

Bachelor of Business Administration

CHOICE BASED CREDIT SYSTEM(CBCS)

Curriculum and Syllabus

Regular (2025 – 2026)



DEPARTMENT OF COMPUTER SCIENCE

FACULTY OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT

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.

Tamil Nadu, India

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(Deemed to be University) (Established Under
Section 3 of UGC Act, 1956)

FACULTY OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT UNDER– GRADUATE PROGRAMMES (REGULAR PROGRAMME)

REGULATIONS (2025)

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

REGULATIONS – 2025 - 2026

The following regulations shall apply 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 2025-2026 onwards.

1 PROGRAMMES OFFERED, MODE OF STUDY AND ADMISSION REQUIREMENTS

1.1 UG Programmes Offered

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

S. No.	PROGRAMME	DISCIPLINE
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.	BCA	Computer Applications
11.	B.Sc.	Biotechnology
12.	B.Sc.	Microbiology
13.	B.Sc.	Computer Science
14.	B.Sc.	Information Technology
15.	B.Sc.	Computer Technology
16.	B.Sc.	Computer Science (Cognitive Systems)

17.	B.Sc.	Computer Science (Artificial Intelligence and Data Science)
18.	B.Sc.	Computer Science (Cyber Security)

1.2 Admission Requirements (Eligibility)

A student 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 KAHE as equivalent thereto. (Annexure I)

1.3 Mode of Study

All Programmes are offered under Full-Time Regular mode.

2. DURATION OF THE PROGRAMMES

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

Programme(s) (Honors)	Min. No. of Semesters	Max. No. of Semesters
B.Sc., B.Com., BCA and BBA	8	15

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

Undergraduate degree programmes of either 3 or 4-year duration, with multiple entry and exit points and re-entry options, with appropriate certifications such as: UG certificate after completing 1 year (2 semesters) of study in the chosen fields of study, UG diploma after 2 years (4 semesters) of study, bachelor's degree after a 3-year (6 semesters) programme of study, 4-year bachelor's degree (honours) after eight semesters programme of study. If the student completes a rigorous research project in their major area(s) of study in the 4th year of a bachelor's degree (honours with research). The 4-year bachelor's degree programme is considered a preferred option since it would provide the opportunity to experience the full range of holistic and multidisciplinary education in addition to a focus on the chosen major and minors as per the choices of the student. Similarly, the student from other institutions can join Karpagam Academy of Higher Education in the 3rd, 5th or 7th semester with an appropriate UG Certificate or UG Diploma or Bachelor's Degree 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 minimum of 120 and up to a maximum of 125 credits for three years. Additional credits of 40 can also be earned on successful completion of fourth year. A range of 160 to 165 credits are offered as per the UGC Guidelines for the four-year UG Programme.

4. STRUCTURE OF THE PROGRAMME

Major Courses, Minor Courses, Multi-Disciplinary Courses (MDC), Skill Enhancement Courses (SEC), Ability Enhancement Courses (AEC), 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.

4.1 Major Courses

Major Courses consist of theory and practical components of department domains. The student has to earn a minimum of 60/80 Credits in Major Courses for 3/4 years programme respectively.

4.2 Minor Courses

Students have courses from Major disciplinary / interdisciplinary minors and skill-based courses. Students have to earn a minimum of 24/32 Credits in Minor Courses for 3/4 years programme respectively.

4.3 Multi Disciplinary 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 Multi-Disciplinary Courses and they have to earn a minimum of 09 Credits.

4.4 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. Students have to earn a minimum of 09 Credits in Skill Enhancement Courses.

4.5 Ability Enhancement Course (AEC)

There are four Ability Enhancement Courses offered during the first four semesters. Three credits are awarded for each course and students have to earn a minimum of 12 Credits in Ability Enhancement Courses. 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.

4.6 Value Added Courses (VAC)

The students shall study Value Added Courses in the first four semesters of their programme. 6 to 8 credits need to be earned under VAC. The assessment of the VAC is based on Internal Evaluation.

4.7 Internship

The students exiting the programme after first or second year must have completed an internship/apprenticeship of 02 or 04 credits respectively during the first year and second year summer term.

4.8 Minor Project Work

The project work shall start at the beginning of the 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 the Department concerned shall assign a project supervisor who in turn shall monitor the project work of the student(s). A project work shall be carried out by the students and they have to earn 06 to 08 credits.

If the candidate undertakes the 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. Three reviews shall be conducted as part of internal assessment. 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.

4.9 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. Three reviews shall be conducted as part of internal assessment. 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 who secure 7.5 CGPA, maintain an attendance of 80% in every semester and clear all the courses in their first appearance itself are referred to as advanced learners. When a student fails to maintain any of these conditions at any given time, the student will no longer retain advanced learner status.

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 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 shall 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. When the number of students enrolled for a particular course is less than 30, only self-learning mode is applicable and will be monitored by the mentor. Otherwise, a faculty will handle the course after regular working hours. The examination will be conducted along with the current semester courses.

Also, these advanced learners can register for online courses from NPTEL/SWAYAM/SWAYAM Plus portals on prior and proper approval from the department. The credits earned from those courses will be transferred to the mark statement of the students as in Clause 6.

6. TRANSFER OF CREDITS EARNED THROUGH ONLINE PLATFORM / INTERNATIONAL STUDIES

Students are encouraged to enroll in courses offered by NPTEL/Swayam/Swayam Plus 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 & Grade Equivalence Committee consisting of the Dean of the Faculty (Chairman), Dean (R&D and Industrial Relations), Head of the Department (HoD), and a 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.

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.

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 is in English.

9. SCHEME OF EXAMINATION

Evaluation: Evaluation of the course comprises two parts such as the Continuous Internal Assessment (CIA) and the End Semester Examination (ESE) until or otherwise the course is explicitly mentioned as only internal/only external.

The theory and practical courses shall carry a maximum of 100 marks, out of which 40 percent of marks are awarded for Continuous Internal Assessment (CIA) and 60 percent of marks for End Semester Examinations (ESE). When it is only an internal assessment course, 100 percent of marks are awarded for Continuous Internal Assessment.

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 15 working days) on the Notice Board to know their attendance status and satisfy 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. The 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 classroom 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 course offered to more than one programme 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). The Course Committee Meeting is conducted once in a semester. To indicate the common course, the Course Code should be suffixed with the letter “G”.

14. ATTENDANCE 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 student has been satisfactory during the Programme.

b. A candidate who has secured attendance between 65.00% and 74.99% (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 the Department concerned and the Dean. The Head of the Department has to verify and certify the genuineness of the case before recommending it to the Dean concerned. However, the candidate has to execute an undertaking along with the parent and assure that this situation does not arise in the future. This permission is given only once during the entire period of study.

c. A candidate who has secured attendance between 55.00% and 64.99% (both included), due to medical reasons (Hospitalization / Accident / Specific Illness with all the medical records, bills and discharge summary), will not be presented to that semester examination. However, that candidate will be permitted to go to the next semester wherein he / she has to compensate for the previous semester's lack of attendance. In such a case, the candidate will be permitted to write both semester examinations at the end of the next semester. This combination of lack of attendance can be done only between subsequent semesters. That is 1 & 2 or 2 & 3 or 3 & 4 or 4 & 5 or 5 & 6.

d. However, a Student who has secured less than 55% 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 the 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 the date after due verification. The same shall be submitted to the 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 and 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
Total		40

For Environmental Studies and Universal Human Values:

S. No.	Category	Maximum Marks
1.	Assignment	15
2.	Attendance	5
3.	Test – I (2 ½ Units)	40
4.	Test – II (2 ½ Units)	40
Total		100

For Yoga for Youth Empowerment:

S. No.	Category	Maximum Marks
1.	Activity	15
2.	Attendance	5
3.	Test – I (2 ½ Units)	40
4.	Test – II (2 ½ Units)	40
Total		100

For Community Engagement and Social Responsibility:

S. No.	Category	Maximum Marks
1.	Field Visit	15
2.	Attendance	5
3.	Test – I (1 ½ Units)	40
4.	Test – II (1 ½ Units)	40
Total		100

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
Total		40

* *Viva- voce* is conducted during the model practical exam.

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

15.3 Pattern of Test Question Paper**Theory Courses:****Maximum Marks : 60*****Duration: 2 ½ Hours**

Section	Marks
Part – A	Short Answer Answer ALL the Questions (6 x 2 = 12 Marks)
Part - B	Long Answer – 3 six mark questions ‘either – or’ type Answer ALL the Questions (3 x 6 = 18 Marks)
Part - C	Essay type Answer– 3 ten mark questions ‘either – or’ type Answer ALL the Questions (3 x 10 = 30 Marks)

* The 60 Marks will be converted to 12.5 Marks.

15.4 Attendance

Distribution of Marks for Attendance

S. No.	Attendance (%)	Maximum Marks
1	91 and above	5
2	81 - 90	4
3	75-80	3

16. ESE EXAMINATIONS

16.1 End Semester Examination (ESE): End Semester Examination will be conducted 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 evaluation 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
Total		60

Record Notebooks for Practical Examination

Candidates taking the practical examination should submit a prescribed Bonafide Record Notebook 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)

The distribution of marks for the Continuous Internal Assessment (CIA) is given below:

Maximum Marks: 40

S. No.	Category	Maximum Marks
1.	Problem Selection	10
2.	Progress of the work (3 reviews X 5 marks)	15
3.	Presentation of the work (3 reviews X 5 marks)	15
Total		40

The distribution of marks for the End Semester Examination is given below:

Maximum Marks: 60*

S. No.	Category	Maximum Marks
1.	Project Report	30
2.	Project Presentation	20
3.	Viva Voce	10
	Total	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 resubmitted report shall be evaluated 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.

17.2 If a candidate fails to secure a pass in a particular course (either CIA or ESE or Both) as per clause 17.1, 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 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.

17.4 Candidate failed in internal assessment will be permitted to reappear to pass the internal assessment in the subsequent semesters by writing tests and by re-submitting Assignments/ Seminars.

The distribution of marks for this test shall be as given below.

S. No.	Category	Maximum Marks
1.	Assignment	5
2.	Attendance (Retained from the respective semester)	5
3.	Seminar	5
4.	Test*	25
	Total	40

* Tests shall be conducted in the ESE pattern for 100 marks and converted to 25 marks.

The examination should be completed within 6 weeks after reopening of the subsequent semester.

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. ONLINE EXAMINATIONS

The students who are going for Project / Internship / Coursework at National level are permitted to write their CIA test through Online Mode and ESE in Offline/Online mode. When they go for an International Project / Internship / Coursework, both the CIA and ESE shall be conducted through online mode.

19. 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.

20. AWARD OF LETTER GRADES

All the assessments of a course will be done on an 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:

Letter grade	Marks Range	Grade Point	Description
O	91-100	10	OUTSTANDING
A+	81 - 90	9	EXCELLENT
A	71 - 80	8	VERY GOOD
B+	61 - 70	7	GOOD
B	56 - 60	6	AVERAGE
C	50 - 55	5	PASS
RA	Below 50	-	REAPPEARANCE
AAA	-	-	ABSENT

21. 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 6th 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
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 programme

CGPA of the entire programme

=====

Sum of the credits of the courses 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_i is the credit fixed for the course 'i' in any semester

$G P_i$ 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**.

22. 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 revaluation and the results will be intimated to the candidate through the HoD concerned. Revaluation is not permitted for Supplementary Examinations.

23. TRANSPARENCY AND GRIEVANCE COMMITTEE

Revaluation and Retotalling are allowed on representation (clause 22). Students 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.

24. ELIGIBILITY FOR THE AWARD OF THE DEGREE

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

24.1 Successfully completed all the components prescribed by Curriculum and Credit Framework for Undergraduate Programme of UGC and earned the minimum required credits as specified in the curriculum corresponding to his / her programme within the stipulated period (vide clause 2.1).

24.1 No pending disciplinary enquiry/ action against him/her

24.2 The award of the degree must be approved by the Executive Council.

25. CLASSIFICATION OF THE DEGREE AWARDED

25.1 Candidates who qualify for the award of the Degree (vide clause 24) 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**.

25.2 Candidates who qualify for the award of the Degree (vide clause 24) 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**.

25.3 Candidates (not covered in clauses 25.1 and 25.2) who qualify for the award of the degree (vide Clause 24) shall be declared to have passed the examination in the **Second Class**.

26. 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.

27. 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. This is applicable only for the ESE component of the course which the student failed. Such students shall apply with prescribed fee to the Controller of Examinations within the stipulated time.

28. DISCIPLINE

28.1 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.

28.2 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.

29. KAHE ENTRANCE EXAMINATION

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

30. 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, University, or Board under the 10+2 pattern, with Biology, Botany, 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, University, or Board under the 10+2 pattern, or those who hold a 3-year diploma after 10th grade, with Computer Science or Mathematics as one of the subjects.
3.	B. Sc.	Microbiology	Candidates who have passed Higher Secondary Education (XII) or any equivalent examination conducted by a State Government, University, or Board under the 10+2 pattern, with Biology, 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, University, or Board under the 10+2 pattern, or those who hold a 3-year diploma after 10th grade, with Computer Science or Mathematics as one of the subjects.
5.	B. Sc.	Computer Technology	Candidates who have passed Higher Secondary Education (XII) or any equivalent examination conducted by a State Government, University, or Board under the 10+2 pattern, or those who hold a 3-year diploma after 10th grade, with Computer Science or Mathematics as one of the subjects.
6.	B.Sc.	Computer Science (Cognitive Systems)	Candidates who have passed Higher Secondary Education (XII) or any equivalent examination conducted by a State Government, University, or Board under the 10+2 pattern, or those who hold a 3-year diploma after 10th grade, with Computer Science or Mathematics as one of the subjects.

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, University, or Board under the 10+2 pattern, or those who hold a 3-year diploma after 10th grade, with Computer Science or Mathematics as one of the subjects.
8.	BCA	Computer Application	Candidates who have passed Higher Secondary Education (XII) or any equivalent examination conducted by a State Government, University, or Board under the 10+2 pattern, or those who hold a 3-year diploma after 10th grade, with Computer Science or Mathematics as one of the subjects.
9.	B. Com.	Commerce	Candidates who have passed Higher Secondary Education (XII) or any equivalent examination conducted by a State Government, University, or Board under the 10+2 pattern, with 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, University, or Board under the 10+2 pattern, with 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, University, or Board under the 10+2 pattern, with 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, University, or Board under the 10+2 pattern, with 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, University, or Board under the 10+2 pattern, with 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, University, or Board under the 10+2 pattern, with 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, University, or Board under the 10+2 pattern, with 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, University, or Board under the 10+2 pattern, with 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, University, or Board under the 10+2 pattern, or those who hold a 3-year diploma after 10th grade, with Computer Science or Mathematics as one of the subjects.
18.	B. Com	FinTech.	Candidates who have passed Higher Secondary Education (XII) or any equivalent examination conducted by a State Government, University, or Board under the 10+2 pattern, with 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 Outcome (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
(2025_2026 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	
SEMESTER I												
25LTU101G/ 25LHU101G/ 25LMU101G/ 25LSU101G/ 25LFU101G	Language: (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
25ENU101G	English I	MDC 1	1,2,7,10 ,13,14	2	3	-	-	3	40	60	100	17
25BAU101	Principles of Management	Major 1	1,2,3,4, 10,11, 15	1	6	2	-	5	40	60	100	20
25BAU102	Business Accounting	Minor 1	1,2,4, 5,9,1 2,15	1	6	2	-	4	40	60	100	23
25 BAU111	Tally Practical	SEC 1	1,3,5,7, 10,13, 15	1	-	-	5	2	40	60	100	26
25VAC101G	Yoga for Youth Empowerment	VAC 1	1,2,4,7, 10,15	1,2	2	-	-	2	100	-	100	28
Semester Total					21	4	5	19	300	300	600	

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	
SEMESTER II												
25LTU201G/ 25LHU201G/ 25LMU201G/ 25LSU201G/ 25LFU201G	Language: (Tamil-II / Hindi-II / Malayalam-II / Sanskrit-II / French-II)	AEC 2	1,2,7, 10, 13,14	2	4	-	-	3	40	60	100	31
25ENU201G	English II	MDC 2	1,2,7, 10, 13,14	2	3	-	-	3	40	60	100	45
25BAU201	Managerial Economics	Major 2	1,2,3,4, 5,10, 11, 15	2	6	2	-	5	40	60	100	48
25MAU205	Business Statistics	Minor 2	1,2,3, 4,5,9, 11,15	2	6	2	-	4	40	60	100	51
25BAU211	Business Statistics - Practical	SEC 2	1,2,3,4, 5,10, 11, 15	2	-	-	5	2	40	60	100	53
25VAC201G	Environmental Studies	VAC 2	1,3,5, 7, 11	1	2	-	-	2	100	-	100	55
Semester Total					21	4	5	19	300	300	600	

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	
SEMESTER III												
25LTU301G/ 25LHU301G/ 25LMU301G/ 25LSU301G/ 25LFU301G	Language : (Tamil-III / Hindi -III / Malayalam-III / Sanskrit-III / French-III)	AEC 3	1,2,7, 1 13,14	2	4	-	-	3	40	60	100	58
25ENU301G	English - III	MDC 3	1,2,7,1 0, 13,14	2	3	-	-	3	40	60	100	73
25BAU301	Marketing Management	Major 3	3,6,8,1 1, 13	1,2	5	-	-	3	40	60	100	75
25BAU302	Financial Management	Major 4	1,4,7,8, 10,11,1 4,15	-	4	1	-	3	40	60	100	78
25BAU303	Organizational Behaviour	Major 5	2,4,5,6, 7,9,10, 11	1	4	-	-	3	40	60	100	81
25BAU304	Cost and Management Accounting	Minor 3	1,3,7,8, 10,11	1,2	5	1	-	4	40	60	100	84
25VAC301G	Community Engagement and Social Responsibility	VAC 3	1,2,5,8, 9,10,11 ,15	2	2	-	-	1	100	-	100	87
25BAU391	Internship - I	Internship	1,3,5,8, 9,10,11 ,15	2	-	-	-	2	100	-	100	89
Semester Total					28	2	0	22	480	420	900	

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	
SEMESTER IV												
25LTU401G/ 25LHU401G/ 25LMU401G/ 25LSU401G/ 25LFU401G	Language : (Tamil-IV / Hindi- IV / Malayalam-IV /Sanskrit- -IV /French -IV)	AEC 4	1,2,7, 10, 13,14	2	4	-	-	3	40	60	100	90
25ENU401G	English IV	SEC 3	1,2,7,10, 13,14	2	3	-	-	3	40	60	100	103
25BAU401	Legal Aspects of Business	Major 6	1,2,7,8,9 , 10,11,12 , 13	-	5	-	-	4	40	60	100	105
25BAU402	Human Resource Management	Major 7	1,2,3,8,9 , 12,15	2	4	-	-	3	40	60	100	108
25BAU403	Financial Reporting	Major 8	1,2,3,4,5 , 10,11	1,2	5	1	-	3	40	60	100	111
25BAU404	Introduction to Business Research	Minor 4	2,3,7,9,1 1, 12, 13,14,	1	5	1	-	3	40	60	100	114
25VAC401G	Universal Human Values	VAC 4	2,3,4,9,1 0, 11,12,13 , 14	1,2	2	-	-	1	100	-	100	117
Semester Total					28	2	0	20	340	360	700	

