Assessing Committee (PAC) shall be constituted with HoD and two senior faculty members of the Department. The PAC shall announce the dates for the reviews and demonstration. The student shall make a presentation on the progress and demonstration of their project before the PAC in the presence of their supervisor on the scheduled dates.

#### **4.2.6. Ability Enhancement Course (AEC)**

There are four Ability Enhancement Courses offered during the first four semesters. Three credits are awarded for each course and the examinations shall be conducted at the end of each semester. Students have to earn a minimum of 12 Credits in Ability Enhancement Courses.

#### **4.2.7. Internship**

The students exiting the programme after first year or second year must have completed 04 credits internship/apprenticeship during first year and second year summer term.

#### **4.2.8. Value Added Courses (VAC)**

The students will study Value Added Courses in the first four semesters of their programme. 6 to 8 credits need to be earned under VAC. The examinations will be conducted at the end of each semester for VAC courses.

The assessment of the VAC is based on Internal Evaluation. The components of evaluation and distribution of marks is as follows:

<b>S. No.</b>	<b>Category</b>	<b>Maximum Marks</b>
1.	Assignment	5
2.	Attendance	5
3.	Seminar	5
4.	Test – I (2 ½ Units)	12.5
5.	Test – II (2 ½ Units)	12.5
6.	Final Assessment (5 Units)	60
<b>Total</b>		<b>100</b>

#### **4.2.9. Research Project /Dissertation**

The candidates shall undertake the Research Project work in the eighth Semester in the Department/Industry/Research Institute (National / International). The report shall be submitted at the end of the eighth semester. Students have to earn a minimum of 12 Credits in Research Project/Dissertation Work.

If the candidate undertakes the Research Project work outside the Department, the faculty concerned within the Department shall be the Supervisor and the teacher/scientist of the host Institute will be the Co-supervisor. The candidate shall bring the attendance certificate from the place where the project work was carried out.

HoD shall assign a Project Supervisor who shall monitor the student's project work(s). A Project Assessing Committee (PAC) shall be constituted with HoD and two senior faculty members of the Department. The PAC shall announce the dates for the reviews and demonstration. The student shall make a presentation on the progress and demonstration of their project before the PAC in the presence of their Supervisor on the scheduled dates.

#### **Approval of the project**

The candidate has to submit, in consultation with his/her supervisor, the title, objective and the action plan of his/her project to the PAC on the first review. Only after obtaining the approval of PAC, the student can initiate the project work.

### **5. ADVANCED LEARNERS AND ON-DEMAND EXAMINATION**

Students

1. Who secure 7.5 CGPA and maintain an attendance of 75% in every semester.
2. Who clear all the courses in their first appearance itself.

are referred to as advanced learners. When a student fails to maintain any of the above conditions at any given time, he cannot be an advanced learner further.

These students can request for an on-demand examination for the courses in their forthcoming semester(s). These students on prior registration can appear for such examinations well in advance and complete the entire courses well before the prescribed period of study and can progress for a full time Research Project/Internship/Minor Project during the remaining prescribed period of study. The Internal and External examinations will be conducted for these courses as like the other courses. One or more faculty mentors will be allocated based on the number of students/courses enrolled for the on-demand examination.

Also, these advanced learners can register for online courses from NPTEL/SWAYAM/SWAYAM Plus portals on prior and proper registration from the department. The credits earned from those courses will be transferred to the mark statement of the students.

## **6. CREDIT TRANSFER THROUGH ONLINE PLATFORM / INTERNATIONAL STUDIES**

Students are encouraged to enroll in courses offered by MOOC platforms and international institutions of higher learning, either virtually or in person. The equivalent credits for these courses will be determined by a committee named Subject Equivalency Committee comprising the Dean, Head of Department (HoD), and one faculty member nominated by the Vice Chancellor. The committee's decision will be submitted for ratification/approval by the Board of Studies (BoS) and the Academic Council. Additionally, the equivalent grade points for marks/grades/grade points awarded by various MOOC platforms and international institutions of higher learning will be determined by a committee named Grade Equivalency Committee duly constituted by the Vice-Chancellor. The decisions of this committee will be submitted for ratification/approval by the Academic Council. This has been approved to be implemented from the even semester of the academic year 2024-25.

## **7. EXTRA CURRICULAR ACTIVITIES**

Every student is encouraged to participate in at least any one of the following activities:

- National Service Scheme (NSS)
- National Cadet Corps (NCC)
- Sports / Mass drill



- Youth Red Cross (YRC)
- Club activities
- Other Extra-curricular activities

The student's performance shall be examined by the staff in-charge of activities along with the faculty mentor and the Head of the respective department. Marks for Extra-curricular shall be sent to the Controller of Examination (CoE) before the commencement of the Sixth End Semester Examinations. The above activities shall be conducted outside the regular working hours of the KAHE.

## **8. MEDIUM OF INSTRUCTION**

**The medium** of instruction and examinations for the courses under Language I – Tamil / Hindi / Malayalam / French / Sanskrit shall be in the language concerned. For all other courses, the medium of instruction and examination should be in English.

## **9. MAXIMUM MARKS**

**Evaluation:** Evaluation of the course comprise of two parts such as the Continuous Internal Assessment (CIA) and the End Semester Examination (ESE).

All the theory and practical courses shall carry a maximum of 100 marks, out of which 40 marks is awarded for Continuous Internal Assessment (CIA) and 60 marks for End Semester Examinations (ESE).

## **10. FACULTY MENTOR**

To help students in planning their courses of study and for general advice on the academic programme, the HoD shall allot twenty students to a faculty who will function as a faculty mentor throughout their period of study. A Faculty mentor shall advise the students and monitor their behavior and academic performance. Problems if any shall be counseled by them periodically. The faculty mentor is also responsible to inform the parents of their mentee's progress. The Faculty mentor shall display the cumulative attendance particulars of his / her mentees periodically (once in 2 weeks) on the Notice Board to know their attendance status and satisfy the clause 14 of this regulation.

## **11. ONLINE COURSE COORDINATOR**

To help students for planning their online courses and for general orientation on online courses, the HoD shall nominate a coordinator for the online courses. The Online course coordinator shall identify the courses which students can select for their programme from the available online courses offered by different agencies periodically and inform the same to the students. Further, the coordinators shall orient the students regarding the online courses and monitor their participation.

## **12. CLASS COMMITTEE**

Every class shall have a Class Committee consisting of the faculty members of various courses of the class concerned, student representatives (Minimum 2 boys and 2 girls of various capabilities and Maximum of 6 members) and the concerned HoD / senior faculty as Chairperson. The objective of the Class Committee Meeting is all about the teaching – learning process. Class Committee shall be convened at least once in a month. The constitution and functions of the Class Committee shall include

1. The class committee shall be constituted during the first week of each semester.
2. The Class Committee of a particular class of any department is normally constituted by the HoD/Chairperson of the Class Committee. However, if the students of different departments are mixed in a class, the Class Committee shall be constituted by the respective Dean of the Faculty.
3. The HoD/Chairperson of the Class committee is authorized to convene the meeting of the class committee.
4. The respective Dean of the Faculty has the right to participate in any Class committee meeting.
5. The Chairperson is required to prepare the minutes of every meeting, and submit the same to the Dean concerned within two days after having convened the meeting. Serious issues if any shall be brought to the notice of the Registrar by the HoD/Chairperson immediately.
6. Analyzing and solving problems experienced by students in the class room and in the laboratories.
7. Analyzing the performance of the students of the class after each test and finding the ways and means to improve the performance.

### **13. COURSE COMMITTEE FOR COMMON COURSES**

Each common theory course offered to more than one discipline or department shall have a “Course Committee” comprising all the teachers handling the common course with one of them nominated as Course Coordinator. The nomination of the course coordinator shall be made by the respective Dean depending upon whether all the teachers handling the common course belong to a single department or to various other departments. The ‘Course Committee’ shall meet in order to arrive at a common scheme of evaluation for the tests to ensure a uniform evaluation of the tests. If feasible, the course committee shall prepare a common question paper for the Internal Assessment test(s). Course Committee Meeting is conducted once in a semester.

### **14. REQUIREMENTS TO APPEAR FOR THE END SEMESTER EXAMINATION**

a. Every student is expected to attend all classes and should secure 100% attendance. However, in order to allow for certain unavoidable circumstances, the student is expected to have at least 75% of attendance and the conduct of the candidate has been satisfactory during the programme.

b. A candidate who has secured attendance between 65% and 74% (both included), due to medical reasons (Hospitalization / Accident / Specific Illness) shall be given exemption from prescribed minimum attendance requirements and shall be permitted to appear for the examination on the recommendation of the Head of Department concerned and the Dean. The Head of Department has to verify and certify the genuineness of the case before recommending to the Dean concerned. However, the candidate has to execute an undertaking from the parent and the student should assure that, this situation does not arise in the future.

c. However, a Student who has secured less than 65% in any of the semesters due to any reasons, shall not be permitted to appear for the End Semester Examinations. But he/she will be permitted to appear for his/her arrear examinations. In order to redo the semester with lack of attendance he/she has to attend the corresponding semester of the subsequent year(s) with approval of the Dean of the Faculty, Dean - Students Affairs and the Registrar.

## 15. PROCEDURE FOR AWARDING MARKS FOR INTERNAL ASSESSMENT

**15.1 Attendance and Assessment:** Every Faculty is required to maintain an **Attendance and Assessment Record (Log book)** which consists of attendance of students marked for each lecture/practical/ project work, the CIA, Assignment and Seminar marks and the record of class work completed (topic covered), separately for each course. This should be submitted to the HoD once in a week for checking the syllabus coverage, records of test marks and attendance. The HoD shall sign with date after due verification. The same shall be submitted to respective Dean once in a fortnight. After the completion of the semester the HoD should keep this record in safe custody for five years as records of attendance and assessment shall be submitted for inspection as and when required by the KAHE/any other approved body.

**15.2 Continuous Internal Assessment (CIA):** The performance of students in each course will be continuously assessed. Retest will be conducted and considered based on the requirements and recommendations by the Head of the Department on valid reasons. The distribution of marks for the Continuous Internal Assessment (CIA) are given below:

### Theory Courses

S. No.	Category	Maximum Marks
1.	Assignment	5
2.	Attendance	5
3.	Seminar	5
4.	Test – I (2 ½ Units)	12.5
5	Test – II (2 ½ Units)	12.5
<b>Total</b>		<b>40</b>

### Practical Courses

S.No.	Category	Maximum Marks
1.	Attendance	5
2.	Observation work	5
3.	Record work	5
4.	Internal Practical Assessment	20
5.	<i>Viva – voce</i> [Comprehensive]*	5
<b>Total</b>		<b>40</b>

\*

Includes *Viva- voce* conducted during the model Exam practical.

Every practical Exercise / Experiment shall be evaluated based on the conduct of Exercise/ Experiment and records maintained.

### 15.3 Portions for Test Question Paper

Portions for Internal Test – I : 2 ½ Units

Portions for Internal Test – II : 2 ½ Units

### 15.4 Pattern of Test Question Paper

**Theory Courses:**

**Maximum Marks : 100**

**Duration: 3 Hours**

Section	Marks
Part – A	Short Answer Answer ALL the Questions (10 x 2 = 20 Marks)
Part - B	Long Answer – 5 six mark questions ‘either – or’ type Answer ALL the Questions (5 x 6 = 30 Marks)
Part - C	Essay type Answer– 5 ten mark questions ‘either – or’ type Answer ALL the Questions (5 x 10 = 50 Marks)

### 15.5 Attendance

#### Distribution of Marks for Attendance

S. No.	Attendance (%)	Maximum Marks
1	91 and above	5
2	81 - 90	4
3	76 - 80	3
4	Less than or equal to 75	0

## 16. ESE EXAMINATIONS

**16.1 End Semester Examination (ESE):** End Semester Examination will be held at the end of each semester for each course. The question paper is for a maximum of 100 marks.

### 16.2 Pattern of ESE Question Paper:

**Theory Courses:**

**Maximum Marks: 100**

**Duration: 3 Hours**

Section	Marks
Part – A	Short Answer Answer ALL the Questions (10 x 2 = 20 Marks)
Part - B	Long Answer – 5 six mark questions ‘either – or’ type Answer ALL the Questions (5 x 6 = 30 Marks)
Part - C	Essay type Answer– 5 ten mark questions ‘either – or’ type Answer ALL the Questions (5 x 10 = 50 Marks)

The 100 Marks will be converted to 60 Marks.

**Practical Courses:** There shall be combined valuation by the Internal and External examiners. The pattern of distribution of marks shall be as given below.

S. No.	Category	Maximum Marks
1.	Experiments	40
2.	Record work	10
3.	<i>Viva – voce</i> [Comprehensive]	10
<b>Total</b>		<b>60</b>

### Record Notebooks for Practical Examination

Candidate taking the practical examination should submit Bonafide Record Notebook prescribed for the practical examination; failing which the candidate will not be permitted to take the practical examination.

In case of failures in Practical Examination, the marks awarded for the Record at the time of first appearance of the Practical Examination shall remain the same at the subsequent appearance also by the candidate.

### **16.3. Evaluation of Project Work**

**16.3.1** The project work shall carry a maximum of 100 marks.

(CIA - 40 and ESE – 60\*)

\*Combined valuation of Internal and External Examiners.

**16.3.2** The project report prepared according to the approved guidelines and duly signed by the supervisor(s) shall be submitted to HoD.

**16.3.3** The evaluation of the project will be based on the project report submitted and a *viva-voce* examination by a team consisting of the supervisor, who will be the Internal Examiner and an External Examiner who shall be appointed by the Controller of Examination. In case the supervisor is not available, the HoD shall act as an Internal Examiner for the same.

**16.3.4** If a candidate fails to submit the project report on or before the specified date given by the Examination Section, the candidate is deemed to have failed in the Project Work and shall re-enroll for the same in a subsequent semester.

If a candidate fails in the respective *viva-voce* examinations he/she has to resubmit the Project Report within 30 days from the date of declaration of the results. The same Internal and External examiner shall evaluate the resubmitted report in the subsequent semester.

**16.3.5** A Copy of the approved project report after the successful completion of *viva-voce* examination shall be kept in the KAHE library.

## **17. PASSING REQUIREMENTS**

**17.1** Passing minimum: A candidate needs to secure a minimum of 20 marks out of 40 marks in CIA and 30 marks out of 60 marks in ESE. The overall passing minimum in each course is 50 marks out of 100 marks (Sum of the marks in CIA and ESE examination).

**17.2** If a candidate fails to secure a pass in a particular course (either CIA or ESE or Both) as per clause 15.1, it is mandatory that the candidate has to register and reappear for the examination in that course during the subsequent semester when examination is conducted for the same till, he / she receives pass both in CIA and ESE (vide Clause 2.1).

**17.3** Candidate failed in CIA will be permitted to improve CIA marks in the subsequent semesters by writing tests and by re-submitting Assignments.

**17.4** The CIA marks secured by the candidate in the first passed attempt shall be retained by the Office of the Controller of Examinations and considered valid for all subsequent attempts till the candidate secures a pass in ESE.

**17.5** A Candidate who is absent in ESE in a Course / Practical / Project Work after having enrolled for the same shall be considered to have Absent (AAA) in that examination.

## **18. IMPROVEMENT OF MARKS IN THE COURSES ALREADY PASSED**

The Candidates desirous to improve the marks secured in a course which they passed in their first attempt, shall reappear once (**only in ESE**) in the subsequent semester. **The improved marks shall be considered for classification but not for ranking.** If there is no improvement, there shall be no change in the marks awarded earlier.

## **19. AWARD OF LETTER GRADES**

All the assessments of a course will be done on absolute marks basis. However, for the purpose of reporting the performance of a candidate, letter grades, each carrying certain number of points, will be awarded as per the range of total marks (out of 100) obtained by the candidate in each course as detailed below:

<b>Letter grade</b>	<b>Marks Range</b>	<b>Grade Point</b>	<b>Description</b>
O	91 - 100	10	OUTSTANDING
A+	81 - 90	9	EXCELLENT
A	71 - 80	8	VERY GOOD
B+	66 - 70	7	GOOD
B	61 - 65	6	ABOVE AVERAGE
C	55 - 60	5	AVERAGE
D	50 - 54	4	PASS
RA	<50	-	REAPPEARANCE
AAA	-	-	ABSENT

## **20. GRADE SHEET**

After the declaration of the results, Grade Sheets will be issued to each student which will contain the following details:

- i. The list of courses enrolled during the semester and the grade scored.
- ii. The Grade Point Average (**GPA**) for the semester and



iii. The Cumulative Grade Point Average (**CGPA**) of all courses enrolled from first semester onwards.

iv. Remark on Extension Activities (only in the 6<sup>th</sup> Semester Grade Sheet) GPA of a Semester and CGPA of a programme will be calculated as follows.

$$\text{GPA of a Semester} = \frac{\sum_i C_i G P_i}{\sum_i C_i}$$

Sum of the product of the GP by the corresponding credits of the courses offered in that Semester

-----

Sum of the credits of the courses of that Semester

i.e. **GPA** of a Semester =  $\frac{\sum_i C_i G P_i}{\sum_i C_i}$

Sum of the product of the GPs by the corresponding credits of the courses offered for the entire

-----

Sum of the credits of the courses

**CGPA** of the entire programme =-- of the entire programme

i.e. **CGPA** of the entire programme =  $\frac{\sum_n \sum_i C_{ni} G P_{ni}}{\sum_n \sum_i C_{ni}}$

where,

- C<sub>i</sub> is the credit fixed for the course 'i' in any semester
- G<sub>P<sub>i</sub></sub> is the grade point obtained for the course 'i' in any semester
- 'n' refers to the Semester in which such courses are credited.

**Note:** RA grade will be excluded for calculating **GPA** and **CGPA**.

## 21. REVALUATION

A candidate can apply for revaluation or re-totalling of his / her semester examination answer script (**theory courses only**), within 2 weeks from the date of declaration of results, on payment of a prescribed fee. The prescribed application has to be sent to the Controller of Examinations through the HoD. **A candidate can apply for revaluation of answer scripts not exceeding 5 courses at a time.** The Controller of Examinations will arrange for the

reevaluation and the results will be intimated to the candidate through the HoD concerned. Reevaluation is not permitted for Supplementary Examinations.

## **22. TRANSPARENCY AND GRIEVANCE COMMITTEE**

Reevaluation and Retotaling are allowed on representation (clause 21). Student may get the Xerox copy of the answer script on payment of prescribed fee, if he / she wishes. The student may represent the grievance, if any, to the Grievance Committee, which consists of Dean of the Faculty, (if Dean is HoD, the Dean of another Faculty nominated by the KAHE), the HoD of Department concerned, the faculty of the course and Dean from other discipline nominated by the KAHE and the CoE. If the Committee feels that the grievance is genuine, the script may be sent for external valuation and the marks awarded by the External examiner will be final. The student has to pay the prescribed fee for the same.

## **23. ELIGIBILITY FOR THE AWARD OF THE DEGREE**

**A student shall be declared to be eligible for the conferment of the Degree if he / she**

- Successfully completed all the components prescribed under Part I to Part IV in the CBCS pattern to earn the minimum required credits as specified in the curriculum corresponding to his / her programme within the stipulated period (vide clause 2.1).
- No pending disciplinary enquiry/ action against him/her.
- The award of the degree must be approved by the Board of Management.

## **24. CLASSIFICATION OF THE DEGREE AWARDED**

**24.1** Candidates who qualify for the award of the Degree (vide clause 23) having passed the examination in all the courses in their first appearance, within the specified minimum number of semesters and securing a **CGPA not less than 8** shall be declared to have passed the examination in the **First Class with Distinction**.

**24.2** Candidates who qualify for the award of the Degree (vide clause 23) having passed the examination in all the courses within the specified maximum number of semesters (vide clause 2.1), securing a **CGPA not less than 6.5** shall be declared to have passed the examination in the **First Class**.

**24.3** Candidates (not covered in vide clauses 24.1 and 24.2) who qualify for the award of the degree (vide Clause 23) shall be declared to have passed the examination in the **Second Class**.

## **25. RANKING**

Candidates who qualify for the UG Degree programme passing all the Examinations in the first attempt, within the minimum period prescribed for the programme of study from Semester I through Semester VI/VIII to the programme shall be eligible for ranking. Such ranking will be confined to 10% of the total number of candidates qualified in that particular programme of study subject to a maximum of 10 ranks.

## **26. SUPPLEMENTARY EXAMINATION**

Supplementary Examination will be conducted only for the final semester students within ten days from the date of publication of results for students who have failed in one theory course only. Such students shall apply with prescribed fee to the Controller of Examinations within the stipulated time.

## **27. DISCIPLINE**

**27.1.** If a student indulges in malpractice in any of the Internal / External Examinations he / she shall be liable for punitive action as prescribed by the KAHE from time to time.

**27.2.** Every student is required to observe discipline and decorous behavior both inside and outside the campus and not to indulge in any activity which will tend to bring down the prestige of the KAHE. The erring students will be referred to the disciplinary committee constituted by the KAHE, to enquire into acts of indiscipline and recommend the disciplinary action to be taken.

## **27. KAHE ENTRANCE EXAMINATION**

At the end of Sixth Semester or Eighth Semester, the KAHE Entrance Examinations will be conducted who are aspiring for Higher Education (PG or Ph.D).

## **28. REVISION OF REGULATION AND CURRICULUM**

Karpagam Academy of Higher Education may from time-to-time revise, amend or change the Regulations, Scheme of Examinations and Syllabi, if found necessary.

### Annexure I

S.No.	Programme	Subject	Eligibility
1.	B. Sc.	Biotechnology	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern taking Biology or Botany or Zoology or chemistry as subjects at the Higher Secondary level.
2.	B. Sc.	Computer Science	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern. preferably taking Mathematics/Statistics/Computer/Information Science being one of the subjects (OR) 3 year diploma after 10 <sup>th</sup> or 10+2 pattern of education taking computer science/maths as one of the subject.
3.	B. Sc.	Microbiology	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern taking Biology or Botany Zoology or chemistry as subjects at the Higher Secondary level.
4.	B. Sc.	Information Technology	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern preferably taking Mathematics/Statistics/Computer/Information Science being one of the subjects (OR) 3 year diploma after 10 <sup>th</sup> or 10+2 pattern of education taking computer science/maths as one of the subject.
5.	B. Sc.	Computer Technology	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern preferably taking Mathematics/Statistics/Computer/Information Science being one of the subjects (OR) 3 year diploma after 10 <sup>th</sup> or 10+2 pattern of education taking computer science/maths as one of the subject.
6.	B.Sc.	Computer Science( Cognitive Systems)	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern preferably taking Mathematics/Statistics/Computer/Information Science being one of the subjects (OR) 3 year diploma after 10 <sup>th</sup> or 10+2 pattern of education taking computer science/maths as one of the subject.

7.	B.Sc.	Computer Science (Artificial Intelligence and Data Science)	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern preferably taking Mathematics/Statistics/Computer/Information Science being one of the subjects (OR) 3 year diploma after 10 <sup>th</sup> or 10+2 pattern of education taking computer science/maths as one of the subject.
8.	BCA	Computer Application	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern preferably taking Mathematics/Statistics/Computer/Information Science being one of the subjects (OR) 3 year diploma after 10 <sup>th</sup> or 10+2 pattern of education taking computer science/maths as one of the subject.
9.	B. Com.	Commerce	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level
10.	B.Com (CA)	Commerce with Computer Applications	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level
11.	B. Com. (PA)	Commerce with Professional Accounting	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level
12.	B. Com. (BPS)	Commerce with Business Process Services	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level
13.	B.B.A.	Business Administration	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level
14.	B. Com	Financial Analytics	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level

15.	B. Com	International Accounting and Finance	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level
16.	B.Com	Information Technology	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level
17.	B. Sc.	Computer Science (Cyber Security)	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern preferably taking Mathematics/Statistics/Computer/Information Science being one of the subjects (OR) 3 year diploma after 10 <sup>th</sup> or 10+2 pattern of education taking computer science/maths as one of the subject.
18.	B. Com	FinTech.	Candidates who have passed Higher Secondary Education (XII) or any equivalent Examination conducted by a State Government or a University or Board under the 10+2 pattern Commerce as a subject under the academic or vocational stream at the Higher Secondary level

# Karpagam Innovation and Incubation Council (KIIC)

(A Section 8 Company)

Based on the 2019 National Innovation and Startup Policy and the 2019–2023 Tamil Nadu Startup Policy, KIIC has recommended to the KAHE students who are affiliated with the KIIC that it be incorporated in the university Program Regulations 2023-24 and implement from this academic year.

## Norms to Student Start-Ups

- a) Any (UG/PG / (Ph.D.) Research scholars, student, right from the first year of their program is allowed to set a startup (or) work part time/ full time in a startup or work as intern in a startup
- b) Any (UG/PG / (Ph.D.) Research scholars) student right from the first year of their program is allowed to earn credit for working on Innovative prototypes/business Models/ Pre incubation (case to case basis).
- c) Start Up activities will be evaluated based on the guidelines being given by the expert committee of the KIIC
- d) Student Entrepreneurs may use the address of incubation center (KIIC) to register their venture while studying in KAHE.
- e) Students engaged in startups affiliated with the KIIC or those who work for them may be exempted from KAHE's attendance requirements for academic courses under current regulations, up to a maximum of 30% attendance per semester, including claims for ODs and medical emergencies Potential Students who have been incubated at KIIC may be permitted to take their University semester exams even if their attendance is below the minimum acceptable percentage, with the proper authorization from the head of the institution. (On case-to-case basis depends upon the applicability strength, societal benefits and quality of the Innovation and Subsequent engagement of the students with the/ her business)
- f) Any Students Innovators/entrepreneurs are allowed to opt their startup in place mini project /major project, /seminar and summer training etc. (In plant training, Internship, value added Course.). The area in which the student wishes to launch a Startup may be interdisciplinary or multidisciplinary.
- g) Student's startups are to be evaluated by Expert committee, formed by KIIC and KAHE

## Guide lines to award Credits/ Marks to a Student startup

Student's startup stages are divided into five phases and these startup phases can be considered equally in place of the course title as mentioned below with the same credits allotted to the course title in a University curriculum.

Sl. No.	Description/Startup phases	In place of the Subject / Course title	Grades/Credits /Marks
1	Idea stage/Problem Identification	Seminar	Same Marks/Credits can be awarded that are listed in the course title's curriculum for the respective startup phases.
2	Proof of Concept (POC) /Solution development	In-plant training /Internship	
3	Product Development (Lab scale) /Prototype Model/ Company Registered	Mini Project/ Value added Course	
4	Validation/Testing	Main Project phase I	
5	Business Model/Ready for Commercialization/Implementation	Main Project phase II,	

## **PROGRAMME OUTCOMES (PO)**

PO1: Discipline Knowledge: Graduate will acquire a broad body of knowledge in business management concepts and current practices in a global business environment.

PO2: Communication skills: Graduates will be proficient in conveying ideas clearly and persuasively through various mediums.

PO3: Critical thinking: Graduates will be able to analyze complex business situations and develop effective solutions.

PO4: Problem solving: Graduates will prioritize customer needs and satisfaction in business activities and strategies.

PO5: Analytical reasoning: Graduates will effectively collaborate with diverse teams to achieve common goals.

PO6: Research related skills: Graduates will conduct thorough research and analyze data to inform business strategies and decision-making.

PO7: Cooperation/Team work: Graduates will exhibit leadership qualities and inspire others towards shared visions and goals.

PO8: Scientific reasoning: Graduates will possess a sound understanding of financial concepts and be able to apply them in business contexts.

PO9: Reflective thinking: Graduates will comprehend strategic management principles and apply them to enhance organizational performance.

PO10: Information and Digital literacy: Graduates will demonstrate innovative thinking and entrepreneurial skills, capable of identifying and seizing business opportunities.

PO11: Self-directed learning: Graduates will be adept at utilizing technology to optimize business processes and decision-making.

PO12: Multicultural competence: Graduates will understand global business environments and appreciate cultural diversity in the workplace.

PO13: Moral and Ethical awareness/reasoning: Graduates will demonstrate ethical awareness and make decisions considering social, environmental, and economic implications.

PO14: Leadership readiness/qualities: Graduates will adapt to changing business environments and embrace lifelong learning for professional growth.

PO15: Lifelong learning: Graduates will identify, assess and manage risks effectively to minimize negative impacts on business operations.



### PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO 1: Graduates will exhibit ability for innovative problem-solving, leveraging creativity and critical thinking to tackle complex business challenges with unconventional solutions.

PSO 2: Graduates will demonstrate adeptness in cross-functional collaboration, seamlessly integrating knowledge from diverse business disciplines to drive synergy and achieve organizational objectives. Industry-relevant abilities to solve practical business issues, such as financial modeling, market analysis, and strategic planning. Completion of practical projects and internships, which give them first-hand experience in a range of business functions.

### PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1: Graduates will demonstrate leadership skills and the capacity to collaborate with members of different teams, successfully spearheading projects and promoting the success of the company.

PEO 2: Graduates will exhibit proficiency in the business sector of their choice, utilizing their education, experience, and attitudes to make valuable contributions in a variety of organizational contexts.

PEO 3: Graduates will respect moral principles and global principles exhibit social responsibility in their professional behavior, making choices that take stakeholders' interests into account and advance societal progress.

Program Educational Objectives	Program Outcomes														
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
Graduates will demonstrate leadership skills and the capacity to collaborate with members of different teams, successfully spearheading projects and promoting the success of the company.		√	√			√	√					√			√
Graduates will exhibit proficiency in the business sector of their choice, utilizing their education, experience, and attitudes to make valuable contributions in a variety of organizational contexts.	√			√							√				√
Graduates will respect moral principles and global principles exhibit social responsibility in their professional behavior, making choices that take stakeholders' interests into account and advance societal progress.					√			√	√		√		√		

**KARPAGAM ACADEMY OF HIGHER EDUCATION**  
**COIMBATORE – 641 021.**  
**DEPARTMENT OF MANAGEMENT**  
**FACULTY OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT**  
**UG PROGRAMME (CBCS) – BBA**  
**(2024–2025 Batch and onwards)**

Course Code	Name of the Course	Categories	Outcomes		Instruction hours / week			Credit(s)	Maximum Marks			Page No.
			PO	PSO	L	T	P		CIA	ESE	Total	
									40	60	100	
<b>SEMESTER – I</b>												
24LAUT101/ 24LUH101/ 24LUM101/ 24LUS101/ 24LUF101	Language I (Tamil I/ Hindi I/ Malayalam I/ Sanskrit I/ French I)	AEC 1	1,2,7, 10, 13,14	2	4	-	-	3	40	60	100	1
24ENU101	English I	MDC 1	1,2,7, 10, 13,14	2	3	-	-	3	40	60	100	15
24BAU101	Principles of Management	Major 1	1,2,3, 4,10, 11, 15	1	6	2	-	6	40	60	100	17
24BAUA101	Business Accounting	Minor 1	1,2,4, 5,9,1 2,15	1	6	2	-	4	40	60	100	19
24BAU111	Tally - Practical	SEC 1	1,3,5, 7,10, 13, 15	1	-	-	5	2	40	60	100	21
24VAC101	Yoga for Youth Empowerment	VAC 1	1,2,4, 7,10, 15	1,2	2	-	-	2	100	-	100	23
<b>Semester Total</b>					<b>21</b>	<b>4</b>	<b>5</b>	<b>20</b>	<b>300</b>	<b>300</b>	<b>600</b>	

Course Code	Name of the Course	Categories	Outcomes		Instruction hours / week			Credit(s)	Maximum Marks			Page No.
			PO	PSO	L	T	P		CIA	ESE	Total	
									40	60	100	
<b>SEMESTER – II</b>												
24LAUT201/ 24LUH201/ 24LUM201/ 24LUS201/ 24LUF201	Language II (Tamil II / Hindi II / Malayalam II / Sanskrit II / French II)	AEC 2	1,2,7, 10, 13,14	2	4	-	-	3	40	60	100	25
24ENU201	English II	MDC 2	1,2,7, 10, 13,14	2	3	-	-	3	40	60	100	36
24BAU201	Managerial Economics	Major 2	1,2,3,4 ,5,10, 11, 15	2	6	2	-	6	40	60	100	38
24BAUA201	Business Statistics	Mino r 2	1,2,3, 4,5,9, 11,15	2	6	2	-	4	40	60	100	41
24BAU211	Business Statistics - Practical	SEC 2	1,2,3,4 ,5,10, 11, 15	2	-	-	5	2	40	60	100	43
24VAC201	Environmental Studies	VAC 2	1,3,5, 7, 11	1	2	-	-	2	100	-	100	45
<b>Semester Total</b>					<b>21</b>	<b>4</b>	<b>5</b>	<b>20</b>	<b>300</b>	<b>300</b>	<b>600</b>	

Course Code	Name of the Course	Categories	Outcomes		Instruction hours / week			Credit(s)	Maximum Marks			Page No.
			PO	PSO	L	T	P		CIA	ESE	TOTAL	
									40	60	100	
<b>SEMESTER – III</b>												
24LAUT301/ 24LUH301/ 24LUM301/ 24LUS301/ 24LUF301	Language III (Tamil III / Hindi III / Malayalam III / Sanskrit III / French III)	AEC 3	1,2,7, 10, 13,14	2	4	-	-	3	40	60	100	47
24ENU301	English III	MDC 3	1,2,7, 10, 13,14	2	3	-	-	3	40	60	100	58
24BAU301	Marketing Management	Major 3	3,6,8, 11,13	1,2	5	-	-	4	40	60	100	60
24BAU302	Financial Management	Major 4	1,4,7, 8,10, 11, 14,15	-	4	1	-	3	40	60	100	63
24BAU303	Organizational Behavior	Major 5	2,4,5, 6,7,9, 10,11	1	4	-	-	3	40	60	100	66
24BAU304	Community Engagement and Social Responsibility	Major 9	1,2,5, 8,9,10 ,11,15	2	2	-	-	2	40	60	100	68
24BAUA301	Cost and Management Accounting	Minor 3	1,3,7, 8,10, 11	1,2	4	1	-	4	40	60	100	70
24VAC301	Indian Knowledge System	VAC 3	1,2,5, 8,9,1 0,11, 15	2	2	-	-	1	100	-	100	73
24BAU391	Internship I	Summ er Intern ship	1,3,5, 8,9,1 0,11, 15	2	-	-	-	2	100	-	100	76
<b>Semester Total</b>					<b>28</b>	<b>2</b>	<b>0</b>	<b>25</b>	<b>480</b>	<b>420</b>	<b>900</b>	

Course Code	Name of the Course	Categories	Outcomes		Instruction hours / week			Credit(s)	Maximum Marks			Page No
			PO	PSO	L	T	P		CIA	ESE	TOTAL	
									40	60	100	
<b>SEMESTER – IV</b>												
24LAUT401/ 24LUH401/ 24LUM401/ 24LUS401/ 24LUF401	Language IV (Tamil IV / Hindi IV / Malayalam IV / Sanskrit IV / French IV)	AEC 4	1,2,7, 10, 13,14	2	4	-	-	3	40	60	100	77
24ENU401	English IV	SEC 3	1,2,7, 10, 13,14	2	3	-	-	3	40	60	100	89
24BAU401	Legal Aspects of Business	Major 6	1,2,7, 8,9,10 ,11,12 ,13	-	5	-	-	4	40	60	100	91
24BAU402	Human Resource Management	Major 7	1,2,3, 8,9,12 ,15	2	4	-	-	4	40	60	100	93
24BAU403	Financial Reporting	Major 8	1,2,3, 4,5,10 ,11	1,2	5	1	-	4	40	60	100	95
24BAUA401	Research Methodology	Minor 4	2,3,7, 9,11, 12, 13,14,	1	5	1	-	4	40	60	100	97
24VAC401	Universal Human Values	VAC 4	2,3,4, 9,10, 11, 12,13, 14	1,2	2	-	-	1	100	-	100	99
<b>Semester Total</b>					<b>28</b>	<b>2</b>	<b>0</b>	<b>23</b>	<b>340</b>	<b>360</b>	<b>700</b>	

Course Code	Name of the Course	Categories	Outcomes		Instruction hours / week			Credit(s)	Maximum Marks			Page No
			PO	PSO	L	T	P		CIA	ESE	TOTAL	
<b>SEMESTER – V</b>												
24BAU501	Investment Analysis and Portfolio Management	Major 10	1,2,3,4,5,7,10,11,12,13	–	5	1	-	4	40	60	100	102
24BAU502	Advertising and Brand Management	Major 11	1,2,3,4,5,6,9,10	–	6	-	-	4	40	60	100	104
24BAU503A/ 24BAU503B/ 24BAU503C/ 24BAU503D/	Major Elective I	Major 12		–	6	-	-	4	40	60	100	106
24BAU504A/ 24BAU504B/ 24BAU504C/ 24BAU504D/	Major Elective II	Major 13		–	6	-	-	4	40	60	100	114
24BAUA501	Introduction to Capital Market	Minor 5	1,2,3,4,5,6,9,10,11,12	–	5	1	-	4	40	60	100	123
24BAU591	Internship II	Summer Internship	1,3,5,8,9,10,11,15	2	-	-	-	2	100	-	100	126
	<b>Semester Total</b>				<b>28</b>	<b>2</b>	<b>0</b>	<b>22</b>	<b>300</b>	<b>300</b>	<b>600</b>	
<b>SEMESTER – VI</b>												
24BAU601	Entrepreneurship Development	Major 14	1,2,3,4,5,6,7,10,11,12,13	–	4	0	0	3	40	60	100	128
24BAU602A/ 24BAU602B/ 24BAU602C/ 24BAU602D	Major Elective III	Major 15		2	5	0	0	4	40	60	100	131
24BAU603A/ 24BAU603B/ 24BAU603C/ 24BAU603D	Major Elective IV	Major 16		2	5	0	0	4	40	60	100	140
24BAUA601		Minor 6			4	0	0	3	40	60	100	150

	Consumer Behaviour												
24BAU691	Project	Major 17	2,3,5,8,9,10,11,15	2	0	0	12	6	40	60	100	153	
24EAU601	ECA/NCC/NSS/Sports/General Interest etc	SEC 4			0	0	0	2	100	-	100	155	
											<b>Good</b>		
<b>Semester Total</b>					<b>18</b>	<b>0</b>	<b>12</b>	<b>22</b>	<b>300</b>	<b>300</b>	<b>600</b>		
<b>Programme Total</b>					<b>-</b>	<b>-</b>	<b>-</b>	<b>132</b>	<b>2020</b>	<b>1980</b>	<b>4000</b>		
<b>SEMESTER – VII</b>													
24BAU701	Banking Law and Practice	Major 18	1,2,3,5,7,8,10,11,12	-	6	0	0	6	40	60	100	157	
24BAU702	Decision making using Statistical Software Package	Major 19	1,2,3,4,5,7,8,9,11,13	-	6	2	0	6	40	60	100	159	
24BAU703	International Trade	Major 20	1,2,3,4,5,6,7,8,9,10,11	-	6	0	0	3	40	60	100	161	
24BAUA701	Production and Operations Management	Minor 7	1,2,3,5,6,7,9,10,11	-	6	0	0	3	40	60	100	164	
24BAU711	Decision making using Statistical Software Package - Practical	Major 21	1,2,3,4,5,6,7,8,9,10	-	0	0	4	2	40	60	100	167	
<b>Semester Total</b>					<b>24</b>	<b>2</b>	<b>4</b>	<b>20</b>	<b>200</b>	<b>300</b>	<b>500</b>		

<b>SEMESTER –VIII</b>												
24BAU801	Digital Marketing	Major 22	1,2,3, 4,5,7, 9, 10, 12	–	6	0	0	4	40	60	100	169
24BAUA801	Human Resource Development	Minor 8	2,3,4, 5,6,7, 9, 10	–	6	0	0	4	40	60	100	171
24BAU891	Project	Major 23	2,3,5, 8,9,10 ,11,15	2	0	0	18	12	120	180	300	173
<b>Semester Total</b>					<b>12</b>	<b>0</b>	<b>18</b>	<b>20</b>	<b>200</b>	<b>300</b>	<b>500</b>	
<b>OR</b>												
24BAU801	Digital Marketing	Major 22	1,2,3, 4,5,7, 9, 10, 12	–	6	0	0	4	40	60	100	169
24BAU802	Service Marketing	Major 24	1,2,3, 5,7,8, 9, 10, 11	–	6	0	0	4	40	60	100	175
24BAU803	Forex Management	Major 25	1,2,3, 4,5,10 , 11	–	6	0	0	4	40	60	100	177
24BAU804	Micro finance	Major 26	1,2,3, 4,5,6, 8, 10, 12	1	6	0	0	4	40	60	100	179
24BAUA801	Human Resource Development	Minor 8	2,3,4, 5,6,7, 9, 10	–	6	0	0	4	40	60	100	181
<b>Semester Total</b>					<b>30</b>	<b>0</b>	<b>0</b>	<b>20</b>	<b>200</b>	<b>300</b>	<b>500</b>	
<b>Programme Total</b>					<b>-</b>	<b>-</b>	<b>-</b>	<b>172</b>	<b>2420</b>	<b>2580</b>	<b>5000</b>	



MAJOR COURSES			
Semester	Course code	Name of the course	Credit(s)
I	24BAU101	Principles of Management	6
II	24BAU201	Managerial Economics	6
III	24BAU301	Marketing Management	4
	24BAU302	Financial Management	3
	24BAU303	Organizational Behaviour	3
	24BAU404	Community Engagement and Social Responsibility	2
IV	24BAU401	Legal Aspects of Business	4
	24BAU402	Human Resource Management	4
	24BAU403	Financial Reporting	4
V	24BAU501	Investment Analysis and Portfolio Management	4
	24BAU502	Advertising and Brand Management	4
	24BAU503A / 24BAU503B / 24BAU503C / 24BAU503D /	<b>Major Elective I</b> Logistics and Supply Chain Management Insurance Principles and Practice Taxation I Tourism Products of India	4
	24BAU504A / 24BAU504B / 24BAU504C / 24BAU504D /	<b>Major Elective II</b> Industrial Relation and Labour Welfare Big Data Analysis Innovation and Creativity in Business E-Commerce	4
VI	24BAU601	Entrepreneurship Development	3
	24BAU602A / 24BAU602B / 24BAU602C / 24BAU602D	<b>Major Elective III</b> Business Ethics and Corporate Social Responsibility Investment Banking Operations Taxation – II Ecotourism	4

	24BAU603A / 24BAU603B / 24BAU603C / 24BAU603D	<b>Major Elective IV</b> Compensation Management Managing Startups Data Mining and Data Warehousing Management Information System	4
	24BAU691	Project	6
<b>VII</b>	24BAU701	Banking Law and Practice	6
	24BAU702	Decision making using Statistical Software Package	6
	24BAU703	International Trade	3
	24BAU711	Decision making using Statistical Software Package – Practical	2
<b>VIII</b>	24BAU801	Digital Marketing	4
	24BAU891 Or 24BAU802 24BAU803 24BAU804	Project Or Service Marketing Forex Management Micro Finance	12
<b>TOTAL</b>			<b>102</b>

<b>MINOR COURSES</b>			
<b>Semester</b>	<b>Course code</b>	<b>Name of the course</b>	<b>Credit(s)</b>
<b>I</b>	24BAUA101	Business Accounting	4
<b>II</b>	24BAUA201	Business Statistics	4
<b>III</b>	24BAUA301	Cost and Management Accounting	4
<b>IV</b>	24BAUA401	Research Methodology	4
<b>V</b>	24BAUA501	Introduction to Capital Market	4
<b>VI</b>	24BAUA601	Consumer Behaviour	3
<b>VII</b>	24BAUA701	Production and Operations Management	3
<b>VIII</b>	24BAUA801	Human Resource Development	4
<b>TOTAL</b>			<b>30</b>

<b>ABILITY ENHANCEMENT COURSES</b>			
<b>Semester</b>	<b>Course code</b>	<b>Name of the course</b>	<b>Credit(s)</b>
I	24LAUT101/24LUH101/24LUM101/ 24LUS101/24LUF101	Language I	3
II	24LAUT201/24LUH201/24LUM201/ 24LUS201/24LUF201	Language II	3
III	24LAUT301/24LUH301/24LUM301/ 24LUS301/24LUF301	Language III	3
IV	24LAUT401/24LUH401/24LUM401/ 24LUS401/24LUF401	Language IV	3
<b>TOTAL</b>			<b>12</b>

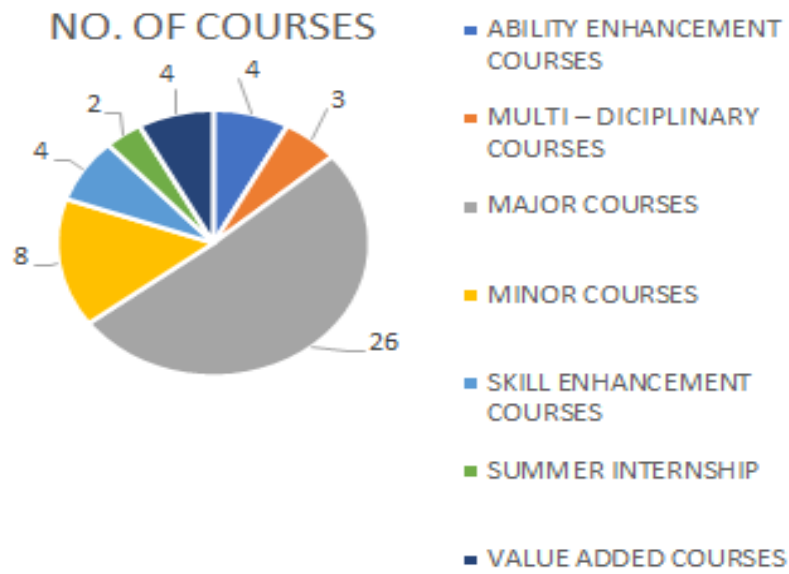
<b>MULTI – DISCIPLINARY COURSES</b>			
<b>Semester</b>	<b>Course code</b>	<b>Name of the course</b>	<b>Credit(s)</b>
I	24ENU101	English I	3
II	24ENU201	English II	3
III	24ENU301	English III	3
<b>TOTAL</b>			<b>9</b>

<b>SKILL ENHANCEMENT COURSES</b>			
<b>Semester</b>	<b>Course code</b>	<b>Name of the course</b>	<b>Credit(s)</b>
I	24BAU111	Tally - Practical	2
II	24BAU211	Business Statistics -Practical	2
IV	24ENU401	English IV	3
VI	24ENU601	ECA/NCC/NSS/Sports/General Interest etc.	2
<b>TOTAL</b>			<b>9</b>

<b>SUMMER INTERNSHIP</b>			
<b>Semester</b>	<b>Course code</b>	<b>Name of the course</b>	<b>Credit(s)</b>
<b>III</b>	24BAU391	Internship – I	2
<b>V</b>	24BAU591	Internship – II	2
<b>TOTAL</b>			<b>4</b>

<b>VALUE ADDED COURSES</b>			
<b>Semester</b>	<b>Course code</b>	<b>Name of the course</b>	<b>Credit(s)</b>
<b>I</b>	24VAC101	Yoga for Youth Empowerment	2
<b>II</b>	24VAC201	Environmental Studies	2
<b>III</b>	24VAC301	Indian Knowledge System	1
<b>IV</b>	24VAC401	Universal Human Values	1
<b>TOTAL</b>			<b>6</b>

<b>S.NO.</b>	<b>CATEGORIES</b>	<b>NO. OF COURSES</b>
1	ABILITY ENHANCEMENT COURSES	4
2	MULTI – DICIPINARY COURSES	3
3	MAJOR COURSES	26
4	MINOR COURSES	8
5	SKILL ENHANCEMENT COURSES	4
6	SUMMER INTERNSHIP	2
7	VALUE ADDED COURSES	4



**இலக்கிய நெறிகள்****பாடத்திட்டப் பொதுநோக்கம்**

- மாணவர்களுக்குத் தமிழ்மொழி வரலாறு மற்றும் இலக்கியங்களின் வழியாக வாழ்வியல் மதிப்புகளை உணர்த்துதல்.
- சிந்தனைத் திறனையும், படைப்பாக்கத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும் மேம்படுத்துதல்.
- வேலைவாய்ப்புக்குரிய வகையில் மொழித்திறனை மேம்படுத்துதல்.