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	
SEMESTER V												
25BAU501	Investment Analysis and Portfolio Management	Major 10	1,2,3,4,5,7,10,11,12,13	-	5	1	-	3	40	60	100	120
25BAU502	Advertising and Brand Management	Major 11	1,2,3,4,5,6,9,10	-	6	-	-	3	40	60	100	123
25BAU503A/ 25BAU503B/ 25BAU503C/ 25BAU503D/	Major Elective I	Major 12		-	6	-	-	4	40	60	100	126
25BAU504A/ 25BAU504B/ 25BAU504C/ 25BAU504D/	Major Elective II	Major 13		-	6	-	-	4	40	60	100	137
25BAU501	Introduction to Capital Market	Minor 5	1,2,3,4,5,6,9,10,11,12	-	5	1	-	3	40	60	100	147
25BAU591	Internship -II	Internship	1,3,5,8,9,10,11,15	2	-	-	-	2	100	-	100	150
Semester Total					28	2	0	19	300	300	600	

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	
SEMESTER VI												
25BAU601G	Entrepreneurship Development	Major 14	1,2,3,4,5,6,7,10,11,12,13	-	6	0	0	4	40	60	100	152
25BAU602A/ 25BAU602B/ 25BAU602C/ 25BAU602D	Major Elective III	Major 15		2	5	0	0	4	40	60	100	155
25BAU603A/ 25BAU603B/ 25BAU603C/ 25BAU603D	Major Elective IV	Major 16		2	5	0	0	4	40	60	100	165
25BAU604	Consumer Behaviour	Minor 6			4	0	0	3	40	60	100	177
25BAU691	Project	Major 17	2,3,5,8,9,10,11,15	2	0	0	12	6	40	60	100	180
25ECU601G	ECA/NCC/NSS /Sports/General Interest etc.	SEC 4	-	-	0	0	0	-	100	-	100	182
Semester Total					20	0	12	21	300	300	600	
Programme Total					-	-	-	120	2020	1980	4000	

SEMESTER VII													
25BAU701	Banking Law and Practice	Major 18	1,2,3,5,7,8,10,11, 12	-	6	0	0	6	40	60	100	185	
25BAU702	Fintech	Major 19	1,2,3,4,5,7,8,9,11,13	-	6	2	0	6	40	60	100	187	
25BAU703	International Trade	Major 20	1,2,3,4,5,6,7,8,9,10,11	-	6	0	0	4	40	60	100	189	
25BAU704	Production and Operations Management	Minor 7	1,2,3,5,6,7,9,10,11	-	6	0	0	4	40	60	100	192	
Semester Total					24	2	4	20	200	300	500		

SEMESTER VIII (HONOURS)												
25BAU801A	Digital Marketing	Major 22	1,2,3,4,5,7,9, 10,12	-	6	0	0	4	40	60	100	195
25BAU802A	Service Marketing	Major 25	1,2,3,5,7,8,9, 10,11	-	6	0	0	4	40	60	100	197
25BAU803AG	Advanced Organizational Behaviour	Major 25	1,2,3,4,5,10, 11	-	6	0	0	4	40	60	100	199
25BAU804A	Forex Management	Major 26	1,2,3,4,5,6,8, 10,12	1	6	0	0	4	40	60	100	201
25BAU805A	Human Resource Development	Minor 8	2,3,4,5,6,7,9, 10	-	6	0	0	4	40	60	100	204
Semester Total					30	0	0	20	200	300	500	

OR (HONOURS WITH RESEARCH)

25BAU801B	Research Methodology and Intellectual Property Rights	Major 22	1,2,3,4,5,7,9, 10,12	-	6	0	0	4	40	60	100	206
25BAU802B	Data Analysis and Research Mapping using Statistical tools- Practical	Minor 8	2,3,4,5,6,7,9, 10	-	0	0	4	4	40	60	100	209
25BAU891	Preparation of research Project	Major 23	2,3,5,8,9,10, 11,15	2	0	0	18	12	120	180	300	212
Semester Total					12	0	18	20	200	300	500	
Programme Total					-	-	-	164	2520	2580	5000	

I / II / III / IV / V	MOOC	-	-	-	4	-	-	-	-
Total (up to Semester VI) = 120+4=124 Credits									
Total (up to Semester VIII) = 164 Credits									
Minimum 120+4= 124 Credits to earn the degree (for III years)									
Minimum 164 Credits to earn the degree (for IV Years)									

MAJOR COURSES			
Semester	Course code	Name of the course	Credit(s)
I	25BAU101	Principles of Management	5
II	25BAU201	Managerial Economics	5
III	25BAU301	Marketing Management	3
	25BAU302	Financial Management	3
	25BAU303	Organizational Behaviour	3
	25VAU301G	Community Engagement and Social Responsibility	1
IV	25BAU401	Legal Aspects of Business	4
	25BAU402	Human Resource Management	3
	25BAU403	Financial Reporting	3
V	25BAU501	Investment Analysis and Portfolio Management	3
	25BAU502	Advertising and Brand Management	3
		Major Elective I	
	25BAU503A / 25BAU503B / 25BAU503C / 25BAU503D /	Logistics and Supply Chain Management Insurance Principles and Practice Taxation-I Tourism Products of India	4
		Major Elective II	
	25BAU504A / 25BAU504B / 25BAU504C / 25BAU504D /	Industrial Relation and Labour Welfare Big Data Analytics Innovation and Creativity in Business E-Commerce	4
VI	25BAU601G	Entrepreneurship Development	3
		Major Elective III	
	25BAU602A / 25BAU602B / 25BAU602C / 25BAU602D	Business Ethics and Corporate Social Responsibility Investment Banking Operations Taxation-II Ecotourism	3

	25BAU603A / 25BAU603B / 25BAU603C / 25BAU603D	Major Elective IV Compensation Management Managing Startups Data Mining and Data Warehousing Management Information System	4
	25BAU691	Project	6
VII	25BAU701	Banking Law and Practice	6
	25BAU702	Fin Tech	6
	25BAU703	International Trade	4
VIII	25BAU801B	Research methodology and IPR	4
VIII	25BAU891B Or 25BAU801A 25BAU802A 25BAU803AG 25BAU804A 25BAU805A	Project / Preparation of research project Or Digital Marketing Service Marketing Advanced Organizational Behaviour Forex Management Human Resource Development	12
TOTAL			93

MINOR COURSES			
Semester	Course code	Name of the course	Credit(s)
I	25BAU102	Business Accounting	4
II	25BAU205	Business Statistics	4
III	25BAU304	Cost and Management Accounting	4
IV	25BAU404	Introduction to Business Research	3
V	25BAU505	Introduction to Capital Market	3
VI	25BAU604	Consumer Behaviour	3
VII	25BAU704	Production and Operations Management	3
VIII	25BAU801B	Human Resource Development	4
TOTAL			28

ABILITY ENHANCEMENT COURSES			
Semester	Course code	Name of the course	Credit(s)

I	25LTU101G/25LHU101G/25LMU101G/25LSU101G/ 25LFU101G	Language I	3
II	25LTU201G/25LHU201G/25LMU201G/25LSU201G/ 25LFU201G	Language II	3
III	25LTU301G/25LHU301G/25LMU301G/25LSU301G/ 25LFU301G	Language III	3
IV	25LTU401G/25LHU401G/25LMU401G/25LSU401G/ 25LFU401G	Language IV	3
TOTAL			12

MULTIDISCIPLINARY COURSES

Semester	Course code	Name of the course	Credit(s)
I	25ENU101G	English I	3
II	25ENU201G	English II	3
III	25ENU301G	English III	3
TOTAL			9

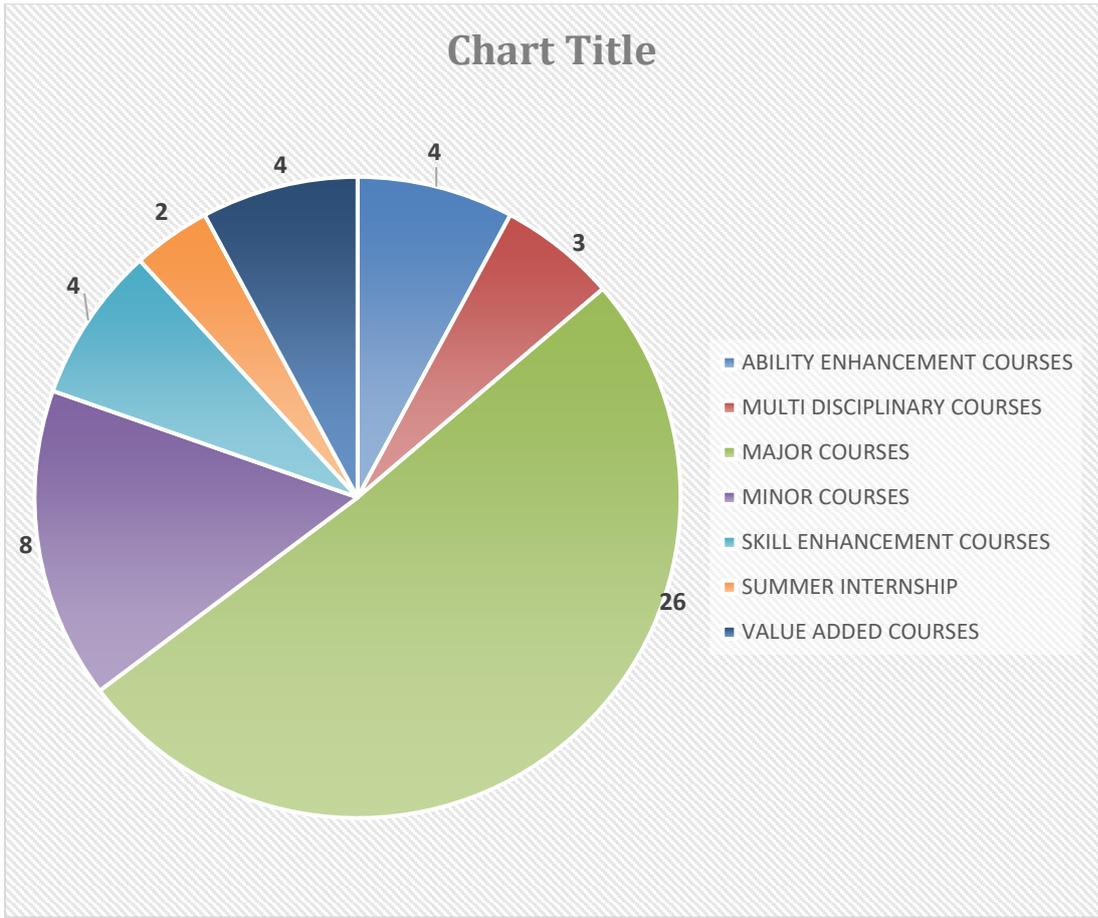
SKILL ENHANCEMENT COURSES

Semester	Course code	Name of the course	Credit(s)
I	25BAU111	Tally - Practical	2
II	25SEC211	Business Statistics -Practical	2
IV	25ENU401G	English IV	3
VI	25ENU601	ECA/NCC/NSS/Sports/General Interest etc.	2
TOTAL			9

SUMMER INTERNSHIP			
Semester	Course code	Name of the course	Credit(s)
III	25BAU391	Internship I	2
V	25BAU591	Internship II	2
TOTAL			4

VALUE ADDED COURSES			
Semester	Course code	Name of the course	Credit(s)
I	25VAC101G	Yoga for Youth Empowerment	2
II	25VAC201G	Environmental Studies	2
III	25VAC301G	Indian Knowledge System	1
IV	25VAC401G	Universal Human Values	1
TOTAL			6

S.NO.	CATEGORIES	NO. OF COURSES
1	ABILITY ENHANCEMENT COURSES	4
2	MULTI DISCIPLINARY 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

- கற்றல் வழி சிந்தனைத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும், மேம்படுத்துதல்.
- அரசுத் தேர்வுகளுக்கு மாணவர்களை ஆயத்தமாக்குதல்; திறனாய்வு நோக்கை மேம்படுத்துதல்.
- இலக்கியங்களின் வழி மனித வாழ்வியலை உணர்த்துதல்.
- இன்புறுத்தல் மற்றும் அறிவுறுத்தல் நிலைகளில் இலக்கியங்களின் பங்களிப்பை உணர்த்துதல்.
- இளைய தலைமுறையினருக்கு அற உணர்வு மற்றும் வாழ்வியல் மதிப்புகளை அறிவுறுத்துதல்

பாடத்திட்டப் பயன்விளைவு

- இந்தியக் குடியரிமைப்பணி முதலான போட்டித் தேர்வுகளில் இடம்பெறுகின்ற, 'தமிழ் இலக்கிய வரலாறு' குறித்த முழுமையான அறிமுகத்தை அடைதல்.
- தொல்லியல், கல்வெட்டியல் மற்றும் ஓலைச்சுவடியியல் சார்ந்த ஆவணத் தேடலுக்குரிய ஆய்வு மனப்பான்மையுடன், இலக்கியங்களை அணுகுதல்.
- 'அறிவியல் தமிழ்'; 'இணையத் தமிழ்' போன்ற தமிழின் வளர்ச்சித் துறைகள் சார்ந்த திறன் மேம்பாடு பெற்றிருத்தல்.
- வேலைவாய்ப்புக்குரிய வகையில் படைப்பாக்கத்திறன் முதலான மொழி ஆளுமை பெற்றிருத்தல் ;
- சமூக வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக உள்ள இலக்கியங்களை நாடுகின்ற மனப்பான்மை வளர்ச்சி.

**தாள்கள் வரிசையும் தேர்வுச் செயல் திட்டமும்
பகுதி-I தமிழ்**

இளநிலைப்பட்ட அறிவியல் மற்றும் கலையியல் வகுப்புகள்

பருவம்	தாள்கள்	கற்பிக்கும் நேரம்/வாரம்	தேர்வு மணிகள்	மதிப்பெண் அகமதிப்பீடு/பருவ எழுத்துத் தேர்வு	மொத்தம்	மதிப்புப் புள்ளிகள்
ஒன்று	I	4	3	40 / 60	100	3

இலக்கிய நெறிகள்

அலகு - I

10 மணிநேரம்

- தமிழ் இலக்கிய வரலாறு** - முச்சங்கங்கள் அறிமுகம் - சங்க இலக்கியத்தின் தோற்றுவாய் - பத்துப்பாட்டு அறிமுகம்
- சங்க இலக்கியம் வரை (1-58)** - முல்லைப்பாட்டு - “பால்போல” முதல் “குறுநீர்”
- அற இலக்கியம் (அதிகாரம் 45),** - திருக்குறள் - பெரியாரைத் துணைக்கோடல்
- அறன் வலியுறுத்தல் (அதிகாரம் 4).**
- காப்பியம்** - சிலப்பதிகாரம் - அ) புகார்க்காண்டம் - மங்கல வாழ்த்துப் பாடல் - “நாகநீள் நகரொடு” முதல் “புகார் நகர் அது தன்னில்” வரை (21 - 22)
- மனையறம் படுத்த காதை - “வார் ஒலி கூந்தலை” முதல் “கண்ணகி தனக்கு என்” வரை (84 - 90)
- ஆ) மதுரைக்காண்டம்** - கொலைக்களக் காதை - “இரு முதுகுரவர் ஏவலும்” முதல் “என் செய்தனை” வரை (67 - 70)
- “வினை விளை காலம்” முதல் “அச் சிலம்பு கொணர்க ஈங்கு” வரை (148-153)
- கட்டுரை காதை - “கடி பொழில்” முதல் “கட்டுரை கேள் நீ” வரை (138 - 170)
- வழக்குரை காதை - “அல்லவை செய்தார்க்கு” முதல் “

உண்டளவே தோற்றான் உயிர்” வரை (82 - 93)
 இ) வஞ்சிக்காண்டம் - நடுகல் காதை - “மதுரை
 மூதூர்”
 முதல் “வடதிசை வணக்கிய மன்னவர் ஏறு” (218-
 234)
 வாழ்த்துக் காதை - “என்னே! இஃது என்னே!” முதல்
 “மீவிசம்பில் தோன்றுமால்” வரை (9).

இலக்கணம்

- அகத்திணைகள், புறத்திணைகள்

அலகு- 2

08 மணிநேரம்

தமிழ் இலக்கிய வரலாறு

- எட்டுத்தொகை அறிமுகம்

சங்க இலக்கியம்

- நற்றிணை - “விளையாடு ஆயமொடு” -

(172)

சங்க இலக்கியம்

- குறுந்தொகை - “நோமென் னெஞ்சே” -

தலைவி கூற்று -

(202) - “ஈதலுந் துய்த்தலு” - தலைவன் கூற்று - (63)

அற இலக்கியம்

- நாலடியார் - கூடா நட்பு- “செறிப்பில்” முதல்

“செய்யாது

செய்து” வரை (1 முதல் 5 பாடல்கள்),

சினம் இன்மை - “மதித்து இறப்பாரும்” முதல்
 “இளையான்”

வரை (1 முதல் 5 பாடல்கள்), சுற்றம் தழால் -

“வயாவும்”

முதல் இன்னர் வரை” (1 முதல் 5 பாடல்கள்).

காப்பியம்

- மணிமேகலை - பாத்திரம் பெற்ற காதை -

“போதிநீழல்” முதல் “நல்அறம்கண்டனை” வரை

(73-98)

இலக்கணம்

- முதலெழுத்து - சார்பெழுத்து - விளக்கம்

அலகு- 3

10 மணிநேரம்

தமிழ் இலக்கிய வரலாறு - அற இலக்கியங்கள் அறிமுகம்

சங்க இலக்கியம்

- ஐங்குறுநூறு - வேட்கைப்பத்து - “வாழி ஆதன் வாழி

அவினி”

எனத் தொடங்கும் முதல் ஐந்து பாடல்கள்.

சங்க இலக்கியம்
இடறிய

- பதிற்றுப்பத்து - ஏழாம்பத்து - “எறிபிணம்

செம்மறுக்” (65)

அற இலக்கியம்
புகழ் செய்யும் (2)

- நான்மணிக்கடிகை - எள்ளற்க என்றும் (1) -

நல்லார்க்கும் (5) -

- சிறந்தார்க்கு (3) - கொடுப்பின் (4) -

(தேர்ந்தெடுத்த ஐந்து பாடல்கள்)

காப்பியம்

- கம்பராமாயணம் - தேர்ந்தெடுக்கப்பட்ட பாடல்கள் (18) - மன்னவன் (1604), பின்னும் பகர்வாள் (1752), பஞ்சி ஒளிர் (2762), மயில் உடை (3151), ஆண்டு, ஆயிடை (3390), மற்று இனி (3812), கண்டனன் (5249), வேலையுள் (6037), மண்ணொடும் (6038), வாங்கிய ஆழி (6049), இங்கு உள (6051), கண்டனென் (6031), பைய பையப் (6053), அந்நெறி (6058), குகனொடும் (6507), கூவி இன்று (7004), ஆள் ஐயா! (7271), கார்நின்ற (10043)

சிறுநிலக்கியம்

- கலிங்கத்துப்பரணி - போர்க்களக்காட்சிகள் - “தேவாசுரம் (472), உடலின்மேல் (475), நெடுங்குதிரை (476), விருந்தினரும் (477), தரைமகள் (483), பொருதடக்கை (484), வெயில்தாரை (488)”.

இலக்கணம்

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

இலக்கணம்

- மூவிடம் மற்றும் பெயர் விகுதிகள்.

அலகு- 4

10 மணிநேரம்

தமிழ் இலக்கிய வரலாறு
வளர்ச்சியும்

- காப்பியங்கள் - தோற்றமும்

சங்க இலக்கியம்
முகந்து

- பரிபாடல் - வையை - (பாடல் - 6) “நிறைகடல்

(1-50 அடிகள்).

உராய்” முதல் “சேறு ஆடுபுனலது செலவு” வரை

சங்க இலக்கியம்

- கலித்தொகை - “சுடர்தொடிக் கேளாய்” (51)

அற இலக்கியம்
(நன்றியறிதல் (1),

- ஆசாரக்கோவை - 5 பாடல்கள்

(5)).

பிறப்பு (2), தக்கணை (3), வைகறை (4), எச்சிலார்

காப்பியம்
(மெய்வழி (97)

- தேம்பாவணி - நகர்வளம் 15 பாடல்கள்

முதல் - ஈரும் வாள் (106) வரை).

சிற்றிலக்கியம்
“மஞ்சள்” வரை

- தமிழ்விடு தூது - “சீர்கொண்ட” முதல் -

(1 முதல் 25 கண்ணிகள்)

இலக்கணம்

- தொடர் வகை - வினா விடை வகைகள்.

அலகு - 5

10 மணிநேரம்

தமிழ் இலக்கிய வரலாறு - சிற்றிலக்கியங்கள் தோற்றமும் வளர்ச்சியும்

சங்க இலக்கியம்

- அகநானூறு - “ஈன்று புறம் தந்த எம்மும் உள்ளாள்”

-

பாலை - நற்றாய் கூற்று (35).

சங்க இலக்கியம்

- புறநானூறு - “புலவரை இறந்த புகழ்சால் தோன்றல்” -

(21)

அற இலக்கியம்

- பழமொழி நானூறு - (5 பாடல்கள்) 1.

அவையறிதல் -

கேட்பாரை நாடி (17), 2. அறிவுடைமை -

அறிவினால் (26),

3. ஒழுக்கம் - விழுத் தொடையர் (34), 4. இன்னா

செய்யாமை - பூ உட்கும் (43), 5. வெகுளாமை -

இறப்பச்

சிறியவர் (51).

காப்பியம்

- சீறாப்புராணம் - மானுக்குப் பிணை நின்ற

படலம் - அரியினஞ் (2), குழை குழைத் (70),

கொடியிடம் (12),

நிறைவளஞ் (16), வல்லவ (17), என்னுயி (18),

தனியெனென் (20), வலையிடத் (25), என வினவ

(29),

வேட்டுவனுரைப்ப (48) என்னும் (10 பாடல்கள்).

சுற்றிலக்கியம் - முத்துக்குமாரசாமி பிள்ளைத்தமிழ் - காப்புப் பருவம் -

பூமேவு கற்பகப் பொங்கரிற், (முதல் பாடல்),
செங்கீரைப் பருவம் - இருக்கோல் இடும்பரிபுரக்
கோல, (முதல் பாடல்), தாலப்பருவம்-பில்கும்
பசுந்தேன் (முதல் பாடல்)

இலக்கணம் - வேற்றுமை உருபுகள்.

மொத்த மணிநேரம் - 48

TEXT BOOK T1 - கற்பகச் சோலை - தமிழ்ப்பாட நூல், இலக்கிய நெறிகள், தமிழ்த்துறை வெளியீடு, கற்பகம் உயர்கல்விக்கழகம், கோயம்புத்தூர் - 21.

பார்வை நூல்கள்

R1 - தமிழ் இலக்கிய வரலாறு, முனைவர் கா.கோ. வேங்கடராமன், கலையக வெளியீடு, நாமக்கல்.

R2 - வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, முனைவர் பாக்யமேரி, பூவேந்தன் பதிப்பகம், சீனிவாசா சாலை, மயிலாப்பூர், சென்னை.

இணையதளம்

W1-www.tvu.org.in

W2- www.maduraitamilproject.com

இதழ்கள்

J1- International Research Journal of Indian Literature, irjil.in

J2 - International Tamil Research Journal, iorpress.in

வினாத்தாள் கட்டமைப்பு

இடைத்தேர்வு - மொத்த மதிப்பெண்கள் 60

பகுதி - அ (இரு மதிப்பெண் வினாக்கள்) $6 \times 2 = 12$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - ஆ (ஆறு மதிப்பெண் வினாக்கள்) $3 \times 6 = 18$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - இ (பத்து மதிப்பெண் வினாக்கள்) $3 \times 10 = 30$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பருவத்தேர்வு - மொத்த மதிப்பெண்கள் 100

பகுதி - அ (இரு மதிப்பெண் வினாக்கள்) $10 \times 2 = 20$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - ஆ (ஆறு மதிப்பெண் வினாக்கள்) $5 \times 6 = 30$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - இ (பத்து மதிப்பெண் வினாக்கள்) $5 \times 10 = 50$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

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	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2.8	2.6	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

25LHU101G

Language I: Hindi -I
(Prose, Non-detailed, Nibandh, Grammar)Semester -I
4H-3CInstruction Hours/Week: L:4 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:

Hours

Prerequisites: 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):

At the end of this course, students will be able to	
Cos	Course Outcomes
CO1	Develop an interest in the appreciation of literature.
CO2	Discuss and respond to content of a reading passage.
CO3	Learning the literacy knowledge of Hindi specially reading and writing.
CO4	Learning the literary knowledge specially reading and understanding of Hindi short Stories
CO5	Learning the history of Hindi literature

- UNIT-I**
- Prose – Bharathiya Sangrah
 - Non-Detailed - Naya Mehman
 - Nibandh - Anushasan
 - Grammar - Bhasha Aur Vyakaran

9 HOURS

- UNIT-II**
- Prose - Pahtha Pani Nirmal
 - Non-Detailed - Eakankki ki Visheshatha
 - Nibandh – Onam
 - Grammar – Varna Vichar , Sangya

9 HOURS

- UNIT- III**
- Prose - Rashtriya Pitha Mahathma
 - Non-Detailed – Maha Bharat ki Eak Sanjh
 - Nibandh – Eakatha Ka Mahathva

10 Hours

d) Grammar – Sarvanam , Gender

UNIT – IV a) Prose – Gapshap **10 Hours**
b) Non-Detailed – Yahang Sona Mana Hai
c) Nibandh – Ganga Pradhushan Ki Samasya
d) Grammar – Number , Karak , Visheshan

UNIT–V a) Prose – Nindha Ras **10 Hours**
b) Non – Detailed Eakanki ki Katha Vasthu
c) Nibandh – Paropkar
d) Nibandh – Paropkar
e) Grammar - Kriya , Kriya Visheshan

Total: 48 Hours

REFERENCE BOOKS:

1. Jayaprakash, (2002). Nuthan Gathya Sangrah (Lesson - 1, 5, 6, 8, 9), Sumithra Prakashan, 16/5. Hasting Road, Illahabad - 211001.
2. Tiwari,S.M. Dr., (2008). Naveen Ekhaniki Sangrah, Sumithra Prakashan, 204. Leela Apartment, Ashok Nagar, Illahabad - 211001.
3. Sing,B.K.P.D Dr., (2018). Nibandh : Subod Hindi Nibandh, Manoj Publication, 1583 - 84 Dariba Kala, Chandni Chouk, Delhi - 110006.

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	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.8	2.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: Not Required**COURSE OBJECTIVES (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 OUTCOMES (COS):

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

Cos	Course Outcomes
CO1	Understand the text styles and grammatical elements
CO2	Discuss the content of a reading passage
CO3	Develop an interest in the appreciation of short stories
CO4	Comprehend the grammatical structures and sentence making
CO5	Understand the language and developing English to Malayalam translation skill

UNIT-I	Novel – Pathummayude Aadu - Vaikam Muhammed Basheer	10 Hours
UNIT-II	Novel- - Pathummayude Aadu - Vaikam Muhammed Basheer	10 Hours
UNIT- III	Short Story - Ente Priyappeta Kadhakal – Akbar Kakkattil)	09 Hours
UNIT – IV	Short Story - Ente Priyappeta Kadhakal – Akbar Kakkattil)	10 Hours
UNIT-V	Composition & Translation(English to Malayalam)	09 Hours

Total: 48 Hours

TEXT BOOKS:

1. Basheer.V.M, (1959), PathummayudeAadu, D.C.Books, Kottayam, Kerala
2. Akbar Kakkattil ,(2022), Ente Priyappeta Kadhakal,D.C. Books, Kottayam, Keral
3. Expansion of ideas, General Eassay and Translation. (A simple passage)

REFERENCE BOOKS:

1. Tharakan K.M ,(2023),Malayala Novel SahithyaCharitram, B.C.Book,Kerala Sast Rasahitya,Kerala
2. Achuyuthan, M (2023),Cherukatha Innale Innu,D.C Books, Kottayam, Kerala
3. George K.M ,(2013)Sahithya CharitramPrasthanangalilude-, D.C.Books, Kottayam, Kerala.
4. Sukumar Azheekod (2018)MalayalaSahithyaVimarsam,D.C.Books,Kottayam,Kerala

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	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Avg.	-	1.2	0.6	-	-	-	0.6	-	-	-	-	0.4	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

**Instruction Hours/Week: L:4 T:0 P:0
Total:100****Marks: Internal:40 External:60****End Semester Exam:3 Hours****Prerequisites: 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):

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

Cos	Course Outcomes
CO1	Critical Thinking: Take informed actions after identifying the assumptions that frame students' thinking and actions.
CO2	Problem Solving: Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
CO3	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.
CO4	Effective Citizenship: Demonstrate empathetic social concern and equity centered national development.
CO5	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

UNIT-I	Introduction to Poetry, Definition of Poetry
UNIT-II	Five Maha Kavyas
UNIT- III	Text Prescribed : Raghuvamsa (Canto – 1) First Ten Slokas
UNIT – IV	Text Prescribed : Raghuvamsa (Canto – 1) Slokas Eleven to Thirty
UNIT – V	Text Prescribed: Raghuvamsa (Canto – 1) Slokas Thirty One to Fifty

Total: 48 Hours

TEXT BOOK

1. Grammar: Text prescribed : By Dr.V.Varadhachari

TEXTS AVAILABLE AT

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

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	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: 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 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

UNIT-I**9 HOURS**

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

UNIT-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

UNIT– III**10 HOURS**

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

UNIT – 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 Culture -Les symbols de la France

UNIT – V**10 HOURS**

- a) Leçon - Il est comment ? Allô ?
- b) Communication - Décrire l'aspect physique et le caractère Parler au telephone
- 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 ,
- f) Les nombres à partir de 70Culture - Les frontières de la france,les villes connues en franc

Total: 48 Hours**REFERENCE BOOK**

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

<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

COs	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	-	-	-	-	-
Avg.	-	3	3	-	-	-	3	-	-	-	-	2	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

**Instruction Hours/Week: L:3 T:0 P:0
Total:100**

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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	Use English grammar to create error-free sentences.	Apply
CO2	Build and maintain social relationships through effective communication.	Remember
CO3	Construct business letters, proposals and E-Mail communication	Remember
CO4	Plan and deliver group discussions and presentations.	Understand
CO5	Classify communication skills in business environment	Understand

8 Hours

UNIT-I

LISTENING: Listening –Types of Listening

SPEAKING: Basics of Pronunciation

READING: Reading – Types of Reading

COMPOSITION WRITING: Jumbled Sentences

LITERATURE: Poem- Mending Wall- Robert Frost

GRAMMAR: Types of Sentences

UNIT-II	7 Hours
LISTENING: Principles of Listening Skills	
SPEAKING: Self-Introduction	
READING: Reading Techniques	
COMPOSITION WRITING: Paragraph Writing	
LITERATURE: Prose- On Running After One's Hat- G. K. Chesterton	
GRAMMAR: Types of Sentences	
UNIT- III	7 Hours
LISTENING: Barriers of Listening	
SPEAKING: Telephone Conversations	
READING: Reading Comprehension Passages	
COMPOSITION WRITING: Precis Writing	
LITERATURE: Short Story - The Bet - Anton Chekov	
GRAMMAR: Articles	
UNIT - IV	7 Hours
LISTENING: Story Narrations	
SPEAKING: Group Discussion	
READING: Reading Reports and profiles	
COMPOSITION WRITING: Letter Writing	
LITERATURE: One-act play- The Death Trap - H.H. Munro	
GRAMMAR: Tenses	
UNIT - V	7 Hours
LISTENING: Listening Strategies	
SPEAKING: Interview Skills	
READING: Tips for MOC- Anchoring	
COMPOSITION WRITING: Circular Writing and Summary Writing	
LITERATURE: Short story- The Snake Song by R K Narayan	
GRAMMAR: Subject Predicate, Framing Questions and Question Tags	

Total: 36 Hc

TEXT BOOK

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

REFERENCE BOOK

1. Martin's, St (2013). Oxford Handbook of Writing: Handbook of Writing. Cambri 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 Pr
4. Ellis, R. (1990). Instructed second language acquisition, Oxford: oxford university P New York:Pergamon Press.

WEBSITES

1. <https://www.poemhunter.com/>
2. <https://hearthandfield.com/on-running-after-ones-hat-gk-chesterton-1915/>
3. <https://www.eastoftheweb.com/short-stories/UBooks/Bet.shtml>
4. <https://masthanappa.blogspot.com/2018/09/the-death-trap-h-h-munro-saki.htm>
5. <https://shorturl.at/ud8rp>

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	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Avg.	-	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****Prerequisites: Not Required****Course Objectives (CO):**

- To understand the concept, functions and levels of management and how the different sc 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	Understand the managerial functions of planning, organizing and controlling in a variety of circumstances.	Understand
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 – Basics: Nature and Purpose of Business– Characteristics of Business–Comparison among Business, Profession and Employment – Various types of Industry –Compare Industry with commerce - 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 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*, 6th 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*, 11th 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

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

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2	2	2	2	2	-	-	-	-	3	3	-	-	-	2	-	3

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Instruction Hours/Week: L:6 T:2 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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 SUBSIDYBOOKS 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

Preparation of Final Accounts of Joint Stock Companies Preparation of statement of profit and loss – balance sheet – schedules – Indian Accounting standards

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, 6th Edition, Vikas Publishing House Pvt., Ltd, New Delhi.

REFERENCE BOOK

1. R. K. Arora (2018). Financial Accounting: Fundamentals, Analysis and Reporting, Wiley, New Delhi
2. R. Narayanaswamy, R. (2017). *Financial Accounting: A Managerial Perspective*. 6th Edition, PHI Learning Pvt. Ltd, New Delhi.
3. Asish K. Bhattacharyya (2017). *Essentials of Financial Accounting*, 4th 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

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

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

End Semester Exam:3 Hours

Prerequisites: 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 generationc

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)*, 4th Revised and updated edition, BPB Publications; New Delhi.

REFERENCE BOOK

1. Asok K. Nadhani (2018), Tally ERP Training Guide 4th 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

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

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	-	-	-	-	2	-	-	-	-	3	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
Avg.	2	-	3	-	2	-	2	-	-	3	-	-	2	-	2	3	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: Not Required**COURSE OBJECTIVES (CO):**

- Create awareness about Yoga and Physical Health.
- Providing value education to improve the student's character, understanding the greatness of life force and the Mind
- Know about five aspects of life and develop good Qualities and eliminate bad ones
- Learning introspection practices like analysis of Thought, Moralization of Desires, Neutralization of Anger, and Eradication of Worries, Diversity in men (Why Men Differ)
- To understand yoga, life, and practice Yoga asanas

COURSE OUTCOMES (COS):

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

Cos	Course Outcomes	Blooms Level
CO1	Understand the concepts of about Yoga and Physical Health	Understand
CO2	Study the concepts the 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
Manavalakalai (SKY) Yoga:
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 1, Makarasana part 2, body massage, acupressure relaxation exercises and its benefits Yogasanas: Suryanamaskar 12 cycle pranayama, Asanas. [sitting and standing] meditation – Agna, explanation of initiation practice and its benefits.

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

Kayakalpa, Aim of kayakalapa, philosophy, physical body, sexual vital fluid life force bio magnetism mind. Maintaining youth fullness, postponing old age, food transformation into seven minerals, the importance of sexual vital fluid measure and method of five aspects of life controlling undue passion. Kayakalpa Practice: Aswini Mudra, Ojas Breath, benefits of Kayakalpa, Sex and Spirituality, Development of mind in ten stages. Mental frequencies: Meditation-five essential qualities acquired through meditation, Types of meditation, Agna, Shanthi, Thuriya, and its Benefits

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

Purpose and philosophy of life- Needs protection, Ethics, and wisdom. Introspection: importance of thought, maneuvering of the six Temperaments, Analysis of Thought and six roots for thought, moralization of Desires. Neutralization of Anger.

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

Eradication of worries: Reasons for worries, four types of worries, Practice for eradication of worries. Benefits of Blessings: effect of good vibration self blessing (Auto suggestion), Family blessing others, world blessing, Divine protect, Human Values: greatness of Friendship, Individual peace to World Peace

UNIT – V LAW OF NATURE**5 HOURS**

Unified force, cause and effect system, gentle Center, Purification of gentile center, Love and Compassion. Culture values: Types of Education Non violence and five fold moral culture, Truth, honesty, patience. Excuse, self control, obedience, consistent effort, No feeling jealousy, pleasant and polite, see good in everything.

YOGA PRACTICES: Thandasana Chakrasana (sideways) Vruchasana Thirikonasana Vakkarasana

Total: 24 Hours**TEXT BOOK**

- Yoga for Youth Empowerment-Value Education, Thathuvagnani Vethathiri
1. Maharishi, WCSC, Aliyar.