**பாடத்திட்டப் பயன்விளைவு**

- தமிழ்மொழி வரலாறு குறித்த தெளிந்த அறிவு பெற்றிருத்தல்.
- வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக இலக்கியங்களை நாடுகின்ற மனப்பான்மை பெற்றிருத்தல்.
- படைப்பிலக்கியத்திறன் பெற்றிருத்தல்.
- இந்தியக் குடியரிமைப்பணி முதலான போட்டித் தேர்வுகளில், விருப்பப்பாடமாக இடம்பெறுகின்ற, 'தமிழ் இலக்கியவரலாறு' தமிழ் இலக்கண அறிவு மேம்பாடு பெற்றிருத்தல்.
- மொழிபெயர்ப்பியல், கணினித்தமிழ் சார்ந்த வேலைவாய்ப்புத்திறன் மேம்பாடு.

**அலகு - I****(8 மணிநேரம்)**

**முச்சங்க வரலாறு** - சங்க இலக்கியத் தொகுப்பு - பாட்டும் தொகையும் - சங்க இலக்கியச் சிறப்பியல்புகள்

**சங்க இலக்கியம் - நற்றிணை** - கொண்டல் மாமழை - குறிஞ்சி -140

**சங்க இலக்கியம் - குறுந்தொகை** - அணிற்பல் லன்ன - நெய்தல் - 49

**அற இலக்கியம் - திருக்குறள்** - வினைத்திட்டம் (பொருட்பால் 661-670), பண்புடைமை

(பொருட்பால் 991-1000)

**சிறீறிலக்கியம் - முக்கூடற்பள்ளு** - நெல்வகைகள், மீன்வகைகள், மாடுவகைகள்

**காப்பியம் - சிலப்பதிகாரம்** - புகார் காண்டம் : மங்கலவாழ்த்துப் பாடல்: பொதியில்ஆயினும் - 'கோவலன் என்பான்மன்னோ'(1438), 'நீலவிதானத்து' - 'நோன்புஎன்னை'(48-53).

**மனையறம்படுத்த காதை** -

'வார்ஓலிகூந்தலை' - 'சிறப்பின்கண்ணகிதனக்குஎன்'(84-90) **அரங்கேற்று காதை** -

'மாமலர்நெடுங்கண்' - 'அகம்மறந்து' (170-175).

## மதுரைக் காண்டம்

கொலைக்களக்காதை: 'இருமுதுகுரவர்' - 'எழுந்தனன்யான்' (67- 83),  
'வினைவிளை காலம்' - 'கொணர்க ஈங்குஎன்' (148-153)

## கட்டுரைகாதை

'கடிபொழில்' - 'இல் சாபம்பட்டனிர்' (138-170)

வழக்குரைக்காதை - 'அல்லவை செய்தார்க்கு' - 'தோற்றான் உயிர்' (82-93)

வஞ்சிக்காண்டம் - நடுகல்காதை - 'மதுரை மூதூர்'-'மன்னவர்ஏறு' (218-234)

வாழ்த்துக்காதை - 'என்னை இஃது' - 'தோன்றுமால்' (9)

இலக்கணம் - எழுத்து - முதல் மற்றும் சார்பெழுத்துகள்

## அலகு - II

(12 மணிநேரம்)

### பத்துப்பாட்டு அறிமுகம்

சங்க இலக்கியம் - பதிற்றுப்பத்து : சிதைந்தது மன்ற நீசிவந்தனை நோக்கலின் (மூன்றாம்பத்து - 27. வென்றிச் சிறப்பு)

சங்க இலக்கியம் - கலித்தொகை : சுடர்தொடிகி கேளாய் (கபிலர் - 51)

அற இலக்கியம் - ஆசாரக்கோவை - நன்றிமறவாமை, செய்யத்தகாதன, ஐம்பெரும்குறவர் வழிபாடு

சிறுநிலக்கியம் - தமிழலங்காரம் - வண்ணச்சரபம் தண்டபாணி சுவாமிகள் - 10 பாடல்கள்

1. கடல்நீரில் கல்மிதக்கும், 2. வண்டமிழ் ஆற்றுதி, 3. கோளத்தை முட்டி 4. எக்காலம் என்று, 5. கடலூர்மயானத்தொர், 6. தேவாதிதேவன், 7. விண்மாரி, 8. தேவர்முனிவர்,

9. அழுதேங்கிநஞ்சிட்ட, 10. அத்தனையொத்து.

காப்பியம் - மணிமேகலை : விழாவறைகாதை : 'தேவரும்மக்களும்' - 'மருங்குஎன்' (66-72)

ஊரலர் உரைத்த காதை : 'நாவல்ஓங்கிய' - 'உண்டுகொல்'(1-17), 'கற்றுத்துறை போகிய' - 'தீத்தொழில்படாஅள்' (32-57).

### பாத்திரம் பெற்ற காதை

'போதிநீழல்' - 'நல்அறம்கண்டனை' (73-98)

சிறைக்கோட்டம் அறக்கோட்டம் ஆக்கியகாதை - 'வாழிஎம்கோ' - 'அரசுஆள் வேந்துஎன்' (129-163)

சொல் இலக்கணம் - பெயர், வினை, இடை, உரிச்சொல் - விளக்கமும் பயிற்சியும்

## அலகு - III

(10 மணிநேரம்)

சங்க இலக்கியம் - பரிபாடல் : புறத்திரட்டு - மதுரை நகர்ச்சிறப்பு - உலகம் ஒரு நிறையாத்தான்-7, மாயோன் கொப்பூழ்-8, செய்யாட்டு இழைத்த-9, கார்த்திகை காதில்-10,

ஈவாரைக் கொண்டாடி-11

சங்க இலக்கியம் - அகநானூறு : அன்னை அறியினும் அறிக - தோழி - நெய்தல் - 110

**அற இலக்கியங்கள் அறிமுகம்**

**அற இலக்கியம் - பழமொழி நானூறு :** தேர்ந்தெடுக்கப்பட்ட 5 பாடல்கள் உணற்குஇனிய 5, பரந்ததிறலாரை 32, நெடியது காண்கிலாய் 46, இனியாரும்153, உரைசான்ற 195.

**சிறுநிலக்கியம்** -

**நந்திக்கலம்பகம்-தேர்ந்தெடுக்கப்பட்ட5 பாடல்கள்**

என்னையே புகழ்ந்தேன்,

பதிதொறு புயல்பொழி, இந்தப் புவியில், அடிவிளக்கும் துகில்,

வானுறுமதியை

**சிறு காப்பியம் - சூளாமணி**

- **அரசியல்**

**சருக்கம்-** 1. நாவினே கமழும்(1131), 2. கண்மிசை கனிந்த (1132), 3. விரைசெல லிவுளித்(1133), 4. அரைசர்கள் வருக(1134),

5.அருளுமாறடிகள் (1135), 6. விஞ்சைய குலக (1136),7. சொரிகதிர் (1137),

8.கரியவன் வளைந்த(1138), 9.மடித்தவா யெயிறு (1139),10.

விஞ்சயரதனைக் (1140), **துறவுச்சருக்கம்** - பயாபதி மன்னனின்

துறவுநெறி -1.மன்னிய புகழி (1840), 2. திருமகிழலங்கன் (1841),

3.ஆங்கவரணைந்த(1842),4.அலகுடன்விளங்கு(1843),5.தன்னையோர்அரசு  
னாக்கி(1844),

6.சென்றநாள்(1845),7.எரிபுரை(1846.),8.பிறந்தனர் (1847), 9. பிறந்தநாம்  
(1848),

10. தொகைமலர் (1849) 11. ஒழுகிய(1850).

**பொருள் இலக்கணம்:** அகத்திணை மற்றும் புறத்திணை  
இலக்கணங்கள்.

**அலகு - I**

(10 மணிநேரம்)

**சங்க இலக்கியம் - ஐங்குறுநூறு :** மருதம் - தோழிகூற்று -  
வேட்கைப்பத்து: வாழிஆதன் வாழிஅவினி - 6

**சங்க இலக்கியம்** -

**புறநானூறு :** திணை பொதுவியல்- ஞாயிற்று அன்ன ஆய்மணி (362)

**சிறுநிலக்கியங்கள்** -

தோற்றமும் வளர்ச்சியும்

**சிறுநிலக்கியம்** -

**நீதிநெறிவிளக்கம் :** 1. உறுதி - உறுதிபயப்ப(254), 2.முயற்சி -  
முயலாதுவைத்து (255), 3. உலையா முயற்சி (256), 4. காலம் -  
காலம்அறிந்தாங்கு (257), 5. மெய்வருத்தம் - மெய்வருத்தம் பாரார் (258).

**சிறுநிலக்கியம் - கலிங்கத்துப்பரணி :** தேவாசுரம், உடலின்மேல்,  
நெடுங்குதிரை மிசைக்கலணை, விருந்தினரும் வறியவரும்,  
தரைமகள்தன் கொழுநன்றன், பொருதடக்கை வாளெங்கே,  
வெயில்தாரை.

**காப்பியங்கள் - கம்பராமாயணம் :** சுந்தரகாண்டம் - திருவடி தொழுத  
படலம்( தேர்ந்தெடுத்த பாடல்கள் மட்டும்)

நீங்குவென் (6007) - மைந்நாகம் (6008) -போய்வரும்(6009) -- அழுதனர்(6010)  
—தேனொடு (6011)—தாள்களில்(6012)--வாலி(6013)--என்றலும்(6014)--



ஆண்தகை(6015) பொருதமை(6016)-- யாவதும்(6017) -- ஏதனாள்(6018) -- முத்தலை(6019) --கார்வரை(6020)-தண்டல்(6021) -- ஆரியன்(6022) - குறித்தநாள்(6023)-மாண்டனள்(6024) - கண்டனர்(6025) -- கூறின நாள்(6026) - -என்புழி(6027) -எய்தினன்(6028) - திண்திறள்(6029) -- ஆங்கு(6030)-- கண்டனென்(6031) - உன்பெருந்தேவி(6032) -- பொன் -(6033) - உன்குலம்(6034)-- விற்பெருந்(6035) -- கண்ணினும்(6036) -- வேலையுள்(6037) - - மண்ணொடும்(6038)-- தீண்டிலன்(6039) -- சோகத்தாள்(6040) -- இலங்கையை(6041) -- அரக்கியர்(6042)-- தையலை(6043)--ஆயிடை(6044)-- அன்னதோர்(6045)--வஞ்சனை(6046)-- அறிவுறத்(6047) -- ஒருகணத்து(6048) -- வாங்கிய(6049) -- அன்னவருக்கு(6050) -- இங்கு உள(6051) -- வைத்தபின்(6052) -- பையபையப்(6053) --பொடித்தனர்(6054) --ஆண்டையின்(6055) -- எழுக(6056) -- வீரரும்(6057) -- அந்நெறி(6058)

### கடிதப்பயிற்சி

1. வேலைவேண்டி விண்ணப்பம் எழுதுதல்
2. பல்கலைக்கழகப் பன்னாட்டுக் கருத்தரங்கச் செய்தியை நாளிதழில் வெளியிடவேண்டி நாளிதழின் பதிப்பாசிரியருக்குக் கடிதம்
3. கருத்தரங்கப் பங்கேற்புக்கான அனுமதிக்கடிதம்
4. பல்கலைக்கழக விழாவுக்குத் தலைமையேற்க வேண்டி, மாவட்ட ஆட்சியருக்கு விண்ணப்பம்

### அலகு- V :

(8 மணிநேரம்)

**காப்பியங்கள் :** தோற்றமும் வளர்ச்சியும்

**சங்க இலக்கியம் - பத்துப்பாட்டு:** பெரும்பாணாற்றுப்படை (தேர்ந்தெடுக்கப்பட்ட பாடல்கள் மட்டும்) கோவலர் குடியிருப்பு147-168, வலைஞர் குடியிருப்பு 263-277, அந்தணர் குடியிருப்பு 297-310

**சிறீலக்கியம் - வேதநாயகம்பிள்ளை நீதிநூல் -** (அதிகாரம் - 7 தாய்தந்தையரைப் போற்றுதல் - தேர்ந்தெடுக்கப்பட்ட 5 பாடல்கள்) சின்னவார்பொருள், கடவுளைவருந்தி, எப்புவிசளும், வைத்தவர், ஈன்றவர்

**சிறீலக்கியம் - அருள்தரும் பூங்கோதையன்னை பிள்ளைத் தமிழ்:**

1. காப்புப்பருவம் – கோத்தமிழ் குமரகுரு,
- 2.சப்பாணிப்பருவம் – பட்டிமுனிகோமுனி,
3. ஊசல்பருவம் – நாவரசர் நற்றமிழால் (முதுமுனைவர் ந. இரா. சென்னியப்பனார்)

### கடிதப்பயிற்சி

5. கல்விக் கடன் வேண்டி வங்கிமேலாளருக்கு விண்ணப்பம்.
6. வசிப்பிடத்திற்கு அடிப்படை வசதிவேண்டி வட்டாட்சியருக்கு விண்ணப்பம்.
7. விருது பெற்ற நண்பனுக்குப் பாராட்டுக் கடிதம்.
8. புத்தகங்கள் அனுப்பி உதவவேண்டி, பதிப்பகத்தாருக்கு விண்ணப்பம்.

**மொத்த மணிநேரம் 4**

---

### பார்வை நூல்கள்

1. கற்பகச் சோலை – தமிழ்ப்பாட நூல், இலக்கிய நெறிகள், தமிழ்த்துறை வெளியீடு, கற்பகம் உயர்கல்விக்கழகம், கோயம்புத்தூர் – 21.
2. முனைவர் கா.கோ. வேங்கடராமன், தமிழ் இலக்கிய வரலாறு, கலையக வெளியீடு, நாமக்கல்.

### இணையதளம்

1. www.tvu.org.in
2. www.maduraitamilproject.com

### இதழ்கள்

1. International Research Journal of Indian Literature, irjil.in
2. International Tamil Research Journal, iorpress.in

### CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2.8	2.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUH101

**LANGUAGE I: HINDI PAPER I**  
(Prose, Non-detailed, Nibandh, Grammar)

4H-3C

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- Understand the text styles and grammatical elements
- Discuss the content of a reading passage
- Develop an interest in the appreciation of short stories

**COURSE OUTCOMES (COs) :**

- Develop an interest in the appreciation of literature.
- Discuss and respond to content of a reading passage.
- Learning the literacy knowledge of Hindi specially reading and writing .
- Learning the literary knowledge specially reading and understanding of Hindi short Stories
- Learning the history of Hindi literature.

<b>UNIT -I</b>	a) Prose - Bharathiya Sangrah b) Non-Detailed - Naya Mehman c) Nibandh - Anushasan d) Grammar - Bhasha Aur Vyakaran	<b>9 HOURS</b>
<b>UNIT -II</b>	a) Prose - Pahtha Pani Nirmal b) Non-Detailed - Eakankki ki Visheshatha c) Nibandh - Onam d) Grammar – Varna Vichar, Sangya	<b>9 HOURS</b>
<b>UNIT -III</b>	a) Prose – Rashtriya Pitha Mahathma b) Non-Detailed – Maha Bharat ki Eak Sanjh c) Nibandh – Eakatha Ka Mahathva d) Grammar – Sarvanam, Gender	<b>10 HOURS</b>
<b>UNIT-IV</b>	a) Prose – Gapshap b) Non-Detailed – Yahang Sona Mana Hai c) Nibandh – Ganga Pradhushan Ki Samasya d) Grammar – Number, Karak, Visheshan	<b>10 HOURS</b>
<b>UNIT-V</b>	a) Prose – Nindha Ras b) Non – Detailed Eakanki ki Katha Vasthu c) Nibandh – Paropkar d) Nibandh – Paropkar e) Grammar - Kriya, Kriya Visheshan	<b>10 HOURS</b>

**TOTAL: 48 HOURS**

**REFERENCE BOOKS:**

I. Prose Nuthan Gathya Sangrah (lesson-1,5,6,8,9).

Editor : Jayaprakash

Publisher : Sumithra Prakasan,

16|5.Hasting Road,

Illahabad.211001.

II. Non-detailed: Naveen Ekhanki Sangrah

Editor : Dr. Srimathi Malathi Tiwari

Publisher: Sumithra Prakashan,

204.Leela Apartment,

Ashok Nagar, Illahabad-211001.

III. Nibandh : Subod Hindi Nibandh

Editor : Dr. Braj Kishor Prasad Sing

Publisher: Manoj Publication

1583-84 Dariba Kala, Chandni Chouk,

Delhi – 110006.

IV Grammar: Sugam Hindi Vyakaran

Writer: Pro. Vamshidhar & Dharmapal

Publication: Shiksha Bharathi, Kashmir Gat, Delhi – 110006

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO14	PO14	PO15	PSO2	PSO1
CO1	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2.8	2.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUM101

LANGUAGE I: MALAYALAM I

Semester I

4H-3C

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVE (CO):**

- Improves grammatical knowledge
- Will continue to read and learn about articles and think about them
- It is possible to read and understand short stories and understand the thoughts and life of the people of this state.

**COURSE OUTCOME (COs):**

- Understand the text styles and grammatical elements
- Discuss the content of a reading passage
- Develop an interest in the appreciation of short stories
- Comprehend the grammatical structures and sentence making
- Understand the language and developing English to Malayalam translation skill

Unit No.	PART I MALAYALAM PAPER I	HOURS
I	Novel – Pathummayude Aadu - Vaikam Muhammed Basheer	10
II	Novel- - Pathummayude Aadu - Vaikam Muhammed Basheer	10
III	Short Story - Ente Priyappeta Kadhakal – Akbar Kakkattil)	09
IV	Short Story - Ente Priyappeta Kadhakal – Akbar Kakkattil)	10
V	Composition & Translation (English to Malayalam)	09
	<b>TOTAL</b>	<b>48</b>

**TEXT BOOKS:**

1. Novel- PathummayudeAadu - Vaikam Muhammed Basheer(D.C.Books, Kottayam, Kerala)
2. Short Story - Ente Priyappeta Kadhakal – Akbar Kakkattil) (D.C. Books, Kottayam, Kerala)
3. Expansion of ideas, General Eassay and Translation. (A simple passage)

**REFERENCE BOOKS:**

1. Malayala Novel Sahithya Charitram-K.M.Tharakan (N.B.S.Kottayam)
2. Cherukatha Innale Innu-M.Achuyuthan (D.C Books, Kottayam)
3. Sahithya CharitramPrasthanangalilude- Dr.K.M George, (D.C.Books Kottayam)
4. MalayalaSahithyavimarsam-Sukumar Azheekode (D.C.books)

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
<b>Average</b>	-	3	3	-	-	-	3	-	-	-	-	2	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES (CO):**

- The fundamental objective of the curriculum is to impart effective science education at the undergraduate level, exposing them to recent trends and developments in the subject.
- Creating scientific temper is another major objective of this curriculum.
- Another major thrust given here is to develop an environmental concern in all activities of the students. 'Go green', the motto of the syllabus emphasizes the urgent need to conserve nature without destruction of natural resources.

**COURSE OUTCOMES (COs):**

- **Critical Thinking** :Take informed actions after identifying the assumptions that frame students' thinking and actions.
- **Problem Solving**: Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
- **Effective Communication**: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- **Effective Citizenship**: Demonstrate empathetic social concern and equity centred national development.
- **Environment and Sustainability**: Understand the issues of environmental contexts and sustainable development.

**UNIT I**

Introduction to Poetry, Definition of Poetry

**9 HOURS****UNIT II**

Five Maha Kavyas

**9 HOURS****UNIT III**

Text Prescribed : Raghuvamsa (Canto – 1) First Ten Slokas

**10 HOURS****UNIT IV**

Text Prescribed : Raghuvamsa (Canto – 1) Slokas Eleven to Thirty

**10 HOURS****UNIT V**

Text Prescribed : Raghuvamsa (Canto – 1) Slokas Thirty One to Fifty

**10 HOURS**

Grammar: Text prescribed : Sanskrit Self Teacher

By Dr. V. Varadhachari

(Present tense and Declension of a" ending nouns (Masculine))

**TOTAL: 48 HOURS**

**TEXT BOOKS:**

- 1.Raghuvamasa (Canto – 1)R.S.Vadhyar and Sons Palghat, Kerala
- 2.Sanskrit Self Teacher By Dr.V.VaradhachariT.S.Sriraman 32, Tank Bund Road  
Near Loyola College, Nungambakkam Chennai 600 034.

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- The objectives of this course are:
- To enable the learner to communicate effectively and appropriately.
- To develop and integrate the use of the four language skills.
- To train students to acquire proficiency in French by reading different genres of literature and learning grammar.

**COURSE OUTCOMES ( COs ):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Retrieve fundamentals of French language to construct error free sentences.	Apply
CO2	Construct and maintain social relationships.	Analyze
CO3	Construct business letters, proposals and E-Mail communication	Apply
CO4	Adopt the skills of planning, structuring, and delivery techniques in group discussions and presentations.	Understand
CO5	Classify communication skills in business environment	Understand

**Unite I****9 HOURS**

- Leçon– Bienvenue
- Communication –Un cours de francais, Entrer en contact saluer,
- Verbes- être ou avoir
- Lexique–Les couleurs, l' alphabet
- Culture– La France

**Unité II****9 HOURS**

- Leçon -Bonjour ça va ?
- Communication-Demander et dire,Comment ça va
- Verbes– Les verbes réguliers en –er.
- Lexique- Les Pays et les nationalités , Les animaux domestiques, Les jours de la semaine.
- Culture– La France et la Francophonie

**Unité III****10 HOURS**

- Leçon- Salut ! Je m'appelle Agnès
- Communication - Se présenter et présenter quelqu'un Demander et dire la date
- Grammaire - Les pronoms personnels sujets ,Les verbes être et avoir , Les articles définis et indéfinis
- Verbes- Les verbes aller et venir
- Lexique- Les mois de l'année, Les nombres de 0 à 69 » La famille (1)
- Culture- La France physique et politique

**Unité IV****10 HOURS**

- a) Leçon - Qui est-ce ? Dans mon sac, j ' ai
- b) Communication - Demander et répondre poliment ,Demander des informations Personnelles
- c) Grammaire - La formation du feminine, La formation du pluriel , Le adjectifs possessifs
- d)Verbes - Les verbes ir et re
- e)Lexique - Les professions ,Quel ques objets ,La fiche d'identité
- f)Culture - Les symbols de la France,

**Unité V****10 HOURS**

- a) Leçon - Il est comment ? Allô ?
- b)Communication - Décrire l'aspect physique et le caractère Parler au téléphone
- c)Grammaire - La formation du féminin , La phrase interrogative Qu'est-ce que... ? La phrase négative
- d)Verbes - Le verbe Faire
- e)Lexique - L'aspect physique , Le caractère, Les prépositions de lieu , Les nombres à partir de 70
- f)Culture - Les frontières de la france,les villes connues en france.

**TOTAL: 48 HOURS****REFERENCE BOOKS:**

1. Cocton Marie –Noëlle , Duplex Dorothée, Heu Elodie , Kasazian Emilie, Ripaud Delphine, **Saison 1- Méthode de francais**, Didier, paris.2015.
2. Cocton Marie – Noëlle, Dupleix, Heu Elodie, Kasazian Emilie ,Ripaud **Deldphin, Saison 1 – Cahier d’activites** , Dider ,Paris , 2015
3. Anne Akyüz,Bernadette Bazelle- Shahmael,JoëlleBonenfant, Marie- Françoise Gliemenn,**Les exercices de grammaire**,Hachette FLE, Paris,2005
4. Christian Beaulieu, Je **pratique, Exercices de grammaire A1**, Dider,Paris,2015
5. Nathalie BIE, philippe SANTINAN,**Grammaire pour adolescents-250 exercices**, CLE International , Paris , 2005

**WEBSITES :**

1. <http://enseigner.tv5monde.com/>
2. [bonjourdumonde.com /exercices/contenu/le – francais-du- tourisme.html](http://bonjourdumonde.com/exercices/contenu/le-francais-du-tourisme.html)
3. <http://www.bonjurdefrance.com/>
4. <https://www.lepointdufle.net/>

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Average	-	3	3	-	-	-	3	-	-	-	-	2	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

Instruction Hours/week: L:3 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES(CO):**

- To enable the learner to communicate effectively and appropriately.
- To develop and integrate the use of the four language skills.
- To train students to acquire proficiency in English by reading different genres of literature and learning grammar.

**COURSE OUTCOMES( COs):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Retrieve fundamentals of English language to construct error free sentences.	Apply
CO2	Construct and maintain social relationships.	Analyze
CO3	Construct business letters, proposals and E-Mail communication	Apply
CO4	Adopt the skills of planning, structuring, and delivery techniques in group discussions and presentations.	Understand
CO5	Classify communication skills in business environment	Understand

**UNIT-I****8 HOURS**

LISTENING: Listening –Types of Listening

SPEAKING: Face to Face Conversation

READING: Reading – Types of Reading

WRITING: Jumbled Sentences

LITERATURE: Ode on a Grecian Urn by John Keats

GRAMMAR: Parts of Speech

**UNIT- II****7 HOURS**

LISTENING: Principles of Listening Skills

SPEAKING: Descriptions

READING: Reading Techniques

WRITING: Paragraph Writing

LITERATURE: Of Friendship by Francis Bacon

GRAMMAR: Articles

**UNIT- III****7 HOURS**

LISTENING: Barriers of Listening

SPEAKING: Telephone Conversations

READING: Reading Comprehension Passages

WRITING: Precise Writing  
 LITERATURE: The Umbrella man by Roald Dahl  
 GRAMMAR: Tense

**UNIT- IV**

**7 HOURS**

LISTENING : Story Narrations  
 SPEAKING : Group Discussion  
 READING : Reading Reports and profiles  
 WRITING : Letter Writing  
 LITERATURE: Tyger by William Blake  
 GRAMMAR : Subject and Predicate-Question Tags

**UNIT V**

**7 HOURS**

LISTENING: Listening Strategies  
 SPEAKING: Interview Skills  
 READING: Tips for MOC- Anchoring  
 WRITING: Circular Writing and Summary Writing  
 LITERATURE: Short story: Rapunzel by the Brothers Grimm  
 GRAMMAR: Framing Questions

**TOTAL: 36 HOURS**

**TEXT BOOK**

1. Board of Editors, *Acrostic I* (2024). Karpagam Academy of Higher Education

**REFERENCE BOOKS:**

1. *Martin's, St* (2013). *Oxford Handbook of Writing: Handbook of Writing*. Cambridge University Press.
2. Julian Treasure ,*Sound Business*, (2012). Oxford University Press
3. Hornby, A.S.(1975). *The Guide to patterns and usage in English*: oxford university Press.
4. Ellis, R.(1990). *Instructed second language acquisition*, Oxford: oxford university Press  
 New York:Pergamon Press.

**WEB SITES:**

1. <https://langster.org/en/blog/fundamentals-of-english-grammar-everything-you-need-to-know/>
2. <https://medium.com/@phonicstandardvideo.am/fundamentals-of-english-grammar-for-novices-24b355d2cd83>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Average	-	3	3	-	-	-	3	-	-	-	-	2	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

Instruction Hours/week: L: 6 T:2 P : 0 Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES (CO):**

- To understand the concept, functions and levels of management and how the different school of thoughts are integrated into management principles and practices.
- To know the management functions and its application in business
- To acquire knowledge on the leadership and motivation theories and realize the practical implication in the individual performance.
- To realize the importance of groups and teamwork and managing of conflict between the members of the organization.
- To impart the knowledge on directing and managing change.

**COURSE OUTCOMES (COs):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the concepts of management and the functions of management	Understand
CO2	Execute the managerial functions of planning, organizing and controlling in a variety of circumstances.	Create
CO3	Understand and exhibit the communication skills to convey the thoughts and ideas to the individuals and group behaviour	Understand
CO4	Exhibit the leadership skills whenever required and work in groups and teams by motivating and resolving conflict arising in groups and adapting to change.	Apply
CO5	Exhibit the changes in organization and tactics in managing conflict	Apply

**UNIT I INTRODUCTION TO MANAGEMENT****20 HOURS**

Definition of management – science or art – manager vs entrepreneur - types of managers - managerial roles and skills – manager: functions –Professional ethics of a manager - evolution of management – scientific, human relations, system and contingency approaches - Management Thoughts - Forms of business organization - sole proprietorship, partnership, company-public and private sector enterprises - organization culture and environment – current trends and issues in management - Need for ethics in management -ethical role of the manager - Professional Skill and Challenges of Contemporary Business: Role of Ethics and environmental issues

**UNIT II PLANNING****19 HOURS**

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – planning premises – strategic management – planning tools and techniques – decision making steps and process - Management by Objectives (MBO), Management by Exception (MBE).

**UNIT III ORGANISING****19 HOURS**

Nature and purpose – formal and informal organization – organization chart – organization structure – types – line and staff authority – departmentation– delegation of authority – centralization and decentralization – job design - human resource management – HR planning, recruitment, selection, training and development, performance management, career planning and management.

**UNIT IV DIRECTING****19 HOURS**

Directing - Foundations of individual and group behaviour – Motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.

**UNIT V CONTROLLING****19 HOURS**

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in management control – productivity problems and management – control and performance – direct and preventive control – reporting – Corporate Social Responsibility - Management concepts in Thirukkural and management principles from Bhagavath Gita - Social Responsibility of a Manager, Interested Group – Shareholders, Workers, Customers, Creditors, Suppliers, Government, Society. Indian Business and Social Responsibility, change management: Concept of change, change as a natural process, Importance and Causes of change – social, economic, technological, organizational, developing a climate for learning, Concept of learning organizations

**TOTAL: 96 HOURS****TEXT BOOK:**

1. Tripathi.P.C and P.N. Reddy (2017). *Principles of Management*, 6<sup>th</sup> Edition, Mc Graw Hill India, New Delhi.

**REFERENCE BOOKS:**

1. Vijay Kumar Kaul. (2016). *Principles and Practices of Management*. Vikas Publication, New Delhi.
2. Harold Koontz and Heinz Weihrich (2017). *Essentials of Management: An International, Innovation and Leadership Perspective*, 11<sup>th</sup> Edition, McGraw Hill Education, New Delhi.

**E-Resources**

1. <https://epdf.pub/principles-of-management.html>
2. <https://www.freebookcentre.net/business-books-download/Introduction-to-Principles-of-Management.html>
3. <https://nptel.ac.in/courses/122108038/>

**KAHE - Learning Management System**

<http://172.16.25.76/course/view.php?id=1531>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	2	-	-	-	-	3	3	-	-	-	2	-	3

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**24BAUA101 BUSINESS ACCOUNTING**Semester – I  
8H - 4C

Instruction Hours/week: L: 6 T:2 P : 0 Marks: Internal: 40 External: 60

Total:  
100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES (CO):**

- To enlighten the knowledge of accounting concepts, convention and accounting standards.
- To acquire the knowledge to prepare the final accounts.
- To exhibit the depreciation methods.
- To know the partnership accounts
- To comprehend knowledge on preparing the bank reconciliation statement

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

Cos	Course Outcomes	Blooms Level
CO1	Understand the accounting principles and to comply the accounting standards.	Understand
CO2	Comprehend the significance of preparing Subsidiary books	Understand
CO3	Apply the accounting concepts for preparing the final accounts	Apply
CO4	Calculate the depreciation using different methods	Understand
CO5	Demonstrate the preparation of partnership accounts	Apply

**UNIT I ACCOUNTING FUNDAMENTALS****20 HOURS**

Accounting, meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses and limitations of Accounting, Concepts and Conventions, Accountings uses, accounting information, accounting equations – Meaning - compensation of accounting, effects of transactions- Accounting Ethics - Importance of ethics in accounting. Introduction to International Financial Reporting Standards (IFRS). Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies- Basic Accounting Procedure – Journal, rules of debit and credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries – Trial balance.

**UNIT II SUBSIDIARY BOOKS AND BANK RECONCILIATION STATEMENT 19 HOURS**

Subsidiary books – Cashbook, types of cash book, Single column, double column, entries, Objective, preparation, Errors and Rectification, Suspense Accounting – meaning, utility and preparation. Bank Reconciliation: - Meaning, causes of differences, need and importance, preparation and presentation of BRS (Simple Problems)

**UNIT III FINAL ACCOUNTS****19 HOURS**

Final Accounts – Meaning, need and objectives – Trading Account – Meaning, need and preparation, Profit and loss Account – meaning, Need and preparation, Balance Sheet- Meaning,



need and Preparation, Final Accounts with adjustment entry – preparation of final accounts of joint stock companies.

**UNIT IV CAPITAL AND REVENUE AND DEPRECIATION 19 HOURS**

Capital and Revenue – Capital expenses- Revenue expenses – Deferred revenue expenses - Reserves and Provisions - Depreciation – meaning, methods of charging depreciation, straight line method-written - down method- Annuity method- depletion method.

**UNIT V PARTNERSHIP ACCOUNTS 19 HOURS**

Partnership – Admission of a partner – Treatment of Goodwill and Reserves- Retirement of a Partner – Death of a Partner- Profit and Loss Appropriation account.

**Note:** Distribution of marks - 20% theory and 80% problems

**TOTAL: 96 HOURS**

**TEXT BOOK:**

1. Maheshwari,S.N., Suneel, K., Maheshwari, and Sharad, K., Maheshwari. (2018). *Financial Accounting*, 6<sup>th</sup> Edition, Vikas Publishing House Pvt., Ltd, New Delhi.

**REFERENCE BOOKS:**

1. R. K. Arora (2018). *Financial Accounting: Fundamentals, Analysis and Reporting*, Wiley, New Delhi.
2. R. Narayanaswamy, R. (2017). *Financial Accounting: A Managerial Perspective*. 6<sup>th</sup> Edition, PHI Learning Pvt. Ltd, New Delhi.
3. Asish K. Bhattacharyya (2017). *Essentials of Financial Accounting*, 4<sup>th</sup> Edition, PHI Learning Private Limited, New Delhi.
4. Jain, S.P., and Narang K.L. (2016). *Financial Accounting*, Kalyani Publishers. New Delhi

**E-Resources**

1. <https://corporatefinanceinstitute.com/resources/ebooks/principles-accounting-book-pdf/>
2. <https://www.ebooks.com/en-us/subjects/accounting/>
3. <https://nptel.ac.in/courses/110101131/>

**KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=1529>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	O7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	-	-	-	2	-	-	-	-	3	-	-	-	-	-	-	2	-
CO3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
CO4	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
<b>Average</b>	2	2	-	2	2	-	-	-	2.5	-	-	3	-	-	2	2	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**TALLY - Practical**Semester – I  
5H - 2C

24BAU111

Instruction Hours/week: L:0 T:0 P:5 Marks: Internal: 4 External: 60 Total: 100  
End Semester Exam: 3 Hours

**PREREQUISITE:**

Business Accounting

**COURSE OBJECTIVES (CO):**

- To understand the heads of accounts available in the accounting software
- To know the mechanics of creating the vouchers
- To aware of the inventory valuations methods
- To impart various financial statements analysis
- To acquire knowledge on report generation

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

Cos	Course Outcomes	Blooms Level
CO1	Understand the different heads of accounts and its importance	Understand
CO2	Estimate the vouchers by understanding the reason for posting under different heads	Understand
CO3	Calculate valuation of assets using the software	Analyze
CO4	Organize the financial statements and retrieve ratios	Apply
CO5	Develop the backup and ensuring the accuracy of the accounting data	Apply

**LIST OF PRACTICALS**

1. Create a Company and Ledger accounts.
2. Create a Accounting voucher
3. Create Debit/Credit Notes, Memorandum and Post Dated Vouchers
4. Create different types of GST Invoices.
5. Create Stock Group, Stock Items and Unit of Measurement
6. Create an Inventory Vouchers.
7. Prepare Balance Sheet, Profit/Loss Account, Stock Summary, Ratio Analysis, Fund flow and Cash flow statement
8. Create a payroll with suitable example.