REFERENCE BOOK

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

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	-	-	-	1	-	-	-	-	1	2
CO2	3	-	3	3	-	-	1	-	-	-	1	-	-	-	-	1	1
CO3	3	-	-	-	-	2	-	-	-	3	2	-	-	-	-	-	2
CO4	3	-	-	2	2	-	-	-	-	-	3	-	-	-	-	1	2
CO5	3	-	3	3	2	1	-	-	1	-	3	-	-	2	3	2	-
Avg.	3	-	3	2.6	2	1.5	1.5	-	1	3	2	-	-	2	3	1.2	1.7

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

இலக்கிய இன்பம்**பாடத்திட்டப் பொதுநோக்கம்**

- கற்றல் வழி சிந்தனைத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும், மேம்படுத்துதல்.
- அரசுத் தேர்வுகளுக்கு மாணவர்களை ஆயத்தமாக்குதல்; திறனாய்வு நோக்கை மேம்படுத்துதல்.
- இலக்கியங்களின் வழி மனித வாழ்வியலை உணர்த்துதல்.
- இன்புறுத்தல் மற்றும் அறிவுறுத்தல் நிலைகளில் இலக்கியங்களின் பங்களிப்பை உணர்த்துதல்.
- இளைய தலைமுறையினருக்கு அற உணர்வு மற்றும் வாழ்வியல் மதிப்புகளை அறிவுறுத்துதல்.

பாடத்திட்டப் பயன்விளைவு

- இந்தியக் குடியரிமைப்பணி முதலான போட்டித் தேர்வுகளில் இடம்பெறுகின்ற, 'தமிழ் இலக்கிய வரலாறு' குறித்த முழுமையான அறிமுகத்தை அடைதல்.
- தொல்லியல், கல்வெட்டியல் மற்றும் ஓலைச்சுவடியியல் சார்ந்த ஆவணத் தேடலுக்குரிய ஆய்வு மனப்பான்மையுடன், இலக்கியங்களை அணுகுதல்.
- 'அறிவியல் தமிழ்'; 'இணையத் தமிழ்' போன்ற தமிழின் வளர்ச்சித் துறைகள் சார்ந்த திறன் மேம்பாடு பெற்றிருத்தல்.
- வேலைவாய்ப்புக்குரிய வகையில் படைப்பாக்கத்திறன் முதலான மொழி ஆளுமை பெற்றிருத்தல்
- சமூக வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக உள்ள இலக்கியங்களை நாடுகின்ற மனப்பான்மை வளர்ச்சி.

தாள்கள் வரிசையும் தேர்வுச் செயல் திட்டமும்

பகுதி-I தமிழ்

இளநிலைப்பட்ட அறிவியல் மற்றும் கலையியல் வகுப்புகள்

பருவம்	தாள்	கற்பிக்கும் நேரம்/வாரம்	தேர்வு மணிகள்	மதிப்பெண் அகமதிப்பீடு/பருவ எழுத்துத் தேர்வு	மொத்தம்	மதிப்புப் புள்ளிகள்
இரண்டு	II	4	3	40 / 60	100	3

இலக்கிய இன்பம்

அலகு - I

தமிழ் இலக்கிய வரலாறு

- தமிழிலக்கிய வரிசையில் திருமுறைகள், பன்னிரு திருமுறைகள் அறிமுகம், திருமுறை ஆசிரியர்களின் இலக்கியப் பங்களிப்பு.

பக்தி இலக்கியம்

- சைவம் - பெரியபுராணம் - திருமூலநாயனார் புராணம் - (தேர்ந்தெடுக்கப்பட்ட 15 பாடல்கள்) - அந்தியிளம் பிறைக்கண்ணி (1) - மற்றவர்தாம் (2), காவிரிநீர் (9) - அந்நிலைமை (10), அந்தணர்தஞ் (11) - மற்றவன்றன் (12), இவன் உயிர் (13), பாய்த்தியபின் (14) - வெய்யசுடர் (16) - அங்கவளும் (18) - பித்துற்ற (20) - இந்தநிலை (22) - ஆவடுதண் (25) - ஊனுடம்பில் (26) - முன்னிய (27)

கவிதை

- கண்ணன் என் சீடன் (1-150 வரிகள்) - மகாகவி பாரதியார்

கவிதை

- பெண்களின் உரிமைகள்(பெண்மை) - கவிமணி

கவிதை

- செருப்புடன் ஒரு பேட்டி- கவிஞர் மேத்தா

சிறுகதை

- கடவுளும் கந்தசாமிப் பிள்ளையும் - எழுத்தாளர் புதுமைப்பித்தன்

கட்டுரை

- ஆளுமைத்திறன் அறிவோம் (தன்னம்பிக்கை மாத இதழ்)

படைப்பிலக்கியப் பயிற்சி

- கட்டுரைப் படைப்பாக்கத்திறன்

தமிழ் இலக்கிய வரலாறு
பக்தி இலக்கியம்

- பன்னிரு ஆழ்வார்கள் வரலாறு
- நாச்சியார் திருமொழி (வாரணம் எனத் தொடங்கும் 11 பாடல்கள்) – ஆண்டாள்.

கவிதை

- மலையாளக்காற்று - கவிஞர் சிற்பி
பாலசுப்பிரமணியம்.

கவிதை

- கம்ப்யூட்டர் கையில் நாம் – கவிஞர்
ஈரோடு தமிழன்பன்

சிறுகதை

- நந்தவனத்தில் ஒரு ஆண்டி- எழுத்தாளர்
ஜெயகாந்தன்

கட்டுரை

- அறிவியல் தமிழ் ஆக்கம் – இற்றை நிலை –
டாக்டர். வா.செ. குழந்தைசாமி

படைப்பிலக்கியப் பயிற்சி

- கவிதைப் படைப்பாக்கத்திறன்

அலகு- 3

10 மணிநேரம்

தமிழ் இலக்கிய வரலாறு
வளர்ச்சியும்
பக்தி இலக்கியம்

- தமிழ்ப் புதுக்கவிதையின் தோற்றமும்

கவிதை

- திருவருட்பா - அஞ்சாதே நெஞ்சே (10
கண்ணிகள்) – இராமலிங்க அடிகளார்.

கவிதை

- கனவுகள் +கற்பனைகள் = காகிதங்கள் –
கவிஞர் மீரா

கவிதை

- மின்மினிகளால் ஒரு கடிதம் – கவிஞர்
அப்துல்ரகுமான்

சிறுகதை

- ஒட்டடை- கவிஞர் தாமரை

கட்டுரை

- நாற்காலி – எழுத்தாளர் கி. ராஜநாராயணன்

இலக்கணம்

- வல்லினம் மிகும், மிகா இடங்கள்

படைப்பிலக்கியப் பயிற்சி

- சிறுகதைப் படைப்பாக்கத்திறன்

அலகு- 4

10 மணிநேரம்

தமிழ் இலக்கிய வரலாறு

- தமிழ்ச் சிறுகதையின் தோற்றமும்
வளர்ச்சியும்.

கவிதை

- இயேசு காவியம் - கசப்புறு பாத்திரம் – “வானி

லங்கு நிலவு” முதல் “நேர மின்று நெருங்கியே”
(1 முதல் 8 பாடல்கள்) - கவிஞர் கண்ணதாசன்.

கவிதை

- அதோ அந்த அவர்கள் - கவிஞர் வாலி.

கவிதை

- ஏழை இங்கொருவருமில்லை - கவிஞர்
குலோத்துங்கன்.

சிறுகதை

- சுயநலம்- கவிஞர் விந்தன்.

கட்டுரை

- கங்கை வேடனும் காளத்தி வேடனும் -
சொல்லின் செல்வர் ரா.பி. சேதுப்பிள்ளை.

ஆளுமைத்திறன் மேம்பாடு - பேச்சுக்கலை

அலகு -5

10 மணிநேரம்

தமிழ் இலக்கிய வரலாறு - தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்

கவிதை

- தவத்தின் மேன்மை - கவிஞர் குணங்குடி
மஸ்தான் சாகிபு

கவிதை

- சின்னச் சின்ன பிரளயங்கள் - கவிஞர் வைரமுத்து

கவிதை

- சுயம் - கவிஞர் சல்மா

சிறுகதை

- மீன் - எழுத்தாளர் பிரபஞ்சன்

கட்டுரை

- வீரச்சுவை - நாவலர் ந.மு.வேங்கடசாமி நாட்டார்

மொழித்திறன் மேம்பாடு - பிழையின்றி எழுதுதல் பயிற்சி.

மரபுத்தமிழ் - திணைமரபு - உயர்திணை, அஃறிணை,
அறிவியல் கலைச்சொற்கள்.

TEXT BOOK T1 - கற்பகச் சோலை - தமிழ்ப்பாட நூல், இலக்கிய இன்பம்,
தமிழ்த்துறை வெளியீடு, கற்பகம் உயர்கல்விக்கழகம், கோயம்புத்தூர் - 21.

பார்வை நூல்கள்

R1 - தமிழ் இலக்கிய வரலாறு, முனைவர் கா.கோ. வேங்கடராமன், கலையக
வெளியீடு, நாமக்கல்.

R2 - பெரியபுராணம் தொகுதி-1 பன்னிருதிருமுறை ஆய்வுமைய
வெளியீடு, கற்பகம்

உயர்கல்விக்கழகம், கோவை-21

இணையதளம்

W1-www.tvu.org.in

W2- www.maduraitamilproject.com

இதழ்கள்

J1- International Research Journal of Indian Literature, irjil.in

J2 - International Tamil Research Journal, iorpress.in

வினாத்தாள் கட்டமைப்பு

இடைத்தேர்வு - மொத்த மதிப்பெண்கள் 60

பகுதி - அ (இரு மதிப்பெண் வினாக்கள்) $6 \times 2 = 12$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - ஆ (ஆறு மதிப்பெண் வினாக்கள்) $3 \times 6 = 18$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

குதி - இ (பத்து மதிப்பெண் வினாக்கள்) $3 \times 10 = 30$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பருவத்தேர்வு - மொத்த மதிப்பெண்கள் 100

பகுதி - அ (இரு மதிப்பெண் வினாக்கள்) $10 \times 2 = 20$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - ஆ (ஆறு மதிப்பெண் வினாக்கள்) $5 \times 6 = 30$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - இ (பத்து மதிப்பெண் வினாக்கள்) $5 \times 10 = 50$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்).

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	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.8	2.6	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

25LHU201G

Language II: Hindi- II
(Modern Poetry, Drama, Novel, Grammar)Semester -II
4H-3C

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

Marks: Internal:40 External:60 Total:100
End Semester Exam:3 Hours**Prerequisites: Not Required****COURSE OBJECTIVES (CO):**

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

COURSE OUTCOMES (CO):

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

COs	Course Outcomes	Blooms Level
CO1	Basic knowledge of Hindi language will be improved.	Remember
CO2	Knowledge of glossaries will increase.	Understand
CO3	Hindi language expression will rise.	Analyze
CO4	Learners will enrich their grammar in Hindi.	Apply
CO5	The desire to read literature, such as the essay on a poem, develops.	Create

UNIT-I**9 HOURS**

- a) Poetry – Nagarjun
- b) Drama -Dhruva Swamini
- c) Novel - Nirmala, Thotharam
- d) Grammar – Kaal, Theen Prakar

UNIT-II**9 HOURS**

- a) Poetry – Sita , Ram
- b) Drama – Mandhakini , Koma
- c) Novel – Mansaram , Jiyaram
- d) Grammar – Upsarg, Prathyay

UNIT- III**10 HOURS**

- e) Poetry – Lakshman, Valmiki
- f) Drama – Ramaguptha , Chandhraguptha
- g) Novel – Sudha, Bhuvan Mohan Singh
- h) Grammar – Sabda Vyutpathi

UNIT – IV

10HOURS

- a) Poetry -Vishvaamithra, Thrijada
- b) Drama –Sikhar Swami,Shakraj
- c) Novel – Udhaybanulaal, Siyaram
- d) Grammar – Sambandh Chochak

UNIT-V

10HOURS

- a) Poetry – Bhagirath , Sagar
- b) Drama – Khingal , Mihirdev , Prohith
- c) Novel – bhalchandra Sinha,Kalyani, Rangili Bai
- d) Samuchchaybodhak, Vishmayathibodhak

Total:48 Hours

REFERENCE BOOKS:

1. Nagarjun, (2018). Bhoomija , Radha Krishna Publication, New Delhi - 110051.
2. Jaysankar Prasad, (1933). Dhruva Swamini, Sakshi Publication, S 16, Naveen Shahdhara, Delhi - 110032.
3. Premchandh, (2020). Nirmala, Prabhath Prakashan, 4/19 Asaf Ali Road, New Delhi - 110002.

E-Resources:

https://youtu.be/_pbAib0He0Y?si=QA_V-f9OZwqJa8fU

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	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	2.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25LMU201G

Language II : Malayalam -II

Semester -II
4H-3CInstruction Hours/Week: L:4 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: Not Required

COURSE OBJECTIVES (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 OUTCOMES (COS):

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

Cos	Course Outcomes
CO1	Get a basic understanding of Memories
CO2	It will create basic knowledge about Environmental Psychology.
CO3	It will create awareness about our environment.
CO4	Knowledge is gain about our country, culture etc.
CO5	It will be an eye opener to the students towards our Mother Earth.

UNIT-I	Novel -Enmakaje	10 HOURS
UNIT-II	Novel – Enmakaje	10 HOURS
UNIT- III	Memories – Neermaathalam Poothakaalam	10 HOURS
UNIT – IV	Memories – Neermaathalam Poothakaalam	9 HOURS
UNIT-V	Translation (English to Malayalam)	9 HOURS
		48 HOURS

TEXT BOOKS:

- 1 Ambikasuthan, (2024), *Emakaje* –DC Books Kottayam,Kerala

2 Madhavikutty (2021), *Neermaathalam Poothakaalam*, DC Books Kottayam, Kerala

REFERENCE BOOKS:

1 Vijayalam Jayakumar (1998), *Athmakathasahithyam Malayalathil*, N.B.S.Kottayam, Kerala

2 Tharakan K.M (2023), *Malayala Novel SahithyaCharitram*, Kerala Sast Rasahitya, Kerala

3 George K.M (2013) *SahithyaCharitramPrasthanangalilude*, D.C.Books, Kottayam, Kerala

4 Sukumar Azheekode, (2018, *MalayalaSahithyavimarsam*, D.C.Books, Kottayam, Kerala

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	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Avg.	-	3	3	-	-	-	3	-	-	-	-	2	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25LSU201G

Language II: Sanskrit - II
(Prose, Grammar And Translation)Semester -II
4H-3C

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

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

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

Cos	Critical Thinking : Take informed actions after identifying the assumptions that frame students' thinking and actions.
CO1	Problem Solving : Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
CO2	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.
CO3	Effective Citizenship : Demonstrate empathetic social concern and equity centered national development.
CO4	Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.
CO5	Critical Thinking: T a k e informed actions after identifying the assumptions that frame students' thinking and actions.

UNIT-I	Introduction to Sanskrit Prose, Important prose works in Sanskrit	10 HOURS
UNIT-II	Balaramayana – Balakanda	10 HOURS
UNIT- III	Balaramayana – Ayodhyakanda	10 HOURS
UNIT – IV	Balaramayana – Aranyakanda	09 HOURS
	Athmanepada Declension of ending nouns (feminine)	
UNIT-V	Passages from Sanskrit Self Teacher (Simple sentences)	09 HOURS

Total:48 Hours

TEXT BOOK:

1. Balaramayana - A Simple Prose Version, (2019). *R.S. Vadhyar and Sons*, Palghat, Kerala

CO, PO, PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	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

25LFU201G

Language II: French -II
(Leçon, Communication, Grammaire,
Verbes, Lexique, Culture)

Semester -II
4H-3C

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

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

Prerequisites: 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

9 HOURS**UNIT-I**

- a) Leçon - Les loisirs
- 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.

UNIT-II**9HOURS**

- a) Leçon - La routine
- b) Communication - Décrire sa journée
- c) Grammaire - Les verbes pronominaux, Les verbes du premier
- d) Verbes - manger, boire
- e) Lexique - Le temps et l'heure ,La fréquence
- f) Culture - les bandes dessinées.

UNIT- III**10 HOURS**

- a) Leçon -Où faire ses courses
- b) Communication - Au restaurant : commander et commenter
- c) Grammaire - Les articles partitifs, Le pronom en (laquantité) trèsou beaucoup? La phrase négative
- d) Verbs - les verbs irregularities
- e) Lexique -Les aliments, Les quantities, Les commerces et les commercants
- f) Culture - Les plats français

UNIT – IV**10 HOURS**

- a) Leçon - Decourvez et dégustez
- 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
- f) Culture - Le festival du mot

UNIT-V**10 HOURS**

- a) Leçon - Tout le monde s'amuse, Les ados au quotidien
- b) Communication- Décrire une tenue , Écrire un message amical
- c) Grammaire -Les adjectifs démonstratives, La formation du féminin Le pronom indéfini on, passe composée
- 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

REFERENCE BOOKS:

1. Cocton Marie –Noëlle , Duplex Dorothée, Heu Elodie , Kasazian Emilie, Ripaud Delphine, **Saison**
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

E-Resources:

1. [http:// enseigner.tv5 monde.com/](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

COs	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	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.8	2.6	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Prerequisites: 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.	Remember
CO3	Utilize fundamentals of language for reading, writing and effective communication.	Apply
CO4	Enhancing the reading skill to build the leadership quality.	Understand
CO5	Develop the moral and aesthetic values.	Understand

UNIT-I**8 HOURS**

LISTENING: Listening to Different Accents and Intonation

SPEAKING: Preparing for Small Talks

READING : Syllabification

COMPOSITION WRITING: Developing a story with pictures

LITERATURE: Refuge Mother and Child by Chinua Achebe (Poetry)

GRAMMAR: Subject, verb, agreement

UNIT-II**7 HOURS**

LISTENING: Listening in Different Contexts

SPEAKING: Oral Presentation

READING: Reading Passages

COMPOSITION WRITING: Hints Development

LITERATURE: Prose: My Childhood- Dr. A.P.J. Abdul Kalam

GRAMMAR: Phrases and Clauses

UNIT– III

7 HOURS

LISTENING: Listening to Buisness stories/Tedtalks

SPEAKING: Public speaking and secrets of good delivery

READING: Note Making

COMPOSITION WRITING: Rearranging Paragraphs

LITERATURE: Poem: A Gift of India - Sarojini Naidu

GRAMMAR: Voice

UNIT – IV

7 HOURS

LISTENING: Listening to instructions and announcements

SPEAKING: Debating

READING : Reading

COMPOSITION WRITING: Writing Agenda, Memos, Minutes and Notices

LITERATURE: Play: Dance Like a Man - Mahesh Dattani

GRAMMAR: Degrees of Comparison

UNIT–V

7 HOURS

LISTENING: Listening to Product Description- Labelling and Gap Filling Exercises

SPEAKING: Developing Argument and Closing Argument

READING : Reading Comprehension/ Summary Writing

COMPOSITION WRITING: Dialogue Writing

LITERATURE: Short- story: The Bear Hunt- Leo Tolstoy

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.