**TOTAL: 60 HOURS****TEXT BOOK:**

1. Tally education, (2018). *Official Guide to Financial Accounting Using Tally. ERP 9 with GST (Release 6.4)*, 4<sup>th</sup> Revised and updated edition, BPB Publications; New Delhi.

**REFERENCE BOOKS:**

1. Asok K. Nadhani (2018), Tally ERP Training Guide – 4<sup>th</sup> edition, BPB Publications; New Delhi
2. Sajee Kurian, (2017) Learning Tally ERP 9 with GST, 1st edition, Blessings Inc, Mumbai.
3. Ajay Maheshwari and Shubham Maheshwari(2017), Implementing GST in Tally. ERP 9,
4. Shraddha Singh (Author), Navneet Mehra (2014), Tally ERP 9 (Power of Simplicity): Software for Business and Accounts, VandS Publishers, New Delhi.

## E-Resources

1. <https://www.attitudetallyacademy.com/html/E-book>
2. <http://tallyerp9book.com/>

## KAHE - Learning Management System

1. <http://172.16.25.76/course/view.php?id=1532>

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	-	-	3	-	-	-	2	-	-	-	-	-	-	-	-	3	-
CO3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	3	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
Average	2	-	3	-	2	-	2	-	-	3	-	-	2	-	2	3	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To create awareness about Yoga and Physical Health
- To providing Value Education to improve the students character understanding Greatness of Life force and Mind
- To know about five aspects of life and to develop good Qualities and eliminating bad ones
- To learn introspection practices like Analysis of Thoughts, Moralization of Desires, Neutralization of Anger and Eradication of Worries Diversity in Men (Why Men Differ).
- To understand about the yoga, life and practice Yoga sana.

**COURSE OUTCOMES (COs):**

Learners should be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the concepts of about Yoga and Physical Health	Understand
CO2	Study the concepts a Greatness of Life force and Mind	Understand
CO3	Learn the aspects of Personality Development - Sublimation	Understand
CO4	Practices Human Resource Development	Apply
CO5	Understand about the yoga, life and Law of Nature	Apply

**UNIT I YOGA AND PHYSICAL HEALTH****5 HOURS**

**Manavalakalai (SKY) Yoga:** Introduction Education as a means for youth empowerment-Greatness of Education Yoga for youth Empowerment. Simplified Physical Exercises Hand, Leg, Breathing, Eye exercises Kapalabathi, Makarasana Part I, Makarasana Part II, Body Massage, Acupressure, Relaxation exercises Benefits Yogasanas 1: Pranamasana Hastha Uttanasana Pada Hasthasana - AswaSanjalana Asana ThuvipathaasvaSarjalana asana AstangaNamaskara - Bhujangasana Atha Muktha Savasana AswaSanjalanaAsara Pada Hasthasana-Hastha UttanasanaPranamasana - Pranayama: Naddisudei-Clearance Practice-Benefits - Simplified Physical Exercise-Kayakalpa Practices - Meditation Practices.

**Philosophy of life:** Purpose of life Philosophy of life (Needs Protections Virtues Development of knowledge) Five Types of duties-Protection of the natural resources

**UNIT II GREATNESS OF LIFE FORCE AND MIND****5 HOURS**

Reasons for Diseases Natural reasons (Genetic/imprints, Planetary Position, Natural calamities and climatic changes) Unnatural reasons (Food habits, Thoughts, Deeds) Philosophy of Kaya Kalpa: Physical body-Sexual vital fluid-Life force- Bio-Magnetism-Mind Maintaining youthfulness: Postponing old age seven components - Importance of sexual vital fluid Transformation of food into Measure and method in five aspects of life-Controlling undue Passion.Kayakalpa practice: Aswini Mucra-Ojas breath-Benefits of Kaya Kapa.

**UNIT III PERSONALITY DEVELOPMENT – SUBLIMATION****5 HOURS**

Mental Frequencies: Beta, Alpha, Theta and Delta wave Agna Meditation explanation benefits. Shanti meditation: Shanthi Meditation explanation-benefits - Thuriya Meditation: Thuriya Meditation explanation-benefits - Benefits of Blessing Self blessing (Auto suggestion) Family blessing Blessing the others World blessing- Divine protection. Human Values: Set-cortio- Self-confidence Honesty Contentment Humility Modesty To erance Adjustment- Sacrifice- Forgiveness Puntty (Bocy, Dress, Enviornment) Physica purity- Mental purity-Spiritual purity. Social Values: Nonviolence-Service Patriotism-Equality Respect for parents and elders care and protection Respect for teacher Punctuality-Time Management

**UNIT IV HUMAN RESOURCE DEVELOPMENT****4 HOURS**

Morality (virtues): Importance of Introspection: 1 Mine (Ego, Possessiveness) Six Evi Temperaments-Greed-Anger-Miserliness Immoral sexual passion - Inferionty and superiority Complex - Vengeance Maneuvering of Six Temperaments: Contentment-Tolerance-Charity-Chastity -Equality-Pardon (Forgiveness) - Five essential Qualities acquired through Meditation: Perspicacity Magnanimity Receptivity Adaptability-Creativity (Improved Memory Power)

**UNIT V LAW OF NATURE****5 HOURS**

Ten stages of the Mind - Five kosas of the mind Maintaining good Relationships Thought-Importance of thoughts - Reasons for Thoughts Practice of Analysis of Thoughts Definition of Desire-Root causes for desires Types of desires Desires Essential for success Practice for Moralization of Desires Thought-Reformation-Frugality. Anger- Reasons for Anger-Anger and Peace Ill effects of anger Tolerance and Forgiveness - Neutralization of Anger- practice. Diversity in Men (Why Men Differ) Love and compassion, Eradication of Worries: Reasons for Worries-Fout types of worries Il effects-results-Practice for Eradication of Worries

**YOGA PRACTICES:** Thandasana Chakrasana (sideways) Vruchasana Thirikonasana Varasana.

**TOTAL: 24 HOURS****REFERENCE BOOKS:**

1. Kayakapam Thathuvagnani Vethathiri Maharishi
2. Light on yoga BKS.lyenger
3. ManavalakalaPart-1-Thathuvagnani Vethathiri Maharishi.
4. Manavalakala part-2-Thathuvagnani Vethathiri Maharishi
5. Mind ThathuvagnariVethathir Maharishi
6. Simplified Physical Exercises- ThathuvagnaniVethathiri Maharishi
7. Sound Health through yoga - Dr.Chandrasekaran
8. The world orcer of Holistic unity- ThathuvagnaniVethathiri Mahanshi
9. Thirukkural-Rev. Dr.G.U.pope
10. Yoga for modern age ThathuvagnaniVethathin Maharishi

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
CO3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-
Average	3	-	2	3	-	-	2	-	-	3	-	-	-	-	2	2	3

**1 - Low, 2 - Medium, 3 - High, '-' - No Correlation**

**பாடத்திட்டப் பொதுநோக்கம்**

- மாணவர்களுக்குத் தமிழ்மொழி வரலாறு மற்றும் இலக்கியங்களின் வழியாக வாழ்வியல் மதிப்புகளை உணர்த்துதல்.
- சிந்தனைத் திறனையும், படைப்பாக்கத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும் மேம்படுத்துதல்.
- வேலைவாய்ப்புக்குரிய வகையில் மொழித்திறனை மேம்படுத்துதல்.

**பாடத்திட்டப் பயன்விளைவு**

- தமிழ்மொழி வரலாறு குறித்த தெளிந்த அறிவு பெற்றிருத்தல்.
- வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக இலக்கியங்களை நாடுகின்ற மனப்பான்மை பெற்றிருத்தல்.
- படைப்பிலக்கியத்திறன் பெற்றிருத்தல்.
- இந்தியக் குடியரிமைப்பணி முதலான போட்டித் தேர்வுகளில், விருப்பப்பாடமாக இடம்பெறுகின்ற, 'தமிழ் இலக்கியவரலாறு' தமிழ் இலக்கண அறிவு மேம்பாடு பெற்றிருத்தல்.
- மொழிபெயர்ப்பியல், கணினித்தமிழ் சார்ந்த வேலைவாய்ப்புத்திறன் மேம்பாடு.

**அலகு - I****(10 மணிநேரம்)**

**இலக்கிய வரலாறு** : நாயன்மார்கள் அறிமுகம் -தமிழ் இலக்கிய வரிசையில் பன்னிரு திருமுறைகள் - பன்னிரு திருமுறைகள் அறிமுகம் - திருமுறை ஆசிரியர்களின் இலக்கியப் பங்களிப்பு-திருமுறைகளில் பக்திநெறியும் சமுதாய நோக்கும்

**பக்தி இலக்கியம் : சைவம் : பெரியபுராணம்** - திருமூலநாயனார் புராணம்

**கவிதை : மகாகவி பாரதியார்** - பகைவனுக்கு அருள்வாய்

**கவிதை : கவிமணி தேசிக விநாயகம் பிள்ளை**- கோயில் வழிபாடு

**கவிதை : கரிகாலன்** - விடுதலை

**சிறுகதை : அறிஞர் அண்ணா** - செவ்வாழை

**கட்டுரை : ஆளுமைத்திறன் அறிவோம்** - தன்னம்பிக்கை மாத இதழ்

**இலக்கணம் - வாக்கிய அமைப்பு:**தனிவாக்கியம் - தொடர் வாக்கியம் -

கலவை வாக்கியம் - தன்வினை வாக்கியம் -பிறவினை வாக்கியம்

செய்வினை, செயப்பாட்டு வினைவாக்கியம்,கட்டளை வாக்கியம் -

வினாவாக்கியம் - உணர்ச்சி வாக்கியம். நன்னூல் - பொதுவியல் -

அறுவகை வினா (385) - எண்வகை விடை (386).

அலகு - II :

(10 மணிநேரம்)

இலக்கிய வரலாறு : ஆழ்வார்கள் அறிமுகம் - இலக்கியப் பங்களிப்பு-  
திவ்யப் பிரபந்தத்தில் பக்திநெறியும் இலக்கிய நயமும்

பக்தி இலக்கியம் : வைணவம் குலசேகர ஆழ்வார் -  
பெருமாள் திருமொழி - தேவகி புலம்பல்

கவிதை : வைரமுத்து - எறும்புகளோடு ஒருவார்த்தை

கவிதை : சிற்பி பாலசுப்பிரமணியன் - மலையாளக்காற்று

கவிதை : தாமரை - தொலைந்து போனேன்

சிறுகதை : சுஜாதா - நகரம்

கட்டுரை : முனைவர் புரிசை நடராசன் - திருக்குறளும்  
சமுதாயவியலும்

அணி இலக்கணம் : உவமையணி - பிறிது மொழிதல் அணி - சிலேடை  
அணி - தீவக அணி - ஏகதேச உருவக அணி - வேற்றுமையணி -  
பின்வருநிலையணி விளக்கங்கள்.

அலகு - III

(10 மணிநேரம்)

இலக்கிய வரலாறு : புதுக்கவிதை : தோற்றமும் வளர்ச்சியும்

இலக்கிய வரலாறு : உரைநடை : தோற்றமும் வளர்ச்சியும்

கவிதை : அப்துல் ரகுமான் - பாருக்குள்ளே நல்ல நாடு

சிறுகதை : கு. அழகிரிசாமி - ராஜா வந்திருக்கிறார்

சிறுகதை : நாஞ்சில்நாடன் - இந்நாட்டு மன்னர்

கட்டுரை : முனைவர் இரா. குணசீலன் - உயர்தனிச் செம்மொழி

படைப்பிலக்கியப் பயிற்சிகள் -- மரபுக்கவிதை, புதுக்கவிதை,

சிறுகதை, கட்டுரை படைப்பாக்க உத்திகள் - பயிற்சிகள்

அலகு - IV

(10 மணிநேரம்)

இலக்கிய வரலாறு - சிறுகதை தோற்றமும் வளர்ச்சியும்

கவிதை : பாரதிதாசன் - இளையார் ஆச்சிச்சூடி

கவிதை : கவிஞர் சுகந்தி சுப்பிரமணியம் - புதையுண்ட வாழ்க்கை

சிறுகதை : ஆர். சூடாமணி - அந்நியர்கள்

கட்டுரை : முனைவர் ப.தமிழரசி - நொய்யல்

மொழிபெயர்ப்புப் பயிற்சிகள் - தமிழ் - ஆங்கில மொழிபெயர்ப்புப்  
பயிற்சிகள் - 2.

அலகு - V

(8 மணிநேரம்)

இலக்கிய வரலாறு : நாட்டுப்புறவியல் : ஓர் அறிமுகம்

கவிதை : கவிஞர் அறிவுமதி - நட்புக்காலம்

கவிதை : க. அம்சப்ரியா - நம்பிக்கை வை

சிறுகதை : அம்பை - வல்லூறுகள்

மொழிபெயர்ப்புப்பயிற்சிகள் - ஆங்கிலம் - தமிழ் மொழிபெயர்ப்புப்  
பயிற்சிகள் - 2.

மொத்த மணிநேரம் 48

### பார்வை நூல்கள்

1. கற்பகச் சோலை – தமிழ்ப்பாட நூல், இலக்கிய நெறிகள், தமிழ்த்துறை வெளியீடு, கற்பகம் உயர்கல்விக்கழகம், கோயம்புத்தூர் – 21.
2. தமிழ் இலக்கிய வரலாறு, முனைவர் கா.கோ. வேங்கடராமன், கலையக வெளியீடு, நாமக்கல்.

### இணையதளம்

1. www.tvu.org.in
2. www.maduraitamilproject.com

### இதழ்கள்

1. International Research Journal of Indian Literature, irjil.in
2. International Tamil Research Journal, iorpress.in

### CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



24LUH201

LANGUAGE II: HINDI-PAPER- II  
(Modern Poetry, Drama, Novel, Grammar)

4H-3C

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES CO):**

- Understand the text styles and grammatical elements
- Discuss the content of a reading passage
- Develop an interest in the appreciation of short stories

**COURSE OUTCOMES (COs) :**

- Basic knowledge of Hindi language will be improved.
- Knowledge of glossaries will increase.
- Hindi language expression will rise.
- Learners will enrich their grammar in Hindi.
- The desire to read literature, such as the essay on a poem, develops.

<b>UNIT-I</b>	a) Poetry – Nagarjun b) Drama -Dhruva Swamini c) Novel - Nirmala, Thotharam d) Grammar – Kaal, Theen Prakar	<b>9 HOURS</b>
<b>UNIT-II</b>	a) Poetry – Sita, Ram b) Drama – Mandhakini, Koma c) Novel – Mansaram, Jiyaram d) Grammar – Upsarg, Prathyay	<b>9 HOURS</b>
<b>UNIT-III</b>	a) Poetry – Lakshman, Valmiki b) Drama – Ramaguptha, Chandhraguptha c) Novel – Sudha, Bhuvan Mohan Singh d) Grammar – Sabda Vyutpathi	<b>10 HOURS</b>
<b>UNIT-IV</b>	a) Poetry -Vishvaamithra, Thrijada b) Drama –Sikhar Swami, Shakraj c) Novel – Udhaybanulaal, Siyaram d) Grammar – Sambandh Chochak	<b>10 HOURS</b>
<b>UNIT-V</b>	a) Poetry – Bhagirath, Sagar b) Drama – Khingal, Mihirdev, Prohith c) Novel – bhalchandra Sinha, Kalyani, Rangili Bai d) Samuchchaybodhak, Vishmayathibodhak	<b>10 HOURS</b>

**TOTAL: 48 HOURS**

**REFERENC BOOKS:**

1. Modern Poetry : Bhoomija  
 Writer : Nagarjun  
 Editors : Somdev & shobhakanth  
 Publisher : Rdha Krishna Publication New Delhi - 110051
2. Drama : Dhruva Swamini  
 Writer: Jaysankar Prasad  
 Publisher: Sakshi Publication, S 16, Naveen Shahdhara, Delhi – 110032
3. Novel : Nirmala  
 Writer: Premchandh  
 Publisher: Prabhath Prakashan, 4/19 Asaf Ali Road, New Delhi – 110002
4. Grammar : Sugam Hindi Vyakaran  
 Writer: Pro. Vamsidhar & Dharmapal  
 Publisher: Siksha Bharathi, Madharsa Road, New Delhi – 110006.

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Average</b>	<b>3</b>	<b>2.4</b>	<b>2.4</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

- Not required

**COURSE OBJECTIVE(CO):**

- A basic understanding of contemporary poetry can be gained and the nature of modern poetry can be realized.
- Realizing the nature of drama and its nature and improving the knowledge of reading and understanding the nature of contemporary plays.
- Understands the benefits of correspondence and can enhance the correspondence you need.

**COURSE OUTCOME(COs):**

- Get a basic understanding of Memories
- It will create basic knowledge about Environmental Psychology.
- It will create awareness about our environment.
- Knowledge is gain about our country, culture etc.
- It will be an eye opener to the students towards our Mother Earth.

Unit No.	PART I – MALAYALAM II	Hours
I	Novel -Enmakaje	10
II	Novel – Enmakaje	10
III	Memories – Neermaathalam Poothakaalam	10
IV	Memories – Neermaathalam Poothakaalam	9
V	Translation (English to Malayalam)	9
	<b>TOTAL</b>	<b>48</b>

**TEXT BOOKS:**

- 1.Emakaje – Ambikasuthan Mangad – DC Books Kottayam, Kerala
2. Neermaathalam Poothakaalam - Madhavikutty -DC Books Kottayam, Kerala

**REFERENCE BOOKS:**

1. Athmakathasahithyam Malayalathil-Dr.Vijayalam Jayakumar (N.B.S.Kottayam) Malayala Novel Sahithya Charitram-K.M.Tharakan (N.B.S.Kottayam) Sahithya Charitram Prasthanangalilude- Dr.K.M George,
2. (D.C.Books Kottayam)
3. Malayala Sahithyavimarsam-Sukumar Azheekode (D.C.books)

### CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Average	-	3	3	-	-	-	3	-	-	-	-	2	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUS201

**LANGUAGE II: SANSKRIT II**  
(PROSE, GRAMMAR AND TRANSLATION)

4H-3C

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES (CO):**

- The fundamental objective of the curriculum is to impart effective science education at the undergraduate level, exposing them to recent trends and developments in the subject.
- Creating scientific temper is another major objective of this curriculum.
- Another major thrust given here is to develop an environmental concern in all activities of the students. 'Go green', the motto of the syllabus emphasizes the urgent need to conserve nature without destruction of natural resources.

**COURSE OUTCOMES (COs) :**

- **Critical Thinking** :Take informed actions after identifying the assumptions that frame students' thinking and actions.
- **Problem Solving**: Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
- **Effective Communication**: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- **Effective Citizenship**: Demonstrate empathetic social concern and equity centered national development.
- **Environment and Sustainability**: Understand the issues of environmental contexts and sustainable development.

**UNIT I**

Introduction to Sanskrit Prose, Important prose works in Sanskrit

**9 HOURS****UNIT II**

Balaramayana – Balakanda

**9 HOURS****UNIT III**

Balaramayana – Ayodhyakanda

**10 HOURS****UNIT IV**

Balaramayana – Aranyakanda

**10 HOURS****UNIT V**

Athmanepada Declension of ending nouns (feminine)  
Passages from Sanskrit Self Teacher (Simple sentences)

**10 HOURS****TOTAL: 48 HOURS**

**TEXT BOOK:**

1. Balaramayana – a simple prose version.R.S. Vadhyar and sons,Palghat, Kerala.

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUF201

LANGUAGE II: FRENCH II

4H-3C

(Leçon, Communication, Grammaire, Verbes, Lexique, Culture)

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- The objectives of this course are:
- To make the students to speak and write errors free French.
- To help the students develop their listening, speaking, reading and writing skills.
- Introducing literary works to the students to enhance their analytical and aesthetic skills.

**COURSE OUTCOMES (COs):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Strengthen the foundation of the language.	Remember
CO2	Standardize and demonstrate understanding of LSRW skills.	Understand
CO3	Utilize fundamentals of language for reading, writing and Effective communication.	Apply
CO4	Enhancing the reading skill to build the leadership quality.	Apply
CO5	Develop the moral and aesthetic values.	Evaluate

**Unité - I** a) Leçon - Les loisirs **9 HOURS**

- b) Communication - Parler de ses goûts et de ses préférences  
 c) Grammaire - Les adjectifs interrogatifs , Les nombres ordinaux, L'heure, Les pronoms personnels COD  
 d) Verbes - savoir et connaitre  
 e) Lexique - Les loisirs, Les activités quotidiennes ,Les matières  
 f) Culture - les grands fleuves de france.

**Unité – II** a) Leçon - La routine **9 HOURS**

- b) Communication - Décrire sa journée  
 c) Grammaire -Les verbes pronominaux, Les verbes du premier groupe en -e\_er, -é\_er, -eler, -eter, Le verbe prendre  
 d) Verbes - manger, boire  
 e) Lexique - Le temps et l'heure ,La fréquence  
 f) Culture - les bandes dessinees.

**Unité – III** a) Leçon - Où faire ses courses **10 HOURS**

- b) Communication - Au restaurant : commander et commenter  
 c) Grammaire - Les articles partitifs, Le pronom en (la quantité) très ou beaucoup ? La phrase négative  
 d) Verbes - les verbs irregulliers  
 e) Lexique - Les aliments, Les quantités, Les commerces et les commerçants

	f) Culture	- Les plats français	
<b>Unité -IV</b>	a) Leçon	- Decourvez et dégustez	<b>10 HOURS</b>
	b) Communication	- Inviter et répondre ,à une invitation	
	c) Grammaire	- L'impératif ,Il faut, c'est/ il est,future proche	
	d) Verbes	- Les verbes devoir, pouvoir, savoir, vouloir	
	e) Lexique	- Demander et dire le prix, Les services, Les moyens de paiement	
	f) Culture	- Le festival du mot	

<b>Unité – V</b>	a) Leçon	- Tout le monde s'amuse, Les ados au quotidien	<b>10 HOURS</b>
	b) Communication	- Décrire une tenue , Écrire un message amical	
	c) Grammaire	-Les adjectifs demonstratives, La formation du féminin Le pronom indéfini on, passé composé'.	
	d) Verbes	- Les verbes du premier groupe en –yer, Les verbes voir et sortir	
	e) Lexique	- Les sorties Situer dans le temps, La famille ,(2) Les vêtements et les accessoires	
	f) Culture	- Le pays des gourmands	

**TOTAL: 48 HOURS**

#### REFERENCE BOOKS:

1. Cocton Marie –Noëlle , Duplex Dorothee, Heu Elodie , Kasazian Emilie, Ripaud Delphine, **Saison 1- Méthode de français**, Didier, paris.2015.
2. Cocton Marie – Noëlle, Duplex, Heu Elodie, Kasazian Emilie ,Ripaud Deldphin, **Saison 1 – Cahier d’activités** , Dider ,Paris , 2015
3. Anne Akyüz,Bernadette Bazelle- Shahmael,JoëlleBonenfant, Marie- Françoise Gliemenn,**Les exercices de grammaire**,Hachette FLE, Paris,2005
4. Christian Beaulieu, Je **pratique, Exercices de grammaire A1**, Dider,Paris,2015
5. Nathalie BIE, philippe SANTINAN,**Grammaire pour adolescents-250 exercices**, CLE International , Paris , 2005

#### WEBSITES :

1. <http://enseigner.tv5monde.com/>
2. [bonjourdumonde.com /exercices/contenu/le – francais-du- tourisme.html](http://bonjourdumonde.com/exercices/contenu/le-francais-du-tourisme.html)
3. <http://www.bonjurdefrance.com/>
4. <https://www.lepointdufle.net/>

#### CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
<b>Average</b>	-	2.5	2.5	-	-	-	-	-	2	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



**PREREQUISITE:**

Not required

**COURSE OBJECTIVES(CO):**

- To make the students to speak and write errors free English.
- To help the students develop their listening, speaking, reading and writing skills.
- Introducing literary works to the students to enhance their analytical and aesthetic skills.

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Strengthen the foundation of the language.	Remember
CO2	Standardize and demonstrate understanding of LSRW skills.	Understand
CO3	Utilize fundamentals of language for reading, writing and Effective communication.	Apply
CO4	Enhancing the reading skill to build the leadership quality.	Apply
CO5	Develop the moral and aesthetic values.	Evaluate

**UNIT-I****8 HOURS****LISTENING:** Listening for Pleasure**SPEAKING :** Developing speaking skills**READING:** Reading strategies**WRITING:** Developing a story with pictures**LITERATURE:** Refuge Mother and Child by Chinua Achebe (Poetry)**GRAMMAR :** Voice**UNIT- II****7 HOURS****LISTENING :** Listening for Pleasure (Story)**SPEAKING :** Oral presentation**READING :** Reading Passages**WRITING :** Essay writing**LITERATURE :** Prose: Dimensions of Creativity by A.P.J. Abdul Kalam (Story)**GRAMMAR :** Subject, verb, agreement**UNIT-III****7 HOURS****LISTENING :** Dictation**SPEAKING :** Public speaking and secrets of good delivery**READING:** Note Making**WRITING:** Writing agendas, memos and minutes**LITERATURE:** River by A.K. Ramanujan

**GRAMMAR :** Degrees of comparison

**UNIT- IV**

**7 HOURS**

**LISTENING :** Listening to instructions and announcements

**SPEAKING :** Debating

**READING:** Silent reading and methods of reading

**WRITING :** Writing Notices

**LITERATURE:** Two Gentlemen of Verona by A.J. Cronin

**GRAMMAR :** Phrases and clauses

**UNIT-V**

**7 HOURS**

**LISTENING :** Testing listening

**SPEAKING :** Situational Conversation

**READING:** Developing reading activities

**WRITING:** E - Mail Writing

**LITERATURE:** The Postmaster by Rabindranath Tagore

**GRAMMAR :** Direct and indirect speech

**TOTAL: 36 HOURS**

**TEXT BOOK**

1. Board of Editors (2024), Acrostic II. Karpagam Academy of Higher Education

**REFERENCE BOOKS:**

1. *Martin's, St* (2013). *Oxford Handbook of Writing: Handbook of Writing*. Cambridge University Press.
2. Julian Treasure, *Sound Business*, (2012). Oxford University Press
3. Hornby, A.S.(1975). *The Guide to patterns and usage in English*: oxford university Press.
4. Ellis, R. (1990). *Instructed second language acquisition*. Oxford: oxford university Press.

**WEB SITES:**

1. <https://shortstoryproject.com/stories/the-postmaster/>
2. <https://www.gradesaver.com/rabindranath-tagore-short-stories/study-guide/summary-the-postmaster>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
<b>Average</b>	-	2.5	2.5	-	-	-	-	-	2	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU201

MANAGERIAL ECONOMICS

Semester – II  
8H - 6C

Instruction Hours/week: L:6 T:2 P:0

Marks: Internal: 40 External:60

Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the demand, supply functions and its applicability.
- To know the importance of the production function.
- To gain knowledge on the market structure and its price determination.
- To impart the importance of macroeconomic indicators like National income, GDP, Inflation.
- To acquire knowledge on balance of trade and payment

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Apply the demand and supply concept in managerial decisions	Apply
CO2	Calculate the Cost, Revenue and breakeven point and apply it in decision making process.	Analyze
CO3	Create the pricing strategies based on the market structure.	Create
CO4	Extend the familiarity on the macro level business components to make business decision on the Macroeconomic indicators and understand the impact of monetary policy, money supply and balance of payments on running a business.	Understand
CO5	Assess the applicability of monetary and fiscal policy in economic development	Understand

**UNIT I DEMAND AND SUPPLY ANALYSIS:****20 HOURS**

Introduction – Meaning, nature and scope of managerial economics, significance in decision making. The Economy and its Basic Problems: Scarcity and Choices Economy and its Working, Kinds of Economic System, Production Possibility of an Economy, Efficiency and Reasons for Failure of Market System, Role of Government in an Economy Consumer's Behaviour and Demand: Meaning of Consumer's Equilibrium – Utility approach – Law of Equi-Marginal utility – Consumers Surplus – Concept of Demand – Types of Demand – Determinants – Law of Demand – Exceptions to Law of Demand – Change in Demand – Elasticity of Demand – Types – Measurement of Price elasticity of demand. Concept of Supply – Determinants of Supply – Law of Supply – Change in Supply – Elasticity of Supply – Types.

**UNIT II PRODUCTION, COST AND REVENUE FUNCTION:****19 HOURS**

Producer's Behaviour and Supply: Basic concepts in production – Firm – Fixed and Variable Factors – Short and Long run – Total Product – Marginal Product – Average Product – Production Function – Law of Returns – Law of Returns to Scale – Economies and Diseconomies of Scale – Producer's Equilibrium Cost and Revenue Function: Cost of Production – Opportunity cost – Fixed and Variable Costs – Total Cost Curves – Average Cost Curves – Marginal Cost – Long run and Short run Cost Curves – Total Revenue – Average Revenue – Marginal Revenue – Break Even Point Analysis.

**UNIT III MARKET STRUCTURE:****19 HOURS**

Main forms of Market – Basis of Classification – Perfect Competition – Features – Short Run and Long Run Equilibrium – Price Determination – Monopoly Market – Features – Short Run and Long Run Equilibrium – Price Discrimination – Degrees of Price Discrimination. Oligopoly Market Competition – Features – Price Leadership – Price Rigidity – Cartel – Collusive and Non-Collusive oligopoly – Oligopsony – Features – Monopolistic Competition – Features – Product Differentiation – Selling Cost – Short Run and Long Run Equilibrium – Monopsony – Duopoly Market – Features

**UNIT IV MACRO ECONOMIC FACTORS:****19 HOURS**

Difference between Normal Residents and Non-Residents – Domestic territory – Gross and Net Concepts of Income and Product – market price and Factor Cost – Factor Payments and Transfer Payments – National Income Aggregates– Private Income – Personal Income – Personal Disposable Income – National Disposable Income – Measurement of National Income – Production Method – Income Method – Expenditure Method Phases of Business Cycle – Causes of cyclical movements – Price Movements: Inflation, Deflation– Types of Inflation – Effects of Inflation – Control of Inflation.

**UNIT V MONETARY AND FISCAL POLICY:****19 HOURS**

Objectives of Monetary Policy – Types of Monetary Policy – Instruments of monetary policy – Objectives of Fiscal Policy – Types of Fiscal Policy – Instruments of Fiscal Policy – Budget Preparation – Deficit Budget. Balance of Trade and Balance of Payments – Current Account and Capital Account of BOP – Disequilibrium in BOP. Meaning and Functions of Money – Demand and Supply of Money – Measurement of Money supply – Commercial Banks – Central Bank – Functions – Process of Credit Creation and Money Supply – High Powered Money – Money multiplier – Money and Interest Rate – Theories of Interest – Performance of Public Enterprise in India and Public Policy in Public Utility. Macro-Economic Environment - Economic Transition in India - A quick Review - Liberalization, Privatization and Globalization - Business and Government - Public-Private Participation (PPP) - Industrial Finance - Foreign Direct Investment (FDIs) and Introduction to Sustainable Development Goals (SDG)

**TOTAL: 96 HOURS****TEXT BOOK:**

1. Geetika and Piyali Ghosh (2017), *Managerial Economics*, 3<sup>rd</sup> Edition, McGraw Hill Education, New Delhi.

**REFERENCE BOOKS:**

1. H. L. Ahuja, (2017). *Managerial Economics*, 9<sup>th</sup> Edition, S Chand Publishing, New Delhi
2. Christopher R. Thomas and S. Charles Maurice. *Managerial Economics: foundation of business analysis and strategy*, 10<sup>th</sup> Edition, McGraw Hill Education, New Delhi.
3. D.N. Dwivedi (2017). *Macroeconomics: Theory and Practice*, 4<sup>th</sup> Edition, McGraw Hill Education, New Delhi
4. D.N. Dwivedi (2016). *Microeconomics*, 4<sup>th</sup> Edition, McGraw Hill Education, New Delhi

**E-Resources**

1. <https://epdf.pub/managerial-economics84ed28a3e234f607d8b67fd30c1104f456672.html>
2. [https://www.academia.edu/34707649/Managerial\\_Economics\\_Textbook](https://www.academia.edu/34707649/Managerial_Economics_Textbook)
3. <https://nptel.ac.in/courses/110101005/>

**KAHE - Learning Management System**

1. <http://172.16.25.76/course/view.php?id=1970>

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Average</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	-	-	-	-	<b>3</b>	<b>3</b>	-	-	-	<b>2</b>	-	<b>3</b>

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAUA201

BUSINESS STATISTICS

Semester – II

8H – 4C

Instruction Hours/week: L:6 T:2 P : 0

Marks: Internal: 40

External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

- Basic understanding of mathematics and statistics.

**COURSE OBJECTIVES (CO):**

- To know the significance of presenting data in the form of tables and diagrams.
- To understand the correlation and regression analysis concepts.
- To acquainted with the knowledge of index number and time series analysis.

**COURSE OUTCOMES(COs):**

Upon completion of this course, the student will be able to:

COs	Course Outcomes	Blooms Level
CO1	Understand the scope and necessity of Statistics.	Understand
CO2	Apply statistical techniques to analyze data and interpret the measures.	Apply
CO3	Apply the formula and calculate descriptive measures of dispersion.	Apply
CO4	Utilize the correlation or regression methods to find the relationship between two variables.	Apply
CO5	Identify the components of time series and the method of measuring trend.	Understand

**UNIT I INTRODUCTION TO STATISTICS****19 HOURS**

Statistics: Introduction – meaning – definition – uses – limitation. Sources of data, Classification of data, Frequency Distributions, Tabulation of data, Graphical Presentation of data – Types of Diagrams: Bar Diagram, Histogram, Pie chart, Frequency curve and Frequency polygon, Pictograms.

**UNIT II MEASURES OF CENTRAL TENDENCY****19 HOURS**

Arithmetic Mean, weighted Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Relative merits of Mean, Median and Mode in a distribution, Mean of two or more means.

**UNIT III MEASURES OF DISPERSION****19 HOURS**

Measures of Dispersion, Range, Co-efficient of Range, Quartiles, Inter-Quartile Range and Quartile Deviation, Coefficient of Quartile Deviation, Mean Deviation, Coefficient of Mean Deviation, Standard Deviation, Coefficient of Variation.

**UNIT IV CORRELATION AND REGRESSION ANALYSIS****19 HOURS**

Introduction to correlation, types of correlation, correlation through scatter diagrams, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Interpretation of Correlation Co-efficient. Simple and Multiple Correlation, Regression Analysis: Simple linear Regression Analysis and Regression Estimation, Relationship between Regression and Correlation.

**UNIT V INDEX NUMBERS AND TIME SERIES****20 HOURS**

Meaning and uses of index numbers; construction of index numbers; aggregative & average of relatives - Simple and Weighted, Tests of adequacy of index numbers, Construction of consumer price indices. Components of time series: Additive and multiplicative models; Trend analysis: Finding trend by moving average method and fitting of linear trend line using principle of least squares

**TOTAL: 96 HOURS****TEXT BOOKS:**

1. Sharma J.K. (2013). *Business Statistics*, 3<sup>rd</sup> Edition, Dorling Kindersley Pvt. Ltd., New Delhi.
2. Navanitham P.A. (2019). *Business Mathematics and Statistics*, Jai Publisher, Trichy.

**REFERENCE BOOKS:**

1. Gupta S.P. and Gupta P.K (2013). *Business Statistics and Business Mathematics*, Sultan Chand & Sons, New Delhi.
2. Sreyashi Ghosh and Sujata Sinha, (2018). *Business Mathematics and Statistics*, 1<sup>st</sup> Edition, Oxford University Press; New Delhi.
3. Asim Kumar Manna, (2018). *Business Mathematics and Statistics*, 1<sup>st</sup> Edition, Mc Graw Hill Education, New Delhi.

**WEBSITES:**

1. [https://youtu.be/\\_pbAib0He0Y?si=QA\\_V-f9OZwqJa8fU](https://youtu.be/_pbAib0He0Y?si=QA_V-f9OZwqJa8fU)

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	3	1	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	3	-	2	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	-	-	1	3	1	2	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Business Statistics

**COURSE OBJECTIVES (CO):**

- To understand the concept of business statistics
- To acquire the knowledge of summary statistics
- To know the concepts of central tendency and dispersion
- To impart the correlation and regression analysis concepts
- To aware of the index numbers and trend analysis

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Blooms Level</b>
CO1	Calculate and apply the measure of central tendency and dispersion in decision making.	Apply
CO2	Evaluate the relationship and association between variables to formulate the strategy in business.	Evaluate
CO3	Apply the concept of index numbers and trend analysis in business decisions	Apply
CO4	Exhibit the knowledge on Index and time series analysis	Apply
CO5	Demonstrate the components in time series	Understand

**LIST OF PRACTICALS**

1. Calculation of Arithmetic mean
2. Calculation of Median
3. Calculation of Mode
4. Calculation of Geometric Mean
5. Calculation of Harmonic Mean
6. Calculation of Standard Deviation
7. Calculation of Coefficient of Variance
8. Calculation of Correlation Analysis
9. Calculation of Regression Analysis

**TOTAL: 60 HOURS****TEXT BOOKS:**

1. Sreyashi Ghosh and Sujata Sinha (2018), Business Mathematics and Statistics, 1st edition, Oxford University Press; New Delhi.

**REFERENCE BOOKS:**

1. Asim Kumar Manna (2018), Business Mathematics and Statistics, 1st edition, McGraw Hill Education, New Delhi.
2. S.P. Gupta and P.K. Gupta (2013), Business Statistics and Business Mathematics, S Chand Publishing, New Delhi.
3. J.K.Sharma, (2014) Business statistics, 4th edition, Vikas Publishing House, New Delhi



## E-Resources

1. <https://nptel.ac.in/courses/110107114/>

## KAHE – Learning Management System

1. <http://172.16.25.76/course/view.php?id=1971>

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	2	-	-	-	-	3	3	-	-	-	2	-	3

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Student should know about fundamentals of environment.

**COURSE OBJECTIVES (CO):**

- To create awareness about structure and functions of various ecosystems.
- To develop an attitude of concern for the natural resources availability and its environment protection.
- To learn about the environment, resources available, biodiversity and its conservation.
- To understand the current scenarios- to find ways for protection and betterment of or habitat.
- To understand the concepts to analyze the interactions between social and environmental problems.

**COURSE OUTCOMES (COs):**

On completion of the course, students are able to

COs	Course Outcomes	Blooms Level
CO1	Define the structure and functions of various ecosystems	Remember
CO2	Learn the ethical, cross-cultural, and historical context of natural resources and the methods for conservation	Understand
CO3	Predict current scenarios and find ways for the protection and betterment of habitat	Analyze
CO4	Analyze the interactions between social and environmental problems	Apply
CO5	Develop systems concepts and methodologies to analyze and understand interactions between social and Environmental processes	Create

**UNIT I INTRODUCTION - ENVIRONMENTAL STUDIES & ECOSYSTEMS:****5 HOURS**

Environment Definition, Scope and Importance; Ecosystem, Structure, classification, and functions of ecosystem. Energy flow, Food chains and food webs, Ecological succession. Forest ecosystem, Grassland Ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

**UNIT II NATURAL RESOURCES - RENEWABLE AND NON-RENEWABLE****RESOURCES:****5 HOURS**

Natural resources - Renewable and Non-renewable resources. Land resources, Land degradation, desertification. Forest resources – Deforestation: Causes and impacts due to mining. Water resources- Use and over-exploitation of surface and groundwater.

**UNIT III BIODIVERSITY AND ITS CONSERVATION:****5 HOURS**

Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity. Values of Biodiversity - Ecological, economic, social, ethical, aesthetic value. Bio-geographical classification of India. Hot-spots of biodiversity. Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.

**UNIT IV ENVIRONMENTAL POLLUTION:****4 HOURS**

Definition, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Noise pollution. Nuclear hazards and human health risks.

**UNIT V SOCIAL ISSUES AND THE ENVIRONMENT:****5 HOURS**

Concept of sustainability and sustainable development. Climate change, global warming, ozone layer depletion, acid rain and its impacts on human communities and agriculture. Environment Laws (Environment Protection Act, Air Act, Water Act, Wildlife Protection Act, Forest Conservation Act).

**TOTAL: 24 HOURS****TEXT BOOKS:**

1. Anonymous. (2004). *A Text book for Environmental Studies*, University Grants Commission and Bharat Vidypeeth Institute of Environmental Education Research, New Delhi.
2. Anubha Kaushik., and Kaushik, C.P.(2008). *Perspectives in Environmental Studies*, 3<sup>rd</sup> Edition, New Age International Pvt. Ltd. Publications, New Delhi.
3. Arvind Kumar,(2009). *A Textbook of Environmental Science*, APH Publishing Corporation, New Delhi.
4. Mishra, D.D,(2010). *Fundamental Concepts in Environmental Studies*. S. Chand & Company Pvt. Ltd., New Delhi.
5. Odum, E.P., Odum, H.T. and Andrews, J. (1971). *Fundamentals of Ecology*, Philadelphia: Saunders.
6. Sing, J.S., Sing. S.P. and Gupta, S.R.(2014). *Ecology, Environmental Science and Conservation*, S. Chand & Publishing Company, New Delhi.
7. Tripathy. S.N., and Sunakar Panda. (2011). *Fundamentals of Environmental Studies*, 3<sup>rd</sup> Edition, Vrianda Publications Private Ltd, New Delhi.
8. Uberoi, N.K. (2010). *Environmental Studies*, 2<sup>nd</sup> Edition, Excel Books Publications, New Delhi.

**REFERENCE BOOKS:**

1. Botkin., and Keller, ( 2014). *Environmental Science: Earth as a Living Planet*. 9<sup>th</sup> Edition, Wiley
2. Rajagopalan, R. (2016). *Environmental Studies: From Crisis to Cure*, Oxford University Press.
3. Singh, M.P., Singh, B.S., and Soma, S. Dey,(2004). *Conservation of Biodiversity and Natural Resources*, Daya Publishing House, New Delhi.
4. Verma, P.S., and Agarwal V.K(2016). *Environmental Biology (Principles of Ecology)*, S. Chand and Company Ltd, New Delhi.
5. Bruce Rittmann and Perry Mc Carty, (2020). *Environmental Biotechnology: Principles and Applications*, 2nd Edition.

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	-	-	-	2	2	-	2	2	2	-	2	2	2
CO2	3	-	-	-	-	-	-	2	2	-	2	2	2	-	2	2	2
CO3	3	-	-	-	-	-	-	2	2	-	2	2	2	-	2	2	2
CO4	3	-	-	-	-	-	-	2	2	-	2	2	2	-	2	2	2
CO5	3	-	-	-	-	-	-	2	2	-	2	2	2	-	2	2	2
Average	3	-	-	-	-	-	-	2	2	-	2	2	2	-	2	2	2

1-Low; 2-Medium; 3-Strong; '-' No correlation

**பாடத்திட்டப் பொதுநோக்கம்**

- வரலாற்றுக்கு முற்பட்ட தமிழகத்தின் சிறப்பை அறியச்செய்தல்.
- தமிழின் தொன்மையை மாணர்களுக்கு எடுத்துரைத்தல்.
- பழந்தமிழர் வாழ்க்கை முறையை உணர்த்துதல்.

**பாடத்திட்டப் பயன்விளைவு**

- தமிழ்மொழி வரலாறு குறித்த தெளிந்த அறிவு பெற்றிருத்தல்.
- தமிழரின் மரபு சார்ந்த மொழியின் செல்வாக்கை அறிதல்.
- பழந்தமிழ் இலக்கியங்களின்வழி பண்பாடு கலாச்சாரம் போன்றவற்றை அறிதல்.
- ஐவகை நிலஅமைப்பு, வாழ்வியல் ஒழுக்கலாறுகளைப் பெற்றிருத்தல்.
- இலக்கியங்களின்வழி கலைகளின் வளர்ச்சி மற்றும் அமைப்பு முறையை அறிதல்.

**அலகு - I வரலாற்றுக்கு முற்பட்ட தமிழகமும் சங்ககால வரலாறும்**

(8 மணிநேரம்)

வரலாறும் நிலஅமைப்பும் - வரலாற்றின் செல்வாக்கு - பல்வேறு காலங்களில் வரலாறு உண்டாக்கிய நாட்டுப் பிரிவுகள் - பழைய கற்காலம் - புதிய கற்காலம் - இரும்புக் காலம்.

**அலகு - 2 தமிழின் தொன்மை**

(12 மணிநேரம்)

தமிழ் தோன்றிய இடம் - குமரிக்கண்டத் தமிழ் நாடுகள் - தமிழ் என்னும் பெயர் வரலாறு - திராவிட மொழிக்குடும்பம் - தமிழ்மொழிச் சிறப்பு - தமிழுக்குத் தமிழ் நாட்டவர் செய்ய வேண்டியவை - தமிழுக்கு வெளிநாட்டிற் செய்ய வேண்டியவை

**அலகு - 3 தமிழர் வாழ்வியல்**

(10 மணிநேரம்)

ஐவகை நிலங்கள் - களவு வாழ்க்கை - கற்பு வாழ்க்கை - அரசர் கடமை - கல்வி நிலை - தொழில் நிலை - ஆடவர் நிலை - பெண்டிர் நிலை

**அலகு - 4 கட்டடக்கலையும் தமிழர் பண்பாடும்**

(10 மணிநேரம்)

கட்டடக்கலை தோற்றுவாய் - முதற்கலை - கட்டடக்கலையின் பழமை - புதிய கற்காலம் - சங்ககாலம் - கோயில்கள் - அரண்மனைகள் - கோட்டைகள் - வீடுகள் - நீர்ப்பாசனக் கட்டடக்கலை - தமிழர் கட்டடக் கலையின் தனிச்சிறப்பு

## அலகு – 5 ஆற்றங்கரை நாகரிகம்

(8 மணிநேரம்)

ஆறும் நாகரிகமும் – ஆறுகளின் தோற்றமும் நீளமும் – காவிரிக்கரை நாகரிகம் – இலக்கியச் சிறப்பு – கலைச்சிறப்பு – வைகைக்கரை நாகரிகம் – இலக்கியச் சிறப்பு – கலைச்சிறப்பு , நொய்யல்கரை நாகரிகம்.

மொத்த மணிநேரம் 48

### பார்வை நூல்கள்

1. முனைவர் அரங்க இராமலிங்கம் (பதிப்பாசிரியர்), தமிழர் நாகரிகமும் தமிழ் மொழிவரலாறும் (தொகுதி -1, 6, 2, 5, 10), வர்த்தமானன் பதிப்பகம், தியாகராயநகர், சென்னை-17.
2. கே.கே.பிள்ளை, தமிழக வரலாறு மக்களும் பண்பாடும், உலகத்தமிழ் ஆராய்ச்சி நிறுவனம் தரமணி, சென்னை-13.
3. நா.வானமாமலை, தமிழர் வரலாறும் பண்பாடும், நியூசெஞ்சுரி புக்ஹவுஸ், சென்னை -98.

### இணையதளம்

1. [www.tvu.org.in](http://www.tvu.org.in)
2. [www.maduraitamilproject.com](http://www.maduraitamilproject.com)

### இதழ்கள்

1. International Research Journal of Indian Literature, [irjil.in](http://irjil.in)
2. International Tamil Research Journal, [iorpress.in](http://iorpress.in)

### CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUH301

LANGUAGE III: HINDI PAPER III

4H-3C

(Story, History of Hindi Literature, Novel, Letter Writing)

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- Knowledge of contemporary drama contents of Hindi literature
- Learn novels and its techniques. The ability to read novels and express criticism about it and the ability to express social thoughts will improve
- There will also be litigation messages in Hindi and news on speech techniques

**COURSE OUTCOMES (COs):**

- Develop an interest in the appreciation of literature.
- Discuss and respond to content of a reading passage.
- Learning the literacy knowledge of Hindi specially reading and writing .
- Learning the literary knowledge specially reading and understanding of Hindi short Stories
- Learning the history of Hindi literature

<b>UNIT-I</b>	a) Story – Bade Ghar Ki Beti b) Hindi Bhasha Ka Vikas c) Novel – Ramnath, Jalpa d) Letter Writing –Personal Letter	<b>9 HOURS</b>
<b>UNIT-II</b>	a) Story – Puraskar b) Kaal Vibhajan, Char Prakar c) Ramesh Babu, Devdeen d) Letter Writing – Leave Letter	<b>9 HOURS</b>
<b>UNIT-III</b>	a) Story – Usne Kaha Tha b) Literature – Adhikaal c) Indhubhooshan, Rathna, Johra d) Letter Writing – Letter for the Publisher	<b>10 HOURS</b>
<b>UNIT-IV</b>	a) Story – Paanchminte b) Poorva Madhya Kaal c) Manibhooshan, Dhayanath, Rameshwari d) Letter Writing – Application for job	<b>10 HOURS</b>
<b>UNIT-V</b>	a) Story – kafan b) Reethi Kaal, Adhunik Kaal c) Dheen Dhayal, Manaki, d) Letter Writing – Complaint Letter	<b>10 HOURS</b>

**TOTAL: 48 HOURS**

## REFERENCE BOOKS

1. Story : Kahani Manjari  
Publisher : D.B.Hindi Prachar Sabha  
T.Nagar , Chennai – 600017
2. History of Hindi  
Literature : Hindi Sahithya ka Saral Ithihas  
Writer : Rajnath Sharma.A  
Publisher : Vinoth Pusthak Mandir  
Agra – 02
3. Novel : Gaban  
Writer : Premchandh  
Publisher : Rajkamal Prakashan  
New Delhi – 110002
4. Letter Writing : Sumitha Hindi Nibandh Aur Pathra Lekhan  
Writer : Sri Sharan  
Publisher : Kalda Publication  
Mukhar Ji Nagar, Delhi - 09

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUM301

LANGUAGE III: MALAYALAM III

Semester III

4H-3C

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE :**

Not required

**COURSE OBJECTIVES (CO):**

- May have knowledge of the contents of primitive poetry Learn about contemporary poetry and its techniques.
- Interest in reading poetry and the ability to express social thoughts will improve
- This will help you to understand the basics of Malayalam Poetry and to understand Malayalam literature properly

**COURSE OUTCOME (COs):**

- Get a basic knowledge of the history of Malayalam literature.
- Enhances the art and taste of Malayalam literary works
- Literary genres can be learned
- Create more to read and enjoy Malayalam poetry
- Get the basic Knowledge of poetry techniques

Unit No	PART I – MALAYALAM III	Hours
I	Poetry – Chinthavishtayaya Seetha	10
II	Poetry – Chinthavishtayaya Seetha	10
III	Poetry – Mrugasikshakan- (Murgasikshakan, Kausalya, Varavu, Vittupoku Ekalavyan, Mazha) 6 poetries	10
IV	Poetry – Mrugasikshakan- (Kayal, Karkkadakam, Bhagavatham, Vazhivakkilenaikutty, Edavelayil oru nimisham, Verumoru kathu) 6 poetries	09
V	Poetry - Aayisha	09
	<b>TOTAL</b>	<b>48</b>

**TEXT BOOKS:**

1. Chinthavishtayaya Seetha –Kumaranasan, Kerala Book Store Publishers.
2. Mrugasikshakan – Vijayalakshmi, DC Books, Kottayam
3. Aayisha – Vayalar Ramavarma - Kerala Book Store Publishers

**REFERENCE BOOKS:**

1. Kavitha Sahithya Charitram - Dr. M. Leelavathi (Kerala Sahithya Academy, Trichur)
2. Kavitha Dwani - Dr. M. Leelavathi (D.C. Books, Kottayam)
3. Aadhunika Sahithyacharithram Prasthanangalilude - Dr. K.M. George (D.C. Books, Kottayam)
4. Padya Sahithya Charitram – T.M. Chummar (Kerala Sahithya Academy, Trichur)



### CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2.5	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUS301

LANGUAGE III: SANSKRIT III

4H-3C

*(Drama and History of Sanskrit Literature)*

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES (CO):**

- The fundamental objective of the curriculum is to impart effective science education at the undergraduate level, exposing them to recent trends and developments in the subject.
- Creating scientific temper is another major objective of this curriculum.
- Another major thrust given here is to develop an environmental concern in all activities of the students. 'Go green', the motto of the syllabus emphasizes the urgent need to conserve nature without destruction of natural resources.

**COURSE OUTCOMES (COs) :**

- **Critical Thinking** :Take informed actions after identifying the assumptions that frame students' thinking and actions.
- **Problem Solving**: Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
- **Effective Communication**: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- **Effective Citizenship**: Demonstrate empathetic social concern and equity centered national development.
- **Environment and Sustainability**: Understand the issues of environmental contexts and sustainable development.

**UNIT I**

History of Sanskrit Drama and its origin.

**9 HOURS****UNIT II**

Important Sanskrit Dramas and important authors.

**9 HOURS****UNIT III**

Text Prescribed: "Dutavakyam" of Bhasa, (First half)

**10 HOURS****UNIT IV**

Text Prescribed: "Dutavakyam" of Bhasa, (Second half)

**10 HOURS****UNIT V**

Translation: From the known passages of the above text.

**10 HOURS****TOTAL: 48 HOURS**

**TEXT BOOK :**

1. "Dutavakyam of Bhasa" R.S.Vadhyar and Sons Palghat, Kerala.

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	2	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Average</b>	<b>2.6</b>	<b>2.6</b>	<b>2.8</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUF301

LANGUAGE III: FRENCH III

4H-3C

(Histoire, histoire de la littérature française, roman, rédaction de lettres)

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

The objectives of this course are

- To enable students to recognize native accent and usage of French language.
- To help students to become autonomous and self-directed French language learners.
- To produce entrepreneurs among students by making them French language trainers and take communicative French to schools and colleges around.

**COURSE OUTCOMES (COs):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Identify new words by employing vocabulary building techniques.	Apply
CO2	Build correct sentence structures and grammatical patterns in oral and written communication	Apply
CO3	develop the ability to speak French language with the way of pronunciation.	Understand
CO4	Follow leadership, work ethics and management principles	Analyze
CO5	express values and skills gained through effective communication to other disciplines.	Analyze

**Unité – I****9 HOURS**

- Leçon – Vivre la ville, Visiter une ville
- Communication - Indiquer le chemin
- Grammaire - La comparaison, Les prépositions avec les noms géographiques, Les pronoms personnels COI
- Lexique –La ville, Les lieux de la ville, Les transports
- Culture – Le français : une ouverture sur le monde

**Unité – II****9 HOURS**

- Leçon -• On vend ou on garde?
- Communication -Demander des renseignements touristiques
- Grammaire - Le pronom y (le lieu), La position des pronoms compléments Les verbes du premier groupe en -ger et -cer,
- Les verbes ouvrir et accueillir
- Lexique - Les points cardinaux, Les prépositions de lieu (2)
- Culture –Le français: une ouverture sur le monde

**Unité – III****10 HOURS**

- a) Leçon
- b) Communication- permettre, défendre.
- c) Grammaire -La formation du pluriel (2)Les adjectifs de couleur, Les adjectifs beau, nouveau, vieux
- d) Lexique - Les couleurs, Les formes, Les me
- e) culture – les grandes fleuves en Français.

**Unité – IV****10 HOURS**

- a) Leçon – Félicitations !
- b) Communication - Décrire un objet
- c) Grammaire - Les pronoms relatifs qui et que, L'imparfait, Les verbes connaître, écrire, mettre et vendre
- d) Lexique – Les mesures, L'informatique DIRE, LIRE, ECRIRE , Les sons [E] / [O] / [Œ]
- e) Culture –Les lieux de la ville.

**Unité – V****10 HOURS**

- a) Leçon -En voyage !
- b) Communication -• Présenter ses vœux, Faire une réservation
- c) Grammaire - Les pronoms démonstratifs, La question avec Inversion, Les adverbes de manière,
- d) Lexique -Les voyages, L'aéroport et l'avion, Les fêtes
- e) Culture –Noël

**TOTAL: 48 HOURS****REFERENCE BOOKS:**

1. Cocton Marie –Noëlle , Duplex Dorothée, Heu Elodie , Kasazian Emilie, Ripaud Delphine, **Saison 1- Méthode de français**, Didier, paris.2015.
2. Cocton Marie – Noëlle, Duplex, Heu Elodie, Kasazian Emilie ,Ripaud Deldphin, **Saison 1 – Cahier d'activités** , Dider ,Paris , 2015
3. Anne Akyüz,Bernadette Bazelle- Shahmael,JoëlleBonenfant, **Marie- Françoise Gliemenn,Les exercices de grammaire,Hachette FLE, Paris,2005**
4. Christian Beaulieu, **Je pratique**, Exercices de grammaire A1, Dider,Paris,2015
5. Nathalie BIE, philippe SANTINAN,**Grammaire pour adolescents-250 exercices, CLE International , Paris , 2005**

**WEBSITES :**

- <http://enseigner.tv5monde.com/>
- [bonjourdumonde.com /exercices/contenu/le – francais-du- tourisme.html](http://bonjourdumonde.com/exercices/contenu/le-francais-du-tourisme.html)
- <http://www.bonjurdefrance.com/>
- <https://www.lepointdufle.net/>

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2.5	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24ENU301

ENGLISH III

Semester III

3H-3C

Instruction Hours/week: L:3 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES (CO):**

- To enable students to recognize native accent and usage of English language.
- To help students to become autonomous and self-directed English language learners.
- To produce entrepreneurs among students by making them English language trainers and take communicative English to schools and colleges around.

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Identify new words by employing vocabulary building techniques.	Apply
CO2	Build correct sentence structures and grammatical patterns in oral and written communication	Apply
CO3	develop the ability to speak English language with the correct pronunciation.	Understand
CO4	Follow leadership, work ethics and management principles	Analyze
CO5	express values and skills gained through effective communication to other disciplines.	Analyze

**UNIT-I****8 HOURS**

**LISTENING:** Listening Comprehension-Listening for Specific Information- Interpreting Charts and Diagrams

**UNIT- II****7 HOURS**

**SPEAKING:** Essentials of effective Communication- **Telephone Skills:** Understanding Telephone Conversation-Handling Calls-Leaving Messages-Making Requests-Giving Instructions and Orders.

**UNIT-III****7 HOURS**

**READING:** Reading with a purpose-Skimming and Scanning-Locating Main Points-Reading Critically- Sequencing of Sentences-Reading Comprehension

**UNIT- IV****7 HOURS**

**WRITING:** Descriptive and Narrative-Safety Instructions- Suggestions-Expansion of Abbreviations-Spellings Rules Translation- Translating Short Sentences and Passages from English to Tamil

**UNIT-V****7 HOURS****VOCABULARY:** Synonyms-Antonyms-Prefixes-Suffixes- Idioms- Different Types of English-Homonyms and Homophones (British and American)**TOTAL: 36 HOURS****TEXT BOOKS**

1. Board of Editors (2024). *Proficiency in Communication I*. Karpagam Academy of Higher Education

**REFERENCE BOOKS:**

1. *Martin's, St* (2013). *Oxford Handbook of Writing: Handbook of Writing*. Cambridge University Press.
2. Wren & Martin, (2008). *High School English Grammar & Composition*, S.Chand & Company Ltd,Board of Editors,
3. Krashen, Stephen D (1982). *Principles and Practice in Second Language Acquisition*, New York:Pergamon Press

**WEB SITES:**

1. <https://www.scribbr.com/>
2. <https://www.quora.com/>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Average</b>	<b>3</b>	<b>2.5</b>	<b>2</b>	<b>2</b>	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the concept of marketing, and 4Ps of Marketing
- To gain the knowledge of segmenting the market
- To familiarize with the promotion management and recent development in marketing
- To apply the marketing concepts and skills lifelong.
- To aware on the changes in marketing trends

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the Concept of marketing, and 4Ps of Marketing	Understand
CO2	Extend the knowledge of segmenting the market	Understand
CO3	Assess the application of product development and product life cycle strategies	Apply
CO4	Analyse the pricing and distribution strategies	Analyse
CO5	Exhibit the promotion management and recent development in marketing	Evaluate

**UNIT I INTRODUCTION TO MARKETING****12 HOURS**

Market and Marketing, the Exchange Process, Core Concepts of Marketing - Exchange concept, Production concept, Product concept, Sales/selling concept, Modern marketing concept, Societal marketing concept, Impact of marketing concepts and its applicability, Functions of Marketing, Importance of Marketing, Marketing Orientations.

Environmental Scanning: Analysing the Organization's Micro Environment, Company's Macro Environment, Differences between Micro and Macro Environment, Techniques of Environment Scanning- Marketing Ethics – Meaning – Importance – Consumerism

**UNIT II THE MARKET PROCESS AND SEGMENTATION****12 HOURS**

The Marketing process: Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix, Marketing Planning, Marketing Implementation and Control, Segmentation: Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting, Market Positioning – Customer Relationship Management.

**UNIT III PRODUCT MANAGEMENT****12 HOURS**

Decisions, Development and Lifecycle Strategies: Introduction, Levels of Products, Classification of Products, Product Hierarchy, Product Line Strategies, Product Mix Strategies, Packaging and Labelling, New Product Development, Product Life Cycle (PLC) Brand and Branding Strategy: Introduction, Brand and Branding, Advantages and

disadvantages of branding, Brand Equity, Brand Positioning, Brand Name Selection, Brand Sponsorship, Brand Development- Intellectual property rights- patent rights-copy right

**UNIT IV PRICING AND DISTRIBUTION MANAGEMENT 12 HOURS**

**Pricing: Introduction**, Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing, Product Mix Pricing Strategies, Adjusting the Price of the Product, Initiating and Responding to the Price Changes.

**Distribution Management:** Introduction, Need for Marketing Channels, Decisions Involved in Setting up the Channel, Channel Management Strategies, Introduction to Logistics Management, Introduction to Retailing, Wholesaling,

**UNIT V PROMOTION MANAGEMENT AND RECENT DEVELOPMENTS IN MARKETING 12 HOURS**

**Nature and importance of promotion;** Communication process; Types of promotion: advertising, personal selling, public relations and sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions;

**Recent developments in marketing:** International Marketing, social media, Artificial Intelligence, Virtual Reality, Metaverse, the new wave of Influencer marketing, multi-channel social media marketing and customers experience - Rural Marketing, Industrial Marketing, Global marketing and Consumerism

**TOTAL: 60 HOURS**

**TEXT BOOK:**

1. Rajan Saxena (2017). *Marketing Management*, 5<sup>th</sup> Edition, McGraw Hill Education, NewDelhi.

**REFERENCE BOOKS:**

1. Philip T. Kotler, Gary Armstrong, Prafulla Agnihotri, (2018). *Principles of Marketing*, 17<sup>th</sup> edition, Pearson Education, NewDelhi
2. V. S. Ramaswamy , S. Namakumari (2018). *Marketing Management: Indian Context Global*
3. *Perspective*, 6<sup>th</sup> Edition, , Sage Publications India (P) Ltd., NewDelhi
4. Philip Kotler, Kevin Lane Keller, (2017). *Marketing Management*, 15<sup>th</sup> Edition, Pearson Education, NewDelhi
5. Philip Kotler (2017). *Marketing 4.0: Moving from Traditional to Digital*, Wiley, NewDelhi
6. RSN Pillai, *marketing management*, S chand Publications
7. Rajagopal, *Marketing Management*, Vikas Publishing House Ltd.

**E-Resources**

1. <https://epdf.pub/principles-of-marketing-14th-edition.html>
2. [https://www.academia.edu/36953849/Read\\_Principles\\_of\\_Marketing\\_15th\\_Edition](https://www.academia.edu/36953849/Read_Principles_of_Marketing_15th_Edition)
3. <https://nptel.ac.in/courses/110104068/>

**KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=1257>

### CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	3	-
CO2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	2
CO4	-	-	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
Average	-	-	2.5	-	-	2	-	3	2	-	3	-	2	-	-	3	2

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU302

FINANCIAL MANAGEMENT

Semester – III  
5H – 3C

Instruction Hours / week: L: 4 T: 1 P: 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the concept of financial management, objective of financial management, the major decisions taken by finance manager and its impact
- To familiarize the compounding and discounting technique for measuring the time value of money.
- To select profitable projects by applying capital budgeting techniques
- To guide the importance of maintaining short term solvency position in an organization
- To know the significance of working capital management

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the Concept of objective of financial management, the major four decisions taken by finance manager and its impact on organization performance	Understand
CO2	Assess the compounding and discounting technique for measuring the time value of money.	Evaluate
CO3	Apply the financial theories to construct the optimal capital structure	Apply
CO4	Assess the impact of financial leverage on profitability	Evaluate
CO5	Summarize the importance of maintaining short term solvency position in an organization	Create

**UNIT I FINANCIAL MANAGEMENT AND SOURCES OF FINANCE 12 HOURS**

Evolution, Scope and Functions of Finance Managers-Introduction; Scope of Finance; Financial Management System; Finance Functions; Role of a Finance Manager – Treasurer and Controller, Financial Decisions, Agency Conflict and Agency cost. Objectives of a Firm –Introduction; Profit Maximization; Shareholders' Wealth Maximization (SWM) Capitalization, Over Capitalization, Under Capitalization – Advantages and Disadvantages - Sources of Finance - Introduction; Short-term Finance; Long-term Funds- Asset-Based Financing – Introduction; Lease Financing and Hire Purchase Financing.

**UNIT II TIME VALUE OF MONEY AND CAPITAL BUDGETING DECISIONS****12 HOURS**

Time Value of Money - Introduction; Concept of Time Value of Money; Compounding Method; Discounting Method (Problems)Capital Budgeting Decisions- Introduction; Capital Budgeting, Capital Rationing Capital budgeting techniques: Discounted and Non Discounted: NPV, Profitability index (Benefit Cost Ratio), Pay back Period, IRR ; (Problems) - Risk Analysis

**UNIT III CAPITAL STRUCTURE THEORIES AND COST OF CAPITAL 12 HOURS**

Capital Structure, Capital structure determinants, NI Approach, NOI approach, Traditional Approach, Relevance of Capital Structure Theories; Irrelevance of Capital Structure  
Cost of Capital; Components of Cost of capital: Cost of Debt; Cost of Preference Capital; Cost of Equity Capital, Approaches to Derive Cost of Equity; Weighted Average Cost of Capital and Weighted Marginal Cost of Capital (Problems)

#### **UNIT IV LEVERAGE AND DIVIDEND POLICY**

**12 HOURS**

Financial and Operating Leverage – Introduction; Meaning of Financial Leverage, operating Leverage. Financial and Operating Leverages, EBIT-EPS Analysis, Indifference point. (Problems)

Dividend Policy – Introduction; Types of dividends – MM Approach - Factors influencing the dividend policy; Financing and Dividend Decision; Dividend Relevance: Walter’s Model

#### **UNIT V WORKING CAPITAL MANAGEMENT, CASH MANAGEMENT, RECEIVABLE MANAGEMENT AND INVENTORY MANAGEMENT.**

**12 HOURS**

Introduction; Concepts of Working Capital; Working capital Policies, Operating Cycle, (Problems) Estimation of working capital (Problems). Management of Cash – Introduction ; Motives for Holding Cash; Facets of Cash Management; Cash Planning; Cash Forecasting and Budgeting; Determining the Optimum Cash Balance ; Investing Surplus Cash in Marketable Securities Receivables Management :Credit Policy: Nature and Goals ;Collection Procedures Inventory Management : Nature of Inventory, EOQ, Reorder level. Digital Transformation, Risk and Challenges in financial sector, Digital Finance, Data Analytics and Emerging trends in international finance

Note: Distribution of marks - 60% theory and 40% problems

**TOTAL: 60 HOURS**

#### **TEXT BOOK:**

1. Pandey. I.M. (2016). *Financial Management*, 11<sup>th</sup> Edition, Vikas Publishing House, New Delhi.

#### **REFERENCE BOOKS:**

1. Khan, M.K. and Jain, P.K.(2017). *Financial Management*, 7<sup>th</sup> Edition, McGraw Hill, New Delhi
2. Chandra, P. (2017). *Financial Management Theory and Practice*, 9<sup>th</sup> Edition, McGraw Hill, New Delhi:
3. C.Paramasivan ,T.Subramanian (2018). *Financial Management*, 1<sup>st</sup> Edition, New Age International Pvt Limited, New Delhi.
4. Eugene F. Brigham Michael C. Ehrhardt (2017). *Financial Management Theory and Practice*, 15<sup>th</sup> Edition Cengage Publication, New Delhi.
5. Vanhorne, J. C and Wachowicz, J .M Jr . (2015). *Fundamentals of Financial Management*. 13<sup>th</sup> Edition. Pearson Education, New Delhi.
6. Lawrence J. Gitman , Chad J. Zutter, (2017). *Principles of Managerial Finance*, 13<sup>th</sup> Edition, Pearson Education, New Delhi.

#### **E-Resources**

1. <https://www.studynama.com/community/threads/bba-financial-management-pdf-notes-ebook-summary-free-download.4110/>
2. <https://nptel.ac.in/courses/110/107/110107144/>

#### **KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=15>

### CO, PO, PSO Mapping

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-		-	-	2	-	-	-	3	-	-	-
CO4	-	-	-	-	-	-	3	2	-	-	3	-	-	-	-	-	-
CO5	-	-	-	-	-	-	2		-	-	-	-	-	-	-	-	-
Average	2	-	-	2	-	-	2.3	2	-	-	3	-	-	3	2	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

Instruction Hours / week: L: 4 T: 0 P:0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the basic concepts of organizational behavior.
- To analyze the individual behavior traits required for performing as an individual or group.
- To obtain the perceiving skills to judge the situation and communicate the thoughts and ideas.
- To access how to perform in group and team and how to manage the power, politics and conflict.
- To recognize the importance of organizational culture and organizational change.

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Connect organizational behavior issues in the context of the organizational behavior theories and concepts.	Understand
CO2	Assess the behavior of the individuals and groups in organization and manage the stress.	Apply
CO3	Plan and exhibit the communication skills to convey the thoughts and ideas of case analysis to the individuals and group.	Create
CO4	Categorize team, power, politics and conflict arising between the members.	Analyze
CO5	Explain how organizational change and culture affect the working relationship within organizations.	Evaluate

**UNIT I ORGANIZATION BEHAVIOUR: INTRODUCTION****9 HOURS**

Organization Behavior: Meaning and definition - Fundamental concepts of Organization Behavior - Contributing disciplines to the Organization Behavior field – Organization Behavior Model - Significance of Organization Behavior in the organization success - Challenges and Opportunities for Organization Behavior.

**UNIT II BEHAVIOUR, PERSONALITY AND LEARNING THEORIES****9 HOURS**

Attitudes – Sources - Types - Functions of Attitudes – Attitude and Job satisfaction, Emotions and Moods – Emotional Intelligence – Organization Behavior Applications of Emotions and Moods, Learning – Theories of Learning. Personality – Determinants of personality- Theories of Personality - psycho-analytical, social learning, job-fit, and trait theories. Values – Importance - Types of Values – Linking Individual personality and values to the work place.

**UNIT III PERCEPTION AND COMMUNICATION****10 HOURS**

Perception – factors influencing perception - Person Perception – Attribution Theory – Frequently Used Shortcuts in Judging Others- Perceptual Process- Perceptual Selectivity - Organization Errors of perception – Linkage between perception and Decision making.

Communication – Process – Directions of communication – interpersonal and organizational communication – Barriers to effective communication – Leadership - Styles – Theories.

**UNIT IV GROUP, TEAM, POWER POLITICS AND CONFLICT 10 HOURS**

Foundation of Group Behavior - Concept of Group - Types of Groups - Stages of Group Development - Group Norms - Group Cohesiveness – Group Decision making – Understanding working teams – types of teams- creating effective teams- Turning individuals to team players. Power and Politics - Bases of Power – Power tactics. Conflict – Meaning –Transition in conflict thoughts- Conflict Process- Negotiation

**UNIT V ORGANIZATION CULTURE, CHANGE AND STRESS MANAGEMENT**

**10 HOURS**

Organizational culture- Definitions and Characteristics of Culture- Types of Culture – Creating and Maintaining an Organizational Culture. Organizational change –Meaning- Forces for Change- Managing Planned Change - Factors in Organizational Change - Resistance to change- Overcoming resistance to change. Stress – Causes of stress – Effects of Occupational Stress- Coping Strategies for Stress.Organisational citizenship behavior and its dimensions.

**TOTAL: 48 HOURS**

**TEXT BOOKS:**

1. Fred Luthans. (2017). *Organizational Behavior: An Evidence - Based Approach*, 12<sup>th</sup> Edition, Mcgraw Hill Education, NewDelhi.

**REFERENCE BOOKS:**

1. Steven Mcshane and Mary Ann VonGlinow (2017). *Organizational Behavior*, 6th Edition, McGraw Hill Education, NewDelhi
2. Robbins, S. P., and Judge, T.A. (2016). *Organizational Behaviour*, 16<sup>th</sup> Edition, Prentice Hall of India, NewDelhi.
3. Laurie J. Mullins (2016), *Management and Organisational behaviour*, 10<sup>th</sup> Edition, Pearson Education, NewDelhi
4. Robbins, S. P., and Judge, T.A. (2016). *Essentials of Organizational Behavior*. 13<sup>th</sup> edition, Pearson Education.

**E- Resources:**

<https://nptel.ac.in/courses/110/105/110105033/>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-
CO3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	-
CO5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	-	2	-	3	3	-	3	-	3	3	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



24BAU304

**COMMUNITY ENGAGEMENT AND SOCIAL RESPONSIBILITY**

Semester III

2H-2C

**Instruction Hours/week: L:2 T:0 P:0****Marks: Internal:40 External: 60 Total:100****End Semester Exam: 3 Hours****PRE-REQUISITE:**

Not required

**COURSE OBJECTIVES (CO):**

- To gain insights into the structures, challenges, and opportunities within communities
- To explore ethical frameworks and dilemmas related to community engagement and social responsibility
- To develop skills in monitoring, evaluating, and reporting on the outcomes of community engagement efforts to ensure effectiveness and accountability.

**COURSE OUTCOMES (COs):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the concept, ethics, and spectrum of community engagement	Understand
CO2	Recognize the significance in local community development and rural culture.	Understand
CO3	Know the rural development programs, institutions	Understand
CO4	Analyze the role of local administration in fostering community involvement and social networking.	Analyze
CO5	Develop skills in conducting community engaged research with a focus on ethics, rural distress, poverty alleviation, and disaster mitigation.	Apply

**UNIT I INTRODUCTION AND PRINCIPLES****6 HOURS**

Concept, Ethics and Spectrum of Community engagement, Local community, Rural culture and Practice of community engagement - Stages, Components and Principles of community development, Utility of public resources. Contributions of self-help groups

**UNIT II RURAL DEVELOPMENT****6 HOURS**

Rural Development Programs and Rural institutions Local Administration and Community Involvement- Social contribution of community networking, Various government schemes. Programmes of community engagement and their evaluation.

**UNIT III COMMUNITY AND RESEARCH****6 HOURS**

Community Engaged Research and Ethics in Community Engaged Research Rural Distress, Rural Poverty, Impact of COVID-19 on Migrant Laborers, Mitigation of Disaster

**UNIT IV: AWARENESS PROGRAMME ON MICRO FINANCE****3 HOURS Activity**

Awareness on Micro Finance Schemes among women.

**UNIT V : CONSUMER EDUCATION****3 HOURS Activity**

Awareness Programme on Consumer Protection Act 2019 – Rights and Responsibilities of the Consumer

**TOTAL: 24 HOURS****TEXT BOOK:***Principles of Community Engagement*, (2011).2nd Edition, NIH Publication No. 11-7782.**WEBSITES:**

1. <https://youtu.be/-SQK9RGBt7o>
2. [https://www.uvm.edu/sites/default/files/community\\_engagement\\_handout.pdf](https://www.uvm.edu/sites/default/files/community_engagement_handout.pdf) (Community Engagement)
3. [https://www.atsdr.cdc.gov/communityengagement/pce\\_concepts.html](https://www.atsdr.cdc.gov/communityengagement/pce_concepts.html) (Perspectives of Community)
4. <https://egyankosh.ac.in/bitstream/123456789/59002/1/Unit1.pdf> (community concepts)
5. <https://sustainingcommunity.wordpress.com/2013/07/09/ethics-and-community-engagement/>(Ethics of community engagement)
6. <https://www.preservearticles.com/sociology/what-are-the-essential-elements-of-community/4558> (Elements of Community)
7. <https://www.yourarticlelibrary.com/sociology/rural-sociology/rural-community-top-10-characteristics-of-the-rural-community-explained/34968> (features of rural community)
8. <https://www.mapsofindia.com/my-india/government/schemes-for-rural-development-launched-by-government-of-india> (Government programmes for rural development)
9. <https://www.yourarticlelibrary.com/sociology/rural-sociology/rural-community-top-10-characteristics-of-the-rural-community-explained/34968> (rural lifestyle)
10. <https://www.insightsonindia.com/social-justice/issues-related-to-rural-development/government-schemes-for-rural-development-in-india/> (schemes for rural development).
11. <https://www.mpgkpdf.com/2021/09/community-development-plan-in-hindi.html?m=1>
12. <https://images.app.goo.gl/sNF2HMWCuCfkqYz56>
13. <https://images.app.goo.gl/VaMNNMEs77XyPMrP7>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	3	-	-	3	-	-	-	-	-	-	-	-	-	2	-	-
CO2	3	2	-	-	3	-	2	1	-	2	-	-	-	-	-	-	1
CO3	3	-	2	3	-	2	-	-	-	-	-	-	-	-	-	-	-
CO4	3	-	2	-	-	2	-	1	-	3	-	-	-	-	2	-	1
CO5	3	-	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Average</b>	<b>3</b>	<b>2.5</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>2.5</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>1</b>

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAUA301

**COST AND MANAGEMENT  
ACCOUNTING**Semester – III  
5H – 4C

Instruction Hours/week: L: 4 T:1 P :0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

- Business Accounting

**COURSE OBJECTIVES (CO):**

- To understand the concept of costing, budgeting and standard cost.
- To analyze the financial performance of an organization by preparing financial statements
- To access the problems and take decisions based on the result.
- To communicate orally and in written form the concepts and solutions.
- To aware on the preparation of financial statement for decision making

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the Concept of cost control, cost reduction and managerial decision making	Understand
CO2	Comprehend on the contemporary issues relevant to financial statement analysis.	Analyze
CO3	Analyze the financial performance of an organization by preparing fund flow statement and cash flow statement	Analyze
CO4	Solve the problems and take decisions based on the marginal costing techniques	Analyze
CO5	Apply budgetary control tools for estimating the fund requirements	Apply

**UNIT I MANAGEMENT ACCOUNTING AND COST ACCOUNTING 12 HOURS**

Management and Cost Accounting - Meaning, Definition, Objectives, Nature and Scope, Difference between cost accounting and management accounting, Code of ethics for cost accountant and management accountant - Elements of Cost - Cost control and Cost reduction, Cost management- Preparation of Cost sheet in accordance with cost accounting standards.

**UNIT II FINANCIAL STATEMENT ANALYSIS 12 HOURS**

Financial Statement analysis- meaning- significance – tools – comparative – common size - Horizontal and Vertical Analysis. Ratio Analysis: Meaning, Advantages, Limitations, Classifications of ratios- Solvency ratio- Profitability ratio – Turnover ratio-Capital Gearing ratio.

**UNIT III FUND FLOW STATEMENT AND CASH FLOW STATEMENT 12 HOURS**

Fund Flow Statement: Meaning, Uses, Limitations, schedule of changes in working capital, Sources and uses of funds. Cash Flow Statement: Meaning, Uses, Limitations, inflow and outflow of cash, AS3 Standard format.

**UNIT IV MARGINAL COSTING AND DECISION MAKING****12 HOURS**

Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.

Decision Making: Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short-term decision-making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing

**UNIT V BUDGETARY CONTROL AND STANDARD COSTING****12 HOURS**

Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting. Standard Costing: Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances. Disposition of Variances, Control Ratios. Responsibility Accounting: Concept, Significance, Different Responsibility Centers, Divisional Performance Measurement: Financial and Non-Financial measures. Target cost - Transfer Pricing

**Note:** Distribution of marks - 30% theory and 70% problems

**TOTAL: 60 HOURS****TEXT BOOK:**

1. M.Y. Khan, P.K. Jain (2017). *Management Accounting*, 7<sup>th</sup> Edition, McGraw Hill Education, New Delhi.

**REFERENCE BOOKS:**

1. Dr S N Maheshwari, CA Sharad K Maheshwari and Dr Suneel K Maheshwari (2018). *A Textbook of Accounting for Management*, 4<sup>th</sup> Edition S Chand Publishing, New Delhi.
2. Alnoor Bhimani, Charles T. Horngren, Srikant M. Datar, Madhav Rajan (2019). *Management and Cost Accounting*, 7<sup>th</sup> Edition, Pearson Education, New Delhi.
3. Narasimhan (2017). *Management Accounting*, 1<sup>st</sup> Edition, Cengage Learning Publishing, New Delhi.
4. The Institute of Company Secretaries of India (2018). *Corporate and Management Accounting*, M P Printers

**E-Resources**

1. <http://dl.icdst.org/pdfs/files1/fd4846052fb3b1dcc306f40b2f986829.pdf>
2. <http://213.55.83.214:8181/Bussiness%20Ebook/mang%20end%20accounting/Advanced%20Management%20Accounting.pdf>
3. <https://nptel.ac.in/courses/110101003/>

**KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=1258>

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	3	-
CO3	-	-	2	-	-	-	-	3	-	-	-	-	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
Average	3	-	2	-	-	-	2	2.5	-	2	2	-	-	-	-	3	2

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

Instruction Hours/week: L:2 T:0 P:0

Marks: Internal:100 External: - Total:100  
End Semester Exam: 3 Hours**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To introduce students to foundational concepts in Indian Knowledge Systems (IKS), including philosophical schools, texts, and cultural practices.
- To explore the contributions of Indian mathematics, astronomy, and technology to global knowledge systems and their interdisciplinary connections.
- To analyze the ethical, philosophical, and practical implications of ancient Indian sciences and humanities in contemporary contexts.

**COURSE OUTCOMES (COs):**

Upon completion of this course, the student will be able to:

COs	Course Outcomes	Blooms Level
CO1	Identify and describe key components of Indian Knowledge Systems (IKS), including Vedic and non-Vedic philosophical schools, texts such as Puranas and Itihasa, and Niti Sastras.	Understand
CO2	Analyze and evaluate the contributions of Indian mathematics and astronomy to scientific knowledge, demonstrating an understanding of their historical development and modern relevance.	Analyze
CO3	Apply foundational linguistic and phonetic principles from Sanskrit texts like Panini's Astadhyayi to understand their computational and linguistic significance.	Apply
CO4	Demonstrate proficiency in calculating and applying geometric, trigonometric, and algebraic principles from ancient Indian mathematical texts.	Apply
CO5	Critically assess the cultural, philosophical, and ethical implications of Indian sciences and humanities, including their role in shaping societal norms and values.	Analyze

**UNIT I: INTRODUCTION TO IKS****5 HOURS**

Caturdaśa Vidyāsthānam, 64 Kalas, Shilpa Śāstra, Four Vedas, Vedāṅga, Indian Philosophical Systems, Vedic Schools of Philosophy ( Sāṃkhya and Yoga, Nyaya and Vaiśeṣika, Pūrva-Mīmāṃsā and Vedānta), Non-Vedic schools of Philosophical Systems (Cārvāka, Buddhist, Jain), Puranas (Maha-puranas, Upa-Puranas and Sthala-Puranas), Itihasa (Ramayana, Mahabharata), Niti Sastras, Subhasitas

**UNIT II: FOUNDATION CONCEPT FOR SCIENCE & TECHNOLOGY****5 HOURS**

Linguistics & Phonetics in Sanskrit (panini's), Computational concepts in Astadhyayi Importance of Verbs, Role of Sanskrit in Natural Language Processing, Number System and Units of Measurement, concept of zero and its importance, Large numbers & their representation,

Place Value of Numerals, Decimal System, Measurements for time, distance and weight, Unique approaches to represent numbers (Bhūta Saṁkhya System, Kaṭapayādi System), Pingala and the Binary system, Knowledge Pyramid, Prameya – A Vaiśeṣikan approach to physical reality, constituents of the physical reality, Pramāṇa, Saṁśaya

**UNIT III: INDIAN MATHEMATICS & ASTRONOMY** **5 HOURS**

Indian Mathematics, Great Mathematicians and their contributions, Arithmetic Operations, Geometry (Sulba Sutras, Aryabhatiya-bhasya), value of  $\pi$ , Trigonometry, Algebra, Chandah Sastra of Pingala, Indian Astronomy, celestial coordinate system, Elements of the Indian Calendar Aryabhatiya and the Siddhantic Tradition Pancanga – The Indian Calendar System Astronomical Instruments (Yantras) Jantar Mantar or Raja Jai Singh Sawal.