E-Resources:

1. <https://allpoetry.com/>
2. <https://ncert.nic.in/textbook/pdf/iebe106.pdf>
3. <https://poets.org/poem/gift-india>
4. <https://shorturl.at/4sgld>
5. <https://sportingclassicsdaily.com/leo-tolstoy/>

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
Avg.	--	2.5	2.5	-	-	-	-	-	2	-	-	-	-	-	-	-	-

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

25BAU201

Managerial Economics

Semester -II
8H - 5C

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

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

Prerequisites: 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 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 - New Economic Theory (NET), - Focus on Human-Centered and Sustainable Economics: Challenging Conventional Wisdom, Interdisciplinary Approach, Promoting Education and Awareness.

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 - 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

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*, 3rd Edition, McGraw Hill Education, New Delhi.

REFERENCE BOOKS:

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

E-Resources:

1. <https://epdf.pub/managerial-economics84ed28a3e234f607d8b67fd30c1104f456672.html>
2. https://www.academia.edu/34707649/Managerial_Economics_Textbook
3. <https://nptel.ac.in/courses/110101005/>

KAHE - Learning Management System

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

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2	2	2	2	2	-	-	-	-	3	3	-	-	-	2	-	3

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25MAU205

Business Statistics

Semester –II
8H - 4CInstruction Hours/Week: L:6 T:2 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: Not Required

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):

At the end of this course, students 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.	Analyze
CO3	Apply the formula and calculate descriptive measures of dispersion.	Analyze
CO4	Utilize the correlation or regression methods to find the relationship between two variables.	Analyze
CO5	Identify the components of time series and the method of measuring trend.	Analyze

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. Navanitham P.A. (2019). Business Mathematics and Statistics, Jai Publisher, Trichy.
2. Sharma J.K. (2013). Business statistics, 3th edition, Dorling Kindersley Pvt. Ltd., New Delhi.

REFERENCE BOOKS:

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

E-Resources:

1. https://youtu.be/_pbAib0He0Y?si=QA_V-f9OZwqJa8fU

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	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	3	1	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	3	-	2	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	-	-	1	3	1	2	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Instruction Hours/Week: L:0 T:0 P:5
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: Not Required

Course Objectives (CO):

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

COURSE OUTCOMES (COS):

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

COs	Course Outcomes	Blooms Level
CO1	Calculate and apply the measure of central tendency and dispersion in decision making.	Apply
CO2	Apply statistical techniques to analyze data and interpret the measures.	Evaluate
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	Evaluate the relationship and association between variables to formulate the strategy in business.	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

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-
CO5	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2	2	2	2	2	-	-	-	-	3	3	-	-	-	2	-	3

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: Student should know about fundamentals of environment.

Course Objectives (CO):

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

COURSE OUTCOMES (COS):

At the end of this course, students will be 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:

5 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:25 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, 3rd 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,
7. S. Chand & Publishing Company, New Delhi.
8. Tripathy. S.N., and Sunakar Panda. (2011). Fundamentals of Environmental Studies, 3rd Edition, Vrianda Publications Private Ltd, New Delhi.

REFERENCE BOOKS:

1. Botkin., and Keller, (2014). Environmental Science: Earth as a Living Planet. 9th 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
Avg.	3	-	-	-	-	-	-	2	2	-	2	2	2	-	2	2	2

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

போட்டித் தேர்வு நோக்கில் தமிழிலக்கியங்கள்

பாடத்திட்டப் பொதுநோக்கம்

- கற்றல் வழி சிந்தனைத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும், மேம்படுத்துதல்.
- அரசுத் தேர்வுகளுக்கு மாணவர்களை ஆயத்தமாக்குதல்; திறனாய்வு நோக்கை மேம்படுத்துதல்.
- இலக்கியங்களின் வழி மனித வாழ்வியலை உணர்த்துதல்.
- இன்புறுத்தல் மற்றும் அறிவுறுத்தல் நிலைகளில் இலக்கியங்களின் பங்களிப்பை உணர்த்துதல்.
- இளைய தலைமுறையினருக்கு அற உணர்வு மற்றும் வாழ்வியல் மதிப்புகளை அறிவுறுத்துதல்.

பாடத்திட்டப் பயன்விளைவு

- இந்தியக் குடியரிமைப்பணி முதலான போட்டித் தேர்வுகளில் இடம்பெறுகின்ற, 'தமிழ் இலக்கிய வரலாறு' குறித்த முழுமையான அறிமுகத்தை அடைதல்.
- தொல்லியல், கல்வெட்டியல் மற்றும் ஓலைச்சுவடியியல் சார்ந்த ஆவணத் தேடலுக்குரிய ஆய்வு மனப்பான்மையுடன், இலக்கியங்களை அணுகுதல்.
- 'அறிவியல் தமிழ்' ; 'இணையத் தமிழ்' போன்ற தமிழின் வளர்ச்சித் துறைகள் சார்ந்த திறன் மேம்பாடு பெற்றிருத்தல்.
- வேலைவாய்ப்புக்குரிய வகையில் படைப்பாக்கத்திறன் முதலான மொழி ஆளுமை பெற்றிருத்தல் ;
- சமூக வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக உள்ள இலக்கியங்களை நாடுகின்ற மனப்பான்மை வளர்ச்சி.

**தாள்கள் வரிசையும் தேர்வுச் செயல் திட்டமும்
பகுதி-I தமிழ்
இளநிலைப்பட்ட அறிவியல் மற்றும் கலையியல் வகுப்புகள்**

பருவம்	தாள்	கற்பிக்கும் நேரம்/வாரம்	தேர்வு மணிகள்	மதிப்பெண் அகமதிப்பீடு/பருவ எழுத்துத் தேர்வு	மொத்தம்	மதிப்புப் புள்ளிகள்
மூன்று	III	4	3	40 / 60	100	3

அலகு - 1

**போட்டித் தேர்வு நோக்கில்
தமிழிலக்கியங்கள்**

10 மணிநேரம்

அற இலக்கியம் - திருக்குறள் - தெரிந்து தெளிதல் - கூடா நட்பு.

நாலடியார் - பெரியாரைப் பிழையாமை - (பாடல் 161 முதல் 165 வரை பொறுப்பர் என்றெண்ணி, பொன்னே கொடுத்தும், அவமதிப்பும், விரிநிற நாகம், எம்மை அறிந்திலீர்)

பழமொழி நானூறு - (பாடல் 151 முதல் 155 வரை - (வேளாண்மை செய்து, ஒன்றால் சிறிதால், இனி யாரும் இல்லாதார், தற்றுாக்கி, வீங்குதோள்)

இனியவை நாற்பது - (பாடல் 31 முதல் 35 வரை) - (அடைந்தார் துயர்கூறா, கற்றறிந்தார் கூறும், ஊர்முனியா, எல்லிப் பொழுது, ஒற்றினான் ஒற்றி)

சிறுபஞ்சமூலம் - பூவாது காய்க்கும் (20) - பூத்தாலும் காயா மரம் உள (21).

ஏலாதி (1 முதல் 5 பாடல்கள் வரை - சென்ற புகழ், கொலை புரியான், தவம் எளிது, இடர் தீர்த்தல், தனக்கு என்னும்)

மூதுரை - (11 முதல் 15 வரை) - (பண்டு முளைப்பது, மடல் பெரிது, கவையாகி கொம்பாகி, கான மயிலாட, வேங்கை வரிப்புலி) முதலான பாடல்களைத் திறனாய்தல்.

அலகு - 2

08 மணிநேரம்

காப்பியங்கள் - ஐம்பெருங்காப்பியங்கள்

- சிலப்பதிகார வழக்குரைகாதை

- ஐஞ்சிறு காப்பியங்கள்

- சூளாமணி அரசியற் சருக்கம்
- பிற்கால இலக்கியங்கள் (பாரதசக்தி மகாகாவியம், இராவண காவியம்)

சிற்றிலக்கியங்கள் - குற்றாலக்குறவஞ்சி
 - பிள்ளைத்தமிழ்
 - பரணி
 - தூது - உலா முதலான இலக்கியங்களைத் திறனாய்தல்.

அலகு - 3

10 மணிநேரம்

தமிழின் தொன்மை - திராவிடமொழிகள் தொடர்பான செய்திகள்

தமிழ் வளர்த்த சான்றோர் - உ.வே.சாமிநாதர் - தெ.பொ.மீனாட்சி சுந்தரனார் - சி. இலக்குவனார் ஆகியோரின் தமிழ்ப்பணி - தேவநேயப்பாவாணர் - அகரமுதலி - பாவலரேறு பெருஞ்சித்திரனார் - ஜி.யு.போப் - வீரமாமுனிவர் ஆகியோரின் தமிழ்த்தொண்டு.

அலகு - 4

10 மணிநேரம்

தமிழ்வளர்த்த சான்றோர் - மகாகவி பாரதியார் - பாவேந்தர் பாரதிதாசன்- கவியரசு கண்ணதாசன் - பட்டுக்கோட்டை கல்யாணசுந்தரனார் - கவிஞர் முடியரசன் - நாமக்கல் கவிஞர் - சிலம்புச் செல்வர் ம.பொ.சிவஞானம் ஆகியோரின் தமிழ்ப்பணி - சாகித்ய அகாதெமி விருது பெற்ற இலக்கியங்கள்.

அலகு - 5

10 மணிநேரம்

கடிதப்பயிற்சி -

1. நண்பனுக்குப் பாராட்டுக் கடிதம்
2. தமிழ் மன்ற நிகழ்வை நாளிதழில் வெளியிட வேண்டி பதிப்பாசிரியருக்கு விண்ணப்பம்.
3. கருத்தரங்கப் பங்கேற்பிற்கான அனுமதி வேண்டி விண்ணப்பம்.
4. வேலை வேண்டி விண்ணப்பம்

இலக்கணம் - எழுத்து - குறில், நெடில் வேறுபாடு - லகர, ளகர, ழகர வேறுபாடு - னகர, ணகர வேறுபாடு - ரகர, றகர வேறுபாடு அறிதல். பேச்சு வழக்குத்

தொடரிலுள்ள பிழை திருத்தம் - (எ.கா.) நேத்து மழ பேஞ்சுது - நேற்று மழை பெய்தது.

மொத்த மணிநேரம் - 48

TEXT BOOK T1 - கற்பகச் சோலை - தமிழ்ப்பாட நூல், இலக்கிய இன்பம், தமிழ்த்துறை வெளியீடு, கற்பகம் உயர்கல்விக்கழகம், கோயம்புத்தூர் - 21.

பார்வை நூல்கள்

R1- தமிழ் இலக்கிய வரலாறு, முனைவர் கா.கோ. வேங்கடராமன், கலையக வெளியீடு, நாமக்கல்.

R2 - வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, முனைவர் பாக்யமேரி, பூவேந்தன் பதிப்பகம், சீனிவாசா சாலை, மயிலாப்பூர், சென்னை.

இணையதளம்

W1-www.tvu.org.in

W2- www.maduraitamilproject.com

இதழ்கள்

J1- International Research Journal of Indian Literature, irjil.in

J2 - International Tamil Research Journal, iorpress.in

வினாத்தாள் கட்டமைப்பு

இடைத்தேர்வு - மொத்த மதிப்பெண்கள் 60

பகுதி - அ (இரு மதிப்பெண் வினாக்கள்) $6 \times 2 = 12$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - ஆ (ஆறு மதிப்பெண் வினாக்கள்) $3 \times 6 = 18$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - இ (பத்து மதிப்பெண் வினாக்கள்) $3 \times 10 = 30$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பருவத்தேர்வு - மொத்த மதிப்பெண்கள் 100

பகுதி - அ (இரு மதிப்பெண் வினாக்கள்) $10 \times 2 = 20$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி - ஆ (ஆறு மதிப்பெண் வினாக்கள்) $5 \times 6 = 30$ (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

பகுதி – இ (பத்து மதிப்பெண் வினாக்கள்) 5X 10=50 (அனைத்து வினாக்களுக்கும் விடையளித்தல்)

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	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation’-’-No Correlation

25LHU301G**Language III : Hindi – III
(Story, History of Hindi Literature, Novel,
Letter Writing)****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):

- 1. Knowledge of contemporary drama contents of Hindi literature
- 2. Learn novels and its techniques. The ability to read novels and express criticism about it and the ability to express social thoughts will improve
- 3. 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

UNIT-I**9 HOURS**

- a) Story – Bade Ghar Ki Beti
- b) Hindi Bhasha Ka Vikas
- c) Novel – Ramnath, Jalpa
- d) Letter Writing –Personal Letter

UNIT-II**9HOURS**

- a) Story – Puraskar
- b) Kaal Vibhajan , Char Prakar
- c) Ramesh Babu ,Devdeen
- d) Letter Writing – Leave Letter

UNIT– III**10HOURS**

- a) Story – Usne Kaha Tha
- b) Literature – Adhikaal
- c) Indhubhooshan, Rathna,Johra
- d) Letter Writing – Letter for the Publisher

UNIT – IV**10HOURS**

- a) Story – Paanchminte
- b) Poorva Madhya Kaal
- c) Manibhooshan,Dhayanath,Rameshwari
- d) Letter Writing – Application for job

UNIT–V**10 HOURS**

- a) Story – kafan
- b) Reethi Kaal,Adhunik Kaal
- c) Dheen Dhayal,Manaki,
- d) Letter Writing – Complaint Letter

Total :48 HOURS**REFERENCE BOOKS**

1. Hindi Prachar Sabha D.B, (2003). Kahani Manjari, T.Nagar, Chennai - 600017.
2. Sharma,R. A., (1972). Hindi Sahithya ka Saral Ithihas, History of Hindi, Vinoth Pusthak Mandir, Aagra - 02.
3. Premchandh, (2013). Gaban, Rajkamal Prakashan, New Delhi - 110002.
4. Sharan,. (2004). Sumitha Hindi Nibandh Aur Pathra Lekhan, Kalda Publication, Mukhar Ji Nagar, Delhi - 09.

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	3	-	-	-	-	-	-	-	-	-	-	-		-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-		-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-		-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-		-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-		-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-		-	-

1–Low, 2 –Medium, 3–High, ‘-’ – No Correlation

25LMU301G

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**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 OUTCOMES (COS):

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

- 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,Vazhivakkile naikutty,Edavelayil oru nimisham,Verumoru kathu) 6 poetries	09
V	Poetry - Aayisha	09
	TOTAL	48

TEXT BOOKS:

1. Kumaranasan,(1919) *Chinthavishtayaya Seetha*, Kerala Book Store Publishers. Kottayam
2. Vijayalakshmi, (2017) *Mrugasikshakan* ,DC Books, Kottayam
3. Vayalar Rama varma,(1903) *Aayisha* , Kerala Book Store Publishers, Kerala

REFERENCE BOOKS:

1. Dr..Leelavathi M ,(2015),Kavitha SahithyaCharitram,Kerala SahithyaAcademy,Trichur
2. Dr..Leelavathi M ,(2023),Kavitha Dwani,D.C.Books, Kottayam
3. Dr..George K.M,(2013),Aadhunika SahithyacharithramPrasthanangalilude,D.C.Books, Kottayam
4. Chummar T.M,(1936),Padya SahithyaCharithram,Kerala SahithyaAcademy,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	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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**10 HOURS**

History of Sanskrit Drama and its origin

UNIT-II**10 HOURS**

Important Sanskrit Dramas and important authors.

UNIT- III**10 HOURS**

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

UNIT - IV**09 HOURS**

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

UNIT - V**09 HOURS**

Translation : From the known passages of the above text.

TOTAL : 48 HOURS

Drama text book available at :

1. "Dutavakyam of Bhasa, (2017)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	-	-	-	-	-	-	-	-	-	-	-	-	2	3
CO2	2	3	3	-	-	-	-	-	-	-	-	-	-	-	-	3	3
CO3	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	2	2
CO4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	2	2
CO5	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	2	3
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	2.6	2.6

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

25LFU301G

Language III: French - III
(Histoire, Histoire De La Littérature Française, Roman,
Rédaction De Lettres)

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):

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

Unite-I

9 HOURS

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

9 HOURS

Unite –II

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

Unite – III

10 HOURS

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

Unite – IV

10 HOURS

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

Unite –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. Marie-Noëlle Cocton, 2015, *Saison 1: méthode de français*, Volume 89, Number 2, [Johns Hopkins University Press](#), Difier Paris.
2. Marion Alcaraz, Dorothée Escoufier, Camille Gomy, Mathilde Landier, Francine Quéméner, Delphine Ripaud, 2014, *Saison 1- Cahier d'activites*, Dider, Paris.
3. Anne Akvüz, Bernadette Bazelle-Shahmaei, Joëlle Bonenfant, Marie-Françoise Gliemann, 24 Aug. 2005, *LES 500 EXERCICES DE GRAMMAIRE AVEC CORRIGÉS*, Hachette Francais Langue Etrangere, Paris.
4. Christian Beaulieu, 2011, *Je Pratique Exercice De Grammaire A1*,
5. French, Goyal Publishers, Paris.

E-Resources:

- <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

COs	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

25ENU301G

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 improve the ability to comprehend and interpret spoken information accurately.
- To cultivate effective communication for various professional and personal scenarios.
- To develop student entrepreneurs by training them as English language instructors and promoting communicative English in schools and colleges.

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.	Remember
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.	Apply
CO4	Follow leadership, work ethics and management principles	Understand
CO5	express values and skills gained through effective communication to other disciplines.	Understand

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 BOOK:**

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:

<https://www.scribbr.com/>

<https://www.quora.com/>

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	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	2.5	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-

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

25BAU301

Marketing Management

Semester -III
5H-3C

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 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: Analyzing 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, and 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 labeling, 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 - Omni channel marketing, VR Marketing - Rural Marketing, Industrial Marketing, Global marketing and Consumerism

Total: 60 HOURS

TEXT BOOKS:

1. Rajan Saxena (2017). Marketing Management, 5th Edition, McGraw Hill Education, NewDelhi.

REFERENCE BOOKS:

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

COs	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	-	-	-	-	-	-	-	-
Avg.	-	-	2.5	-	-	2	-	3	2	-	3	-	2	-	-	3	2

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation’-‘-Correlation

25BAU302

Financial Management

Semester -III
6H-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) Capitalisation, 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 - Financial, Legal and Tax Support of the Business, Business environment: legal and tax systems, Influence of external environment changes on implementation of business strategy, Tax planning of the enterprise as the method of the financial management, Financial environment and financial support of the business: financial markets

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

Total: 60 HOURS

TEXT BOOKS:

1. Pandey. I.M. (2016). Financial Management, 11th Edition, Vikas Publishing House, New Delhi.

REFERENCE BOOKS:

1. Khan, M.K. and Jain, P.K.(2017). Financial Management, 7th Edition, McGraw Hill, New Delhi
2. Chandra, P. (2017). Financial Management Theory and Practice, 9th Edition, McGraw Hill, New Delhi:
3. C.Paramasivan ,T.Subramanian (2018). Financial Management, 1st Edition, New Age International Pvt Limited, New Delhi.
4. Eugene F. Brigham Michael C. Ehrhardt (2017). Financial Management Theory and Practice, 15th Edition Cengage Publication, New Delhi.