**UNIT IV: INDIAN SCIENCE & TECHNOLOGY** **5 HOURS**

Indian S & T Heritage, sixty-four art forms and occupational skills (64 Kalas) Metals and Metalworking technology (Copper, Gold, Zinc, Mercury, Lead and Silver), Iron & Steel, Dyes and Painting Technology), Town & Planning Architecture in India, Temple Architecture, Vastu Sastra.

**UNIT V: HUMANITIES & SOCIAL SCIENCES** **4 HOURS**

Health, Wellness & Psychology, Ayurveda Sleep and Food, Role of water in wellbeing Yoga way of life Indian approach to Psychology, the Triguna System Body-Mind-Intellect-Consciousness Complex. Governance, Public Administration & Management reference to ramayana, Artha Sastra, Kautilyan State.

**TOTAL: 24 HOURS**

**TEXT BOOKS:**

1. Kapur K and Singh A. K (Eds) (2005). *Indian Knowledge Systems*, Vol. 1. Indian Institute of Advanced Study, Shimla.
2. Nair, Shantha N. (2008). *Echoes of Ancient Indian Wisdom*. Hindology Books, New Delhi

**REFERENCE BOOKS:**

1. Reshmi ramdhoni,(2018). *Ancient Indian Culture and Civilisation*, star publication
2. DK Chakkrabarty, Makkhan Lal,( 2014). *History of Ancient India*, Aryan book International publication,
3. Dr. Girish Nath Jha, Dr. Umesh Kumar Singh and Diwakar Mishra,(2016). *Science and Technology in Ancient Indian Texts*, DK Print World limited,
4. Swami BB Vishnu, (2015). *Vedic Science and History - Ancient Indian's Contribution to the Modern World*, Gosai publication.

## CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	3	3	-	-	2	-	2
CO2	-	-	-	-	-	-	-	-	2	-	3	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	2	-	3	3	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	3	3	1	-	2	-	2
Average	-	-	-	-	-	-	-	-	2	-	3	3	1	-	2	-	2

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



24BAU391

INTERNSHIP - I

Semester – III

0H – 2C

Instruction Hours / week: L: 0 T: 0 P :0

Marks: Internal: 100 External: - Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection.
- To understand the application of Research process in all functional areas.
- To analyse the data and critically evaluate the result and formulate the suggestion for the problem identified.
- To apply the theoretical and practical learning of doing research into lifelong practice.
- To communicate in oral and written form and prepare report

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection	Understand
CO2	Understand the application of Research process in all functional areas.	Understand
CO3	Analyse the data and critically evaluate the result and formulate the suggestion for the problem identified	Understand
CO4	Apply the theoretical and practical learning of doing research into lifelong practice.	Apply
CO5	Communicate in oral and written form and prepare report	Understand

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO2	-	3	-	-	3			-	-	2	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	3
CO4	-	-	3	-	-	-	-	-	-	-	2	-	-	-	2	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
Average	-	3	3	-	3	-	-	2	2	2	2	-	-	-	2.5	-	3

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**பாடத்திட்டப் பொதுநோக்கம்**

- தமிழ் மொழியின் சிறப்புகளை அறியச் செய்தல்.
- முச்சங்கங்கள் சங்ககால இலக்கண நூல்கள் பற்றித் தெரிந்து கொள்ளுதல்.
- பல்வேறு சமயம் சார்ந்த இலக்கியங்களை ஒப்பீடு செய்தல், தொன்ம இலக்கியங்களை அறியச் செய்தல்

**பாடத்திட்டப் பயன்விளைவு**

- சங்க இலக்கிய மேன்மைகள்- திணைக்கோட்பாடுகள் அறிவு பெற்றிருத்தல்.
- வேற்றுமொழிப் படையெடுப்புகளுக்கு ஈடுகொடுத்து நிற்கும் திறன் குறித்து அறிதல்.
- ஐம்பெருங்காப்பியங்கள் ஐஞ்சிறுகாப்பியங்களின் சிறப்பை உணர்தல்.
- பிற அறநூல்களின் கருத்துக்களைத் தெரிந்து கொள்ளுதல்.
- செம்மொழியின் சிறப்பையும், தொன்மையையும் அறிதல்.

**அலகு:1 சங்க இலக்கியம்****(10 மணிநேரம்)**

தமிழ் இலக்கிய வரிசை-அறிமுகம்-முச்சங்க வரலாறு-பாட்டும் தொகையுமாகிய சங்க இலக்கியத் தொகுப்பு-அறிமுகம்-எட்டுத்தொகையில் அகத்திணை-புறத்திணை-பத்துப்பாட்டில் அமைந்த ஆற்றுப்படை இலக்கியங்கள்-பத்துப்பாட்டில் அகமும் புறமும்-புலவர்களும் பாடல்களும்-பெண்பாற் புலவர்கள்.

**அலகு: 2 அற இலக்கியமும் காப்பியமும்****(10 மணிநேரம்)**

திருக்குறள்-அமைப்பு-இலக்கியச் சிறப்பு-உலகப் பொதுமைத் தன்மை-பொருட் சிறப்பு-இலக்கியச் சிறப்பு-நாலடியார் முதலாக குமரகுருபரரின் நீதிநெறிவிளக்கம் ஈறாக அமைந்த நீதி இலக்கியங்கள்-நீதி நூல்களில் அகமும் புறமும்-தமிழ் இலக்கிய வரிசையில் ஐம்பெருங்காப்பியங்களும், ஐஞ்சிறு காப்பியங்களும்- சிலம்பும் மணிமேகலையும் – இரட்டைக்காப்பியங்கள்- கம்பராமாயணம்-பெரியபுராணம்-சீராப்புராணம்-தேம்பாவணி-இராவண காவியம்.

**அலகு:3 திருமுறைகளும் திவ்யப்பிரபந்தமும்****(10 மணிநேரம்)**

தமிழகத்தில் பக்தி இயக்கத்தின் தோற்றமும் வளர்ச்சியும்-பன்னிரு திருமுறைகளும், பதிநான்கு சித்தாந்த சாத்திரங்களும்-

திவ்யப்பிரபந்தமும், இராமானுஜ நூற்றந்தாதி முதலான வைணவ இலக்கியங்களும்.

**அலகு: 4 சிற்றிலக்கியங்களும் இக்கால இலக்கியங்களும்**

**(10 மணிநேரம்)**

குற்றாலக்குறவஞ்சி, முக்கூடற்பள்ளு, மதுரை மீனாட்சியம்மை பிள்ளைத்தமிழ், மதுரை சொக்கநாதர் தமிழ்விடு தூது, அழகர் கிள்ளைவிடு தூது முதலான சிற்றிலக்கிய வரிசை-தமிழில் புதுக்கவிதை இயக்கங்களின் தோற்றமும் வளர்ச்சியும்-தமிழ்ப் புதுக்கவிதை வடிவங்கள்-தமிழின் நாடக இலக்கியங்கள்- மனோண்மணீயம் – தமிழின் உரைநடை இலக்கிய வளர்ச்சி-தமிழின்பம் முதலான உரைநடை நூல்கள்-தமிழில் சிறுகதை இலக்கிய வளர்ச்சி-இருபதாம் நூற்றாண்டுச் சிறுகதைகள்-தமிழில் புதின இலக்கியங்கள்-இக்கால இலக்கியங்களில் காலந்தோறும் தனி மனிதப் பதிவுகளும், சமுதாயப் பதிவுகளும்.

**அலகு: 5 தமிழின் ஐந்திலக்கணம்**

**(8 மணிநேரம்)**

தமிழின் எழுத்து-சொல்-பொருள்-யாப்பு-அணி என்றமைந்த தமிழின் ஐந்திலக்கணக் கொள்கைகள்-நன்னூல்-தொல்காப்பியம்-யாப்பருங்கலக்காரிகை-புறப்பொருள் வெண்பாமாலை –நம்பி அகப்பொருள் முதலான இலக்கண நூல் சிந்தனைகள்.

**பாடநூல்:**

தமிழ் இலக்கிய வரலாறு-மொழிகள் துறை-தமிழ்ப்பிரிவு, கற்பகம் உயர்கல்விக்கழகம், கோயம்புத்தூர் -21. முதல் பதிப்பு - பிப்ரவரி – 2023

**மொத்த மணிநேரம் 48**

**பார்வை நூல்கள்:**

1. தமிழ் இலக்கிய வரலாறு – தமிழண்ணல், மீனாட்சி புத்தக நிலையம்-மதுரை.
2. தமிழ் இலக்கிய வரலாறு – வேங்கடராமன்.கா.கோ. கலையகம் பதிப்பகம், நாமக்கல்.
3. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு-சுந்தரமூர்த்தி.செ, அவ்வை பதிப்பகம், திருவாரூர் .
4. தற்காலத் தமிழ் இலக்கிய வரலாறு - கவிஞர் திலகம் மானூர் புகழேந்தி, நிலாப் பதிப்பகம், 63,பாரதிதாசன் நகர், இராமநாதபுரம், கோவை – 641045.

**இணையதளம்**

1. [www.tvu.org.in](http://www.tvu.org.in)
2. [www.maduraitamilproject.com](http://www.maduraitamilproject.com)

**இதழ்கள்**

1. **International Research Journal of Indian Literature, irjil.in**
2. **International Tamil Research Journal, iorpress.in**

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2.6	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUH401

**LANGUAGE IV: HINDI PAPER IV**  
**(Modern Poetry, One Act, Essay, Translation)**

4H-3C

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES(CO):**

- Develop an interest in the appreciation of short stories
- Comprehend the grammatical structures and sentence making
- Understand the language and developing English to Hindi translation skill

**COURSE OUTCOMES(COs):**

- Learning the literacy knowledge of Hindi specially reading and writing .
- Learning the literary knowledge specially reading and understanding of Hindi short Stories
- Learning the history of Hindi literature.
- The ability to translate from Hindi to English and from English to Hindi will be improved.
- Develop a skill in spoken Hindi.

<b>UNIT-I</b>	a) Poetry – Lakshmanan ke Bare Me b) Bharath ka Bhagya c) Essay – Dhokha d) Translation – Lesson – 1 to 3	<b>9 HOURS</b>
<b>UNIT-II</b>	a) Poetry – Soorpanakha Ki Visheshatha b) Bahu Ki Vida c) Essay – Jabaan d) Translation– Lesson – 4 to 6	<b>9 HOURS</b>
<b>UNIT-III</b>	a) Poetry– Kavya Ke AdharPar b) Reed Ki Haddi c) Essay – Kya Janvar Bhee Sochthi Hai d) translation– Lesson – 7 to 9	<b>10 HOURS</b>
<b>UNIT-IV</b>	a) Khanda Kavya Ke Adhar Par Panchavati b) Rajputni Ka Badhala c) Essay – Shradha-Bhakthi d) Translation– Lesson – 10 to 12	<b>10 HOURS</b>
<b>UNIT-V</b>	a) Kavya Ke Adhar Par Prakruthik Varnan b) Bheem Aur Raakshas c) Essay – Adhunik Nari d) Translation – Lesson –13 to 15	<b>10 HOURS</b>

**TOTAL: 48 HOURS**

**REFERENCE BOOKS:**

1.Poetry : Panchavati

Writer : Mythili Sharan Guptha

Publisher : Bharathiya Sahithya Sangrah

Kanpur – 208002, Uttar Pradesh

2.One Act Play : Adarsh Akanki

Publisher : D.B.Hindi Prachar Sabha

T. Nagar, Chennai – 600017, Tamil Nadu

3.Essay : Nibandh Nishchay

Editor : Dr.Sharadh Ranjan

Publisher : Hindi Sahithya Sammelan Prayag

12.Sammelan Marg, Illahabadh

4.Translation : Anuvadh Abhyas – III

Publisher : D.B.Hindi Prachar Sabha

T.Nagar, Chennai – 600017, Tamil Nadu

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2.6	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24LUM401

LANGUAGE IV: MALAYALAM IV

4H-3C

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**EQUISITE:**

Not required

**COURSE OBJECTIVE (CO):**

- Knowledge of contemporary drama contents of Malayalam literature
- Learn Screen play and its techniques. The ability to read drama and express criticism about it and the ability to express social thoughts will improve
- There will also be litigation messages in Malayalam and news on speech techniques
- Able to write articles on their own and improve their creative skills.

**COURSE OUTCOME (COs):**

- Get a basic knowledge of drama
- Can read and critique Screenplay
- Create interest in art literature courses
- The hope of writing a Drama or a Screen Play
- The idea of creating new works and critique knowledge will improve.

Unit No.	PART I – MALAYALAM IV	Hours
I	Screen Play - Perumthachan	10
II	Screenplay - Perumthachan	10
III	Drama - Saketham	10
IV	Drama - Saketham	09
V	Drama - Saaketham	09
	<b>TOTAL</b>	<b>48</b>

**TEXT BOOKS:**

1. Perumthachan – M.T.VasudevanNair,DC Books
2. Saketham – C.N.SreekandanNair,DC Books

**REFERENCE BOOKS:**

1. Malayala Nataka Sahithya Charithram. G Sankara Pillai (Kerala Sahithya Akademi, Trissur)
2. Malayala Nataka Sahithya Charithram, Vayala Vasudevan Pillai (Kerala Sahithya Akademi Thrissur).
3. Natakam- Oru Patanam (C.J. Smaraka Prasanga Samithi, Koothattukulam)  
Nataroopacharcha, Kattumadam Narayanan (NBS, Kottayam)
4. Chalachithrasameeksha–Vijayakrishanan.
5. Cinemayude Paadangal-Visakalanavum Veekshanavum – Jose-K. Manual.

## CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



24LUS401

LANGUAGE IV: SANSKRIT IV  
(Lyrics, Grammar and Translation)

4H-3C

Instruction Hours/week: L:4 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES (CO):**

- The fundamental objective of the curriculum is to impart effective science education at the undergraduate level, exposing them to recent trends and developments in the subject.
- Creating scientific temper is another major objective of this curriculum.
- Another major thrust given here is to develop an environmental concern in all activities of the students. 'Go green', the motto of the syllabus emphasizes the urgent need to conserve nature without destruction of natural resources.

**COURSE OUTCOMES COs) :**

- **Critical Thinking** :Take informed actions after identifying the assumptions that frame students' thinking and actions.
- **Problem Solving**: Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
- **Effective Communication**: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- **Effective Citizenship**: Demonstrate empathetic social concern and equity centered national development.
- **Environment and Sustainability**: Understand the issues of environmental contexts and sustainable development.

**UNIT I****9 HOURS**

Introduction to Sanskrit Lyrics and erotic literature.

**UNIT II****9 HOURS**

Devotional Literature, Important works

**UNIT III****10 HOURS**

Krishnakarnamrita of Leelasuka (Second Section only)

**UNIT IV****10 HOURS**

Grammar – Past tense, Declension of personal pronouns

**UNIT V****10 HOURS**

Simple sentences from Sanskrit Self Teacher

**TOTAL: 48 HOURS****TEXT BOOK:**

Krishnakarnamrita of Leelasuka Sri Ramakrishna Mud Mylapore, Chennai

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

The objectives of this course are:

- To provide the students with an ability to build and enrich their communication skills.
- To help them think and write imaginatively and critically.
- To strengthen their professional skills.

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Make the students proficient communicators in French.	Apply
CO2	Develop learners' ability to understand French.	Understand
CO3	Understand the nuances of listening, speaking and reading French.	Understand
CO4	Prepare the learners to face situations with confidence and to seek employment in the modern globalized world.	Apply
CO5	Build the students' ability to listen and to speak French better.	Apply

**Unite – I****9 HOURS**

- Leçon – On fait le ménage !
- Communication - Protester et réagir
- Grammaire - Le présent progressif, Les pronoms possessifs  
La phrase négative (3)
- Lexique → Le logement, La maison, Les pièces
- Culture – Paris et ses symboles

**Unite – II****9 HOURS**

- Leçon – À propos de logement
- Communication – Exprimer l'intérêt et l'indifférence
- Grammaire – Quelques adjectifs et pronoms indéfinis  
Les verbes lire, rompre et se plaindre
- Lexique – Meubles et équipement, Les tâches ménagères
- Culture – Les fêtes et les traditions en France

**Unite – III****10 HOURS**

- a) Leçon – Tous en forme ! Accidents et catastrophes
- b) Communication – Raconter au passé
- c) Grammaire – Le passé composé et l'imparfait  
Le passé récent, L'expression de la durée,
- d) Lexique – Le corps humain : l'extérieur, Le corps humain :  
l'intérieur Les maladies et les remèdes
- e) Culture – La longue histoire de la Francophonie

**Unite – IV****10 HOURS**

- a) Leçon – Faire ses études à l'étranger
- b) Communication -• Exprimer la peur et rassurer
- c) Grammaire - Les adjectifs et les pronoms , indéfinis : rien,  
personne, aucun Les verbes dire, courir et mourir
- d) Lexique – Les accidents, Les catastrophes naturelles
- e) Culture - Les jeux de la Francophonie

**Unite –****10 HOURS**

- a) Leçon – Bon voyage ! La météo
- b) Communication - Exprimer son opinion, Parler de la météo
- c) Grammaire -• Les pronoms démonstratifs neutres  
Le futur simple, Situer dans le temps
- d) Lexique – Le système scolaire, Les formalités pour partir à  
l'étranger La météo
- e) Culture- Le français hors de France

**TOTAL: 48 HOURS****REFERENCE BOOKS:**

1. Cocton Marie – Noëlle , Duplex Dorothée, Heu Elodie , Kasazian Emilie, Ripaud Delphine, **Saison 1- Méthode de français**, Didier, Paris, 2015.
2. Cocton Marie – Noëlle, Duplex, Heu Elodie, Kasazian Emilie , Ripaud Delphine, **Saison 1 – Cahier d'activités**, Dider, Paris , 2015
3. Anne Akyüz, Bernadette Bazelle- Shahmael, Joëlle Bonenfant, Marie- Françoise Gliemenn, **Les exercices de grammaire, Hachette FLE**, Paris, 2005
4. Christian Beaulieu, **Je pratique, Exercices de grammaire A1**, Dider, Paris, 2015
5. Nathalie BIE, philippe SANTINAN, **Grammaire pour adolescents-250 exercices, CLE International , Paris , 2005**

**WEBSITES :**

- <http://enseigner.tv5monde.com/>
- [bonjourdumonde.com /exercices/contenu/le – francais-du- tourisme.html](http://bonjourdumonde.com/exercices/contenu/le-francais-du-tourisme.html)
- <http://www.bonjurdefrance.com/>
- <https://www.lepointdufle.net/>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Average</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

**1 - Low, 2 - Medium, 3 - High, '-' - No Correlation**

24ENU401

ENGLISH IV

Semester IV

3H-3C

Instruction Hours/week: L:3 T:0 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not required

**COURSE OBJECTIVES(CO):**

- To provide the students with an ability to build and enrich their communication skills.
- To help them think and write imaginatively and critically.
- To strengthen their professional skills.

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Make the students proficient communicators in English.	Apply
CO2	Develop learners' ability to understand English.	Understand
CO3	Understand the nuances of listening, speaking and reading English.	Understand
CO4	Prepare the learners to face situations with confidence and to seek employment in the modern globalized world.	Apply
CO5	Build the students' ability to listen and to speak English better.	Apply

**UNIT-I****8 HOURS**

Concept of Communication- Barriers to Communication- Body Language-Personality Development-Etiquette and Manners-Soft Skills

**UNIT- II****7 HOURS**

Listening Comprehension-Reading Comprehension-Paragraph Writing-Precis Writing-Collocation

**UNIT-III****7 HOURS**

Writing-Writing Resume and Covering Letter- Types of Letter Writing-Writing MoU- Dicto Composition--Term Paper-Book Reviews

**UNIT- IV****7 HOURS**

Speaking-Interview Skills-Preparing Welcome address and Vote of Thanks-Compering –

**UNIT-V****7 HOURS**

Punctuation Marks- Figures of Speech

**TOTAL: 36 HOURS**

**TEXT BOOK:**

1. Board of Editors (2024). *Proficiency in Communication II*, Karpagam Academy of Higher Education

**REFERENCE BOOKS:**

1. Martin's, St (2013). *Oxford Handbook of Writing: Handbook of Writing*. Cambridge University Press.
2. Wren & Martin, (2008). *High School English Grammar & Composition*, S.Chand & Company Ltd, Board of Editors,
3. Krashen, Stephen D (1982). *Principles and Practice in Second Language Acquisition*. New York:Pergamon Press.

**WEB SITES:**

1. <https://www.skillsbuilder.org/blog/top-5-speaking-skills-for-success-in-interviews>
2. <https://www.coursera.org/articles/interviewing-skills>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To know the essential elements of Indian Contract Act 1872, Sale of goods Act 1930, Negotiable Instruments Act 1881, and Companies Act.
- To gain knowledge on the application of the prominent laws in business.
- To understand the legal laws in business
- To aware on consumer protection act
- To acquire knowledge on regulations on other laws

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Identify the basic legal principles behind contractual agreements.	Understand
CO2	Exemplify the relevance of legal aspects in contract of agency	Understand
CO3	Illustrate the practice of partnership act and limited liability partnership act	Apply
CO4	Assess the implications of companies act while forming and running the business	Evaluate
CO5	Understand the significance of enacting consumer protection act	Analyze

**UNIT I INDIAN CONTRACT ACT, 1872****12 HOURS**

Law of contract – Introduction, Objectives, Definition of a Valid Contract, Offer and Acceptance, Capacity to Contract, Consent, Consideration, Performance of Contracts, Discharge of Contracts, Breach of Contract and Void Agreements, Quasi Contracts, Freedom to Contract. Contracts of Guarantee and indemnity – Introduction, Contract of Indemnity, Contract of Guarantee, Kinds of Guarantee, Creditor, Surety.

**UNIT II CONTRACT OF AGENCY AND SALE OF GOODS ACT, 1930****12 HOURS**

Contract of Agency – Introduction, Agent and Agency, Kinds of Agencies, Classification of Agents, Duties and Rights of Agents, Principal's Duties to the Agent and his Liability to Third Parties, Personal Liability of Agent, Termination of Agency, Power of Attorney  
Contract of sale, Meaning and Difference Between Sale and Agreement to Sale - Conditions and Warranties- Transfer of Ownership in Goods including Sale by a Non-owner- Performance of Contract of sale- Unpaid Seller – Meaning, Rights of an Unpaid Seller against the Goods and the Buyer.



**UNIT III PARTNERSHIP ACT 1932 AND LIMITED LIABILITY PARTNERSHIP ACT 2008** **12 HOURS**

Partnership - Meaning, Definition, Characteristics, and Types of Partners – Liability of Partners. Limited Liability Partnership: Meaning, Definition.

**UNIT IV THE COMPANIES ACT 2013** **12 HOURS**

Introduction, Formation of a Company, Memorandum of Association, Articles of Association, Prospectus, Shares, Directors, Board and General Meetings and Proceedings, Auditor. Winding up of the company: Accounts of company – Winding up – Official liquidators –Insolvency and Bankruptcy code 2016- National company law tribunal.

**UNIT V CONSUMER PROTECTION ACT 2019 AND INTRODUCTION OF CYBER LAWS** **12 HOURS**

Consumer Protection Act- Consumer Rights – Procedures for Consumer Grievances- Consumer Grievance redressal – Types of Consumer redressal machinery and forums- Competition Act 2002- Cybercrimes – IT Act 2000 and 2008, Cyber Laws - The Right to Information Act, 2005, National Policy on Information Technology 2012 – Law of Bailment and pledge, Intellectual Property Rights: Patent, Trademarks and Copyright Environment Protection Act – 1986 Information Technology Act 2000. Legal Ethics, Court Crafts, Drafting, Pleading and Conveyancing

**TOTAL: 60 HOURS**

**TEXT BOOK:**

1. Akhileshwar Pathak (2018). *Legal Aspects of Business*, 7<sup>th</sup> Edition, Mc Graw Hill, New Delhi.

**REFERENCE BOOKS:**

1. Ravinder Kumar (2016). *Legal Aspects of Business*, 4<sup>th</sup> Edition, Cengage Learning, New Delhi.
2. Daniel Albuquerque (2017). *Legal Aspects of Business*, 2<sup>nd</sup> Edition, Oxford University Press, New Delhi.
3. Parul Gupta(2018). *Legal Aspects of Business: Concepts and Applications*, Vikas Publishing.
4. K. Ramachandra, B. Chandrashekhara, et al. (2016). *Legal Aspects of Business -Text and Cases*, 2<sup>nd</sup> Edition, Himalaya Publishing House, New Delhi.

**E-Resources:**

1. <https://theintactone.com/2019/02/26/kmb207-legal-aspects-of-business/>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	3	2	2	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-
CO4	2	-	-	-	-	-	3	2	-	-	-	-	2	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-
Average	2	2	-	-	-	-	3	2	2	2.5	2	2	2	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the Concept of Human Resource Management, Human Resource Planning, Recruitment, performance appraisal and employee relations.
- To communicate about the recruitment and selection procedures.
- To analyze the methods of wage fixation
- To impart and apply wage and salary principles and policies
- To acquire knowledge on induction and training

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the Concept of Human Resource Management, Human Resource Planning, Recruitment, performance appraisal and employee relations.	Apply
CO2	Evaluate the necessity of maintaining standards for jobs	Evaluate
CO3	Emphasise the concept recruitment and selection procedures	Analyze
CO4	Analyze the methods of wage fixation Analysis the Human resource policy and principles in international human resource management	Apply
CO5	Understand the importance of maintaining employer and employee relationship for attaining the organizational goals	Understand

**UNIT I HUMAN RESOURCE MANAGEMENT****10 HOURS**

Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices – Functions of HR manager – HR Professionals – Code of ethics - Importance of Ethical behaviour in Human Resource Management, Principles of ethical human resource management and Human Behaviour and Ethics at Workplace

**UNIT II HUMAN RESOURCE PLANNING, JOB ANALYSIS AND JOB DESIGN****10 HOURS**

Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP, Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design, Job Enrichment. Career Planning and Development – Stages in Career Planning

**UNIT III INDUCTION, TRAINING AND DEVELOPMENT, RECRUITMENT, SELECTION****10 HOURS**

Recruitment: Introduction, Concept of Recruitment, Factors Affecting Recruitment, Sources 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 **Training:** Concept and Significance of Training, Training Needs, Training Methods, Types of Training

**UNIT IV PERFORMANCE APPRAISAL AND INCENTIVES 9 HOURS**

**Performance Appraisal:** Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal **Incentives:** Introduction, Concept of Incentives, Effective Incentive System, Types of Incentive Scheme Motivation – Theories – Leadership – Styles - Theories

**UNIT V EMPLOYEE RELATIONS AND INTERNATIONAL HRM 9 HOURS**

Employee Relations: Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counselling- Collective Bargaining- Process of Collective Bargaining. International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM. Hybrid Structure, HR digital transformation and HR Analytics

**TOTAL: 48 HOURS**

**TEXT BOOK:**

1. Aswathappa, K. (2017). *Human Resource Management*, 6<sup>th</sup> Edition, McGraw Hill Education, NewDelhi.

**REFERENCE BOOKS:**

1. Dessler, G. and BijjuVarkkey (2017). *Human Resource Management*, 15<sup>th</sup> Edition, Pearson Education, NewDelhi.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst (2015). *Human Resource Management*, 11<sup>th</sup> Edition, Wiley, NewDelhi.
3. George W Bohlander and Scott., Snell., (2016). *Principles of Human Resource Management*, 16<sup>th</sup> Edition, Cengage India, NewDelhi.
4. Scott Snell, George Bohlander, Veena Vohra (2012). *Human Resources Management: A South Asian Perspective*, 16<sup>th</sup> Edition, Cengage India, New Delhi.

**E-Resources**

1. [https://www.academia.edu/31368081/E\\_BOOK\\_ON\\_HUMAN\\_RESOURCE\\_MANAGEMENT\\_HRM\\_.pdf](https://www.academia.edu/31368081/E_BOOK_ON_HUMAN_RESOURCE_MANAGEMENT_HRM_.pdf)
2. <https://bookboon.com/en/hrm-ebooks>
3. <https://nptel.ac.in/courses/110105069/>

**KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=1253>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	-	-	-	2	-	-	-	3	-	-	-	-	-
CO5	-	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2.5	3	-	-	-	2	2	-	-	-	3	-	-	2	-	3

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU403

**FINANCIAL REPORTING**

Semester – IV

6H – 4C

Instruction Hours/week: L: 5 T: 1 P :0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

- Cost and Management Accounting

**COURSE OBJECTIVES (CO):**

- To build knowledge and understanding of various accounting standards and the conceptual framework (based on IFRS and Ind AS) that are applicable to corporate entities.
- To examine important role accounting plays in society.
- To understand the important role accounting plays in allowing individuals to make informed decisions.
- To construct financial statements for individual entities for the use of shareholders.
- To construct financial statements such as balance sheets, income statements, and cash flow statements from the underlying transactions.

**COURSE OUTCOMES (COS):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the use and uses of the IFRS	Understand
CO2	Assess the application of IFRS for transaction	Apply
CO3	Construct the single entity financial statement	Evaluate
CO4	Examine and interpretation of financial statements for decision making	Evaluate
CO5	Explore the main elements of financial accounting information – assets, liabilities, revenue and expenses	Understand

**UNIT I: APPLICATIONS 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 -Overview of applicable U.S GAAP accounting guidance - Divergence between U.S GAAP and IFRS. 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 II: REVENUE RECOGNITION OF FINANCIAL STATEMENTS****15 HOURS**

Understand the principles of recognising revenue of the business – revenue recognition for goods, services, interest and dividends – concept of deferred income and accounting thereof. Thorough knowledge of preparation & presentation of financial statements by incorporating the effects of the accounting standards (covered in module 2& 3 only) - statement of profit or loss and other comprehensive income – statement of financial position (Balance sheet)

**UNIT III: INVESTMENT ACCOUNTS AND FINANCIAL INSTRUMENTS 16 HOURS**

Investment Objectives and Policies - Operations and Controls. Accounting: Net Assets value per share - Basis of recording securities transactions - Valuing Investments – Valuation Techniques:

The Present Value Techniques - The fair value Hierarchy. Money Market Funds - Accounting for foreign investments. Financial Instruments: Money Market Instruments - Repurchase Agreement -U.S Government Securities: Treasury Bills - Notes and Bonds. Securities: Mortgages-Backed Securities - High Yield Securities.

**UNIT IV: CAPITAL ACCOUNTS**

**16 HOURS**

Introduction - Operations and Controls - Accounting for Capital Structure Transactions and Distributions - Auditing Procedures -Complex Capital Structure: Operational and Accounting Issue - Financial Statement Preparation - Audit Consideration - Methods of Allocating Income, Fund- Level Expenses and Realized and Unrealised Gains/Losses - Methods of Computing Income Distributions per shares. Taxes : Introduction - Taxation of Regulated Investment Companies.

**UNIT V ANALYSIS OF FINANCIAL STATEMENTS**

**10 HOURS**

Analyse the financial performance of an entity using the financial statements – use of ratios in performance evaluation – according to statement – according to function – according to purpose - trend analysis – comparison with competition or industry average

**TOTAL: 72 HOURS**

**TEXT BOOK:**

1. Subramanyam, K. R. and John, J.W. (2014). *Financial Statement Analysis*, 10<sup>th</sup> Edition, Tata McGraw Hill, New Delhi.

**REFERENCE BOOKS:**

1. Stephen H. Penman (2014). *Financial Statement Analysis and Security Valuation*, 4<sup>th</sup> Edition, Tata McGraw Hill, New Delhi.
2. M.S Narasimhan (2016). *Financial Statement Analysis*, 1<sup>st</sup> Edition, Cengage Learning India Private Limited, New Delhi.
3. Charles H. Gibson (2013). *Financial Statement Analysis*, 13<sup>th</sup> Edition, Cengage Learning India Private Limited, New Delhi.
4. Lawrence Revsine, Daniel Collins, Bruce Johnson, Fred Mittelstaedt, Leonard Soffer (2015). *Financial Reporting and Analysis*, 6<sup>th</sup> Edition, McGraw-Hill Education, New Delhi.
5. Deepa Agarwal (2017). *Financial Reporting and Auditors Responsibility*, 2<sup>nd</sup> Edition, Bloomsbury Professional India, New Delhi.
6. Deepa Agarwal (2018). *The Law & Practice of Financial Reporting and Auditor’s Responsibilities under Companies Act, 2013*, 1<sup>st</sup> Edition, Bloomsbury Professional India, New Delhi.

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-
CO5	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	3	2	2	2	-	-	-	-	2.5	2	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**24BAUA401****RESEARCH METHODOLOGY**

Semester – IV

6H – 4C

Instruction Hours/week:L: 5 T: 1 P:0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):****The goal of this course for students is to:**

- To understand the concept of research, research process, research design, sampling techniques, hypothesis testing and report writing.
- To analyse the research problems and design the blue print to capture data and analyse the same using appropriate statistical techniques.
- To formulate the research design and sampling design suitable for the problem.
- To communicate orally and written form the research problem, research design, sampling techniques.
- To acquire knowledge probability and nonprobability sampling techniques.

**COURSE OUTCOMES (COS):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Comprehend the meaning of research, research process, research design, sampling techniques, hypothesis testing and report writing	Understand
CO2	Analyse the research problem and design the blue print to capture data and analyse the same using appropriate statistical techniques.	Analyze
CO3	Critically formulate the application of scaling techniques	Create
CO4	Understand the types of hypotheses viz., null and alternative hypothesis	Under stand
CO5	Design a report to communicate the findings and suggestion to make business decision	Create

**UNIT I RESEARCH AND RESEARCH PROCESS****14 HOURS**

Meaning of research; Scope of Research in Business; Purpose of Research; Types of Research, Problem identification, Review of Literature, Concept of theory - deductive and inductive theory - Concept, Construct, Definition, Variables - Research Process – Marketing Research – Importance.

**UNIT II RESEARCH DESIGN AND SAMPLING DESIGN****18 HOURS**

Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design. Data Sources – Primary and Secondary Data – Observation – Interview – Questionnaire – Schedule Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non-Response, Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample and Multi-stage sampling. Non-Probability Sampling – Convenience, Quota, Judgmental, snowball sampling.



**UNIT III MEASUREMENT AND SCALING****14 HOURS**

Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio. Concept of Scaling, Ratings and Ranking Scale, Thurstone, Likert and Semantic Differential scaling, Paired Comparison.

**UNIT IV HYPOTHESIS TESTING****14 HOURS**

Hypothesis – Qualities of a good Hypothesis –Null Hypothesis and Alternative Hypothesis. Hypothesis Testing –Tests concerning means and proportions; ANOVA, Chi-square test, Z test, T test and other non-parametric tests, correlation and Regression analysis – Multiple Regression

**UNIT V INTERPRETATION AND REPORT WRITING****12 HOURS**

Interpretation - Meaning- Significance – Report Writing – Steps in Report writing - Layout of research report – Types and Principles of report writing - Citations, Bibliography and Annexure in report – Ethics in research – Plagiarism and Research Ethics

**Note:** Distribution of marks - 90% theory and 10% problems

**TOTAL: 72 HOURS****TEXT BOOK:**

1. C.R. Kothari , Gaurav Garg (2018). *Research Methodology*, Fourth Edition, New Age International Publishers, New Delhi.

**REFERENCE BOOKS:**

1. Uma Sekaran, Roger Bougie (2018). *Research Methods for Business: A Skill-Building Approach*, 7<sup>th</sup> Edition, Wiley, New Delhi.
2. Donald Cooper and Pamela Schindler (2017). *Business Research Methods*, 11<sup>th</sup> Edition, McGraw Hill education, New Delhi.
3. Zikmund William G. et.al (2016). *Business Research Methods*, Cengage India, New Delhi.
4. Mark N.K. Saunders, Philip Lewis, Adrian Thornhill (2015). *Research Methods for Business Students*, 7<sup>th</sup> Edition, Pearson Education, New Delhi.

**E- Book Source:**

1. <https://bbamantra.com/research-methodology/>
2. <https://www.studynama.com/community/threads/bba-business-research-methods-pdf-notes-ebook-free-download.4108/>
3. <https://nptel.ac.in/courses/107108011/>

**KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=1977>

**CO, PO, PSO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO2	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
CO3	-	-	-	-	-	-	-	-	3	-	2	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	2	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-	-
Average	-	2	3	-	-	-	2	-	3	-	2.5	2	2	2	-	2	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To develop the holistic perspective based on self-exploration about themselves, family, society and nature/existence.
- To understand harmony in themselves, family, society and nature/existence.
- To strengthen the self-reflection.
- To develop the commitment and courage to act

**COURSE OUTCOMES (COs):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Become more aware of themselves and their surroundings (family, society, nature).	Understand
CO2	Be more responsible in life.	Apply
CO3	Deal with problems with sustainable solutions, while keeping human relationship and human nature in mind.	Analyze
CO4	Develop consciousness of themselves through the control of mind.	Evaluate
CO5	Nuture human to live with mutual happiness and prosperity with rest of nature	Analyze

**UNIT I INTRODUCTION****5 HOURS**

Purpose and motivation for the course, recapitulation from universal human values I. Self-exploration-what is it? – its content and process; ‘Natural Acceptance’ and Experiential Validation- as a process for self-exploration. Continuous Happiness and prosperity. A look at basic human Aspiration. Right understanding, Relationship and physical Facilities-the basic requirements for fulfillment of aspirations of every human being with their correct priority. Understanding Happiness and prosperity correctly- A critical appraisal of the current scenario. Method of fulfill the above human aspirations: understanding and living in harmony at various levels.

**UNIT II UNDERSTANDING HARMONY IN THE HUMAN BEING – HARMONY IN MYSELF****5 HOURS**

Understanding human being as a co-existence of the sentiment ‘I’ and the material ‘Body’. Understanding the needs of self (‘I’) and ‘Body’ – sukh and Savidha. Understanding the body as an instrument of ‘I’ (I being the doer, seer and enjoyer). Understanding the characteristics and activities of ‘I’ and harmony in ‘I’. Understanding the harmony of I with the Body: Sanyam and helth; correct appraisal of physical needs, meaning of prosperity in detail. Programs to ensure Sanyam and health.



**UNIT III UNDERSTANDING HARMONY IN THE FAMILY AND SOCIETY-  
HARMONY IN HUMAN HUMAN RELATIONSHIP 5 HOURS**

Understanding values in human-human relationship; meaning of justice (nine universal values in relationship) and program for its fulfillment to ensure mutual happiness; Trust and respect as the foundational values of relation, Understanding the meaning of trust; Difference between intention and competence understanding the meaning of respect, Difference between respect and differentiation; the other salient values in relationship. understanding harmony in the family and society (society being an extension of family): Resolution, prosperity, fearlessness and coexistence as comprehensive human goals. Visualizing a universal harmonious order in society- undivided society, universal order- from family to world family.

**UNIT IV UNDERSTANDING HARMONY IN THE NATURE AND EXISTENCE-  
WHOLE EXISTENCE AS CO- EXISTENCE 4 HOURS**

Understanding harmony in the nature, Interconnectedness and mutual fulfillment among the four orders of nature recyclability and self-regulation in nature. Understanding existence as co-existence of mutually interacting units in all-pervasive space. Holistic perception of harmony at all levels of existence.

**UNIT V IMPLICATION OF THE ABOVE HOLISTIC UNDERSTANDING OF  
HARMONY ON PROFESSIONAL ETHICS 5 HOURS**

Natural acceptance of human values. Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in professional ethics: a) Ability to utilize the professional competence for augmenting universal human order b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems, c) Ability to identify and develop appropriate technologies and management patters for above production systems. Case studies of typical holistic technologies, management models and production systems. Strategy for transition from the present state to Universal Human Order a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers b) At the level of society: as mutually enriching institutions and organizations.

**TOTAL: 24 HOURS**

**TEXT BOOKS:**

1. Gaur,R.R, Sangal,R and Bagaria,G.P,(2010). *A foundation course in Human Values and professional Ethics*, Excel books, New Delhi.
2. Schumacher. E.F, *Small is Beautiful: Economics as If People Mattered*,Perennial Library.
3. Cecile Andrews, (2006). *Slow is Beautiful*, New Society Publishers.

**REFERENCE BOOKS:**

1. Joseph Cornelius Kumaruppa,(Digitized 30 Oct 2019). *The Economy of Permanence*.
2. Mahatma Gandhi, (1983). *The Story of My Experiments with Truth*.
3. Maulana Abul Kalam Azad, (2017). *India Wins Freedom*, Create Space Independent Publishing Platform.
4. Romain Rolland, (1952). *The Life of Vivekananda and the Universal Gospel*, Advaita ashrama.

**WEB SITES:**

1. <http://www.arvindguptatoys.com/arvindgupta/gandhiexperiments.pdf>
2. <http://www.sanipanhwar.com/India%20Wins%20Freedom%20%20Maulana%20Abul%20Kalam%20Azad>
3. <https://estudentedavedanta.net/The-Life-Of-Vivekananda-And-The-Universal-Gospel.pdf>

## CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	2	1	-	-	-	-	-	-	-	3	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	3	2	-
Average	-	-	2	2	2		3	-	-	-	-	-	-	-	3	2.5	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the Concept of investing and mechanics for formulating investment decisions.
- To familiarize with the mechanics of security market
- To apply the fundamental and technical analysis for selecting the investment avenues
- To acquire various aspect of investment
- To analyse the portfolio theory

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Identify with the Concept of investing and mechanics for formulating investment decisions.	Understand
CO2	Interpret with the mechanics of security market	Understand
CO3	Apply the fundamental and technical analysis for selecting the investment avenues	Apply
CO4	Demonstrate the investment decision based on vital analysis	Understand
CO5	Construct of policy on portfolio management	Apply

**UNIT I THE INVESTMENT AND INVESTMENT AVENUES****15 HOURS**

Concepts of investment – Sources of investment information- Investment Instruments. Investment cycle – Capital Market – Role of SEBI – Capital Market Regulators. Investment Environment, Money Market, Capital Market Instruments and financial derivatives

**UNIT II RISK AND RETURN AND VALUATION OF SECURITIES****15 HOURS**

Concept of total risk, factors contributing to total risk: default risk, interest rate risk, market risk, management risk, purchasing power risk, systematic and unsystematic risk, Risk and risk aversion. Capital allocation between risky and risk-free assets-Utility analysis. Bond Valuation, Preference Share Valuation and Share Valuation: Dividend discount models- no growth, constant growth (Problems)

**UNIT III FUNDAMENTAL ANALYSIS, TECHNICAL ANALYSIS AND MARKET EFFICIENCY****14 HOURS**

EIC framework; Economic analysis: Leading lagging and coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: stages of life cycle, Porter's five forces model, SWOT analysis, financial analysis of an industry; Company analysis. Technical Analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators- Dow theory, Trends: resistance, support, consolidation, momentum- Charts: line chart, bar chart, candle chart, point and figure chart. Patterns: head and shoulders, triangle, rectangle, flag, cup and saucer, Indicators: moving averages. Efficient Market Hypothesis; Concept of efficiency: Random

Walk, Three forms of EMH. Behavioural Finance and Psychology influence in investment decision

**UNIT IV PORTFOLIO MANAGEMENT AND PORTFOLIO THEORY 14 HOURS**

Portfolio Management – Portfolio creating process - Portfolio Analysis: portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios, concept of efficient frontier and optimum portfolio. Portfolio Theory: Capital asset pricing model – Arbitrage pricing theory – assumptions, significances and limitations of each theory

**UNIT V MUTUAL FUNDS, PORTFOLIO EVALUATION AND PORTFOLIO REVISION 14 HOURS**

Mutual Funds : Introduction, calculation of Net Asset Value(NAV) of a Fund, classification of mutual fund schemes by structure and objective, advantages and disadvantages of investing through mutual funds. Performance Evaluation using Sharpe’s Treynor’s and Jensen’s measures. Meaning – needs – Sharpe’s performance measures – Treynor’s Performance Index – Jensen’s Performance Index – their significance and limitations – Portfolio revision (Problems). International Portfolio Investment, Investment avenues for foreign portfolio investors, risk and returns associated with such investment

**Note:** Distribution of marks - 80% theory and 20% problems

**TOTAL: 72 HOURS**

**TEXT BOOKS:**

1. PrasannaChandra,(2017), Investment Analysis and PortfolioManagement,5<sup>th</sup>edition,McGraw Hill
2. S. Kevin (2015), Security Analysis and Portfolio Management, 2nd edition, PHI, New Delhi.

**REFERENCE BOOKS:**

1. Dhanesh kumar Khatri, (2010), Investment management and Security analysis – Text and cases,2<sup>nd</sup>edition, Laxmi Publications, NewDeli.
2. M. Ranganatham, R. Madhumathi, (2011), Security Analysis and Portfolio Management, 2<sup>nd</sup>edition, PearsonEducation.
3. ZviBodie, Alex Kane, Alan Marcus, Pitabas Mohanty, (2017), Investments, 10<sup>th</sup>edition, McGraw-Hill.

**E-Resources**

1. <https://bbamantra.com/research-methodology/>
2. <https://www.studynama.com/community/threads/bba-business-research-methods-pdf-notes-ebook-free-download.4108/>
3. <https://nptel.ac.in/courses/107108011/>

**KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=1977>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	-	-	-	-	3	-	-	3	-	-	-	-
CO3	-	2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	3	-	-	-	-	-
Average	2	2	2.5	2	2		3	-	-	3	3	3	3	-	-	-	-

1 - Low, 2 - Medium, 3 - High, ‘-’ - No Correlation

24BAU502

**ADVERTISING AND BRAND  
MANAGEMENT**Semester – V  
6H – 4C

---

**Instruction Hours/week: L: 6 T: 0 P :0      Marks: Internal: 40 External: 60 Total: 100**  
**End Semester Exam: 3 Hours**


---

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the concept of advertising, media planning, media selection, copy writing and branding and its application in business.
- To enlighten the knowledge towards brand and branding management
- To familiarize with the media planning and media selection process
- To acquire knowledge on brand management
- To aware on the media planning and selection

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Blooms Level</b>
CO1	Understand the Concept of advertising, media planning, media selection, copy writing and branding and its application in business.	Understand
CO2	Explain the knowledge towards brand and branding management	Understand
CO3	Interpret with the media planning and media selection process	Understand
CO4	Assume ways to create portfolio through advertisement	Analyze
CO5	Analyze the ideological aspect of branding and brand positioning	Analyze

**UNIT I INTRODUCTION TO ADVERTISING AND INTEGRATED MARKETING COMMUNICATION      15 HOURS**

Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Steps in Development of Advertisement – Ethics in promoting a product - Advertising Agency. Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC, Consumer Behaviour, Consumer buying decision process, Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC

**Unit II ADVERTISING DESIGN AND LAYOUT****15 HOURS**

Appeals, Message Strategies and Executional Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Executional Strategies, Creating an Advertising, Advertising Effectiveness – the role and working of an Ad Agency - Advertising Budget.

**UNIT III MEDIA PLANNING AND MEDIA SELECTION****10 HOURS**

Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness. Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising - Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines. Broadcast and Internet Media: Meaning of Broadcast Media, Radio as

Medium, Television as Medium, Internet Advertising, Email - Public Relation and Publicity - Management of sales promotion - Importance and need for sales promotion; planning for consumer schemes and contests; different types of consumer schemes

**UNIT IV BRANDING**

**14 HOURS**

Brand building : Concept, Strategy and Culture, Brand Personality and Positioning, Brand Life Cycle, The Product and the Brand , Strategic Brand Management Process, Concept of Brand Equity, Brand Identity, Using Brand Elements and Brand Associations to build Equity, Brand Extension – Ethics in Brand building.

**UNIT V BRAND POSITIONING**

**14 HOURS**

Brand Positioning, Choice of Context, repositioning brand equity, brand assets and liabilities, equity creation and management, Brand evaluation, Branding challenges and opportunities, Strategic brand management process, Sustaining the brand and emerging trends in brand

**TOTAL: 72 HOURS**

**TEXT BOOKS:**

1. Belch (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 9<sup>th</sup> Edition, McGraw Hill, New Delhi.
2. Keller/ Parameswaran/ Jacob (2015). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 4<sup>th</sup> Edition, Pearson Education, New Delhi.

**REFERENCE BOOKS:**

1. BATRA (2002). *Advertising Management*, 5<sup>th</sup> edition, Pearson Education. New Delhi.
2. Thomas O'Guinn , Chris Allen, Richard J. Semenik , Angeline Close Scheinbaum (2015). *Advertising and Integrated Brand Promotion with Course Mate*, 7<sup>th</sup> Edition, Cengage Learning, New Delhi.
3. Kirti Dutta(2012). *Brand Management: Principles and Practices*, Oxford University Press, New Delhi.

**E-Resources:**

1. <https://onlinelibrary.wiley.com/doi/book/10.1002/9781119207733>
2. <https://nptel.ac.in/courses/110104070/>

**KAHE – Learning Management System**

1. <http://172.16.13.33/course/view.php?id=384>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	3	-	-	-	3	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AVERAGE	2	-	-	3	3	3	-	-	3	3	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the concept of logistics and supply chain management
- To familiarize with the components of supply chain
- To enlighten the knowledge towards port management
- To solve basic problems related to warehouse and transportation
- To exhibit the general structure of shipping industry

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Develop a fundamental base of Logistics and Supply chain management	Create
CO2	Provide knowledge and skills related to supply chain management	Analyze
CO3	Demonstrate knowledge of an integrated approach to the management of the supply of material and services to organization and insight into the impact of this.	Understand
CO4	Create an insight about the performance measures of material handling system	Create
CO5	Exhibit the performance measures of shipping industry	Evaluate

**UNIT I LOGISTICS****15 HOURS**

Logistics - Definition - History and Evolution - Objectives - Elements - Emerging concept in logistics - Transportation - Role of transportation in logistics - Transportation selection decision - Basic modes of transportation - Rail, Road, Water, Air, Pipeline - Characteristics of different modes - Transport economics - Outsourcing logistics - Integrated logistics - Operational flows - Operational requirements - Reverse logistics - scope, design, E-logistics - Method of documentation.

**UNIT II SUPPLY CHAIN MANAGEMENT****15 HOURS**

Supply Chain Management: Introduction and Development - Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement - Supply Chain Management Strategy– Push and Pull systems - E-SCM - Enterprise Resource Planning (ERP).

**UNIT III WAREHOUSING AND STORES MANAGEMENT****14 HOURS**

Introduction to warehousing - Concepts - Decision making - Operations - Need for warehousing - Issues affecting warehousing - Various warehousing facilities - Different types of ware houses. Distribution strategy: Choice of Market - network design - Warehouse designed operation and Distribution planning - Transportation - Packaging. Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management - Routing - Transportation Management Some Commercial Aspects in Distribution Management - Codification - Distribution Channel Management.



**UNIT IV MATERIAL HANDLING SYSTEM****14 HOURS**

Principles and Performance measures of material handling systems - Introduction. Vehicle travel path (time) - Handling time - Vehicle utilization - No. of loads completed - congestion - Effective performance systems. Fundamentals of various types of material handling systems - Automated storage and retrieval systems - Bar coding technology and applications RFID technology.

**UNIT V SHIPPING INDUSTRY****14 HOURS**

Introduction to shipping - General structure of shipping industry - Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport. Role of shipping intermediaries - Shipping agents - Clearing and forwarding agents - Freight forwarders - Freight brokers, Global Supply chain management, applied GIS and special data analysis - Airport Management for Logistics and International Logistics and Management

**TOTAL: 72 HOURS****TEXT BOOKS:**

1. D K Agrawal (2005). *Textbook of Logistics and Supply Chain Management*, Mac Millam Publications. New Delhi.
2. Ailawadi, Rakesh Singh (2008). *Logistics Management*, PHI Learning, New Delhi

**REFERENCE BOOKS:**

1. Martin Christopher (2005). *Logistics and Supply Chain Management: Creating Value-Adding Networks*, Pearsons Education, New Delhi.
2. J P Saxena (2003). *Warehouse Management and Inventory Control*, Vikas Publication House Pvt Ltd, New Delhi.
3. Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha (2014). *Shipping Management (Cases and Concepts)*, Trinity Press Ltd., New Delhi.

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	-	-	-	-	3	-	-	2	3	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
Average	2	3	-	2	2	-	-	3	-	3	3	-	2	3	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To enhance the knowledge in insurance mechanism
- To enlighten the knowledge towards the principles and practice of insurance
- To aware of various claims available in insurance.
- To acquire the knowledge on regulatory framework
- To analyze the risk factor in insurance

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the concept of risk and uncertainty	Understand
CO2	Apply the laws relevant to life insurance	Apply
CO3	Calculate the various marine and fire insurance claims.	Evaluate
CO4	Regulatory aspects in health insurance	Understand
CO5	Assess and manage the reinsurance	Evaluate

**UNIT I RISK AND UNCERTAINTY****15 HOURS**

Insurance – Meaning, Need, Importance - Risk and Uncertainty - Definition - Classification of risk - Sources of Risk - External and Internal Insurance – Meaning - Nature - Significance - Essential Requirements and Principles of Risk Insurance – History of Insurance in India, - Reinsurance - Privatisation of Insurance Business in India - Insurance Regulatory Development Authority – Recent Developments in the Insurance Sector -

**UNIT II LIFE INSURANCE****15 HOURS**

Life Insurance - Law Relating to Life Insurance - General Principles of Life Insurance Contract - Proposal and Policy - Assignment and Nomination - Title and claims - Concept of trust in life policy - LIC - Role and Functions - General Insurance - Law relating to general insurance - Different types of general insurance

**UNIT III FIRE AND MARINE INSURANCE****14 HOURS**

Fire Insurance - Marine Insurance - Law relating to Marine Insurance - Scope and Nature - Types of Policy - Insurable Interest - Disclosure and Representation - Insured Perils - Proximity Cause - Voyage – Warranties - Measurement – Subrogation – Contribution - Under Insurance.

**UNIT IV HEALTH INSURANCE****14 HOURS**

Health Insurance: Determinants of Health; Factors affecting the health system in India; Health Insurance Intermediaries; Underwriting: Medical and Non-Medical; Health Insurance Products; Stakeholders in Claim Process; Challenges in Health Insurance; Health Insurance to Poorer Section – Social Health Insurance

**UNIT V REINSURANCE****14 HOURS**

Concept and Importance of Reinsurance: Tax benefits under Life Insurance Policies; Ethical Behavior; Redressal of Policyholder Grievances; Married Women’s Property Act Policy; Anti-Money laundering Guidelines of IRDA. Role of Ombudsman Scheme; IRDA Role in Insurance Sector; Relevant Provisions and Applicability of Consumer Protection Act 1986; IRDA guidelines related to detection and monitoring of Insurance Frauds - Non-Life Insurance Products and Claim: Management Principles of indemnity; Causa proximo; Subrogation; Bank Assurance- Meaning, benefits to banks, causes of growth of bank-assurance; Procedures for settlement for claims in life and Marine insurance

**TOTAL: 72 HOURS****TEXT BOOKS:**

1. Jave S. Trieschimam, Sandra G. Gustarson, Robert E Houyt, (2003). *Risk Management and Insurance* Thomson Sowlla Western Singapore.
2. Scoh E Herrington (2003). *Risk Management and Insurance*, McGraw Hill New Delhi.

**REFERENCE BOOKS:**

1. Dorfman Mark S (2007). *Introduction to Risk Management and Insurance*, 8<sup>th</sup> Edition. Prentice Hill India New Delhi.
2. Harold D Stephen and W Jean Kwon (2007). *Risk Management and Insurance*, Blackwell Publicing co., New York.
3. Misra M.N. and Misra S.R, (2007). *Insurance Principles and Practice*, S .Chand and Co. New Delhi
4. Gupta P.K., (2008). *Insurance and Risk Management*, Himalayan. Publishing House New Delhi.
5. Mishra M.N (2016). *Insurance Principles and Practice*, 22<sup>nd</sup> Edition, S. Chand Publishing, New Delhi.
6. 5.P.KGuptha (2015). *Insurance and Risk Management*, Himalaya Publications
7. Jyotsna Sethi, Nishwan Bhatia (2012). *Elements of Banking and Insurance*, 2<sup>nd</sup> Edition, PHI, New Delhi.

**E-Resources**

1. <https://www.kopykitab.com/Insurance-Principles-And-Practice-by-M-N-Mishra-S-B-Mishra>

**KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=779>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	-	-	-	-	3	-	-	-	2	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	-	3	-	2	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	2	2	2	-	-	-	-	3	3	-	2	2	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the concept of assessed, assessment, heads of income and Income Tax laws.
- To enlighten the knowledge towards provisions relating to salary income, house property income, business income, capital gain and other sources.
- To familiarize with the concept of assessment of individuals
- To communicate orally and in written form the income tax and computations of IT.
- To acquire knowledge on filing system and practices in taxation

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the Concept of Income Tax laws and basis of charge	Understand
CO2	Apply the knowledge towards provisions relating to salary income and house property income	Apply
CO3	Understand the concept of Profits and gains of business or profession	Understand
CO4	Familiarize with the laws pertaining to the deductions out of gross total income.	Creating
CO5	Acquire knowledge on filing system and practices in taxation	Apply

**UNIT I****15 HOURS**

Income Tax Act 1961- Definition of Income - Assessment Year - Previous Year - Assessee- Assessee in default - Scope of income - Charge of tax - Residential status of Individual, HUF - Company - Income which do not form part of total income.

**UNIT II****15 HOURS**

Salaries and House Property - Computation of Income from Salaries and Income from House Property.

**UNIT III****14 HOURS**

Profits and Gains of Business or Profession - Meaning of Business or Profession - Computation of Profits and Gains of Business or Profession of an Individual - Expenses Expressly Allowed - Expenses Expressly Disallowed.

**UNIT IV****14 HOURS**

Capital Gain - Meaning - Definition of Capital assets - Types - Computation of Capital gain - Income From Other Sources - Various income taxable under this head and Computation of Income from other sources- Set off and Carry forward of losses.

**UNIT V****14 HOURS**

Deduction out of gross total income - Computation of Total Income–Rates of tax for individuals  
 - Assessment of Individuals – PAN – Filing of Returns.

**Note: Distribution of marks for theory and problems shall be 40 % and 60 % respectively.**

**TOTAL: 72 HOURS****TEXT BOOKS:**

1. Gaur., & Narang. (2024). *Income Tax Law and Practice*. 16<sup>th</sup> Edition, Ludhiana : Kalyani Publishers.

**REFERENCE BOOKS:**

1. Mehrothra. (2024). *Income Tax Law and Practice*, New Delhi: Snow White publications.
2. Jayaprakash Reddy. (2024). *Taxation*, 3<sup>rd</sup> Edition. New Delhi: APH Publishing Corporation.
3. DinkarePagarae. (2024). *Direct Tax*. New Delhi: Sultan Chand and Sons.
4. Dr. Vasani, M.S. (2024). *Direct Taxation Ready Reckoner*, 28<sup>th</sup> Edition. LexisNexis.

**E-Resources**

1. <https://www.ebooks.com/en-in/subjects/business-taxation-ebooks/684/>
2. <https://nptel.ac.in/content/storage2/courses/109104071/Module11/lecture39.pdf>

**KAHE – Learning Management System**

1. <http://172.16.25.76/course/view.php?id=19>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2		-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	2	-	-		-	-	-	-	-	-	-	-	-	-	-	-
CO4	-		-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-		-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	2	-	-	-	-	3	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

<b>BBA</b>	<b>2024-2025</b>
<b>24BAU503D</b>	<b>TOURISM PRODUCTS OF INDIA</b>
	<b>Semester - III</b>
	<b>6H - 4C</b>

**Instruction hours/week** L:6 T:0 P:0 **Marks: Internal: 40 External: 60 Total: 100**  
**End Semester Exam: 3 Hours**

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the vast tourist resources of India and conceptualize diverse tour itineraries based on various themes.
- To identify and understand the features of emerging tourist destinations all over the world
- To apply the knowledge of tourism resources, importance of tourist destination lifelong.
- To understand the emerging manmade resources in tourism

**COURSE OUTCOMES (COs):**

At the end of this course, students will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Blooms Level</b>
CO1	Identify and classify diverse tourism products offered by India	Understand
CO2	Design innovative tourism packages showcasing India's cultural, natural, and heritage attractions	Apply
CO3	Evaluate the economic, social, and environmental impacts of tourism products in India.	Evaluate
CO4	Apply the knowledge of tourism resources, importance of tourist destination lifelong	Apply
CO5	Demonstrate effective communication skills in presenting and promoting tourism products.	Evaluate

**UNIT - I TOURISM PRODUCTS**

**15 HOURS**

Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

**UNIT – II NATURAL RESOURCES**

**15 HOURS**

Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.

**UNIT – III MAJOR TOURISM CIRCUITS OF INDIA**

**14 HOURS**

Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa.

**UNIT – IV MANMADE RESOURCES****14 HOURS**

Adventure sports - Commercial attractions - Amusement Parks – Gaming – Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

**UNIT - V EMERGING TOURISM DESTINATIONS OF INDIA****14 HOURS**

Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.

**TOTAL: 72 HOURS****TEXT BOOKS:**

1. Robinet Jacob and Sindu Joseph,(2008). *Indian Tourism Products*, 1<sup>st</sup> Edition, Abhijeet Publications, Delhi.
2. S.P. Gupta and Lal Krishna, (2002). *Cultural Tourism in India: Museum of Monuments and Arts*, 1<sup>st</sup> Edition, D.K. Print World Ltd, New Delhi.
3. Cheryl M. Hargrove, (2017). *Cultural Heritage Tourism: Five Steps for Success and Sustainability (American Association for State & Local History)*, Rowman & Littlefield Publishers.
4. Manhas P.S, (2012). *Sustainable and Responsible Tourism: Trends, Practices and Cases*, Prentice Hall India Learning Private Limited, New Delhi.
5. P. C. Sinha, (2002). *Tourism Transport and Travel Management*, Anmol Publisher.

**REFERENCE BOOKS:**

1. V. B. Mathur, (2006). *Tourism Products of India*, 1<sup>st</sup> Edition, Kanishka Publishers.
2. S. S. Yadav, (2017). *Tourism Products of India*, 1<sup>st</sup> Edition, ABD Publishers.
3. H.K. Sharma, (2016). *Tourism Products of India*, 1<sup>st</sup> Edition, Dominant Publishers and Distributors.

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
CO2	2	2	-	-	-	-	2	1	-	-	-	-	-	-	-	3	-
CO3	2	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	3
CO4	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO5	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
Average	2	2	-	2	-	-	2	1	-	-	-	2	-	-	2	2.5	2

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

Instruction Hours/week: L:6 T: 0 P :0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To comprehend on industrial relations, industrial conflicts, employee discipline, collective bargaining and industrial safety.
- To apply the legal aspects of industrial relations, industrial conflicts, employee discipline, collective bargaining and industrial safety lifelong.
- To know about the industrial conflict and handling the disputes.
- To know about the different types of labour.
- To understand procedure for taking disciplinary action, Indian law on punishment

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Comprehend on industrial relations, industrial conflicts, Employee discipline, collective bargaining and industrial safety.	Understand
CO2	Apply the legal aspects of industrial relations, industrial conflicts, employee discipline, collective bargaining and industrial safety lifelong.	Apply
CO3	Demonstrate capabilities of analyzing problems, teamwork and communication skills.	Understand
CO4	Demonstrate knowledge of Statutory welfare measures– Welfare Funds–Education and training schemes	Understand
CO5	Compose the Education and training schemes	Create

**UNIT I INDUSTRIAL RELATIONS****15 HOURS**

Industrial Relations: Concept, Scope, Approaches, Industrial Relations System. Worker's participation in Management, Code of discipline, Tripartite bodies, ILO. Trade Unions: Meaning, Objectives, Functions, Theories, Structure of Trade Unions. Trade Union Movement in India.

**UNIT II INDUSTRIAL SAFETY****15 HOURS**

INDUSTRIAL SAFETY - Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases–Psychological problems– Counseling – Statutory Provisions. INDUSTRIALCONFLICTS-Disputes–Causes– Strikes–Prevention–Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.

**UNIT III LABOUR LEGISLATION****14 HOURS**

Factories Act, 1948 – Health – Safety - Welfare, Employees State Insurance Act, 1948; Workmen's Compensation Act, 1923.

## UNIT IV TRADE UNION ACTS, INDUSTRY DISPUTES AND WAGES ACT

14 HOURS

Trade Unions Act, 1926; Industrial Disputes Act, 1947. Minimum Wages Act, 1948; Payment of Wages Act, 1936; Payment of Bonus Act, 1965.

## UNIT V LABOUR WELFARE

14 HOURS

Meaning, Definition, Scope, Theories, Principles and approaches. Statutory and Non – Statutory labour welfare: Intra – mural and extra – mural welfare. Child Labour – Female Labour – Contract Labour Differently abled Labour

**TOTAL: 72 HOURS**

### TEXT BOOK:

1. Srivastava, S. C. (2019). *Industrial Relations and Labour Laws*, 7<sup>th</sup> Edition, Vikas Publishing House.

### REFERENCE BOOKS:

1. Piyali Ghosh, Shefali Nandan, (2017). *Industrial Relations and Labour Laws*, 1<sup>st</sup> Edition, McGraw Hill, New Delhi.
2. P.R.N. Sinha, Sinha Indu Bala, Shekhar Seema Priyadarshini (2017). *Industrial Relations, Trade Unions and Labour Legislation*, 3<sup>rd</sup> Edition, Pearson education New Delhi.
3. Mamoria, C.B., and Sathish Mamoria. (2016). *Dynamics of Industrial Relation*. New Delhi: Himalaya Publishing House.
4. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj (2017). *Industrial Relations and Labour Laws*, 2<sup>nd</sup> Edition, McGraw Hill, New Delhi.
5. C.S. Venkata Ratnam & Manoranjan Dhal (2017). *Industrial Relations*, 2<sup>nd</sup> Edition, Oxford University Press, New Delhi,

### CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	2		-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO2	-	2		-	-	-	-	-	-	-	-	-	-	3	-	-	-
CO3	-	2		-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	2	2		-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO5	2	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2		-	2	-	-	2	-	-	-	-	-	3	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



Instruction Hours/week: L:6 T: 0 P :0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To know the conceptual understanding of big volume of data and its utilization in decision making.
- To comprehend the industry usage of big data in different functions across sectors.
- To apply the appropriate tools and techniques for analyzing the big data.
- To analyze Big Data and the New School of Marketing, Digital Marketing and Web Analytics.
- To test the Discrete Probability distribution, Continuous Probability distribution and Random sampling from Probability Distribution.

**COURSE OBJECTIVES (CO):**

The goal of this course for students is to:

COs	Course Outcomes	Blooms Level
CO1	Understanding the conceptual understanding of big volume of data and its utilization in decision making.	Understand
CO2	Summarizing on the industry usage of big data in different functions across sectors.	Understand
CO3	Understand and apply the appropriate tools and techniques for analysing the big data.	Understand
CO4	Examining the behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, analysing, planning and team work	Apply
CO5	Understand Big Data and the New School of Marketing	Understand

**UNIT I BIG DATA ANALYTICS AND BIG DATA TECHNOLOGY 15 HOURS**

Big data, users of big data, big data and strategy: A Linkage, The Expanding Universe of Unstructured Data, Big Data Technology: Big Data Computation, Big data Storage. Open-Source Technology for Big Data Analytics, The Cloud and Big Data, Crowd sourcing Analytics, Inter- and Trans-Firewall Analytics, Mobile Business Intelligence

**UNIT II BIG DATA – INDUSTRY USERS 15 HOURS**

People: Rise of the Data Scientist, learning over Knowing, Agility, Scale and Convergence, Multidisciplinary Talent, Innovation, Cost Effectiveness, the 90/10 Rule and Critical Thinking, Big Data and the New School of Marketing, Digital Marketing, Web Analytics, Social and Affiliate Marketing. Fraud and Big Data Risk and Big Data - Credit Risk Management.

**UNIT III DESCRIPTIVE STATISTICAL MEASURES 14 HOURS**

Population and samples, Measures of location, Measures of Dispersion, Measures of variability,

measures of Association. Probability distribution and Data Modeling – Discrete Probability distribution, Continuous Probability distribution, Random sampling from Probability Distribution, Data Modeling and Distribution fitting. Hypothesis Testing, Difference of Means, Wilcoxon Rank-Sum Test, Type I and Type II Errors, Power and Sample Size, ANOVA

**UNIT IV CLUSTERING, ASSOCIATION AND CLASSIFICATION 14 HOURS**

Data Mining: Scope of Data Mining, Data Exploration and Reduction, Unsupervised learning – cluster analysis, Association rules, Supervised learning- Partition Data, Classification Accuracy, prediction Accuracy, k-nearest neighbors, Classification and regression trees, Logistics Regression.

**UNIT V TIME SERIES ANALYSIS 14 HOURS**

Overview of Time Series Analysis, Box-Jenkins Methodology, ARIMA Model. Autocorrelation Function (ACF), Autoregressive Models, Moving Average Models, ARMA and ARIMA Models, Building and Evaluating an ARIMA Model, Reasons to Choose and Cautions.

**TOTAL:72 HOURS**

**TEXT BOOKS:**

1. EMC Education Services(2015). *Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data*
2. Seema Acharya, Subhashini Chellappan (2015). *Big Data and Analytics (WIND)*, Wiley India.

**REFERENCE BOOKS:**

1. Bart Baesens(2014). *Analytics in a Big Data World: The Essential Guide to Data Science and its Applications*, Wiley India.
2. Bernard Marr (2016). *Big Data in Practice : How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results*, Wiley India,
3. Mayank Bhushan (2018). *Big Data and Hadoop- Learn by Example*, BPB Publications.

**E- RESOURCE:**

1. <https://nptel.ac.in/courses/110/105/110105142/>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-		2	-	-	-	-	-	2	-
CO2	-	-	-	-	-	2	-	-	-	-	-	2	-	2	-	-	-
CO3	-	-	-	-	-	-	-	2	-	-	3	-	-	-	-		-
CO4	-	2	-	-	3	-	-		-	-	2	-	-	-	-	2	-
CO5	-	-	-	-	-	-	-		-	-		-	-	-	-		-
Average	2	2	-	-	3	2	-	2	-	2	2.5	2	-	2	-	2	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU504C

**INNOVATION AND CREATIVITY IN  
BUSINESS**Semester – V  
6H-4C

Instruction Hours/week: L:6 T: 0 P :0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand innovation and creativity management from the perspective of obtaining a sustainable competitive advantage and integrating innovation into the business strategy.
- To acquire skills in idea generation, target markets, and the “value proposition.”
- To gain confidence in problem-solving with innovation and creativity at the core.

**COURSE OUTCOMES (COs):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand innovation and creativity management for competitive advantage.	Understand
CO2	Apply skills in idea generation and targeting markets effectively.	Apply
CO3	Analyze problems with innovation and creativity-focused solutions.	Analyze
CO4	Develop personal branding and explore career opportunities confidently.	Create
CO5	Demonstrate leadership abilities in entrepreneurial contexts.	Apply

**UNIT I DYNAMICS OF BUSINESS ENVIRONMENT****15 HOURS**

Dynamics of Business Environment: India and Global - Industry 4.0 - Growth of Knowledge Economy - Ecological changes influencing business - Potential at the Bottom of the Pyramid.

**UNIT II INNOVATION AND CREATIVITY****15 HOURS**

Innovation and creativity- meaning, Types of innovations, features, and need. Creativity: need and significance Latest innovations in manufacturing and service sectors. Creativity in Innovation - Creativity - meaning, Creativity Process - Components of creative performance - Types of creativity and Techniques of creative problem solving - Design Thinking: Solution based approach to problem solving

**UNIT III INNOVATION IN ENTREPRENEURSHIP****14 HOURS**

Innovation in Entrepreneurship: Innovation: Meaning and significance of innovation - Types of innovation - Innovation Diffusion theory - Innovation in Organizations - Drivers of Innovation - Bottom up and Top down Innovation - Horizontal versus vertical innovation

**UNIT IV DIMENSION OF INNOVATIONS****14 HOURS**

Dimension of Innovations: Innovation Eco-system in India and in select few countries - Social Innovation - Grassroots Innovation - Frugal Innovation- Case studies in India and abroad - Global Innovation: Global Innovation Index framework, GII (Case studies of Indian and global organizations)

**UNIT V KNOWLEDGE AND CREATIVE INNOVATION****14 HOURS**

Innovation and Knowledge Tacit and explicit knowledge - Knowledge as a public good National Innovation System. Regional Innovation System. Centre of Innovation, Incubation and Entrepreneurship- An expert Interview, Entrepreneurship: Role of stimulating creativity, Creative teams and managerial responsibilities, Innovation and entrepreneurship: Creativity and Innovations in Start Ups.

**TOTAL: 72 HOURS****TEXT BOOKS:**

1. Munshi, P. (2009). *Making Breakthrough Innovations Happen*. Marico Innovation Foundation.
2. Radjou, N., & Prabhu, J. (2015). *Frugal Innovation*. Hachette India.
3. Radjou, N., & Prabhu, J. (2012). *Jugaad Innovation*. Random House India.

**REFERENCE BOOKS:**

1. Luchs, M. G. (2015). *Design Thinking: New Product Development Essentials from the PDMA*. Wiley.

**E-RESOURCES:**

- [https://onlinecourses.nptel.ac.in/noc21\\_mg63/preview](https://onlinecourses.nptel.ac.in/noc21_mg63/preview)
- <https://nptel.ac.in/courses/110107094>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
CO2	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	3	3	3	-	-	-	-	-	-	-	-	-	-	3	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To gain basic knowledge on the fundamental concepts of E-Commerce
- To understand the different e-commerce model and its application in business
- To comprehend on dynamics of designing a website.
- To communicate orally and in written form the ecommerce, ecommerce models and its application in business.
- To impart the technology developments in ecommerce

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understanding the fundamental concepts of E-Commerce	Understand
CO2	Understand the technology in e-commerce model and its application in business	Understand
CO3	Analyze and comprehend on dynamics of designing a website.	Analyze
CO4	Evaluate the security threats and its application in business.	Evaluate
CO5	Understand the technology development in ecommerce	Understand

**UNIT I INTRODUCTION TO E-COMMERCE****15 HOURS**

Meaning - Concept of e-commerce - e-commerce Vs e-business - Advantages and Disadvantages of e-commerce - Value chain in e-commerce - Porter's value chain model - Competitive advantage and competitive strategy - Different types of e-commerce like B2B - B2C - C2C - C2B - G2C.

**UNIT II TECHNOLOGY IN E-COMMERCE****15 HOURS**

An overview of the internet - Basic network architecture and the layered model - Internet architecture - Network hardware and software considerations - Intranets and extranets - The making of world wide web - Web system architecture - ISP - URL's and HTTP - Cookies.

**UNIT III BUILDING AND HOSTING WEBSITE****14 HOURS**

Choosing an ISP - Registering a domain name - Web promotion - Internet marketing techniques - e-cycle of internet marketing - Personalization - Mobile agents - Tracking customers - Customer service - CRM and E-value – Web Portal, Aggregator, Cloud computing, Technology and CRM - Web page design using HTML and CSS - Overview of HTML - Basic structure of

an HTML document - Basic text formatting – Links- Images - Tables - Frames - Form and introduction to CSS.

#### **UNIT IV SECURITY THREATS**

**14 HOURS**

Security in cyberspace - Kinds of threats and crimes - Client threat - Communication channel threat - Server threat - Other programming threats - Frauds and Scams Basic cryptography for enabling security in e-commerce - Encryption - Public and Private key encryption - Authentication and trust using digital signature and digital certificates - Internet security using VPN – Firewalls – SSL - Internet payment systems, Payment gateway - SET protocol for credit card payment - Electronic payment media - e-cash and e-wallet - E-check, Credit card - Debit card - Smart card - EFT and ACH.

#### **UNIT V BUSINESS TO BUSINESS E-COMMERCE**

**14 HOURS**

Meaning - Benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management - Key B2B models and their main functions, EDI as a B2B tool - Consumer oriented e-commerce: traditional retailing and e-retailing - Benefits and key success factors for e-retailing - Models for e-retailing like specialized and generalized e-stores - e-mall - Direct selling by manufacturer - Supplementary distribution channel, AI Social networks, auctions, and portals.

**TOTAL: 72 HOURS**

#### **TEXT BOOKS:**

1. Joseph, P. T. (2015). *E-Commerce: An Indian Perspective*, 5<sup>th</sup> Edition. New Delhi: PHI learning Pvt. Ltd.
2. Ravi Kalakota, and Andrew Winston. (2018). *Frontiers or Electronic Commerce*, New Delhi: Addison Wesley.

#### **REFERENCE BOOKS:**

1. Dave Chaffey.(2013). *E-Business and E-Commerce Management: Strategy, Implementation and Practice*. New Delhi: Pearson Education.
2. Turban, Efraim, King, David, Lang, and Judy (2009). *Introduction to Electronic Commerce*, 3<sup>rd</sup> Edition, New Delhi: Prentice Hall.
3. Kalyanam, Kirthi, Hanson, and Ward A. (2012). *Internet Marketing and E-Commerce*, 2<sup>nd</sup> Edition, New Delhi: Thomson Learning.
4. Debjani Nag. (2005). *E-Commerce: The Cutting Edge of Busines*, 2<sup>nd</sup> Edition. New Delhi: Mcgraw Hill Education.
5. Jaiwal, S. (2010). *E – Commerce*, New Delhi: Galgota Publications Pvt. Ltd.
6. Geg Holden. (2010). *Starting an E-Commerce Business for Dummies*. 7<sup>th</sup> Edition New Delhi: IDG Books India Pvt. Ltd.

#### **E-Resources:**

1. <http://www.ddegjust.ac.in/studymaterial/mcom/mc-201.pdf>
2. <https://nptel.ac.in/content/storage2/courses/106108103/pdf/PPTs/mod13.pdf>

### CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-		2	-	-	-	-	2	-	-	-	3	-	-	-	-
CO3	-	2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO4	-		-	-	2	-	-	-	-	-	2	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-		3	-	-	-	-	-
Average	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	-	<b>3</b>		<b>2</b>	-	<b>2</b>	<b>3</b>	<b>3</b>	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To acquire knowledge on the capital market sector.
- To gain knowledge on asset classes.
- To understand about investments funds and foreign exchange.
- To know about the equities, risk of owning shares and types of capital market.
- To learn about the features, benefits and types of bonds.

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Acquire knowledge on the capital market sector.	Understand
CO2	Gain knowledge on asset classes	Understand
CO3	Know about the equities, primary and secondary market	Understand
CO4	Analyse the concept of depositary receipts	Analyze
CO5	Evaluate the role of derivatives in investment banking	Evaluate

**UNIT – I****15 HOURS**

**Capital Market:** Meaning- Features – Functions - Reasons for the Sale of Securities by Govt and Companies – Buying of Securities by the Investors – Return on Investment – People who invest in securities – Market Participants – Issuers – Investors – Intermediaries – Stock Broker – Prime Broker – Investment Banking (IB) – Investment Management (IM) – Depository – Clearing Agency – Custodian – Registrar and Transfer Agents (R&TA) – Regulators – Data Vendors – Stock Market & Indices.

**UNIT – II****15 HOURS**

**Asset Classes :** Introduction to Financial Securities – Equity – Fixed Income – Money Market – Treasury Bill – Commercial Paper – Certificate of Deposit – Derivatives – Warrants – Investment Funds – Introduction to Investment Fund and Mutual Fund – Fund structure – Open Ended Fund , Closed Ended Fund, Exchange traded fund – Hedge fund – Private equity – **Foreign Exchange (FX)** – Introduction – Spot Vs Forward Market – Reading Currency Pair – Bid, Ask, Spread, PIP and Lot Size – Buying and Selling Forex.

**UNIT – III****14 HOURS**

**Equities :** Introduction, Features and Benefits – Common stock and Preferred stock – Risk of Owning shares – Corporate Action – Mandatory Corporate Action, Voluntary Corporate Action



and Mandatory with Choice – Corporate Action Dates – Declaration date, CUM Date, Ex-date, Record Date and Payment Date – **Primary Market** – Initial Public Offer (IPO) and Follow on Public Offer (FPO) – **Secondary Market** – Organized secondary market & Over the counter or Unorganized secondary market – Introduction to EPS & PE Ratio – Procedures to invest in stock based on Price-earnings ratio (PE) – Over valued or Under-valued

#### **UNIT – IV**

**14 HOURS**

Depository Receipts – Introduction – American Depository Receipt (ADR) – Global Depository Receipt (GDR) – Securities identifiers – Introduction - Committee on Uniform Securities Identification Procedures (CUSIP) - stock exchange daily official list (SEDOL) - International Securities Identification Numbering system (ISIN) – Components of equity trade ticket. Fixed Income: Introduction – Features and Benefits of Bond – Types of Bond (Zero coupon, Callable, Puttable, Convertible, Floating rate, Step-up and step-down, Government, Corporate, Asset-backed Securities – ABS and Mortgage-backed securities – MBS) – Influence of Market Interest Rate on the Bond Price – Introduction to Risk – Types of Risk (Market, Credit, Liquidity, Regulatory) – Components of Bond Trade Ticket – Accrued Interest Calculation.

#### **UNIT – V**

**14 HOURS**

Derivatives : Introduction – Spot Vs Derivative Market – Players in Derivative Market – Hedgers , Speculators , Arbitrageurs – Forwards – Non-deliverable Forward, Deliverable Forward, Sample Trade – Futures – Underlying Instruments – Market to Market Margin – Sample Trade – Option – Types of Option – Call and Put Option – Exchange Traded Vs OTC Option – Swaption – Option on Futures – Interest Rate Option – Option Exercising – Sample Trade – Swaps – Interest Rate, Currency, Credit Default Swaps – Trade Lifecycle Overview – Introduction – Transaction types – Opening Trade (Buy & Short Sell) – Closing Trade ( Sell & Buy to Cover) – Trade Life Cycle – Equity, FI, Futures and Option – Stages of a trade process – Front, Middle (Include SSI) and Back Office – Parties in Trade Life Cycle.

**TOTAL: 72 HOURS**

#### **TEXT BOOKS:**

1. NCMF – *Financial Market Beginner's Module* – Published by National Stock Exchange of India
2. *Understanding Different Asset Classes* – Published by NSDL (National Securities Depository Ltd)

#### **REFERENCE BOOKS:**

1. *Securities Market (Basic) Module*, Published by National Stock Exchange of India Limited
2. *NISM – Series VII – Securities Operations & Risk Management*, Published by National Institute of Securities Markets
3. *Introduction to Bond*, Published by PIMCO, A company of Allianz.
4. *NCMF – Capital Market (Dealers) Module*, Published by National Stock Exchange of India.
5. *NCFM – FIMMDA – NSE – Debt Market (Basic) Module*, Published by National Institute of Securities Markets
6. Prof. Manohar V Dansingani, *Understanding Financial Derivatives* –, ACMA, CSCA, CSSBBP

7.NCMF – *Derivative Market (Dealers) Module* – Published by National Stock Exchange of India

8. Punithavathy Pandian, (2009). *Security Analysis and Portfolio, Management* Vikas Publication House Pvt. Ltd.

### CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	2	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2.5	2	2	2	2	-	-	2	2	3	3	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

- Internship I

**COURSE OBJECTIVES (CO):**

- To identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection.
- To understand the application of Research process in all functional areas.
- To analyse the data and critically evaluate the result and formulate the suggestion for the problem identified.
- To apply the theoretical and practical learning of doing research into lifelong practice.
- To communicate in oral and written form and prepare report

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection	Understand
CO2	Understand the application of Research process in all functional areas.	Understand
CO3	Analyse the data and critically evaluate the result and formulate the suggestion for the problem identified	Analyze
CO4	Apply the theoretical and practical learning of doing research into lifelong practice.	Apply
CO5	Communicate in oral and written form and prepare report	Understand

Students shall undergo a minimum of 15 working days internship during the summer. The student has to select a manufacturing firm. Not more than one student should undergo an internship in one firm. The student should maintain an internship diary and fill in the completed duties and get the attestation from the reporting staff in the organization. The candidate shall bring the attendance certificate and completion certificate from the firm where the internship work carried out. On completion of the Internship work, he/she shall submit the report to the Head of the Department. The Internship Report prepared according to approved guidelines and duly signed by the supervisor(s) shall be submitted to HoD for *Viva-Voce* Exam.