5. Vanhorne, J. C and Wachowicz, J .M Jr . (2015). Fundamentals of Financial Management. 13th Edition. Pearson Education, NewDelhi.
6. Lawrence J. Gitman , Chad J. Zutter, (2017). Principles of Managerial Finance, 13th Edition, Pearson Education, NewDelhi.

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	-	-	-	-	-	-	-	-	-	-
Avg.	2	-	-	2	-	-	2.3	2	-	-	3	-	-	3	2	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation - No Correlation

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 BOOK:**

1. Fred Luthans. (2017). *Organizational Behavior: An Evidence - Based Approach*, 12th 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*, 16th Edition, Prentice Hall of India, NewDelhi
3. Laurie J. Mullins (2016), *Management and Organisational behaviour*, 10th Edition, Pearson Education, NewDelhi
4. Robbins, S. P., and Judge, T.A. (2016). *Essentials of Organizational Behavior*. 13th edition, Pearson Education.

E-Resources:

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

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	-	-	-	-	-	-	-
CO3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	-
CO5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	-	2	-	3	3	-	3	-	3	3	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation - No Correlation

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 - Life Cycle Costing, Quality Costing, and Activity based Costing

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

Total: 60 HOURS

TEXT BOOK:

1. M.Y. Khan, P.K. Jain (2017). *Management Accounting*, 7th 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, 4th Edition S Chand Publishing, New Delhi.
2. Alnoor Bhimani, Charles T. Horngren, Srikant M. Datar, Madhav Rajan (2019). *Management and Cost Accounting*, 7th Edition, Pearson Education, New Delhi.
3. Narasimhan (2017). *Management Accounting*, 1st 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

COs	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	-	-	-	-	-	-	-	-	-
Avg.	3	-	2	-	-	-	2	2.5	-	2	2	-	-	-	-	3	2

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

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:

1. Principles of Community Engagement, (2011).2nd Edition, NIH Publication No. 11-7782.

WEBSITES:

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

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	-	-	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	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	2.5	2	2	3	2	2	1	-	2.5	-	-	-	-	2	-	1

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

25BAU391

Internship - I

Semester -III
0H-2C

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

Marks: Internal:100External:-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

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	-	-	-	-	-	-	-	-
Avg.	-	3	3	-	3	-	-	2	2	2	2	-	-	-	2.5	-	3

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation’-‘-Correlation

தமிழக வரலாறும் பண்பாடும்**பாடத்திட்டப் பொதுநோக்கம்**

- சுற்றல் வழி சிந்தனைத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும், மேம்படுத்துதல்.
- அரசுத் தேர்வுகளுக்கு மாணவர்களை ஆயத்தமாக்குதல்; திறனாய்வு நோக்கை மேம்படுத்துதல்.
- இலக்கியங்களின் வழி மனித வாழ்வியலை உணர்த்துதல்.
- இன்புறுத்தல் மற்றும் அறிவுறுத்தல் நிலைகளில் இலக்கியங்களின் பங்களிப்பை உணர்த்துதல்.
- இளைய தலைமுறையினருக்கு அற உணர்வு மற்றும் வாழ்வியல் மதிப்புகளை அறிவுறுத்துதல்.

பாடத்திட்டப் பயன்விளைவு

- இந்தியக் குடியரிமைப்பணி முதலான போட்டித் தேர்வுகளில் இடம்பெறுகின்ற, 'தமிழ் இலக்கிய வரலாறு' குறித்த முழுமையான அறிமுகத்தை அடைதல்.
- தொல்லியல், கல்வெட்டியல் மற்றும் ஓலைச்சுவடியியல் சார்ந்த ஆவணத் தேடலுக்குரிய ஆய்வு மனப்பான்மையுடன், இலக்கியங்களை அணுகுதல்.
- 'வியல் தமிழ்' ; 'இணையத் தமிழ்' போன்ற தமிழின் வளர்ச்சித் திறன் சார்ந்த திறன் மேம்பாடு பெற்றிருத்தல்.
- வேலைவாய்ப்புக்குரிய வகையில் படைப்பாக்கத்திறன் முதலான மொழி ஆளுமை பெற்றிருத்தல்;
- சமூக வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக உள்ள இலக்கியங்களை நாடுகின்ற மனப்பான்மை வளர்ச்சி.

**தாள்கள் வரிசையும் தேர்வுச் செயல் திட்டமும்
பகுதி-I தமிழ்
இளநிலைப்பட்ட அறிவியல் மற்றும் கலையியல்
வகுப்புகள்**

பருவம்	தாள்	கற்பிக்கும் நேரம்/வாரம்	தேர்வு மணிகள்	மதிப்பெண் அகமதிப்பீடு/பருவ எழுத்துத் தேர்வு	மொத்தம்	மதிப்புப் புள்ளிகள்
நான்கு	IV	4	3	40 / 60	100	3

தமிழக வரலாறும் பண்பாடும்

அலகு - 1 தமிழக வரலாறும் நாட்டுப்பிரிவுகளும் 10 மணிநேரம்
பழைய கற்காலம் - புதிய கற்காலம் - இரும்புக்காலம் - சங்க கால மூவேந்தர் நாடுகள் (சேர, சோழ, பாண்டியர்கள்) - பிற்கால நாட்டுப் பிரிவுகள் - பல்லவர் நாடு - நடு நாடு - தொண்டை நாடு - கொங்கு நாடு.

அலகு - 2 தமிழகத்தில் கலை இலக்கிய வளர்ச்சி 10 மணிநேரம்
காலந்தோறும் தமிழகத்தில் கட்டடக்கலை - கோயிற்கலை - கூத்துக்கலை - நாடகக்கலை - ஆடற்கலை - சிற்பக்கலை - ஓவியக்கலை வளர்ச்சி - தமிழ் வளர்ச்சிக்குப் பக்தி இலக்கியங்களின் பங்களிப்பு.

அலகு - 3 தமிழர்களின் வணிகம் 08 மணிநேரம்
சங்க கால வணிகம் - தமிழர்களின் அயல்நாட்டு வணிகத்தொடர்பு - கிரேக்கர்கள் - ரோமர்கள் - மௌரியர்களுடனான வணிகத்தொடர்பு - நாணயங்கள்.

அலகு - 4 தமிழகப் பண்பாட்டில் கொங்கு நாடு 10 மணிநேரம்
கொங்கு நாடும் அதன் வரலாறும் - அரசர்கள் - சிற்றரசர்கள் - கொங்கு நாட்டு எல்லைகள் - கொங்கு நாடும் பிற பகுதிகளும் - புலவர்கள் - இலக்கியங்கள் - பண்பாட்டுச் சிறப்பு.

அலகு - 5 தமிழகத் தொல்லியல் ஆய்வுக்களங்கள் 10 மணிநேரம்

அரிக்கமேடு - ஆதிச்சநல்லூர் - அழகன்குளம் - கீழடி - கொடுமணல் - கொற்கை
- மயிலாடும்பாறை - கங்கை கொண்ட சோழபுரம் போன்ற ஆய்வுக்களங்களில்
கிடைத்துள்ள தமிழக வரலாற்றுக் குறிப்புகள்.

Total: 48 HOURS

TEXT BOOK T1 - கற்பகச் சோலை - தமிழ்ப்பாட நூல், இலக்கிய இன்பம்,
தமிழ்த்துறை வெளியீடு, கற்பகம் உயர்கல்விக்கழகம், கோயம்புத்தூர் -
21.

பார்வை நூல்கள்

R1- தமிழக வரலாறு மக்களும் பண்பாடும் - கே.கே.பிள்ளை - உலகத்
தமிழாராய்ச்சி நிறுவனம், தரமணி, சென்னை.

R2 - தமிழக வரலாறும் பண்பாடும் - வே.தி.செல்வம் - மணிவாசகர்
பதிப்பகம், பிராட்வே, சென்னை

1.

இணையதளம்

W1-www.tvu.org.in

W2- www.maduraitamilproject.com

இதழ்கள்

J1- International Research Journal of Indian Literature, irjil.in

J2 - International Tamil Research Journal, iorpress.in

வினாத்தாள் கட்டமைப்பு

இடைத்தேர்வு - மொத்த மதிப்பெண்கள் 60

பகுதி - அ (இரு மதிப்பெண் வினாக்கள்) $6 \times 2 = 12$ (அனைத்து வினாக்களுக்கும்
ஈடயளித்தல்)

பகுதி - ஆ (ஆறு மதிப்பெண் வினாக்கள்) $3 \times 6 = 18$ (அனைத்து வினாக்களுக்கும்
ஈடயளித்தல்)

பகுதி - இ (பத்து மதிப்பெண் வினாக்கள்) $3 \times 10 = 30$ (அனைத்து வினாக்களுக்கும்
ஈடயளித்தல்)

பருவத்தேர்வு - மொத்த மதிப்பெண்கள் 100

பகுதி - அ (இரு மதிப்பெண் வினாக்கள்) $10 \times 2 = 20$ (அனைத்து வினாக்களுக்கும்
ஈடயளித்தல்)

பகுதி - ஆ (ஆறு மதிப்பெண் வினாக்கள்) 5X 6 = 30 (அனைத்து வினாக்களுக்கும் றடயளித்தல்)

பகுதி - இ (பத்து மதிப்பெண் வினாக்கள்) 5X 10=50 (அனைத்து வினாக்களு றடயளித்தல்)

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	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

25LHU401G**Language IV : Hindi - IV****Semester -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****Prerequisites: 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):

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

- 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.

UNIT-I**9 HOURS**

- Poetry – Lakshmanan ke Bare Me
- Bharath ka Bhagya
- Essay – Dhokha
- Translation – Lesson – 1 to 3

UNIT-II**9 HOURS**

- Poetry – Soorpanakha Ki Visheshatha
- Bahu Ki Vida
- Essay – Jabaan
- Translation– Lesson – 4 to 6

UNIT– III**10 HOURS**

- Poetry - Kavya Ke Adhar Par
- Reed Ki Haddi
- Essay – Kya Janvar Bhee Sochthi Hai
- Translation– Lesson – 10 to 12

UNIT – IV**10 HOURS**

- Khanda Kavya Ke Adhar Par Panchavati
- Rajputni Ka Badhala
- Essay – Shradha-Bhakthi
- Translation– Lesson – 10 to 12

UNIT–V**10 HOURS**

- Kavya Ke Adhar Par Prakruthik Varnan
- Bheem Aur Raakshas
- Essay – Adhunik Nari
- Translation – Lesson –13 to 15

Total: 48 Hours**TEXT BOOKS:**

- Gupt,M.S, (2015). Panchavati, Bharathiya Sahithya Sangrah, Kanpur - 208002, Uttar Pradesh.
- Ranjan,S.D,Dr., (1987). Nibandh Nishchay, Hindi Sahithya Sammelan Prayag, 12, Sammelan Marg, Illahabadh.
- Hindi Prachar Sabha D.B, (2007). Adarsh Akanki, T.Nagar, Chennai – 600017, Tamilnadu

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	2.6	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-

25LMU401G

Language IV: Malayalam - IV

Semester -IV
4H-3CInstruction Hours/Week: L:4 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: Not Required

COURSE OBJECTIVES (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 OUTCOMES (COS):

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

Course Outcomes

- 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.	MALAYALAM - IV	Hours
UNIT-I	Screen Play - Perumthachan	10 HOURS
UNIT-II	Screenplay – Perumthachan	10 HOURS
UNIT- III	Drama - Saketham	10 HOURS
UNIT – IV	Drama – Saketham	9 HOURS
UNIT-V	Drama - Saaketham	9 HOURS
		Total: 48 Hours

TEXT BOOKS:

1. Vasudevan Nair M.T., (2015), *Perumthachan*, DC Books, Kerala
2. Saketham – C.N.SreekandanNair,DC Books

REFERENCE BOOKS:

1. Sankara Pillai G,(1980)Malayala Nataka Sahithya Charithram, Kerala Sahithya Akademi, Trissur
2. Vayala Vasudevan Pillai,(2005),Malayala Nataka Sahithya Charithram,Kerala Sahithya Akademi, Thrissur
3. SmarakaPrasanga Samithi C.J,(1963) Natakam OruPatanam, Koothattukulam Natakaroopacharcha, Kattumadam Narayanan ,NBS, Kottayam
4. Vijayakrishanan,(2024)Chalachithrasameeksha, Kerala Bhasha Institute,Current Book, Kottayam
5. Jose-K.Manual ,(2004)Cinemayude Paadangal,VisakalanavumVeekshanavum ,D C Book,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	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25LSU401G

Language IV: Sanskrit - IV
(Lyrics, Grammar and Translation)Semester -IV
4H-3C

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

Marks: Internal:40 External:60 Total:100
End Semester Exam:3 Hours**Prerequisites:**
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**10 HOURS**

Introduction to Sanskrit Lyrics and erotic literature.

UNIT-II**10 HOURS**

Devotional Literature, Important works

UNIT– III	10 HOURS
Krishnakarnamrita of Leelasuka (Second Section only)	
UNIT – IV	09 HOURS
Grammar – Past tense, Declension of personal pronoun	
UNIT - V	09 HOURS
Simple sentences from Sanskrit Self Teacher	
TOTAL : 48 HOURS	

Drama text Book Available at:

- *Krishnakarnamrita of Leelasuka*, (2013). 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	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25LFU401G

Language IV: French - IV
(Comprehension, Tradusion, Reduction, Une Act)

Semester -IV
4H-3C

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

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

Prerequisites: 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	BloomsLevel
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

UNIT-I**9 HOURS**

- | | |
|------------------|---|
| a) Leçon – | On fait le ménage ! |
| b) Communication | -Protester et réagir |
| c) Grammaire - | Le présent progressif, Les pronoms possessifs La phrase negative(3) |
| d) Lexique –• | Le logement,La maison,Les pieces |
| e) Culture- | Paris et ses symboles |

UNIT-II**9 HOURS**

- | | |
|------------------|---------------------------------------|
| a) Leçon | -À propos de logement |
| b) Communication | -Exprimer l'intérêt et l'indifférence |
| c) Grammaire | |

- d) Lexique – Quelques adjectifs et pronoms indéfinis Les verbes lire, rompre et se plaindre
- e) Culture – Meubles et équipement, Les tâches ménagères
Les fêtes et les traditions en France

10 HOURS

UNIT– III

- 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

UNIT – 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

UNIT–V

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. Marie-Noëlle Cocton, December 2015, *Saison 1: méthode de français*, Volume 89, Number 2, [Johns Hopkins University Press](http://www.jhu.edu/), Didier Paris.
2. Marion Alcaraz, Dorothee Escoufier, Camille Gomy, Mathilde Landier, Francine Quéméner, Delphine Ripaud, 2014, *Saison 1- Cahier d'activités*, Didier, Paris.
3. Anne Akvüz, Bernadette Bazelle-Shahmaei, Joëlle Bonenfant, Marie-Françoise Gliemann, 24 Aug. 2005, *LES 500 EXERCICES DE GRAMMAIRE AVEC*

CORRIGÉS, Hachette Francais Langue Etrangere, Paris.

4. Anne Akyüz, Bernadette Bazelle- Shahmael, Joëlle Bonenfant, Marie- Françoise Gliemenn, *Les exercices de grammaire*, Hachette FLE, Paris, 2005
5. Christian Beaulieu, 2011, *Je Pratique Exercice De Grammaire A1*, French, Goyal Publishers, Paris.
6. Nathalie Bie, Philippe Santinan, April 2014, *Grammaire pour adolescents 250 exercices*, French, CLE INTERNATIONAL, Paris

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	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2.6	2.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: 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**9 HOURS**

Writing-Writing Resume and Covering Letter- Types of Letter Writing-Letter Formats-E-mail Writing-Writing MoU- Dicto Composition--Term Paper-Book Review

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 HOUR

TEXT BOOK:

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

E-Resources:

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

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Instruction Hours/Week: L:4 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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 - Ethics and Business Ethics, Ethical principles in Business, Concepts Values and Ethics, Ethical Corporate Behavior, Social Responsibility of Business, Corporate Governance – Need , Principles and Scope – Elements of good corporate governance.

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 liability to third party. 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. Khilleshwar Pathak (2018). *Legal Aspects of Business*, 7th Edition, Mc Graw Hill, New Delhi

REFERENCE BOOKS:

1. Ravinder Kumar (2016). *Legal Aspects of Business*, 4th Edition, Cengage Learning, New Delhi.
2. Daniel Albuquerque (2017). *Legal Aspects of Business*, 2nd Edition, Oxford University Press, New Delhi.
3. Parul Gupta(2018). *Legal Aspects of Business: Concepts and Applications*, Vikas Publishing

E-Resources:

<https://theintactone.com/2019/02/26/kmb207-legal-aspects-of-business>

CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO	PSO1	PSO2
CO1	2	-	-	-	-	-	3	2	2	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-
CO4	2	-	-	-	-	-	3	2	-	-	-	-	2	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-
Avg.	2	2	-	-	-	-	3	2	2	2.5	2	2	2	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: 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, 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 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 - Career Planning & Development – Stages in Career Planning – Internal and External Mobility of Employees —Meaning and Sources of Employee Settlement Machinery of Industrial Conflicts. Building Relationships – Facilitating Legislative Framework - Trade Unions - Managing Conflicts - Disciplinary Process - Collective Bargaining - Workers Participation in Management - Concept, Mechanisms and Experiences Hybrid Structure, HR digital transformation and HR Analytics

Total: 48 Hours

TEXT BOOK:

1. Aswathappa, K. (2017). *Human Resource Management*, 6th Edition, McGraw Hill Education, NewDelhi

REFERENCE BOOKS:

1. Dessler, G. and Bijju Varkkey (2017). *Human Resource Management*, 15th Edition, Pearson Education, NewDelhi.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst (2015). *Human Resource*

- Management, 11th Edition, Wiley, NewDelhi.
3. George W Bohlander and Scott., Snell., (2016). Principles of Human Resource Management, 16th Edition, Cengage India, NewDelhi.