Two reviews will be conducted by minimum three faculty inclusive of Guide, HOD and a HOD nominated faculty which carries equal weightage.

1. The Internship Report should contain
2. Title page
3. Declaration page
4. Certificate
5. Company Certificate
6. Table of contents
7. List of tables
8. List of Charts
9. Introduction to the Industry
10. Introduction to the Company
11. Organization Chart
12. SWOT analysis and PEST Analysis
13. Product and Services offered
14. Financial Performance – Key indicators
15. Objective of the Internship
16. Department Analysis
  - a. Production
  - b. Marketing
  - c. HR
  - d. Finance
  - e. Other services department
17. In department analysis the student have to study on the department chart, No.of employees, Books and software databases maintained, Issues Found.
18. Key learning from the internship
19. Suggestions
20. Conclusion
21. Bibliography
22. Annexures

**Guidelines:**

The report should have a minimum of 30 pages.  
 Times New Roman  
 Heading - 13 pts  
 Text – 12 Pts  
 One inch page borders all sides  
 1.5 line spacing.

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO2	-	3	-	-	3			-	-	2	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	3
CO4	-	-	3	-	-	-	-	-	-	-	2	-	-	-	2	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
Average	-	3	3	-	3	-	-	2	2	2	2	-	-	-	2.5	-	3

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the concept of entrepreneurship, types of entrepreneurs, entities of business, creating ideas, mobilizing funds and support from government.
- To familiarize with the different types of business entities
- To enlighten the importance of startups
- To know the stability of business environment
- To acquire knowledge on skill of entrepreneurship

**COURSE OUTCOMES**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the concept of entrepreneurship, types of entrepreneurs, entities of business, creating ideas, mobilizing funds and support from government.	Understand
CO2	Familiarize with the different types of business entities	Understand
CO3	Apply the private and public system of stimulation	Apply
CO4	Analyse the Role of entrepreneur, sources of business ideas and feasibility study	Understand
CO5	Mobilize the trends in supporting the entrepreneurs and to the entities of business	Apply

**UNIT I ENTREPRENEURSHIP****8 HOURS**

Meaning, scope and importance of Entrepreneurship - Evolution of entrepreneurial thought - Entrepreneurship as a career option - Functions of Entrepreneurs - Entrepreneurial Characteristics and Skills - Entrepreneur vs. Manager - Creativity and Creative Process - Types of Entrepreneurs (Clarence Danhoff's Classification) - Intrapreneurship – Concept and Types (Hans Schollhammer's Classification) - Entrepreneurship in different contexts: technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship

**UNIT II TYPES OF BUSINESS ENTITIES****10 HOURS**

Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. Values, business philosophy and behavioural orientations of important family business in India. Managerial roles and functions in a small business. Entrepreneur as the manager of his business – MSME – Udyog Aadhar – Joint Venture.

**UNIT III PUBLIC AND PRIVATE SYSTEM OF STIMULATION, SUPPORT AND SUSTAINABILITY OF ENTREPRENEURSHIP 10 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 funds – Financial and Non-financial Instructions support for entrepreneurs.

**UNIT IV SOURCES OF BUSINESS IDEAS AND FEASIBILITY STUDIES 10 HOURS**

Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning and control; preparation of project report. Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

**UNIT V MOBILIZING RESOURCES FOR START-UP 10 HOURS**

Startups – Definition – Startup Eco system Mobilizing resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Funding opportunities for start-ups – Mudra scheme – Financing for startups – seed capital – Private equity – Bridge capital – Series funds – Angle Investor, Crowd funds. Marketing and organisational plans, HR issues in small business, Startup survival and growth and planning for harvest and exit - Legal and Statutory Environment for Small Industry Small Scale Industrial Undertakings

**TOTAL: 48 HOURS**

**TEXT BOOKS:**

1. Robert Hisrich and Michael Peters and Dean Shepherd (2018),. *Entrepreneurship*, 10<sup>th</sup> Edition, McGraw Hill, New Delhi.
2. David H. Holt (2016). *Entrepreneurship*, 1<sup>st</sup> Edition, Pearson Education, New Delhi.

**REFERENCE BOOKS:**

1. Sangeetha Sharma (2017), *Entrepreneurship Development*, PHI Learning Pvt Ltd., New Delhi.
2. Poornima M., Charantimath (2018), *Entrepreneurship Development and Small Business Enterprises*, 3rd edition, Pearson Education, New Delhi
3. S.S.Khanka (2012), *Entrepreneurial Development*, S.Chand, New Delhi.

**E-Resources**

1. <https://www.freEBook Source:centre.net/Business/Entrepreneurship-Books.html>
2. <https://nptel.ac.in/courses/110/107/110107094/>

**KAHE – Learning Management System**

1. <http://172.16.13.33/course/view.php?id=386>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-
CO2	-	3	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	3	-	-	-	-
Average	2	2.3	2	2	2	2	3	-	-	3	3	3	3	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU602A	<b>BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY</b>	Semester – VI 5H – 4C
-----------	--	--------------------------

Instruction Hours/week: L: 5 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To learn about ethics pertaining to individual, organization and industry level.
- To know about the global, ethical issues and issues pertaining to information technology and environment.
- To focus on Corporate social responsibility (CSR) and stakeholder of the organization.
- To understand the technology and environmental ethics
- To impart the value in Corporate social responsibility

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Demonstrate descriptive knowledge of ethics pertaining to individual, organization and industry level.	Understand
CO2	Apply the essential concepts of ethics at the personal, organizational, national and global levels.	Apply
CO3	Demonstrate the knowledge of technology and environmental ethics	Understand
CO4	Communicate your knowledge of ethics and CSR in both written and verbal formats.	Apply
CO5	Understand the concept of stakeholders	Understand

**UNIT I BUSINESS ETHICS FUNDAMENTALS**

**12 HOURS**

**BUSINESS ETHICS:** meaning, types, approaches Three models of management ethics - Immoral Management, Moral Management, Amoral Management - making moral management actionable-developing moral judgment - levels of moral development -different sources of a person's values Elements of moral judgment: moral imagination, moral identification and ordering, Ethics at different level - personal level, organizational level, industry or profession level, societal and global levels - Personal and managerial ethics - principles approach to ethics. Sources of ethics, corporate ethics, code of ethics, guidelines for developing code of ethics, ethics management programme and ethics committee

**UNIT II GLOBAL ETHICAL ISSUES**

**12 HOURS**

Ethical issues in the global business environment - questionable marketing and plant safety practices - sweatshops, labor abuses and human rights - corruption, bribery, and questionable payments - improving global business ethics a. balancing and reconciling the ethics traditions of home and host countries - strategies for improving global business ethics Corporate action



against corruption employee and workplace issues, the new social contract, the employee rights movement - employment-at-will doctrine - moral and managerial challenges to employment-at-will - dismissing an employee with care - freedom of speech in the workplace - whistle-blowing - consequences of whistle-blowing - government's protection of whistle-blowers - management responsiveness to potential whistleblowing situations

**UNIT III TECHNOLOGY AND ENVIRONMENT ETHICS** **12 HOURS**

Technology and the technological environment - characteristics of technology - benefits of technology- side effects of technology - technology and ethics - two key issues - society's intoxication with technology - information technology - e-commerce as a pervasive technology - ongoing issues in e-commerce ethics - invasion of consumer privacy via electronic commerce - the workplace and computer technology - other technology issues in the workplace. Business, government, and regulation - the roles of government and business - a clash of ethical belief systems - government's nonregulatory influence on business - industrial policy - privatization - government's regulatory influences on business - deregulation - purpose of deregulation - the changing world of deregulation

**UNIT IV CORPORATE SOCIAL RESPONSIBILITY** **12 HOURS**

Corporate Social Responsibility (CSR) as a concept - historical perspective on CSR - modification of the economic model - evolving meanings of CSR - traditional arguments against and for CSR- arguments against CSR - arguments for CSR - corporate citizenship - broad views - narrow views - drivers of corporate citizenship - benefits of corporate citizenship to business itself - sustainability – profits, people, planet - the triple bottom line. Prestigious awards for CSR in India, CSR and environmental concerns, CSR policy, Factors influencing CSR policy, role of HR professionals in CSR, Global recognitions of CSR ISO-14000-SA-8000-AA 1000- code formulated by UN global compact UNAD and CSR and sustainable development

**UNIT V STAKEHOLDER CONCEPT** **12 HOURS**

Stakeholders - Origins of the stakeholder concept- what is the stake in stakeholder? what is a stakeholder? who are business's stakeholders? - three views of the firm: production, managerial, and stakeholder - primary and secondary stakeholders - a typology of stakeholder attributes: legitimacy, power, urgency - stakeholder approaches: strategic, multifiduciary, and synthesis approaches a. strategic approach - multifiduciary approach - stakeholder synthesis approach - three values of the stakeholder model a. descriptive value - instrumental value - normative value- key questions in stakeholder management a. who are the organization's stakeholders?

**TOTAL:60 HOURS**

**TEXT BOOKS:**

1. Anne Lawrence (Author), James Weber (Author), James Post (2020), *Business and Society: Stakeholders, Ethics, Public Policy*, 16<sup>th</sup> edition, McGraw-Hill Education, New Delhi
2. Shailendra Kumar (Author), Alok Kumar Rai (2020), *Business Ethics, Cengage Learning India Pvt. Ltd. , New Delhi.*

**REFERENCE BOOKS:**

1. Khanka S.S.(2014), *Business Ethics and Corporate Governance (Principles and Practice)* , 1<sup>st</sup> Edition, S.Chand, New Delhi.
2. Fernando (2013), *Business Ethics: An Indian Perspective*, 2<sup>nd</sup> Edition, Pearson Education, New Delhi.
3. J.P.Sharma (2019), *Corporate Governance Business Ethics and CSR - With Case Studies and Major Corporate Scandals*, 2<sup>nd</sup> Edition, Ane Books Pvt. Ltd, New Delhi.
4. Mohapatra, Sreejesh, (2012). *Case Studies in Business Ethics and Corporate Governance*, 1<sup>st</sup> Edition, Pearson education, New Delhi.
5. Andrew Crane (2019). *Business Ethics*, Oxford University Press, New Delhi.
6. MadhumitaChatterji (2011). *Corporate Social Responsibility*, Oxford University Press, New Delhi
7. K.S. Ravichandran (2016). *Corporate Social Responsibility – Emerging Opportunities And Challenges In India*, First Edition, Lexis Nexis, New Delhi.
8. CA. Kamal Garg (2018). *Corporate Social Responsibility with Companies (Corporate Social Responsibility Policy) Rules, 2014*, Bharat law publications, New delhi.

**E-Resources**

1. <https://michellefarmericy.files.wordpress.com/2017/04/business-ethics-and-corporate-governance-by-a-c-fernando.pdf>
2. <https://www.free-EBook Source:s.net/business-textbooks/Business-Ethics>
3. <https://epdf.pub/business-ethics325d7d9ecf90c005d727f93abd3ffd6156931.html>
4. [https://nptel.ac.in/courses/110105079/BUSINESS\\_ETHICS](https://nptel.ac.in/courses/110105079/BUSINESS_ETHICS)

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	3	-	-	-	2	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2
CO4	-			-	2	-	-	3	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	2	3	-	3	-	2	3	-	-	-	2	-	2

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**24BAU602B INVESTMENT BANKING OPERATIONS**Semester – VI  
5H – 4C

Instruction Hours/week: L: 5 T: 0 P: 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To provide broad overview of investment banking, focusing on the application of finance theory
- To know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management.
- To understand the services offered by Investment Banking.
- To impart knowledge about Risk & Market Data Providers.
- To acquire knowledge about trade life cycle

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the importance and relevance of Investment Bankers in any Financial System.	Understand
CO2	Understand the entire process of raising funds from primary markets along with the concerned regulations applicable in India.	Understand
CO3	Evaluate the various risk and market data providers	Apply
CO4	Assess the stage of trade life cycle	Apply
CO5	Apply the concept of fund administration and responsibilities of fund administrator	Apply

**UNIT - I INTRODUCTION TO INVESTMENT BANKING 12 HOURS**

Investment Banking – Introduction- Investment Banking Services– Underwriting and types- Investment bank structure - Types of Investment Banks – Economic Value of Investment Banking for Firm - Role of investment banks during the last financial crisis 2008 – Role of Investment Banking in Financial Market.

**UNIT – II INVESTMENT BANKING SERVICES 12 HOURS**

Introduction - Custody Services - Transfer Agency –Safekeeping &Settlements, Reporting & Record keeping– Investible Cash - Income Process - Corporate Actions – Collateral Services - Reconciliation - Securities Valuation – Pricing - Fund Accounting– Financial Reporting

**UNIT – III RISK & MARKET DATA PROVIDER 12 HOURS**

Risk: What is Risk – Risk Management – Types of Risk – Market Risk - Credit Risk – Liquidity Risk – Regulatory Risk – Operational Risk Market Data Providers: – Meaning – Players – Reference Data – Market Data

**UNIT - IV TRADE LIFE CYCL 12 HOURS**

**Trade Life Cycle**–Introduction – Transaction Types - Stages of trade life cycle - Pre-Trade –

Trade - Post Trade – Equity Trade Life Cycle - Front office - Middle office - Back office – Parties in Trade Life Cycle.

**UNIT – V FUND ADMINISTRATION**

**12 HOURS**

Fund Administration – Role of Fund Administrator – Support Functions of Fund Administration - Responsibilities of Fund Administrator – Technology – Fees – Accounting and other reporting services – Compliance Services – Portfolio Administration – NAV, pricing and valuations – NAV – Pricing of funds – Pricing Assets – Pricing controls & failure impact.

**TOTAL: 60 HOURS**

**TEXT BOOKS:**

1. Allison Otto, *Investment Banking Guide*, Published by Vanderbilt University
2. *Invest Banking & Financial Services* – Published by Gopalan College of Engineering & Management

**REFERENCE BOOKS:**

1. Michael Simmons, *Securities Operations – A Guide to Trade & Position Management*, Published by John Wiley & Sons, LTD.
2. *Introduction to Investment Banking Career*, Readintrobooks.com
3. Pratap Giri S, *Investment Banking, Concepts, Analysis and Cases*, Mc Graw Hill India,;
4. Pradeep Subramaniam, *Investment Banking*, McGraw Hill Education
5. Custody Services - Comptroller’s Handbook Jan 2002
6. The Custody Services of Banks, 2016. Published by The Clearing House
7. Joshua Rosenbaum · Joshua Pearl, *Investment Banking: Valuation, LBOs, M&A, and IPOs*, Wiley
8. Dr.S.K.Yadav, *Investment Banking and Financial Services*,
9. *NISM – Series VII – Securities Operations & Risk Management*, National Institute of Securities Markets
10. *Minimum Capital Requirements for Market Risk*, Basel Committee on Banking Supervision
11. Kevin Petley, *CISI – Global Securities Operations* – Edition 16, April 2020 – Published by Chartered Institute For Securities & Investment, , Chartered FCSI
12. *Investment Banking, CA*. Tapan Jindal, Published by Bharat Law House Pvt. Ltd.
13. Dr.K.M.Bhattacharya, *Risk and Market Data Providers*, Himalaya Publishing House Pvt., Ltd.
14. Robert P Baker, John, *The Trade Lifecycle: Behind the Scenes of the Trading Process*, Wiley & Sons Inc
15. *Fundamentals of Fund administration* – Published by CESR

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	3	-	-	3	-	-	-	-
CO3	-	2	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-
CO4	-			-	2	-	3	-		-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-		-	-	-	-	-	-	3	-	-	-
Average	2	2	2	3	2	-	3	-	3	3	3	-	3	3	-	-	-

1 - Low, 2 - Medium, 3 - High, ‘-’ - No Correlation

**PREREQUISITE:**

- Taxation – I

**COURSE OBJECTIVES (CO):**

- To understand the concept of indirect taxes emphasizing GST and customs law.
- To comprehend on the assessment of the GST.
- To familiar with the laws pertaining to GST and Customs duty
- To communicate orally and in written form the GST and customs law and its computation
- To aware with the laws pertaining to the GST, Customs law and apply it lifelong.

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcome	Blooms Level
CO1	Understand the Concept of indirect taxes emphasizing GST and customs law.	Understand
CO 2	Classify the assessment of the GST	Understand
CO 3	Describe the laws pertaining to GST, Customs law	Understand
CO 4	Execute orally and in written form the GST and customs law and its computations	Apply
CO 5	Understand with the laws pertaining to the Goods and Service tax	Understand

**UNIT I OVERVIEW OF GST****12 HOURS**

Overview of GST – GST international Scenario – GST in India – History of GST – GST Council – Framework of GST – Registration of GST – Introduction to CGST Act, 2017 – Important Definitions – Levy of GST – Liability under GST.

**UNIT II SUPPLY****12 HOURS**

Supply – Characteristics of supply – Schedule I under CGST – Schedule II under CGST – Activities which are not supply – Composite and Mixed Supply – Composition levy – Meaning – Condition & Restriction – Time of Supply of Services – Time of supply in case of change in rate of tax – Value of supply.

**UNIT III ITC AND REGISTRATION****12 HOURS**

Input Tax Credit – Meaning – Input Tax Credit Restrictions – Job work – Accounts and Records – Tax Invoice, Credit and Debit Notes – Registration – Persons liable to register – Persons not liable to register – Returns – Payment – Utilization of ITC – Refunds.

**UNIT IV IGST****12 HOURS**

Introduction to IGST Act, 2017 – Important definitions – Nature of Supply – Inter State Supply – Intra State Supply – Suppliers in Territorial waters – Place of Supply of goods – Place of Supply of Services – Union Territory Goods and Services Act, 2017 – Introduction to GST (Compensation to States) Act, 2017.

**UNIT V CUSTOMS ACT, 1962****12 HOURS**

Customs duty – Prohibition and exportation of goods detection of illegally imported and exported goods and their prevention – Levy and exemption from custom duty – Valuation of goods under Customs Act – Clearance of imported goods and exports goods – Draw back – Conditions and procedure of availing of draw back – Powers on Customs Officers – Search and seizure – Confiscation of goods – offences and penalties appeals – E-way bill.

**Note:** Distribution of marks - 60% theory and 40% problems

**TOTAL: 60 HOURS****TEXT BOOKS:**

1. V S Datey, (2020). *Indirect taxes Law and Practice* 42<sup>nd</sup> Edition, Taxmann Publication, New Delhi.
2. Dr. H.C. Mehrotra, Prof. V.P. Agarwal (2017). *Indirect Taxes*, 18th Revised Edition, Sahitya Bhawan Publications, New Delhi.

**REFERENCE BOOKS:**

1. Dr Girish Ahuja, Dr Ravi Gupta (2018), *Practical Approach to Direct and Indirect Taxes: Containing Income Tax and GST*, 37th edition, Wolters Kluwer India Private Limited, New Delhi.
2. Pawan Dhiman (2018), *Direct and Indirect Tax Manual*, 1st Edition, KSK Publisher and Distributors, New Delhi.
3. The Institute of Cost Accountants of India (2018), *Indirect Taxation*, Directorate of Studies/ <https://icmai.in/TaxationPortal/GST/index.php>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
CO2	-	-	-	2	-	-	-	-	-	-	3	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	2	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
Average	2	2	-	2	2	-	-	-	-	-	3	3	-	1	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

Instruction Hours/week L:5 T:0 P:0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To comprehend the theories and practices of ecotourism.
- To be familiar with the model of ecotourism projects; and significance of ecotourism.
- To understand the role of the regulatory bodies and society to preserve ecotourism.
- To gain knowledge in sustainable ecotourism and resource management, including understanding the role of the International Ecotourism Society.

**COURSE OUTCOMES (COs):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Comprehend the theories and practices of ecotourism.	Apply
CO2	Familiar with the model of ecotourism projects; and significance of ecotourism.	Apply
CO3	Identify issues and challenges of conservation of ecotourism.	Understand
CO4	Understand the role of the regulatory bodies and society to preserve ecotourism.	Apply
CO5	Acquire knowledge in Ecotourism Development Agencies.	Apply

**UNIT I FUNDAMENTALS OF ECOLOGY****12 HOURS**

Basic Laws & ideas in Ecology- Function and Management of Ecosystem- Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology.

**UNIT II ECOTOURISM****12 HOURS**

Evolution, Principles, Trends and Functions of Ecotourism - Mass Tourism Vs Ecotourism - Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism - Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007.

**UNIT III ECOTOURISM DEVELOPMENT****12 HOURS**

Sustainable Ecotourism - Resource Management - Socioeconomic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible ecotourism Ecotourism Programming.



**UNIT IV CONSERVATION OF ECOTOURISM****12 HOURS**

Protected Area Management through Ecotourism - Stakeholder Engagement - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco Project, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.

**UNIT V ECOTOURISM DEVELOPMENT AGENCIES****12 HOURS**

Role of the International Ecotourism Society - the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, equations.

**TOTAL: 60 HOURS****TEXT BOOKS:**

1. Fennel, D. A, (2104). *Ecotourism –An Introduction*, 3<sup>rd</sup> edition, Routledge Publication.
2. Ralf Buckley, (2008). *Environment Impacts of Ecotourism*, CABI.
3. Weaver, D.,(2001). *The Encyclopedia of Ecotourism*, CABI Publication.
4. Aluri Jacob Solomon Raju, (2007). *A Textbook of Ecotourism Eco restoration and Sustainable Development*, 1<sup>st</sup> edition, New Central Book Agency.

**REFERENCE BOOKS:**

1. B. S. Badan H. Bhatt, ( 2 0 0 6 ) . *Ecotourism*, Common wealth Publishers.
2. Ramesh Chawla, (2006). *Ecotourism and Development*, Sumit Enterprises.
3. Martha Honey, (2008). *Ecotourism and Sustainable Development: Who Owns Paradise?*, 2<sup>nd</sup> Edition, Island Press.

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	1	-	-	-	-	-	2	-	2	-
CO2	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO3	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	2
CO4	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
CO5	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	-	2	-	-	-	2	1	2	-	-	-	-	2	-	2	2

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



24BAU603A

COMPENSATION MANAGEMENT

Semester - VI  
5H - 4C

Instruction Hours/week L:5 T:0 P:0 Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the fundamentals of wages, salary, incentives, compensation and pay scale systems and apply lifelong.
- To comprehend on the ethical laws related to compensation management.
- To critically evaluate, select the suitable methods and design the pay structure.
- To familiar with wages, salary, incentives, compensation and pay scale systems
- To understand the concept of equity and compensation-components of compensation

**COURSE OUTCOMES (COs):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the fundamentals of Wages, Salary, incentives, Compensation and pay scale systems and apply lifelong.	Understand
CO2	To comprehend on the ethical laws related to Compensation management.	Create
CO3	Critically evaluate, select the suitable methods and Design the Pay structure.	Evaluate
CO4	Demonstrate capabilities of problem-solving, Critical thinking, team work and communication skills	Understand
CO5	Understand the Compensation plans provided by public sectors & Private Sector.	Understand

**UNIT I COMPENSATION****12 HOURS**

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals Role of various parties – Employees, Employers, Unions and Government and Legislations for compensation, Macroeconomics of Labor market, Wage Boards and Pay Commissions Economic theories of wages, Boothalingam and Sachar Committee–Managerial Remuneration in the Future.

**UNIT II COMPENSATION DESIGNING****12 HOURS**

Job Evaluation, Basic systems Time wage, Piece wage, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures, planning a Job Analysis Program, Measuring Cost-to-Company (CTC).

**UNIT III PERFORMANCE PAY****12 HOURS**

Pay for Performance, Merit pay and Performance Appraisal, Performance based rewards, Performance Criteria Choices, Competency Mapping and Developing Performance Matrix, Performance Based Compensation Schemes. Converting Remuneration Survey results into a Salary Proposal. Fundamentals– Managerial Remuneration: Situation in India.

**UNIT IV INCENTIVE PLANS****12 HOURS**

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, non – Financial and Financial incentives, Introduction to ESOPs, Flexible benefits and Benefit Surveys

**UNIT V RECENT TRENDS****12 HOURS**

Taxation of Benefits, Current Trends in Compensation Management, Quantitative Tools and Innovation in Compensation Management. Equity Compensation Plans – objective of equity compensation, types of Stock Plans, valuing stock grants, SEBI Guidelines, taxability of stock options, Flexi Payment System- various types of Allowances

**TOTAL: 60 HOURS****TEXT BOOK:**

1. Dipak Kumar Bhattacharyya (2014). *Compensation Management*, 2<sup>nd</sup> Edition, Oxford University Press, New Delhi.

**REFERENCE BOOKS**

2. George Milkovich, Jerry Newman, CSVenkataratnam (2017). *Compensation*, 9<sup>th</sup> Edition, McGraw Hill Education, New Delhi.
3. J. Martocchio Joseph( 2018). *Strategic Compensation, A Human Resource Management Approach*, 9<sup>th</sup> edition, Pearson Education, New Delhi.
4. B.D. Singh(2017). *Compensation and Reward Management*, 3<sup>rd</sup> edition, Excel Books, New Delhi.
5. Dr. Kanchan Bhatia(2015). *Compensation Management*, 1<sup>st</sup> Edition, Himalaya Publishing House, New Delhi.
6. Dewakar Goel, *Performance Appraisal and Compensation Management*, PHI Learning, New Delhi.
7. Michael Armstrong & Helen Murlis, *Handbook of Reward Management*, Crust Publishing House.

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
Average	2	2	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU603B

MANAGING STARTUPS

Semester - VI  
5H - 4C

**Instruction Hours/week** L:5 T:0 P:0      **Marks: Internal: 40 External: 60 Total: 100**  
**End Semester Exam: 3 Hours**

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To Inculcate among student's entrepreneurial competencies including self-confidence, goal setting, planning, resource mobilization, and planned risk-taking.
- To Provide intensive personal counseling to develop a competent entrepreneur and a successful family business leader of tomorrow.
- To Increase the problem-solving, conceptual, and decision-making skills of practicing managers.
- To Provide a learning environment for men and women to pursue careers in different fields of management or become academicians and researchers.
- To Promote the development of leadership skills among students by stimulating them to organize and manage various programs such as inter-institute competitions and seminars.

**COURSE OUTCOMES (COs):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Summarize the evolution and recent trends of entrepreneurship, and identify factors affecting entrepreneurial growth.	Understand
CO2	Demonstrate creativity and innovation in business ideation and team formation.	Apply
CO3	Analyze the concept and features of venture capital financing, digital marketing, and strategic decision-making.	Analyze
CO4	Develop and pitch viable business plans, including financial and human resource planning.	Create
CO5	Understand intellectual property protection and the legal acts governing business in India.	Understand

**UNIT I: THE EVOLUTION OF ENTREPRENEURSHIP AND STARTUPS****12 HOURS**

The evolution of the concept of entrepreneurship and Start-ups. Recent Trends in Entrepreneurship, Factors affecting Entrepreneurial Growth. Opportunity Recognition, Types of start-ups, New and Emerging Start-up areas, Start-ups in Indian Scenario. Green Start-ups.

**UNIT II: IDEATION AND CREATIVITY** **12 HOURS**

Ideation, Stimulating Creativity; Organizational actions that enhance/hinder creativity, Managerial responsibilities; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity, Team Formation.

**UNIT III: VENTURE INTRODUCTION AND MARKETING** **12 HOURS**

Venture Introduction, Venture Capital Financing Concept and Features, Need– Relevance and Development of Venture Capital Funds. Digital Marketing; Research for Marketing Decisions; Brand Management; Entrepreneurship in Action; Personal Values, Goals, and Career Options; Strategic Thinking and Decision Making.

**UNIT IV: THE VENTURE CAPITAL PITCH AND BUSINESS PLANNING** **12 HOURS**

The Venture Capital pitch - Strategies, delivery, How to Pitch your ideas, Pitching Platforms, Linguistic skills, Minimum Viable Plan: Concept and design. MVP Planning, Financial & Human Resources, The Business Model and Business Model Innovation, design techniques, Uses and advantages, Business Plan Preparations: Feasibility study and writing a business plan. Contents of a business plan.

**UNIT V: INTELLECTUAL PROPERTY AND LEGAL ASPECTS** **12 HOURS**

Intellectual Property Protection- Patents, Trademarks, and Copyrights – Importance for start-ups, Legal acts governing business in India; International entrepreneurship- opportunities and challenges. Role of Accelerators and Incubators in nurturing and guiding Start-ups.

**TOTAL: 60 HOURS**

**TEXTBOOKS:**

1. Machiraju, H. R. (2008). *Introduction to Project Finance*. Vikas Publishing House.
2. Chandra, P. (2009). *Project Preparation, Appraisal, Budgeting, and Implementation*. Tata McGraw-Hill.
3. Barringer, B. R., & Ireland, R. D. (2012). *Entrepreneurship: Successfully Launching New Ventures*. Pearson Education, India.
4. Drucker, P. F. (2007). *Innovation and Entrepreneurship: Practice and Principles*. Elsevier.
5. Khandwalla, P. N. (2003). *Corporate Creativity*. Tata McGraw-Hill.

**REFERENCE BOOKS:**

1. Longenecker, J. G., Petty, J. W., Palich, L. E., & Hoy, F. (2011). *Small Business Management: Launching and Growing Entrepreneurial Ventures*, 17th edition, Cengage Learning.
2. Charantimath, P. M. (2005). *Entrepreneurship Development and Small Business Enterprises*. Pearson Education.
3. McGrath, R. G., & MacMillan, I. C. (2000). *The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty*. Harvard Business Review Press.

4. Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business.
5. Kawasaki, G. (2004). *The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*. Portfolio.

**E-Resources:**

1. [https://onlinecourses.nptel.ac.in/noc20\\_ge08/preview](https://onlinecourses.nptel.ac.in/noc20_ge08/preview)
2. [https://onlinecourses.nptel.ac.in/noc20\\_mg35/preview](https://onlinecourses.nptel.ac.in/noc20_mg35/preview)
3. <https://nptel.ac.in/courses/110107074/>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
CO2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2
CO3	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2
CO5	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2
Average	2	2	2	2	2	-	-	-	-	-	-	-	-	-	-	-	2

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

Instruction Hours/week L:5 T:0 P:0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To Understand the concept of Data Warehouse and its significance.
- To Apply the knowledge of hardware and operational design of data warehouses
- To Obtain the knowledge of planning the requirements for data warehousing.
- To Analyze the types of the data mining techniques and its application
- To Comprehend on the concept of knowledge discovery process and its application

**COURSE OUTCOMES (COs):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the basic principles, concepts and applications of data warehousing and data mining,	Understand
CO2	Comprehend the importance of Processing raw data to make it suitable for various data mining algorithms.	Understand
CO3	Visualize the techniques of clustering, classification, association finding, feature selection and its importance in analysing the real-world data.	Knowledge
CO4	Understand the Conceptual, Logical, and Physical design of Data Warehouses OLAP applications and OLAP deployment	Understand
CO5	Examining behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, analysing, planning and team work.	Apply

**UNIT I DATA WAREHOUSING****12 HOURS**

Meaning and Significance – Differences between operational database systems and data Warehouse Data Warehouse Architecture: System Process – Process architecture– Design – Database scheme – Partitioning strategy – Aggregations – Data mart – Meta data – Systems and data Warehouse process managers

Data Modeling- Dimension Table characteristics; Fact-Less-Facts, Dimension Table characteristics; OLAP cube, OLAP Operations, OLAP Server Architecture-ROLAP, MOLAP and HOLAP.

**UNIT II HARDWARE AND OPERATIONAL DESIGN OF DATA WAREHOUSES AND CLASSIFICATION****12 HOURS**

Hardware and Operational design of data warehouses – Hardware architecture – Physical layout – Security – Backup and Recovery – Service level agreement – Operating the data warehouse.

Classification: Problem definition, General Approaches to solving a classification problem, Evaluation of Classifiers, Classification techniques

**UNIT III DATA WAREHOUSE PLANNING AND ASSOCIATION RULES** **12 HOURS**

Tuning and Testing – Capacity planning – Testing the data warehouses – Data warehouse features. Association Rules: Problem Definition, Frequent Item Set Generation, The APRIORI Principle, Support and Confidence Measures, Association Rule Generation, APRIORI Algorithm.

**UNIT IV DATA MINING** **12 HOURS**

Introduction – Information and production factor – Data mining Vs Query tools – Data mining in marketing – Self learning computer systems – concept learning- Data Mining Tasks, Data Preprocessing- Data Cleaning, Missing Data, Dimensionality Reduction, Feature Subset Selection, Discretization and Binaryzation, Data Transformation; Measures of similarity and dissimilarity-Basics.

**UNIT V KNOWLEDGE DISCOVERY PROCESS AND CLUSTERING** **12 HOURS**

Data selection – Cleaning – Enrichment – Coding – Preliminary analysis of the data set using traditional query tools – Visualization techniques – OLAP tools – Decision trees – Association rules – Neural networks –Genetic Algorithms KDD (Knowledge discover in Database) environment. **TOTAL: 60 HOURS**

**TEXT BOOKS:**

- Alex Berson, Stephen Smith (2017), *Data Warehousing, Data Mining, & OLAP*, McGraw Hill Education, New Delhi
- Daniel T. Larose, Chantal D. Larose (2016), *Data Mining and Predictive Analytics*, 2<sup>nd</sup> edition, Wiley, New Delhi.

**REFERENCE BOOKS:**

- Daniel T. Larose, Chantal D. Larose (2015), *Discovering Knowledge in Data: An Introduction to Data Mining*, 2<sup>nd</sup> edition, Wiley, New Delhi.
- Mehmed Kantardzic (2017), *Data Mining: Concepts, Models, Methods and Algorithms*, 2<sup>nd</sup> edition, Wiley, New Delhi.
- Gordon S. Linoff , Michael J.A. Berry (2012), *Data Mining Techniques: For Marketing, Sales and Customer Relationship Management*, 3<sup>rd</sup> edition, Wiley, New Delhi.

**E- RESOURCE:**

- <https://nptel.ac.in/courses/110105095/>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3		-	-	-	-	2	-	-	2	-	-	-	-	-	2	-
CO2	-	2	-	-	-	2	-	-	-	-	-	2	-	2	-	-	-
CO3	2	-	-	-	-		-	2	-	-	3	-	-	-	-	-	2
CO4	-	-	2	-	3		-	-	-	-	2	-	-	-	-	2	
CO5	-	2	-	-		2	-	-	-	2	-	-	-	-	-	-	2
Average	2.5	2	2	-	3	2	2	2	-	2	2.5	2	-	2	-	2	2

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU603D

**MANAGEMENT INFORMATION  
SYSTEM**Semester – VI  
5H – 4C

Instruction Hours / week: L: 5 T: 0 P :0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To know the role of information technology and decision support systems in business
- To understand the fundamental principles of computer-based information systems
- To enlighten the various knowledge representation methods and different expert system structures
- To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business
- To provide the theoretical models used in database management systems to answer business questions.

**COURSE OUTCOMES (COS):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Relate the basic concepts and technologies used in the field of management information systems;	Understand
CO2	Compare the processes of developing and implementing information systems.	Understand
CO3	Outline the role of the ethical, social, and security issues of information systems.	Understand
CO4	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.	Evaluate
CO5	Understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.	Understand

**UNIT I INTRODUCTION TO MIS****12 HOURS**

The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS - Strategic Information System, Ethical and Social Issues in Information Systems/ Securing IS

**UNIT II INFORMATION SYSTEM****12 HOURS**

Nature of IT decision - Strategic decision - Configuration design and evaluation Information technology implementation plan. Transaction Processing System (TPS) - Office Automation



System (OAS) -Management Information System (MIS) –Decision Support System (DSS)and Group Decision Support System (GDSS) - Expert System (ES) - Executive Support System (EIS or ESS).

**UNIT III TELECOMMUNICATION AND NETWORKS** **12 HOURS**

Computer System – Introduction – Generation of Computers - Classification of Computers - Input and output devices - Software – System s/w and Applications/w - O/S – Functions and Features. Communication, Media, Modems & Channels - LAN, MAN & WAN - Network Topologies, Internet, Intranet and Extranet. Wireless technologies like Wi-Fi, Bluetooth and Wi-Max.

**UNIT IV DATA PROCESSING** **12 HOURS**

Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem. Managerial Decision Making, characteristics and components of Decision Support System.

**UNIT V SECURITY AND ETHICAL CHALLENGES** **12 HOURS**

Security and ethical challenges: Ethical responsibilities of Business Professionals – Business, technology. Computer crime – Hacking, cyber theft, unauthorized use at work. Piracy – software and intellectual property. Privacy – Issues and the Internet Privacy. Challenges – working condition, individuals. Health and Social Issues, Ergonomics and cyber terrorism. MIS reports.

**TOTAL: 36 HOURS**

**TEXT BOOK:**

1. Jawadekar, W.S., (2009). “*Management Information Systems*”, Tata McGraw Hill Private Limited, New Delhi,

**REFERENCE BOOKS:**

1. Kenneth C. Laudon and Jane P. Laudon: *Management Information Systems*, 9/e, Pearson Education, New Delhi.
2. Alex Leon and Mathew Leon: *Data Base Management Systems*, Vikas Publishing House, New Delhi.
3. Goyal, D.P. (2008). *Management Information System*, Macmillan India Limited, New Delhi,
4. Mahadeo Jaiswal, Monika Mital, (2008). *Management Information System*, Oxford University Press, New Delhi.
5. Murthy C.S.V. (2008). *Management Information System*, Himalaya Publications, New Delhi.
6. Panneerselvam R. (2009). *Database Management System*, PHI Private Limited, New Delhi.
7. Philip J, Pratt, Joseph J. Adamski: (2009). *Database Management System*, Cengage Learning, New Delhi, 2009.
8. Richard T. Watson, (2008). “*Data Management* “, WILEY INDIA Limited, New Delhi,
9. Rob and Cornell: “*Data Base Management Systems*” Cengage Learning, New Delh

### CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-		2	-	-	-	-	-	-	-	-	-	-
CO2	-	3	-	-	-	-	-	-	-	2	-	-	-	-	-	3	-
CO3	-	-	-	-	-	-		2	-	-	-	-	-	-	-	-	-
CO4	-	-	-	3	-	-	-	-	-	-	2	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	3	2	-	-	-	-	-	-	-	-
Average	-	3	-	3	-	-	2	2.5	2	2	2	-	-	-	-	3	3

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the consumer behaviour concepts, dimensions used in consumer behavior research.
- To recognize the internal influencing factors that affect the consumer behaviour. Identify the external influencing factors that affect the consumer behaviour.
- To adapt the consumer decision-making process.
- To apply an insight into the marketing research are emphasizing the consumer's needs and solutions to it in a scientific approach.

**COURSE OUTCOMES (COs):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the importance of Culture, Subculture, Social Class, Reference Groups and Family Influences in Consumer Behavior.	Understand
CO2	Explore, analyze and compare the core theories of consumer behavior and its application in both Consumer and organizational markets	Analyze
CO3	Appraise models of Consumer Behavior and Determine the irrelevance to particular marketing situations.	Understand
CO4	Critique the critical perspectives associated with consumer decision making, including Recognizing cognitive biases and heuristics	Evaluate
CO5	Demonstrate capabilities of teamwork, critical Thinking, and communication skills related to investment decisions	Apply

**UNIT I-CONSUMERBEHAVIOUR AND CONSUMER RESEARCH****6 HOURS**

Introduction Consumer Behavior, Dimensions of Consumer Behavior, Consumer Research, Consumer Behavior and Marketing Strategy.

**UNIT II- MOTIVATION AND CONSUMER LEARNING** **10 HOURS**

Motivation and Involvement: Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Defense Mechanisms, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research. Consumer Perception: Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organization, Factors that Distort Individual Perception, Price Perceptions, Perceived Product and Service Quality, Consumer Risk Perceptions.

**UNIT III CONSUMER PERSONALITY, CONSUMER ATTITUDES** **10 HOURS**

Personality, Self-Image, and Life Style: Consumer Personality: Introduction, Self- concept, personality Theories, Brand Personality, emotions  
Consumer Attitude Formation and Change: Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behavior, Learning Attitudes, Changing Attitudes, Attitude Change Strategies

**UNIT IV EXTERNAL INFLUENCES ON CONSUMER BEHAVIOUR** **12 HOURS**

Cultural Influences on Consumer Behavior: Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications  
Subcultures and Consumer Behavior : Social Class and Group Influences on Consumer Behavior: Introduction, nature of Social Class, Social Class Categories, Money and Other Status Symbols, Source of Group Influences, Family Life Cycle Stages, Consumer Socialization of Children, word-of- Mouth Communications within Groups, opinion Leadership.

**UNIT V CONSUMER DECISION MAKING** **10 HOURS**

Situational Influence on Consumer's Decision and the Decision Models: Introduction, Nature of Situational Influence, Situational Variables, Types of Consumer Decisions, Consumer Decision making Process– Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Outlet Selection, Purchase and Post Purchase Behavior, Introduction, Outlet Selection and Purchase, Post Purchase Behavior- Organizational Buying Behavior.

**TOTAL: 48 HOURS**

**TEXT BOOKS:**

1. Schiffman L G, Kanuk LL, Ramesh Kumar S, (2015). *Consumer Behavior*, 11<sup>th</sup> Edition, Pearson Education, New Delhi.
2. Hawkins, Mother Baugh, Mookerjee (2017). *Consumer Behavior –Building Marketing Strategy*, 12<sup>th</sup> Edition, McGraw Hill education, New Delhi.
3. David Loudon, Albert Della Bitta (2017). *Consumer Behavior: Concepts and Applications*. 4<sup>th</sup> Edition McGraw Hill Education, New Delhi.