E-Resources:

https://www.academia.edu/31368081/E_BOOK_ON_HUMAN_RESOURCE_MANAGEMENT_HRM_.pdf
<https://bookboon.com/en/hrm-ebooks>
<https://nptel.ac.in/courses/110105069>

CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	-	-	-	-	-	2	-	-	-	3	-	-	-	-	-
CO5	-	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	2.5	3	-	-	-	2	2	-	-	-	3	-	-	2	-	3

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: 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	BloomsLevel
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 16HOURS

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 ACCOUNT 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*, 10th Edition, Tata McGraw Hill, New Delhi

REFERENCE BOOKS:

1. Stephen H. Penman (2014). *Financial Statement Analysis and Security Valuation*, 4th Edition, Tata McGraw Hill, New Delhi.
2. M.S Narasimhan (2016). *Financial Statement Analysis*, 1st Edition, Cengage Learning India Private Limited, New Delhi.
3. Charles H. Gibson (2013). *Financial Statement Analysis*, 13th Edition, Cengage Learning India Private Limited, New Delhi.
4. Lawrence Revsine, Daniel Collins, Bruce Johnson, Fred Mittelstaedt, Leonard Soffer (2015).
5. *Financial Reporting and Analysis*, 6th Edition, McGraw-Hill Education, New Delhi.
6. Deepa Agarwal (2017). *Financial Reporting and Auditors Responsibility*, 2nd Edition, Bloomsbury Professional India, New Delhi.

E-Resources:

https://www.academia.edu/31368081/E_BOOK_ON_HUMAN_RESOURCE_MANAGEMENT_HRM_.pdf <https://bookboon.com/en/hrm-ebooks>

<https://nptel.ac.in/courses/110105069>

CO, PO, PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO1	PO15	PSO	PSO
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-	-
CO5	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2	3	2	2	2	-	-	-	-	2.5	2	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: Cost and Management Accounting

COURSE OBJECTIVES (CO):

- 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	BloomsLevel
CO1	Comprehend the meaning of research, research process,	Understand
CO2	research design, sampling techniques, hypothesis testing and report writing	Analyze
CO3	Analyse the research problem and design the blue print to capture data and analyse the same using appropriate	Create
CO4	statistical techniques.	Under stand
CO5	Critically formulate the application of scaling techniques	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- concept, types and uses. Data Sources Primary and Secondary Data. Probability and Non-Probability Sampling.

UNIT– III MEASUREMENT AND SCALING 14 HOURS

Concept of measurement - Validity and Reliability. Levels of measurement - Nominal, Ordinal, Interval, Ratio. Types 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.

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:

7. Uma Sekaran, Roger Bougie (2018). *Research Methods for Business: A Skill-Building Approach*, 7th Edition, Wiley, New Delhi.
8. Donald Cooper and Pamela Schindler (2017). *Business Research Methods*, 11th Edition, McGraw Hill education, New Delhi.
9. Zikmund William G. et.al (2016). *Business Research Methods*, Cengage India, New Delhi.
10. Mark N.K. Saunders, Philip Lewis, Adrian Thornhill (2015). *Research Methods for Business Students*, 7th Edition, Pearson Education, New Delhi.

E-Resources:

<https://bbamantra.com/research-methodology/>

<https://www.studynama.com/community/threads/bba-business-research-methods-pdf-notes-ebook-free-download.4108/>

<https://nptel.ac.in/courses/107108011/>

KAHE – Learning Management System

<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	-	-	-	-	-	-	-	-	2	-
CO2	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
CO3	-	-	-	-	-	-	-	-	3	-	2	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	2	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-	-
Avg.	-	2	3	-	-	-	2	-	3	-	2.5	2	2	2	-	2	-

1-Low, 2 -Medium, 3, '-' No correlation

25VAC401G

Universal Human Values

Semester-IV
2H-1C

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

Marks: Internal:100 External:0 Total:100

End Semester Exam:3 Hours

Prerequisites: Cost and Management Accounting

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 process; Natural Acceptance and Experiential Process _its 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 the needs of self (I) and Body- as an instrument of I (I being the doer, seer and enjoyer) Understanding the character and activities of 'I' and harmony in 'I'. Understand 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 5 HOURS
SOCIETY- HARMONY IN HUMANHUMAN
RELATIONSHIP

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 5 HOURS
EXISTENCE- WHOLE EXISTENCE AS CO- EXISTENCE

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 5 HOURS
OF HARMONY ON PROFESSIONAL ETHICS

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: 25 Hours

TEXT BOOK:

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:

- Joseph Cornelius Kumaruppa,(Digitized 30 Oct 2019). The Economy of Permanence.
Mahatma Gandhi, (1983). The Story of My Experiments with Truth.
Maulana Abul Kalam Azad, (2017). India Wins Freedom, Create Space
Independent Publishing Platform.

Romain Rolland, (1952). The Life of Vivekananda and the Universal Gospel, Advaita ashrama.

E-Resources:

<http://www.arvindguptatoys.com/arvindgupta/gandhiexperiments.pdf>

<http://www.sanipanhwar.com/India%20Wins%20Freedom%20%20Maulana%20Abul%20Kalam%20Azad>

KAHE – Learning Management System

<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	1	-	-	-	-	-	-	-	3	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	3	2	-
Avg.	-	-	2	2	2		3	-	-	-	-	-	-	-	3	2.5	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25BAU501

Investment Analysis and Portfolio Management

Semester – V
6H - 3C

Instruction Hours/Week: L:5 T:1 P:0

Marks: Internal:40 External:60 Total:100

End Semester Exam:3 Hours

Prerequisites: 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 fund. 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. Prasanna Chandra, (2017), *Investment Analysis and Portfolio Management*, 5th 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*, 2nd edition, Laxmi Publications, NewDelhi.
2. M. Ranganatham, R. Madhumathi, (2011), *Security Analysis and Portfolio Management*, 2nd edition, Pearson Education.

- Zvi Bodie, Alex Kane, Alan Marcus, Pitabas Mohanty, (2017), *Investments*, 10th edition, McGraw-Hill.

E-Resources:

- <https://bbamantra.com/research-methodology/>
- <https://www.studynama.com/community/threads/bba-business-research-methods-pdf-notes-ebook-free-download.4108/>
- <https://nptel.ac.in/courses/107108011/>

KAHE Learning Management System

- <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

25BAU502

Advertising and Brand Management

Semester – V
6H - 3C

Instruction Hours/Week: L:6 T:0 P:0

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

Cos	Course Outcomes	Blooms Level
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	Apply
CO4	Assume ways to create portfolio through advertisement	Understand
CO5	Analyze the ideological aspect of branding and brand positioning	Apply

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 - Sales force management.

Total: 72 HOURS**TEXT BOOKS:**

1. Belch (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 9th Edition, McGraw Hill, New Delhi.
2. Keller/ Parameswaran/ Jacob (2015). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 4th Edition, Pearson Education, New Delhi.

REFERENCE BOOKS:

1. BATRA (2002). *Advertising Management*, 5th 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*, 7th 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

25BAU503A

Logistics and Supply Chain 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

Prerequisites: 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

- Logistics Administration: Introduction– Evolutionary Trends of Logistics and Supply Chain Organization– Basic Organization Principles– Factors Influencing Organizational Structure

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 Millan 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

25BAU503B

Insurance Principles and Practice

Semester – V
6H - 4CInstruction Hours/Week: L:6 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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 - Miscellaneous Coverages - - Legal Liability insurance- Engineering insurance - Rural insurances - Micro 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*, 8th 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*, 22nd Edition, S. Chand Publishing, New Delhi.
6. P.KGuptha (2015). *Insurance and Risk Management*, Himalaya Publications
7. Jyotsna Sethi, Nishwan Bhatia (2012). *Elements of Banking and Insurance*, 2nd 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

25BAU503C

Taxation- I

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

Prerequisites: 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.	Create
CO5	Acquire knowledge on filing system and practices in taxation	Apply

UNIT-I INTRODUCTION TO INCOME TAX**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 SALARIES AND HOUSE PROPERTY**15 HOURS**

Salaries and House Property - Computation of Income from Salaries and Income from House Property.

UNIT– III PROFITS AND GAINS**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 CAPITAL GAIN**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 COMPUTATION OF TOTAL INCOME**14 HOURS**

Deduction out of gross total income - Computation of Total Income Rates of tax for individuals - Assessment of Individuals PAN Filing of Returns - Tax planning – Importance, Objectives and Tax Planning Strategies.

Note: Distribution of marks for theory and problems shall be 40 % and 60 % respectively.

Total: 72 HOURS**TEXT BOOK:**

1. Gaur., & Narang. (2025). *Income Tax Law and Practice*. 16th Edition, Ludhiana : Kalyani Publishers.

REFERENCE BOOKS:

1. Mehrothra. (2025). *Income Tax Law and Practice*, New Delhi: Snow White publications.
2. Jayaprakash Reddy. (2025). *Taxation*, 3rd Edition. New Delhi: APH Publishing Corporation.
3. DinkarePagarae. (2025). *Direct Tax*. New Delhi: Sultan Chand and Sons.
4. Dr. Vasani, M.S. (2025). *Direct Taxation Ready Reckoner*, 28th 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

Prerequisites: 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.
- To understand the vast tourist resources of India and conceptualize diverse tour itineraries based on various themes.

COURSE OUTCOMES (COS):

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

Cos	Course Outcomes	Blooms Level
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 SA 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*, 1st Edition, Abhijeet Publications, Delhi.
2. S.P. Gupta and Lal Krishna, (2002). *Cultural Tourism in India: Museum of Monuments and Arts*, 1st 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*, 1st Edition, Kanishka Publishers.
2. S. S. Yadav, (2017). *Tourism Products of India*, 1st Edition, ABD Publishers.
3. H.K. Sharma, (2016). *Tourism Products of India*, 1st 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

25BAU504A

Industrial relations and Labour Laws

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**Prerequisites: 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 Relation; 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**

Causes of Accidents Prevention Safety Provisions Industrial Health and Hygiene Importance Problems Occupational Hazards Diseases Psychological Problems Counselling Statutory Provisions. Industrial conflicts-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*, 7th Edition, Vikas Publishing House.

REFERENCE BOOKS:

1. Piyali Ghosh, Shefali Nandan, (2017). *Industrial Relations and Labour Laws*, 1st Edition, McGraw Hill, New Delhi.
2. P.R.N. Sinha, Sinha Indu Bala, Shekhar Seema Priyadarshini (2017). *Industrial Relations, Trade Unions and Labour Legislation*, 3rd 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*, 2nd Edition, McGraw Hill, New Delhi.
5. C.S. Venkata Ratnam & Manoranjan Dhal (2017). *Industrial Relations*, 2nd 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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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

Prerequisites: 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 OUTCOMES (COS):

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

25BAU504C

**Innovation and Creativity in
Business**

**Semester – V
6H - 4C**

**Instruction Hours/Week: L:6 T:0 P:0
Total:100**

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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 BOOK:

1. Luchs, M. G. (2015). *Design Thinking: New Product Development Essentials from the PDMA*. Wiley.

E- RESOURCE

1. https://onlinecourses.nptel.ac.in/noc21_mg63/preview
2. <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

25BAU504D

E-Commerce

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**Prerequisites: 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.	Understand
CO4	Evaluate the security threats and its application in business.	Apply
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- Porters'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*, 5th 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*
2. Turban, Efraim, King, David, Lang, and Judy (2009). *Introduction to Electronic Commerce*, 3rd Edition, New Delhi: Prentice Hall.
3. Kalyanam, Kirthi, Hanson, and Ward A. (2012). *Internet Marketing and E-Commerce*, 2nd Edition, New Delhi: Thomson Learning.
4. Debjani Nag. (2005). *E-Commerce: The Cutting Edge of Business*, 2nd 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*. 7th Edition New Delhi: IDG Books India Pvt. Ltd.

E- RESOURCE:

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	3	2	2	2	2	-	3	-	2	-	2	3	3	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: 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 depository receipts	Analyze
CO5	Evaluate the role of derivatives in investment banking	Evaluate

UNIT-I INTRODUCTION TO CAPITAL MARKET

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 ASSET CLASSES

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 INTRODUCTION TO EQUITIES 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 DEPOSITORY RECEIPTS 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 DERIVATIVES 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*, 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

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

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

Prerequisites: 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	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.

The Internship Report should contain

1. Title page
2. Declaration page
3. Certificate
4. Company Certificate
5. Table of contents
6. List of tables
7. List of Charts
8. Introduction to the Industry
9. Introduction to the Company
10. Organization Chart
11. SWOT analysis and PEST Analysis
12. Product and Services offered
13. 14. Financial Performance Key indicators
14. Objective of the Internship
15. Department Analysis
 - i. Production
 - ii. Marketing
 - iii. HR
 - iv. Finance
 - v. Other services department
16. In department analysis the student have to study on the department chart, No.of employees, Books and software databases maintained, Issues Found.
17. Key learning from the internship
18. Suggestions
19. Conclusion
20. Bibliography
21. Annexures

Guidelines:

1. The report should have a minimum of 30 pages. Times New Roman
2. Heading - 13 pts Text 12 Pts
3. One inch page borders all sides
4. 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

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

Marks: Internal:40 External:60 Total:100

End Semester Exam:3 Hours

Prerequisites: 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 (COS):

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 Join Ventur 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 Join Venture.e.

**UNIT- III PUBLIC AND PRIVATE SYSTEM OF STIMULATION, SUPP
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 If-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 10HOURS

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, 10th Edition, McGraw Hill, New Delhi.
2. David H. Holt (2016). Entrepreneurship, 1st 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 Ent 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	-	-	-	-
Avg.	2	2.3	2	2	2	2	3	-	-	3	3	3	3	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25BAU602A

Business Ethics and Corporate Social Responsibility

Semester -VI
5H-3C

Instruction Hours/Week: L:5 T:0 P:0

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

Prerequisites: 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 judgement; : 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

TEXT BOOKS:

1. Anne Lawrence (Author), James Weber (Author), James Post (2020), Business and Society: Stakeholders, Ethics, Public Policy, 16th 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) , 1st Edition, S.Chand, New Delhi.
2. Fernando (2013), Business Ethics: An Indian Perspective, 2nd Edition, Pearson Education, New Delhi
3. J.P.Sharma (2019), Corporate Governance Business Ethics and CSR - With Case Studies and Major Corporate Scandals, 2nd Edition, Ane Books Pvt. Ltd, New Delhi.
4. Mohapatra, Sreejesh, (2012). Case Studies in Business Ethics and Corporate Governance, 1st 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>

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2	2	2	2	2	3	-	3	-	2	3	-	-	-	2	-	2

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

**Instruction Hours/Week: L:5 T:0 P:0
Total:100**

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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
The Custody Services of Banks, 2016. Published by The Clearing House
6. Joshua Rosenbaum • Joshua Pearl, Investment Banking: Valuation, LBOs, M&A, and
7. 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 Supervis
Kevin Petley, CISI Global Securities Operations Edition 16, April 2020 Published by
11. Chartered Institute For Securities & Investment, , Chartered FCSI
Investment Banking, CA. Tapan Jindal, Published by Bharat Law House Pvt. Ltd.
12. 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	-	-	-
Avg.	2	2	-	3	2	-	3	-	3	3	3	-	3	3	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25BAU602C

Taxation - II

Semester -VI
5H-3C

Instruction Hours/Week: L:5 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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 Outcomes	Blooms Level
CO1	Understand the Concept of indirect taxes emphasizing GST and customs law.	Understand
CO2	Classify the assessment of the GST	Understand
CO3	Describe the laws pertaining to GST, Customs law	Understand
CO4	Execute orally and in written form the GST and customs law and its computations	Apply
CO5	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 42nd 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	-	-	-	-	-
Avg.	2	2	-	2	2	-	-	-	-	-	3	3	-	1	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25BAU602D

Ecotourism

**Semester -VI
5H-3C**

**Instruction Hours/Week: L:5 T:0 P:0
Total:100**

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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 Programmin 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, Sunder ban 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, 3rd 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, 1st 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? 2nd 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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2	-	2	-	-	-	2	1	2	-	-	-	-	2	-	2	2

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Prerequisites: 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, 2nd Edition, Oxford University Press, New Delhi..

REFERENCE BOOKS:

1. George Milkovich, Jerry Newman, CSVenkataratnam (2017). Compensation, 9th Edition, McGraw Hill Education, New Delhi.
2. J. Martocchio Joseph (2018). Strategic Compensation, A Human Resource Management Approach, 9th edition, Pearson Education, New Delhi.
3. B.D. Singh (2017). Compensation and Reward Management, 3rd edition, Excel Books, New Delhi.
4. Dr. Kanchan Bhatia (2015). Compensation Management, 1st Edition, Himalaya Publishing House, New Delhi.
5. Dewakar Goel, Performance Appraisal and Compensation Management, PHI Learning, New Delhi.
6. 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	-	-	-	-	-	-
Avg.	2	2	-	-	2	-	-	-	-	-	3	-	-	-	-	-	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25BAU603B

Managing Startups

Semester -VI
5H-4C

Instruction Hours/Week: L:5 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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 Startups.

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

TEXT BOOKS:

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 Enterprise. Pearson Education.
3. McGrath, R. G., & MacMillan, I. C. (2000). The Entrepreneurial Mindset: Strategies

4. Continuously Creating Opportunity in an Age of Uncertainty. Harvard Business Review Press.
5. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
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
2. 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
Avg.	2	2	2	2	2	-	-	-	-	-	-	-	-	-	-	2	2

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

**Instruction Hours/Week: L:5 T:0 P:0
Total:100****Marks: Internal:40 External:60****End Semester Exam:3 Hours****Prerequisites: 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 Ware House
Data Warehouse Architecture: System Process - Process architecture – Design - Database scheme - Partitioning strategy – Aggregations - Data mart - Meta data - Systems and data Warehouse process managers Process architecture- Design Database scheme-Partitioning strategie,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:

1. Alex Berson, Stephen Smith (2017), Data Warehousing, Data Mining, & OLAP, McGraw Hill Education, New Delhi.
2. Daniel T. Larose, Chantal D. Larose (2016), Data Mining and Predictive Analytics, 2nd edition, Wiley, New Delhi.

REFERENCE BOOKS:

1. Daniel T. Larose, Chantal D. Larose (2015), Discovering Knowledge in Data: An Introduction to Data Mining, 2nd edition, Wiley, New Delhi.
2. Mehmed Kantardzic (2017), Data Mining: Concepts, Models, Methods and Algorithms, 2nd edition, Wiley, New Delhi.
3. Gordon S. Linoff, Michael J.A. Berry (2012), Data Mining Techniques: For Marketing, Sales and Customer Relationship Management, 3rd edition, Wiley, New Delhi.