**REFERENCE BOOKS:**

1. Michael R.Solomon, (2015). *Consumer Behaviour-Buying Having and Being*, 11<sup>th</sup> Edition, Pearson Education, New Delhi
2. Roger D.Blackwell, Paul W.Miniard, James F.Engel (2017). *Consumer Behavior*, 10th Edition, Cengage India Private Limited; New Delhi.

**E-RESOURCES:**

1. <https://nptel.ac.in/courses/110/105/110105074/>
2. <https://nptel.ac.in/courses/110/105/110105054/>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	2	-
CO2	-	-	-	-	-	-	-	-	2	-	-	-	3	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO5	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
Average	3	-	-	-	3	2	-	-	2	-	-	-	3	-	2	2	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

- Research Methodology

**COURSE OBJECTIVES (CO):**

- To identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection.
- To understand the application of Research process in the area of accounting/Finance/Marketing/HR/International business etc.
- To analyse the data and critically evaluate the result and formulate the suggestion for the problem identified.
- To apply the theoretical and practical learning of doing research into lifelong practice.
- To communicate in oral and written form and prepare report

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcome	Blooms Level
CO1	Identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection	Understand
CO 2	Understand the application of Research process in the area of accounting/Finance/Marketing/HR/International business etc.	Understand
CO 3	Analyse the data and critically evaluate the result and formulate the suggestion for the problem identified.	Analyze
CO 4	Apply the theoretical and practical learning of doing research into lifelong practice.	Apply
CO 5	Communicate in oral and written form and prepare report	Understand

The students should select a problem in Accounting, Finance, Marketing, Human Resource Management, international business or any other areas.

Report should contain

Introduction

- i. Introduction about the industry
- ii. Introduction about the Company
- iii. Review of literature – Minimum 10 papers from referred journal
- iv. Need for the Study, Objectives

2. Research Methodology

- i. Research Design
- ii. Sampling Design
- iii. Sources of Data Collection

- iv. Tools used for analysis
  - v. Limitation
3. Data analysis and interpretation
  4. Findings and Suggestions
  5. Conclusion, Bibliography (APA format)

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO2	-	3	-	-	3			-	-	2	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	3
CO4	-	-	3	-	-	-	-	-	-	-	2	-	-	-	2	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
<b>Average</b>	-	<b>3</b>	<b>3</b>	-	<b>3</b>	-	-	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	-	-	-	<b>2.5</b>	-	<b>3</b>

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

## NATIONAL SERVICE SCHEME

0H-2C

Instruction Hours/week: L:0 T:0 P:0

Marks: Internal:100 External: - Total:100

**I YEAR**

Orientation – NSS origin – motto – symbol – NSS administration at different levels – programme planning – Rural Projects – Urban projects – Government schemes – Career guidance – Self help groups – Environment protection – Use of natural energy – Conventional energy resources – Soil and Water conservation – Community health programmes – Women and child welfare – Education for all.

**II YEAR**

Popularization of agro techniques – Self-employment opportunities – Animal health, Dairy and Poultry farming – Road safety – Training on First aid and emergency cell. Popularization of small savings – communal harmony and National integration – Care of Senior citizens – Personality development – meditation, Yoga Art of living – Activities on the preservation of National monuments, cultural heritage and folklore – special camp activities

**PRACTICAL SCHEDULE****Semester-I**

1. Orientation of NSS volunteers and programme coordinator and Programme officers.
2. Origin of NSS in India and its development
3. NSS motto, symbol and NSS awards
4. Organizational set up of NSS at Central, State University and college levels.
5. Programme planning – Theme of the year – planning implementation at PC, PO and NSS volunteer level.
6. Visit to selected village - gathering basic data on socio economic status.
7. Participatory rural appraisal – studying the needs of the target group.
8. Visit of urban slum and gathering data on socio economic status.
9. Self involvement and methods of creating rapport with the target group.
10. Awareness campaign on welfare schemes of the central and state government.
11. Formation career guidance group with NSS volunteers and students welfare unit
12. Cycle rally on environmental protection.
13. Campus development activities – clean environment campaign, formation of plastic free zones.
14. Campus development,
15. Tree planting maintenance and greening
16. Campus cleaning.
17. FINAL EXAMINATION.

**Semester - II**

1. Motivation of rural and urban youth for formation of SHG (Self Help Groups) in collaboration with Government machineries and NGOs.
2. Campaign on ill effects of plastics in the adjoining campus areas – Villages / urban areas.
3. Campaign on *Parthenium* eradication.
4. Cycle rally on air pollution – Vehicle exhaust and other means.
5. Popularization of biogas and smokeless chulah.
6. Demonstration on the use of wind energy and solar energy.
7. Demonstration of water harvesting techniques.



8. Demonstration on soil conservation techniques wherever possible.
9. Campaign on Community health programmes of central and state Government – involving Health department officials.
10. AIDS awareness campaign ; campaign on diabetes and healthy food habits and drug abuse
11. Planning formation of blood donors club – involving NGOs.
12. Campaign on gender equality and women empowerment.
13. Campaign on child health care – immunization, food habits and child labour abolition.

### **III Semester**

1. Conducting field days with KVK to popularize improved agro techniques.
2. Conducting seminar / workshop in a nearby village to motivate the youth on agribusiness (involving DEE, KVK, NGO and local agribusiness).
3. 3–5 Campaign on self employment opportunities like Apiculture, mushroom cultivation, Food processing and value addition, production of biocontrol agents and biofertilizers, nursery techniques, seed production, tissue culture, vermicompost, manufacture of small gadgets and agricultural implements as per local needs and feasibility.
4. Animal health care campaign – Dairy and poultry farming - Forage production techniques and silage making.
5. Training the NSS volunteers on road safety measures in involving traffic wardens and RTO.
6. Training NSS volunteers on First AID and emergency call involving NGOs and organizations like St. John's Ambulance, Red Cross, etc.,
7. Organizing Road safety rally.
8. Motivating NSS Volunteers on small savings concept and conveying the message to the public through them.
9. Observation of National integration and communal harmony. 14 – 16 : Campus development and greening activities
10. Examination.

### **Semester-IV**

11. 1 – 3 : Visit to orphanages and old age homes to look after their needs.  
3. Personality development programmes – Building up self confidence in youth.
12. 5 – 7 : Teaching NSS volunteers on mediation Yoga and art of healthy living with trained teachers
13. 8 – 9 : Visit of nearby National Monument / Places of tourist importance and campaign on cleanliness and preservation.
14. 10–11 : Exploration of hidden talents of village youth and public on folklore, traditional art, sports, martial arts and cultural heritage.
15. 12–13. Campus improvement activities
16. 14–16 : Visit to special camp village and pre camp planning.

#### **Examination**

Besides the above NSS volunteers will attend work during important occasions like Convocation, Farmers day, Sports meet and other University / College functions. NSS Volunteers will attend one special camp in the selected village for a duration of 10 days and undertake various activities based on the need of that village people.

- a. For all out door regular activities villages / slums nearby the campus may be selected to avoid transport cost (Cyclable distance)
- b. Special camp activity may be carried out in a village situated within a radius of 15 – 20 KM.

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the role of banking and its role in development of economy
- To analyze the legal framework of banking system
- To familiarize with the banking sector reforms in India
- To guide the importance of e-services
- To assess the risk factor in banking

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the Banking Regulation Act 1949	Understand
CO2	Analyze the legal framework of banking system, banker and customer	Evaluate
CO3	Familiarize with the negotiable instruments	Understand
CO4	Enlighten with the concept of loans and advances	Create
CO5	Access and manage the banking sector reforms	Analyze

**UNIT I BANKING REGULATION ACT 1949****15 HOURS**

Introduction to banking – Types of Banks – Functions of Banks - Banking Regulations Act, 1949 – Reserve Bank of India (RBI): Evolution – Organisational structure of RBI – Functions of RBI – Credit Creations of RBI – Credit Control Measures – Monetary Policy and its objectives - Relationship between RBI and Commercial Banks.

**UNIT II BANKER AND CUSTOMER****15 HOURS**

Definition of banker and customer – Relationship between Banker and customer – Legal framework – termination of relationship – Garnishee Order – Bankers Right of Lien– General procedure for opening a savings, current and fixed deposit Account – Special types of customers.

**UNIT III NEGOTIABLE INSTRUMENT ACT 1881****14 HOURS**

Negotiable Instruments: Meaning & Definition – Characteristics – Negotiable Instrument Act 1881- Cheque and its kinds – Crossing, Endorsement, Material Alteration – Collection and payment of Cheque – Refusal or bouncing of cheque. Bills of Exchange: Definition, characteristics and Parties involved – Difference between Bill and Cheque

**UNIT IV LOANS AND ADVANCES 14 HOURS** Loans and Advances – Principles of Sound Lending - Non-Performing Assets (NPA) – Definition and Meaning – Types of NPAs - Causes – Remedies – Basel Banking Norms – Basel I, Basel II and Basel III.

**UNIT V BANKING SECTOR REFORMS**

**14 HOURS**

Banking Sector Reforms in India: Recommendations of Narasimham Committee (Phase-I) - Banking Services: ATM, Credit Card, Debit Card, Rupay Card – E-Services – Online/Internet Banking – Mobile Banking – EFT (Electronic Fund Transfer) –Real Time Gross Settlement (RTGS) System, Negotiated Dealing System (NDS), Centralized Funds Management System (CFMS), National Financial Switch (NFS), and Inter Bank Funds Transfer Processor (IFTP) – Immediate Payment Service (IMPS) – Block Chain Technology And Recent Trends In Banking - Holder and Holder in Due Course Holder

**TOTAL: 72 HOURS**

**TEXT BOOKS:**

1. E. Gordon & K. Natrajan, (2015), *Banking Theory, Law & Practice*, Himalaya Publishing House, Mumbai, 24th revised edition.
2. G.S. Popli and Anuradha Jain, (2016), *Principles and Systems of Banking*, PHI Learning Private Limited, New Delhi.

**REFERENCE BOOKS:**

1. K.P.M. Sundaram and P.N. Varshney, (2014), *Banking Law and Practice*, Sultan Chand & Sons Publishing House, New Delhi.
2. Indian Institute of Banking and Finance, (2016), *Principles & Practice of Banking*, Macmillan Publishers India Private Ltd., Chennai.
3. K.C. Shekar, Lekshmy Shekar, (2015), *Banking theory and Practice*, Vikas Publishing House Pvt.Ltd., 20<sup>th</sup> Edition.

**E-Resources**

1. <https://www.cakart.in/blog/elective-1-banking-law-and-practice-free-pdf-ebook/https://fbf.eui.eu/ebooks/>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	-	3	-	-	-	-	-
CO4	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	2	-	-	-	3	-	-	-	-	-	-
Average	2	2	2	-	2	-	2	3	-	2	3	3	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

---

**DECISION MAKING USING**  
**24BAU702 STATISTICAL SOFTWARE PACKAGE**

**Semester – VII**  
**8H – 6C**

---

**Instruction Hours/week: L: 6 T: 2 P : 0**

**Marks: Internal: 40 External: 60 Total: 100**

**PREREQUISITE:**

- Business Statistics
- Research Methodology

**COURSE OBJECTIVES (CO):**

- To understand the importance and features of SPSS
- To understand the descriptive analytical tools available in SPSS and its appropriate application and interpretation.
- To know the univariate tools available in SPSS
- To familiarize with the multivariate analysis
- To understand the multivariate analysis tools available in SPSS.

**COURSE OUTCOMES (COS):**

**Learners should be able to**

<b>COs</b>	<b>Course Outcomes</b>	<b>Blooms Level</b>
CO1	Understand the importance and features of SPSS	Understand
CO2	Familiarize with the descriptive analytical tools available in SPSS and its appropriate	Understand
CO3	Understand the univariate tools available in SPSS	Understand
CO4	Analyse the application of analysis of variance	Analyze
CO5	Apply the multivariate analysis in solving research problems	Apply

**UNIT I OVERVIEW AND DATA ENTRY**

**20 HOURS**

Statistical Software package – Meaning – Scope- Limitation- Data view- Variable view- Data entry procedures Data editing- Missing

**UNIT II DESCRIPTIVE STATISTICS**

**19 HOURS**

Descriptive statistics – Frequencies Distribution – Diagram –Graphs, Mean, Median, Mode, Skewness – Kurtosis – Standard Deviation.

**UNIT III NON PARAMETRIC AND PARAMETRIC TEST**

**19 HOURS**

Cross tabulation, Chi square  
t test, independent sample t test, paired t test.

**UNIT IV ANALYSIS OF VARIANCE, BIVARIATE ANALYSIS**

**19 HOURS**

ANOVA – One way, Correlation– Regression – Scree plots.

**UNIT V MULTIVARIATE ANALYSIS**

**19 HOURS**

Multiple Regression - Factor Analysis – Cluster Analysis – Principle Component Analysis - Correspondents Analysis – Variance Analysis – Discriminant Analysis

**TOTAL: 96 HOURS**

**TEXT BOOKS:**

1. Darren George, Paul Mallery (2016), *IBM SPSS Statistics 23 Step by Step*, Routledge, NewDelhi.
2. Asthana andBraj Bhushan (2017), *Statistics for Social Sciences (With SPSS Applications)*, PHI,New Delhi.

**REFERENCE BOOKS:**

1. Keith McCormick, Jesus Salcedo, Aaron Poh, *SPSS Statistics for Dummies*, 3rd edition, Wiley, New Delhi.
2. Keith McCormick, Jesus Salcedo, Jon Peck, Andrew Wheeler, Jason Verlen (2017), *SPSS Statistics for Data Analysis and Visualization*, Wiley, NewDelhi.
3. Brian C. Cronk (2016), *How to Use SPSS®: A Step-By-Step Guide to Analysis and Interpretation*, 9<sup>th</sup> Edition, Routledge, NewDelhi.

**E-Resources:**

1. <https://epdf.pub/business-analytics-for-managers-use-r80168.html>
2. <https://nptel.ac.in/courses/110107092/>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
CO2	-	-	-	2	-	-	1	-	-	-	-	-	1	-	-	-	-
CO3	-	3		-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO4	-	-	3	-	2	-	-	-	3	-	-	-	-	-	-	-	-
CO5	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2.5	3	2	2	-	1	3	3	-	1	-	1	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To know the concept of Export, EXIM strategies and Export incentive schemes.
- To familiarize with the export incentive schemes
- To guide the export and import documentation procedures
- To understand the concept of business risk management
- To aware on export procedure and documentation

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the concept of Export, EXIM strategies and Export incentive schemes.	Understand
CO2	Analyse the importance of international business environment and culture	Analyze
CO3	Understand the significance of global trade institutions	Understand
CO4	Access and exhibit the policies and procedures in international perspectives	Create
CO5	Understand the documentation procedure in finance and international trade	Understand

**UNIT I : INTERNATIONAL TRADE****15 HOURS**

International Trade - Elements of International Trade, Globalisation. International Trade theories and their application - Mercantilism, Absolute advantage, Comparative advantage, Heckscher- Ohlin, Product life cycle theory and Porter's diamond model.

**UNIT II : INTERNATIONAL BUSINESS ENVIRONMENT AND CULTURE****15 HOURS**

Environment - Economic Environment, Political Environment, Demographic environment, Legal Environment- Culture and International Business: Introduction, Meaning of Culture, Country Culture, and Culture in an International Business Organization, Balance of Trade – Balance of Payment – Current – Unilateral - Disequilibrium of BOP.

**UNIT III; FOREIGN INVESTMENTS, REGIONAL ECONOMIC INTEGRATION AND GLOBAL TRADE INSTITUTIONS****14 HOURS**

Foreign Investments, Types and Motives: Foreign investments, types of foreign investments, motives Regional integration: Introduction, Overview of Regional Integration, Types of

Integration, Regional Trading Arrangements, India and Trade Agreements. Global Trade Institutions: World Trade Organization (WTO), International Labour Organisation (ILO), International Monetary Fund (IMF). Structure and functions of Regional Economic arrangements like EU – NAFTA – SAARC – ASEAN.

#### **UNIT IV : FUNCTIONAL KNOWLEDGE IN INTERNATIONAL PERSPECTIVE**

**14 HOURS**

International Financial Management: Introduction, Overview of International Financial Management, Components of International Financial Management, Scope of International Financial Management International Accounting Practices: Introduction, International Accounting Standards, Accounting for International Business, International Regulatory Bodies, International Financial Reporting Standards International Marketing: Introduction, scanning international markets, mode of entering into potential markets, Global Marketing Strategies, Branding for International Markets International Human Resource Management: Introduction, International Organizational Structures, Introduction to International Human Resource Management, Scope of International Human Resource Management

#### **UNIT V FINANCE AND INTERNATIONAL TRADE:**

**14 HOURS**

Finance and International Trade - Documentation in International Trade, Financing Techniques, Export Promotion Schemes, Export and Import Finance Trade Barriers., Tariff – Classification – Impact – Nominal, effective, optimum tariff – Non tariff barriers

EXIM Policy - Export procedure – Offer and receipt of confirmed order – production, shipment and banking procedure – Negotiation – Documents for export trade – Export incentives to Indian exporters. Export Finance- Payment terms, Pre and Post shipment credit, Institutional finance for exports, EXIM Bank, Letter of Credit and financing of foreign trade, ECGC, Importer–Exporter Code (IEC) - Exchange Rate Determination and Foreign Trade Agreements

**TOTAL: 72 HOURS**

#### **TEXT BOOKS:**

1. K. Aswathappa (2017), *International Business*, 6th edition, McGraw Hill, New Delhi.
2. Francis Cherunilam, (2013), *International Trade and Export Management*. Himalaya Publications, Mumbai.

#### **REFERENCE BOOKS:**

1. Charles W. L. Hill, G. Tomas M. Hult, Rohit Mehtani (2018), *International Business: Competing in the Global Marketplace*, McGraw Hill, New Delhi.
2. Gupta C.B.(2014), *International Business*, S.Chand, New Delhi.
3. Varma Sumati (2019), *Fundamentals of International Business*, 4th edition, Pearson Education, New Delhi.
4. Francis Cherunilam, (2013), *International Trade and Export Management*. Himalaya Publications, Mumbai.

#### **E-Resources:**

1. <https://www.kobo.com/us/en/ebook/export-import-procedures-and-documentation-4>
2. [https://nptel.ac.in/content/storage2/courses/110105031/pr\\_pdf/Module-31%20pdf..pdf](https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module-31%20pdf..pdf)

### CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	2	3	-	-	-	-	-	-
CO5	-	-	3	-	-	-	2	2	-	-	-	-	-	-	-	-	-
Average	3	3	3	2	2	2	2	2	2	2	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation



Instruction Hours/week: L: 6 T: 0 P: 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To understand the operations management and its application in business.
- To enlighten the knowledge towards plant layout and plant location
- To analyze the importance of management of inventory
- To gain knowledge in the areas of TQM tools to improve organizational effectiveness
- To impart on applying a quality management TQM tool to improve organizational effectiveness

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the operations management and its application in business.	Understand
CO2	Apply the production and process design	Apply
CO3	Analyze the importance of project analysis	Analyze
CO4	Enlighten the knowledge towards plant layout and plant location	Create
CO5	Obtain the knowledge of applying a quality management TQM tools and work study to improve organizational effectiveness.	Analyze

**UNIT I INTRODUCTION TO PRODUCTION MANAGEMENT 13 HOURS**

Introduction; History of Production and Operations Management; Definitions of Production Management; Definition of Operations Management: An Outline of Operations Strategy; Factors Affecting Operations Management; Objectives of Operations Management; Functions and Scope of Operations Management.

**UNIT II PRODUCTION AND PROCESS DESIGN 15 HOURS**

Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product Innovation, Characteristics of a Good Design, Reverse Engineering, Concurrent Engineering; Process Design—Meaning, Need, Factors and Types: Framework for Process Design, Process Planning Procedure, Relationship between Process Planning and other POM Activities, Type of Process Designs. Production

Planning and Control: Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC): Master Production Schedule (MPS); Types of Production Planning and Control Systems: Production Control; Product Scheduling: Factors Affecting Scheduling; Scheduling Procedure and Techniques

**UNIT III PROJECT ANALYSIS 14 HOURS**

PERT/CPM: Definition of Project and Project Management: Characteristics of a Project, Life Cycle of a Project, Types of Projects, Scope of Project Management, Project Planning Process; Programme Evaluation Research Task (PERT) and Critical Path Method (CPM): Principles of Network Construction, Time Aspect of Projects, Crashing of a Project, Limitations of CPM and PERT

**UNIT IV PLANT LOCATION AND LAYOUT 14 HOURS**

Definition and Objectives of Plant Location: Importance of Location, Locating Foreign Operations Facilities, Location Decision Process; Layout Planning: Advantages and Functions of Layout Planning, Principles of Layout, Layout Varies on Facility Types, Flow Patterns, Objectives of a Good Plant Layout, Factors for a Good Plant Layout, Types of Layouts, Methodology of Layout Planning

**UNIT V WORK STUDY 16 HOURS**

Work Study: Definition, Objectives, Significance and Advantages: Importance and Scope, Various Models, Work Study as a Science, Work Study and Productivity, Outline Process Chart, Importance of Work Study; Method Study: Definition, Objectives and Procedure: Objectives of Method Study, Method Study Procedure, Therbligs; Work Measurement: Objectives of Work Measurement, Techniques of Work Measurement, Work Sampling Compared to Time Study JIT and Quality: Definition of Just-In-Time (JIT): Process of JIT; Quality: Costs of Quality, Characteristics of Quality, Quality of the Process, Seven Tools of Statistics, Quality Planning and Improvement Tools, Specification and Control Limits: Total Quality Management (TQM): Principles of TQM, Deming's 14 Points; Six Sigma: Six Sigma Themes - ISO

**TOTAL: 72 HOURS**

**TEXT BOOKS:**

1. Jay Heizer, Barry Render, Chuck Munson, Amit Sachan (2020), *Operations Management : Sustainability and Supply chain Management*, 13th edition, Pearson Education, New Delhi.
2. Krajewski, L.J et.al (2019), *Operations Management*, 12<sup>th</sup> Edition, Pearson Education, NewDelhi.

**REFERENCE BOOKS:**

1. Russel, Taylor (2015), *Operations and Supply Chain Management*, 10 th edition, Wiley, NewDelhi.
2. B. Mahadevan (2019). *Operations Management : Theory and Practice*, 10<sup>th</sup> Edition, Pearson Education, NewDelhi.
3. Pannerselvam. (2012). *Production and Operations Management*, 3<sup>rd</sup> Edition, PHI, New Delhi.

### E-Resources

1. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23/> operations and production management
2. <http://www.a-zshiksha.com/forum/viewtopic.php?f=148anddt=61564>
3. [www.topfreEBook Source: s.org](http://www.topfreEBookSource.org) › operations-management
4. <https://nptel.ac.in/courses/110107141/> production and operations management

### KAHE – Learning Management System

1. <http://172.16.25.76/course/view.php?id=20>

### CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
CO2	3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	2	-	1	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	2	-	2	2	2	-	2	1	1	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

---

**DECISION MAKING USING STATISTICAL SOFTWARE PACKAGE - PRACTICAL**

---

24BAU711 Semester – VII  
4H – 2C

---

Instruction Hours/week: L: 0 T: 0 P : 4

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

- Decision Making Using Statistical Software Package.

**COURSE OBJECTIVES (CO):**

- To understand the importance of SPSS and the features for entering the data according to the variable type.
- To comprehend and apply the descriptive analytical tools
- To know the univariate tools and its application
- To apply the application of Bivariate analysis
- To impart and compute the multivariate analysis using the package.

**COURSE OUTCOMES:**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Create datasheet and enter the data	Create
CO2	Compute descriptive statistics using the package and graphically represent the data.	Apply
CO3	Perform univariate and bivariate analysis in the software package.	Understand
CO4	Perform multivariate analysis in the software package.	Understand
CO5	Exhibit the factor analysis	Apply

**Exercise - (48 Hours)**

2. Data Entry : Data View, Variable View, Coding and Recoding, Importing files, Missing Data, split files, split cases
3. Descriptive statistics : Mean, Median, Mode, Skewness, Kurtosis
4. Graphs : Pie chart, Line chart, scatter plot, bar chart
5. Cross tabulation and Chi square
6. t-test
7. paired t-test
8. independent sample t-test
9. One – Way ANOVA
10. Correlation Analysis, Regression Analysis, Scree Plot
11. Multiple regression
12. Factor Analysis

Use in-built case studies data in Statistical software package for performing the above exercises.

**TEXT BOOKS:**

1. Darren George, Paul Mallery (2016), *IBM SPSS Statistics 23 Step by Step*, Routledge, NewDelhi.

2. Asthana and Braj Bhushan (2017), *Statistics for Social Sciences (With SPSS Applications)*, PHI, New Delhi.

**REFERENCE BOOKS:**

1. Keith McCormick, Jesus Salcedo, Aaron Poh, *SPSS Statistics for Dummies*, 3rd edition, Wiley, New Delhi.
2. Keith McCormick, Jesus Salcedo, Jon Peck, Andrew Wheeler, Jason Verlen (2017), *SPSS Statistics for Data Analysis and Visualization*, Wiley, New Delhi.
3. Brian C. Cronk (2016), *How to Use SPSS®: A Step-By-Step Guide to Analysis and Interpretation*, 9<sup>th</sup> Edition, Routledge, New Delhi.

**E-Resources:**

1. <https://www.kobo.com/us/en/ebook/data-analysis-in-management-with-spss-software>
2. <https://nptel.ac.in/courses/110104094/>

**KAHE – Learning Management System:**

1. <http://172.16.13.33/course/view.php?id=535>

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	-	-	3	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	2	-	-	-	1	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	3	-	-	-	-	-	-	-	-
Average	3	2.5	2	2	2	2	2	3	3	1	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To know the fundamentals of digital marketing.
- To enlighten the knowledge towards digital marketing strategy
- To analyse the importance of terminology in social media marketing
- To gain knowledge of applying a programmatic digital advertising
- To acquire knowledge on applying linked in presence and also in social media

**COURSE OUTCOMES (COS):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the fundamentals of digital marketing	Understand
CO2	Enlighten the knowledge towards digital marketing strategy and digital marketing plan	Understand
CO3	Analyse the importance of terminology in social media marketing	Analyze
CO4	Apply the display advertising for promoting the product	Apply
CO5	Obtain the knowledge of applying social media marketing	Apply

**UNIT I****15 HOURS**

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

**UNIT II****15 HOURS**

The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan - Digital Marketing Budgeting

**UNIT III****14 HOURS**

Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

**UNIT IV****14 HOURS**

Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

**UNIT V****14 HOURS**

Social Media Marketing - LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign. Twitter Marketing: - Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basics

**TOTAL: 72 HOURS****TEXT BOOKS:**

1. Kamat and Kamat, *Digital Marketing* -Himalaya
2. D. Ryan, *Marketing Strategies for Engaging the Digital Generation*,

**REFERENCE BOOKS:**

1. V. Ahuja, *Digital Marketing*, Oxford University Press
2. S.Gupta, *Digital Marketing*, McGraw-Hill
3. H. Annmarie , A. Joanna, *Quick win Digital Marketing*, Paperback edition

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	-	-	2	-	-	3	-	2	-	-	1	-	-	-	-	-
CO3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	3	-	-	3	-	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	1.5	2	2	2	-	2	-	2	3	-	1	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To acquire knowledge in human resource management concepts
- To gain knowledge of HR planning, Selection, Recruitment, job analysis and its interrelations.
- To understand the concepts and practical implications of performance management, Training methods and career planning.
- To know about compensation and reward management and its practice in industry.
- To familiar with Employee relations and its application for the development of Human resources.

**COURSE OUTCOMES (COS):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Examine the job analysis for a profile and understand its linkage with HR planning	Analyze
CO2	Assess the training needs and draft a training programme.	Analyze
CO3	Understand the Potential Appraisal and Development. Career planning and Development and understand its linkage with performance management	Understand
CO4	Assess the appropriate framework o training	Analyze
CO5	Gain knowledge on HR functions and latest developments in the field of HR and effectively communicate ideas, explain procedures and interpret results and solutions in written and oral forms to different audiences.	Apply

**UNIT I****15 HOURS**

HRD – concept – meaning – philosophy – nature – need and significance. HRD – climate – goals – competencies – functions – areas. HRD as a system – HRD in changing scenario. HRSD – Contextual factors and Human Resource System designing. Role Analysis and HRSD-key performance areas, Critical Attributes, Role effectiveness, Role analysis methods.

**UNIT II****15 HOURS**

HRD modules: Recruitment and selection – orientation and placement performance appraisal – training and development – promotion and motivation – career development. Performance appraisals and performance development – objectives of performance appraisal – The past and



the future; Basic consideration in performance appraisal; Development oriented appraisal system. Interpersonal feedback and performance counselling.

**UNIT III** **14 HOURS**

Potential Appraisal and Development. Career planning and Development – Quality of work life – quality circles – human capital development – philosophy and principles – practices – work force and people development - performance management – knowledge management.

**UNIT IV** **14 HOURS**

Training – conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria; Evolution and Follow up training. Stress – definition – personality traits – emotional management – categories of stressors – identification of stress at various level – prerequisites for zero stress – psychological stress – stress and human resource development - HRD and Diversity

**UNIT V** **14 HOURS**

HRD challenges in 21st century – HR out sourcing – human resource audit – human response development – human resource accounting - future of HRD Organization.

**TOTAL: 72 HOURS**

**TEXT BOOK:**

1. T.V. Rao and Udai Parekh – *Designing and Managing Human Resource System*, Excel Books, Oxford Publications.

**REFERENCE BOOKS:**

1. V.S.P. Rao – *Human Resource Development* – Response books.
2. Kandula, S.R. – *Strategic Human Resource Development* – PHI.

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	3	-	-	2	-	-	-	-	-	-	-	-
CO3	-	2	3	-	-	-	1	-	-	1	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	-	2	-	2	2.5	3	1	-	2	1	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU891

PROJECT

Semester – VIII  
18H-12C

Instruction Hours / week: L: 0 T: 0 P :18

Marks: Internal: 120 External: 180 Total: 300

End Semester Exam: 3 Hours

**PREREQUISITE:**

Research Methodology

**COURSE OBJECTIVES (CO):**

- To identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection.
- To understand the application of Research process in the area of accounting/Finance/Marketing/HR/International business etc.
- To analyse the data and critically evaluate the result and formulate the suggestion for the problem identified.
- To apply the theoretical and practical learning of doing research into lifelong practice.
- To communicate in oral and written form and prepare report

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcome	Blooms Level
CO1	Identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection	Understand
CO 2	Understand the application of Research process in the area of accounting/Finance/Marketing/HR/International business etc.	Understand
CO 3	Analyse the data and critically evaluate the result and formulate the suggestion for the problem identified.	Analyze
CO 4	Apply the theoretical and practical learning of doing research into lifelong practice.	Apply
CO 5	Communicate in oral and written form and prepare report	Understand

The students should select a problem in Accounting, Finance, Marketing, Human Resource Management, international business or any other areas.

Report should contain

1. Introduction
2. Introduction about the industry
3. Introduction about the Company
4. Review of literature – Minimum 10 papers from referred journal
5. Need for the Study, Objectives
6. Research Methodology
7. Research Design

8. Sampling Design
9. Sources of Data Collection
10. Tools used for analysis
11. Limitation
  
12. Data analysis and interpretation
13. Findings and Suggestions
14. Conclusion, Bibliography (APA format)

### CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO2	-	3	-	-	3			-	-	2	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	3
CO4	-	-	3	-	-	-	-	-	-	-	2	-	-	-	2	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
Average	-	3	3	-	3	-	-	2	2	2	2	-	-	-	2.5	-	3

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

- Marketing Concepts

**COURSE OBJECTIVES (CO):**

- To Learn about the service marketing dimensions
- To Know about the service design and internal marketing
- To Focus on marketing strategies for different services.
- To Understand the technology and services
- To Acquire knowledge and focus on customer

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Demonstrate descriptive knowledge on service marketing dimensions	Understand
CO2	Apply the essential concepts of service design and internal marketing	Apply
CO3	Demonstrate the knowledge on service design	Analyze
CO4	Apply the knowledge of marketing strategies for different services	Apply
CO5	Exhibit the concept in industrial selling	Analyze

**UNIT I: INTRODUCTION TO SERVICES MARKETING****15 HOURS**

Services economy - evolution and growth of service sector - nature and scope of services - characteristics - classification - service market potential - expanded marketing mix for services - service quality - introduction to gaps model and SERVQUAL dimensions.

**UNIT II: FOCUS ON CUSTOMERS****15 HOURS**

Assessing service marketing opportunities - customer expectations and perceptions of services - customer behaviour specific to usage of services - service markets segmentation - market targeting and selection.

**UNIT III: SERVICE DESIGN****14 HOURS**

Levels of service product - Service life cycle - new service development - service blueprinting - physical evidence and service scape - competitive differentiation of services - service positioning strategies - developing positioning maps - pricing of services - methods and specific issues. Service delivery - People in services - service process - distributing service direct distribution, channel functions, channels selection, impact of information technology -

designing communications mix for promoting services - building service customer relationships and service recovery - role of internal marketing in service delivery.

**UNIT IV: MARKETING STRATEGIES FOR DIFFERENT SERVICES 14 HOURS**

Formulating service marketing strategies for health, hospitality, tourism, logistics, financial, information technology, educational, entertainment and public utility services. International and Global strategy in service marketing, services in the global economy and Transnational strategy concepts is included and in unit

**UNIT V: INDUSTRIAL SELLING 14 HOURS**

Nature and characteristic of industrial goods; procedures in buying industrial goods; role of service in industrial selling Sales Policies and Procedures -Terms and conditions of sale; handling complaints. Ethics in service marketing - Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services

**TOTAL: 72 HOURS**

**TEXT BOOKS:**

1. Kenneth E Clow, et. Al (2018). "*Services Marketing Operation Management and Strategy*" Biztantra, New Delhi.
2. Christropher H .Lovelock, Jochen Wirtz, (2017). "*Services Marketing*", Pearson Education, New Delhi,

**REFERENCE BOOKS:**

1. Halen Woodroffe, (2015). "*Services Marketing*", McMillan Publishing Co, New Delhi.
2. Nimit Chowdhary and Monika Choudhary, (2010). "*Text book of Marketing of Services*", the Indian experience, MacMillan Publishing Co, New Delhi.
3. Christian Gronroos, (2001). "*Services Management and Marketing a 'CRM Approach'*", John Wiley and sons England
4. Bhattacharjee, (2008). "*Services Management, An Indian Respective*" Jaico Publishing House, Chennai,

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	2	-	-	-	-	-	-	-	1	3	-	-	-	-	-	-	-
CO3	-	-	2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	3	-	-	2	-	-	3	-	-	-	-	-	-
CO5	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	-	3	-	3	2	1	3	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

**PREREQUISITE:**

Not Required

**COURSE OBJECTIVES (CO):**

- To study forex market & risk management in general as well as in forex market,
- To impart knowledge of different types of forex markets and various quotations in forex markets,
- To access risk in the forex market as well as volatility in forex market,
- To knowledge of how people trade in forex market,
- To study the factors that force different types of people in different markets,

**COURSE OUTCOMES (COS):**

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Analyze alternative currency translation methods for settlement of goods	Analyze
CO2	Examine the organization of the Foreign Exchange Market, the Spot Market, and the Forward Market,	Apply
CO3	Examine how the information driven in these markets can be used by small business operators in controlling and managing foreign exchange	Analyze
CO4	To identify operational difficulties in financing, and settling in foreign currency and currency forecasting	Understand
CO5	Exhibit the concept in risk management	Analyze

**UNIT I - BASICS OF FOREIGN EXCHANGE MANAGEMENT 15 HOURS**

Foreign Exchange: Concept and Significance-Foreign change Rate: Direct and indirect quotations- Inter-bank and Merchant rates - Spot rates and forward rates - T.T. rates - Cross rates; Computation - Foreign exchange markets - Organization of forex market - Determination of Exchange Rate: Purchasing Power Parity theory - Interest rate parity theory - Flow model - Asset market model - Forecasting of exchange rates - Concepts of Nominal Effective Exchange Rate and Real effective Exchange rate.

**UNIT II - FEATURES O FOREIGN EXCHANGE 15 HOURS**

Forward exchange contracts: Types - Forward exchange rate computation - Factors affecting forward rates - Extension and cancellation of forward contracts - option contracts: Types and mechanism - Foreign exchange risk management: Transaction exposure risk: Internal Strategies - Risk shifting, Risk Sharing-Exposure netting and offsetting. External Strategies: Foreign currency options - Forward and money market hedge - Currency Swaps - Interest Rate Swaps.

**UNIT III - EXCHANGE CONTRACT****14 HOURS**

Forward Exchange Contract – Features of Forward Margin – Factors Determining Forward Margin – Calculations – Interbank Deals – Cover deals – Trading – Arbitrage operations – Futures Trading - Options Trading - Features & Benefits.

**UNIT IV - RISK OF FOREIGN EXCHANGE****14 HOURS**

Economic Exposure risk - Inflating and exchange risk - Meaning- Importance - Implication - Need-Types- Scope, Features Management of change - Economic consequences of Exchange rate changes - managing economic exposure risk - Exchange management in India: Fixed and fling rates - Rupee convertibility - NOSTRO, VOSTRO and LORO Accounts.

**UNIT V- IMPACT OF FOREIGN EXCHANGE****14 HOURS**

Exchange control measures: Need and Forms and relevance. Foreign Exchange Reserves of India: Trend, composition and management. Impact on exchange Rate - Monetary and fiscal policy initiatives for exchange rate management.

**TOTAL: 72 HOURS****TEXT BOOKS:**

1. C. Jeevanandham, (2017). *Foreign Exchange and Risk Management*, Sultan Chand Sons,
2. H.P. Bhardwaj, (2009). *Foreign Exchange Management* - Wheeler Publishing Edition
3. D.D. Mukherjee, *Credit Appraisal Risk Analysis and Decision Making*.

**REFERENCE BOOKS:**

1. H.P. Bhardwaj, (2012). *Foreign Exchange Management*, Wheeler Publishing Edition.
2. P. G. Apte, (2020). *International Financial Management*, 8th Edition, McGraw Hill Education (India) Private Limited.
3. V. K. Bhalla, (2017). *International Financial Management*, S. Chand Publishing,

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2		-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	2	-	-	-	-	3	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation

24BAU80

MICRO FINANCE

Semester – VIII

6H – 4C

Instruction Hours / week: L: 6 T: 0 P: 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**PREREQUISITE:**

Not Requirement

**COURSE OBJECTIVES (CO):**

- To conceptualize the microfinance terms.
- To know about the development of the microfinance.
- To understand the credit delivery of the micro finance amount.
- To make the students to understand the pricing of the micro finance products.
- To comprehend about the commercial micro finance.

**COURSE OUTCOMES (COS):**

At the end of this course, Students will be able to

COs	Course Outcomes	Blooms Level
CO1	Enable the students to conceptualize the microfinance terms.	Understand
CO2	Make the students to know about the development of the microfinance.	Understand
CO3	Understand the credit delivery of the micro finance amount.	Understand
CO4	Gain knowledge on pricing of the micro finance products	Apply
CO5	Assess the importance of commercial micro finance	Evaluate

**UNIT I OVERVIEW OF MICRO FINANCE****15 HOURS**

Overview of Microfinance: Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Microremittances, Micro-Securitization, franchising etc.), Microfinance models ( Generic models viz. SHG, Grameen, and Cooperative, variants SHG NABARD model, SIDBI model, SGSY model, Grameen Bangladesh model, NMDFC model, credit unions etc. unbranded primitive models) Emerging practices of Microfinance in India state wise cases, Emerging Global Microfinance practices. Need of Microfinance

**UNIT II MICRO FINANCE, DEVELOPMENT, INCOME GENERATING ACTIVITIES AND MICRO ENTERPRISE****15 HOURS**

Microfinance, Development, Income generating activities and Micro enterprise: Market (demand) analysis, financial analysis including sources. Technological analysis, Socioeconomic analysis, Environmental analysis. Logical framework, Implementation & Monitoring



**UNIT III CREDIT DELIVERY METHODOLOGY****14 HOURS**

Credit Delivery Methodology: Credit Lending Models: Associations; Bank Guarantees Community Banking, Cooperatives, Credit Unions, Grameen Model, SHG, Individual, Intermediaries, Could be individual lenders, NGOs, micro credit programmes, and Commercial banks)

**UNIT IV PRICING OF MICRO FINANCE PRODUCTS****14 HOURS**

Pricing of Microfinance products: Purpose base, Activity base, Economic class base Open bidding, etc. Pricing saving products, Amount of savings base, Attendance at periodical meeting Adding to corpus. Gender issues in Microfinance and Conflict resolution in Microfinance – Client impact studies measuring impact of Microfinance and Micro enterprises

**UNIT V COMMERCIAL MICRO FINANCE****14 HOURS**

Commercial Microfinance: MFIs: Evaluating MFIs- Social and performance metrics, fund structure, value-added services The Rise of Commercial Microfinance-: Transforming NGOs. Structure of Microfinance Industry and Constraints on MFI Growth. The partnership model – MFI as the servicer

**TOTAL: 72 HOURS****TEXT BOOKS:**

1. Beatriz Armendariz and Jonathan Morduch, (2005). *“The Economics of Microfinance”*, Prentice-Hall of India Pvt. Ltd. Delhi.
2. Joanna Ledgerwood, *“Microfinance Handbook” : an institutional and financial perspective*, The World Bank, Washington, D.C.

**REFERENCE BOOKS:**

1. Malcolm Harper, (2003). *“Practical Microfinance” A training Guide for South Asia*, Vistaar Publication, New Delhi.
2. C.K. Prahalad, (2006), *“The Market at the Bottom of the Pyramid,” The Fortune at the Bottom of the Pyramid*, Wharton School Publishing

**CO, PO, PSO Mapping**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	2	-	-	2	-	3	-	-	-	1	-	-	-	-	-	2	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	2	-	-	3	-	-	-	1	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	2	3	-	3	-	1	-	1	-	-	-	1	-

1 - Low, 2 - Medium, 3 - High, '-' - No Correlation