E-Resources:

1. <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	-	-	-	-	-	-	-
Avg.	2.5	2	2	-	3	2	2	2	-	2	2.5	2	-	2	-	2	2

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

25BAU603D

Management Information System

Semester -VI
5H-4CInstruction Hours/Week: L:5 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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 NETWORK 12HOURS

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: 60 HOURS

TEXT BOOK:

- 1.Jawadekar, W.S., (2009). “Management Information System” 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 De
5. Mahadeo Jaiswal, Monika Mital, (2008). Management Information System,

6. Oxford University Press, New Delhi.
7. Murthy C.S.V. (2008). Management Information System, Himalaya Publications, New Delhi.
8. New Delhi.
9. Panneerselvam R. (2009). Management System, PHI Private Limited, New Delhi.
10. Database Philip J, Pratt, Joseph J. Adamski: (2009). Management System, Cengage Learn New Delhi, 20DatabasRichard T. Watson, (2008).”Data Management”, WILEY INDIA L New Delhi,
11. Rob and Cornell: ”Data Base Management System”Cengage Learning, 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	-	3	-	-	-	-	-	-	-	2	-	-	-	-	-	3	-
CO3	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO4	-	-	-	3	-	-	-	-	-	-	2	-	-	-	-	-	3
CO5	-	-	-	-	-	2	-	3	2	-	-	-	-	-	-	-	-
Avg.	-	3	-	3	-	-	2	2.5	2	2	2	-	-	-	-	3	3

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

25BAU604

Consumer Behaviour

Semester -VI
4H-3C

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

Marks: Internal:40 External:60 Total:100
End Semester Exam:3 Hours**Prerequisites: 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 ATTITUD 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 of Consumer's Decisions 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, 11th Edition, Pearson Education, New Delhi.
2. Hawkins, Mother Baugh, Mookerjee (2017). Consumer Behavior Building Marketing Strategy, 12th Edition, McGraw Hill education, New Delhi.
3. David Loudon, Albert Della Bitta (2017). Consumer Behavior: Concepts and Applications 4th Edition McGraw Hill Education, New Delhi.

REFERENCE BOOKS:

1. Michael R.Solomon, (2015). Consumer Behaviour-Buying Having and Being, 11th 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	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	-	-	-	3	2	-	-	2	-	-	-	3	-	2	2	-

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

Instruction Hours/Week: L:0 T:0 P:12

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

Prerequisites: 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 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 the area of accounting/Finance/Marketing/HR/International business etc.	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

The students should select a problem in Accounting, Finance, Marketing, Human Resource Management, international business or any other areas.

Report should contain

1. 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
 - V. Research Design
 - VI. Sampling Design
 - VII. Sources of Data Collection
 - VIII. Tools used for analysis
 - IX. Limitation
- 3. Data analysis
- 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	-	-	-	-	-	-	-	-
Avg.	-	3	3	-	3	-	-	2	2	2	2	-	-	-	2.5	-	3

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation

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. Conducing seminar / workshop in a nearby village to motivate the youth on agribusiness (involving DEE, KVK, NGO and local agripreneurs).
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.

Instruction Hours/Week: L:6 T:0 P:0

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

Prerequisites: 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 success 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 frame work _ 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, 25th 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., 20th Edition.

E-Resources:

<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	-	-	-	-	-	-
Avg.	2	2	2	-	2	-	2	3	-	2	3	3	-	-	-	-	-

1–Low, 2 –Medium, 3–High, ‘-’ No Correlation

25BAU702

Fin Tech

Semester -VII
6H-6C

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

Marks: Internal:40 External:60 Total:100

End Semester Exam:3 Hours

Prerequisites: Nil**Course Objectives (CO):**

- To understand the evolution of financial technology.
- To explain the various digital payment system and banking innovations.
- To understand blockchain technology, cryptocurrency and its applications.
- To explain regulatory framework and compliance requirements in Fin Tech
- To explore emerging technologies of financial service sector.

COURSE OUTCOMES (COS):

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

Cos	Course Outcomes	Blooms Level
CO1	Understand the scope of Fin Tech eco system	Understand
CO2	Explain various digital payment system	Explain
CO3	Analyse blockchain technology cryptocurrencies and its applications	Analyse
CO4	Analyse legal framewok related to Fin Tech operations.	Analyze
CO5	Evaluate trends and technoplogies in financial services.	Evaluate

UNIT-I Introduction to Fin Tech**20 HOURS**

Meaning, Scope and Evolution of Fin Tech technology - role and importance of technology in financial services – overview of Fin Tech eco system and stakeholders – key segmenets of Fintech industry – challenges in Fin Tech industry.

UNIT-II Digital payments and Banking Innovations**19 HOURS**

Types of Digital payment system including UPI, Mobile wallets - contactless payments and payment gateways – innovations in banks – neo banks- open banking and API integration – secure transation mechanisim – role of RBI and NPCI in regulating and promoting digital payment infrastructure.

UNIT– III Blockchain and Cryptocurrencies 19 HOURS

Basics of blockchain technology – working mechanism and features of blockchain – introduction to cryptocurrencies – bit coin – Ethereum – concept of smart contract and decentralized finance – Advantages risks and regulatory concerns of block chain based applications.

UNIT – IV Fin Tech Regulations and Risk Management 19 HOURS

Overview of FinTech laws and regulations in India – compliance requirements including KYC and AML norms – data protection and privacy laws – cyber security threats and prevention strategies – risk management approaches for operational credits – future risk in Fin Tech operations.

UNIT–V Emerging trends and Future of Fin Tech 19 HOURS

Application of Artificial Intelligence – Machine Learning and Big data analysis in financial services – IoT enabled payments – Reg Tech and Sup Tech developments – sustainable and green Fin tech initiatives.

Total: 96 HOURS

TEXT BOOK:

1. Bhatia S.K, Fintech Revolution, Universal Inclusion in the new financial ecosystem, sage publications.

REFERENCE BOOK:

1. Kumar, Nishith Sharan, digital banking & financial technologies, Taxmann publications

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	2	2.5	3	2	2	-	1	3	3	-	1	-	1	-	-	-	-

1–Low, 2 –Medium, 3–High, ‘-‘ No Correlation

25BAU703

International Trade

Semester -VII
6H-3C

Instruction Hours/Week: L:6 T:0 P:0

Marks: Internal:40 External:60 Total:100
End Semester Exam:3 Hours**Prerequisites: 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 14 HOURS
ECONOMIC INTEGRATION AND GLOBAL
TRADE INSTITUTIONS

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 14 HOURS
INTERNATIONAL PERSPECTIVE

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:

<https://www.kobo.com/us/en/ebook/export-import-procedures-and-documentation-4>

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	-	-	-	-	-	-	-	-	-
Avg.	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

Prerequisites: 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
- 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 tool 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 Hours: 72

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*, 12th Edition, Pearson Education, New Delhi.

REFERENCE BOOKS:

- Russel, Taylor (2015), *Operations and Supply Chain Management*, 10 th edition, Wiley, NewDelhi.
- B. Mahadevan (2019). *Operations Management: Theory and Practice*, 10th
- Panneerselvam. (2012). *Production and Operations Management*, 3rd Edition, PHI, New Delhi.

E-Resources:

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23/> operations and production

management

<http://www.a-zshiksha.com/forum/viewtopic.php?f=148&dt=61564>

www.topfreEBook Source: s.org › operations-management

<https://nptel.ac.in/courses/110107141/> production and operations management

KAHE – Learning Management System

<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	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	2	2	-	2	2	2	-	2	1	1	-	-	-	-	-	-

1–Low, 2 –Medium, 3–High, ‘-’ No Correlation

Instruction Hours/Week: L:6 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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	Analyze 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: 48 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 editio

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	3	2	2	2	-	2	-	-	3	-	1	-	-	-	-	-

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

25BAU802A

Service Marketing

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

Prerequisites: 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

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

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

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

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

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. Chiristopher 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	P O1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	2		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	-	-
CO4	-	-	2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO5	-	2	-	-	3	-	-	2	-	-	3	-	-	-	-	-	-
Avg.	2	2	2	-	3	-	3	2	1	3	3	-	-	-	-	-	-

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

PREREQUISITE:

- Basic understanding of Organizational Behaviour.

COURSE OBJECTIVES (CO):

- To introduce students to the nature and scope of Organizational Behaviour.
- To understand the role of psychological contracts in influencing employee behaviour
- To analyse HR Leadership and its role in shaping employee attitudes and organizational culture.
- To develop an understanding of the analytical tools used to evaluate OB concept.

COURSE OUTCOMES(COs):

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

COs	Course Outcome	Blooms Level
CO1	Define key OB concepts such as personality, attitudes, emotions, learning theories.	Understand
CO2	Apply the concept of psychological contracts to assess organizational expectations and employee behaviour.	Apply
CO3	Analyse the impact of Big Five Personality Dimensions on workplace behaviour and performance.	Analyse
CO4	Evaluate different leadership styles and their impact on organizational culture and employee performance.	Evaluate
CO5	create a plan for improving OCB and measuring its impact on organizational effectiveness.	Create

UNIT-I OB MODELS AND DEVELOPMENT**14 HOURS**

Nature and Scope of Organisational Behaviour - Development of Organisational Behaviour- Challenges and Opportunities of Organisational Behaviour - Basics of Organisational Behaviour Models and their Applicability. The Big Five Personality Dimensions- Psychological Contract - Attitude: Components and its Types -Emotions and Moods - Learning Theories and Reinforcement

UNIT-II DYNAMISM IN GROUP BEHAVIOUR**14 HOURS**

Formation of Groups - Group Cohesiveness - Group Decision Making - Interpersonal Behaviour - Transactional Analysis. Servant Leadership - Transformational Leadership - Authentic Leadership - Ethical Leadership - HR Leadership

UNIT-III TOXIC WORK ENVIRONMENT**14 HOURS**

Workplace Incivility - Workplace Bullying - Workplace Ostracism - Workplace Cynicism- Withdrawal Behaviour. Bases of Power-Power Dynamics - Political Behaviour - Organisational Politics: Its Dimensions and Consequences-Political Tactics

UNIT-IV ORGANISATIONAL DYNAMICS**15 HOURS**

Organisational Culture - Organisational Climate - Organisational Conflict - Organisational Change - Organisational Dynamics Models. Types of Employee Voice - Measuring the Voice of Employees - Forms of Employee Silence - Danger of Employee Silence - Predictors of Employee silence

UNIT-V ORGANISATIONAL CITIZENSHIP BEHAVIOUR**15 HOURS**

Dimensions of OCB - Antecedents of OCB - Methods and Techniques of Improving OCB- Environmental Citizenship Behaviour. Problem Identification and Formulation-Research Approaches in OB studies- Research Design (Materials, Methods, and Measures)-Mapping of Analytical Tools.

TOTAL:72 HOURS**TEXT BOOKS**

1. Aswathappa, K. (2015b). *Organisational behaviour*. Himalaya Publishing House
2. Hersey, P., Blanchard, K. H., & Johnson, D. E. (1996). *Management of organizational behavior: Utilizing Human Resources*.
3. Kalliath, T., Brough, P., O'Driscoll, M. P., Manimala, M. J., Siu, O., & Parker, S. (2013). *Organisational behaviour: A Psychological Perspective for the Asia-Pacific*.
4. Khanka, S. S. (2007). *Organisational behaviour* (Standard Edition). S. Chand & Company.

REFERENCE BOOKS

1. Kings, D., & Lawley, S. (2021). *Organizational behaviour* (4th ed.). Oxford University Press.
2. Luthans, F., Luthans, B. C., & Luthans, K. W. (2021). *Organizational behavior: An Evidence-Based Approach Fourteenth Edition*. IAP.
3. McShane, S. L., Glinow, M. A. V., & Rai, H. (2022). *Organizational behavior* (9th ed.). McGraw Hill Education (India) Private Limited.
4. Neck, C. P., Houghton, J. D., & Murray, E. L. (2023a). *Organizational Behavior: A Skill-Building Approach* (3rd ed.). SAGE Publication.
5. Robbins, S. P., Judge, T., Hunt, J., Campbell, N., Khan, H., & Xu, Y. (2024). *Organisational behaviour* (10th ed.). Pearson.
6. Schindler, P. S. (2021). *Business Research Methods* (13th ed.). McGraw Hill Education (India) Private Limited.
7. Wilson, F. M. (2018). *Organizational Behaviour and Work: A Critical Introduction*. Oxford University Press.

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	-	-	-	-	-	-	-	-	-	-	-	-	-
Avge.	-	2	-	3	3	-	3	-	3	3	3	-	-	-	-	-	-

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

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 - Inflation 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 floating 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

Instruction Hours/Week: L:6 T:0 P:0
Total:100

Marks: Internal:40 External:60

End Semester Exam:3 Hours

Prerequisites: 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	Understand
CO2	Assess the training needs and draft a training programme.	Understand
CO3	Understand the Potential Appraisal and Development. Career planning and Development and understand its linkage with performance management	Analyze
CO4	Assess the appropriate framework o training	Apply
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 outsourcing 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	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	-	2	-	2	2.5	3	1	-	2	1	-	-	-	-	-	-	-

1–Low, 2 –Medium, 3–High’-’-No Correlation

25BAU801B

Research Methodology and Intellectual
Property RightsSemester -VIII
6H-4C

Instruction Hours/Week: L:6 T:0 P:0

Marks: Internal:40 External:60 Total:100
End Semester Exam:3 Hours**Prerequisites: Not Required****Course Objectives (CO):**

- To familiarize students with the fundamental concepts, scope, and significance of research methodology in business decision-making.
- To develop the ability to design effective research studies
- To enhance analytical skills for processing, interpreting, and presenting research data using statistical tools and software.
- To provide a comprehensive understanding of Intellectual Property Rights
- To equip students with the skills required for effective IPR management, commercialization strategies, and handling emerging challenges in the digital economy.

COURSE OUTCOMES (COS):

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

Cos	Course Outcomes	Blooms Level
CO1	Explain the fundamental concepts, types, and processes of research in a business context.	Understand
CO2	Design an appropriate research framework, including sampling, data collection, and measurement techniques, for solving business problems.	Apply
CO3	Analyze and interpret research data using statistical tools and present findings in a research report	Analyze
CO4	Demonstrate a comprehensive understanding of different types of Intellectual Property Rights and the relevant legal frameworks at national and international levels.	Understand
CO5	Analyse IPR strategies for business growth, commercialization, and innovation management in contemporary business scenarios.	Analyze

UNIT-I Introduction to Research Methodology**15 HOURS**

Meaning and definition of research – Nature, scope, and importance of research in management and business decision-making – Types of research: descriptive, analytical, applied, fundamental, exploratory, conclusive – Quantitative vs. qualitative research – Research process: problem identification and definition, review of literature, developing research objectives and hypotheses – Ethics in research: plagiarism, data fabrication, informed consent, and ethical clearance – *Practical Component*: Identification of a research topic in business/management and framing of research objectives.

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avg.	3	3	2	2	2	-	2	-	-	3	-	1	-	-	-	-	-

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

25BAU802B

Data Analysis and Research Mapping using
Statistical tools- Practical

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

Prerequisites:

Decision Making Using Statistical Software Package

COURSE OBJECTIVES (CO):

- To provide hands-on training in using statistical and analytical tools for research data analysis.
- To develop competency in SPSS and Jamovi for descriptive, inferential, and factor analysis.
- To enable learners to apply Structural Equation Modeling (SEM) using SmartPLS for hypothesis testing.
- To introduce bibliometric analysis techniques for literature mapping and research trend identification.
- To integrate multiple analytical tools for comprehensive academic research reporting.

COURSE OUTCOMES (COS):

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

Cos	Course Outcomes	Blooms Level
CO1	Import, prepare, and manage datasets in SPSS and Jamovi for statistical analysis.	Apply
CO2	Perform descriptive, inferential, and reliability analyses using SPSS and Jamovi, and interpret results accurately	Analyze
CO3	Develop and evaluate measurement and structural models using SmartPLS for research hypothesis testing.	Evaluate
CO4	Conduct bibliometric analysis using VOSviewer and Biblioshiny to map research trends and collaborations. .	Analyze
CO5	Integrate findings from multiple tools into a comprehensive, publication-ready research report	Create

Exercise

1. Data Import & Preparation – Import datasets (Excel, CSV), label variables, set measurement scales, and handle missing values.
2. Descriptive Statistics – Compute mean, median, mode, standard deviation; create frequency tables and visualizations (bar chart, histogram, boxplot).
3. Independent Samples t-Test & Paired Samples t-Test – Conduct both tests, interpret significance, and report results in APA style.
4. ANOVA & Post-hoc Tests – Perform one-way ANOVA, run post-hoc comparisons, and present results with graphs.
5. Correlation & Regression – Pearson and Spearman correlations, multiple linear regression, interpreting R^2 and coefficients.
6. Data Setup in Jamovi – Import dataset, set variable properties, and create computed variables.
7. Non-Parametric Tests – Chi-square test for independence, Mann-Whitney U test, Kruskal-Wallis test with interpretation.
8. Reliability & EFA – Calculate Cronbach’s alpha, perform Exploratory Factor Analysis, and interpret factor loadings.
9. Model Setup – Import dataset, define constructs, distinguish between reflective and formative indicators, and draw measurement model.
10. Measurement Model Assessment – Evaluate outer loadings, composite reliability, AVE, and discriminant validity (Fornell-Larcker, HTMT).
11. Structural Model Assessment – Path coefficients, R^2 , f^2 effect size, Q^2 predictive relevance, bootstrapping for significance testing.
12. Advanced SEM – Conduct mediation and moderation analysis using SmartPLS.
13. Data Retrieval – Download bibliographic data from Scopus or Web of Science in compatible formats.
14. VOSviewer Mapping – Create and interpret co-authorship, keyword co-occurrence, and citation network maps.
15. Biblioshiny Analysis – Perform thematic mapping, trend analysis, and prepare a bibliometric summary for research reporting.

Total: 48 HOURS

TEXT BOOKS:

1. Pallant, J. (2020). *SPSS Survival Manual: A Step-by-Step Guide to Data Analysis Using IBM SPSS*. Routledge.
2. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.

3. Van Eck, N. J., & Waltman, L. (2018). *VOSviewer Manual*. CWTS, Leiden University.

REFERENCE BOOKS:

1. Field, A. (2018). *Discovering Statistics Using IBM SPSS Statistics* (5th ed.). Sage Publications.
2. Gaskin, J., & Lim, J. (2016). *Mastering Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS*. Gaskination's Statistics.

E-Resources:

<https://www.kobo.com/us/en/ebook/data-analysis-in-management-with-spss-software>

<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	-	-	-	-	-	-	-	-
Avg.	3	2.5	2	2	2	2	2	3	3	1	-	-	-	-	-	-	-

1–Low, 2 –Medium, 3–High, ‘-‘ No Correlation

25BAU891

Preparation for Research Project

Semester -VIII
18 H-12C

Instruction Hours/Week: L:6 T:0 P:18 Marks: Internal:120 External:180 Total:300
End Semester Exam:3 Hours

Prerequisites: 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 Outcomes	Blooms Level
CO1	Examine the job analysis for a profile and understand its linkage with HR planning Identify an issue to be analyzed 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 the area of accounting/Finance/Marketing/ HR/International business etc.	Understand
CO3	Analyse the data and critically evaluate the result and formulate a 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

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. Tool 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	-	-	-	-	-	-	-	-
Avg.	-	3	3	-	3	-	-	2	2	2	2	-	-	-	-	-	3

1 - Low, 2 - Medium, 3 – High, “-“ - No Correlation