

# **B.B.A.**

## LOCF SYLLABUS 2023



Department of Business Administration  
School of Management Studies  
St. Joseph's College (Autonomous)  
Tiruchirappalli - 620 002, Tamil Nadu, India

### **Vision**

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

### **Mission**

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

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

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

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

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

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

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

1. Relate and interpret concepts of management, business administration, accounting, finance, law and taxation through management technique and modern learning tools.
2. Build and develop various facets of managerial skills, accounting skills, inter-personal Communication skills, leadership skills, analytical skills, investment skills and entrepreneurial Skills to enhance employability skills or enter the portals of higher education.
3. Critically appraise and analyze the challenges in the business environment to as an individual or as a team.
4. Formulate and construct innovative business solutions to comport investigation of complex problems through effective decision-making.
5. Support and exhibit concern towards morally and ethically upright society.

## CONTINUOUS INTERNAL ASSESSMENT

### Categorizing Outcome Assessment Levels Using Bloom's Taxonomy

Level	Cognitive Domain	Description
K1	Remember	It is the ability to remember the previously learned concepts or ideas.
K2	Understand	The learner explains concepts or ideas.
K3	Apply	The learner uses existing knowledge in new contexts.
K4	Analyse	The learner is expected to draw relations among ideas and to compare and contrast.
K5	Evaluate	The learner makes judgements based on sound analysis.
K6	Create	The learner creates something unique or original.

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

Duration: 2 Hours		Maximum Marks: 60						
Section		K level*						Marks
		K1	K2	K3	K4	K5	K6	
A (no choice)		7						$7 \times 1 = 7$
B (no choice)			5					$5 \times 3 = 15$
C (either... or type)				3				$3 \times 6 = 18$
D (2 out of 3)	Courses with K4 as the highest cognitive level				2			$2 \times 10 = 20$
	Courses with K5 as the highest cognitive level wherein one question each on K4 and K5 is compulsory. (Note:K4 has two questions whereas, K5 has no choice.)				1	1		
	Courses with K6 as the highest cognitive level wherein one question each on K5 and K6 is compulsory. (Note: <b>Mid Sem:</b> K4 has two questions whereas, K5 has no choice; <b>End sem:</b> K5 has two questions whereas, K6 has no choice)				Mid Sem			
						End Sem		
					1	1	1	
Total								60

\* K4 and K5 levels will be assessed in the Mid semester test whereas K5 and K6 levels will be assessed in the End semester test.

### Question Paper Blueprint for Mid and End Semester Tests *(For quantitative courses only)*

Duration: 2 Hours					Maximum Marks: 60	
Section	K level					Marks
	K1	K2	K3	K4	K5	
A (no choice)	9					$9 \times 1 = 9$
B (either... or type)		2	1			$3 \times 5 = 15$
C (2 out of 3)				1	1*	$2 \times 18 = 36$
Total						60

\* *K5 compulsory*

## SEMESTER EXAMINATION

## Question Paper Blueprint for Semester Examination

Duration: 3 Hours		Maximum Marks: 100						
Section		K level						Marks
		K1	K2	K3	K4	K5	K6	
A (no choice, two questions from each unit)		10						$10 \times 1 = 10$
B (no choice, two questions from each unit)			10					$10 \times 3 = 30$
C (either... or type, one question from each unit)				5				$5 \times 6 = 30$
D (3 out of 5, one question from each unit)	Courses with K4 as the highest cognitive level				3			$3 \times 10 = 30$
	Courses with K5 as the highest cognitive level wherein two K4 questions and one K5 question are compulsory. (Note: Three questions on K4 and two questions on K5)				2	1		
	Courses with K6 as the highest cognitive level wherein one question each on K4, K5, and K6 is compulsory. (Note: Two questions each on K4 and K5 and one question on K6)				1	1	1	
Total								100

**Question Paper Blueprint for Semester Examination** *(For quantitative courses only)*

Section	Marks	K level
A	$10 \times 1 = 10$	K1
B	$5 \times 6 = 30$ <i>(either...or)</i>	K2 ( <i>Q. No. 11 &amp; 12</i> ) K3 ( <i>Q. No. 13, 14 &amp; 15</i> )
C	$4 \times 15 = 60$ <i>(4 out of 5)</i>	K4 ( <i>Q. No. 16, 17 &amp; 18</i> ) K5 ( <i>Q. No. 19 &amp; 20</i> )
<b>Total Marks: 100</b>		

**Evaluation Pattern for Part IV One/Two Credit Courses**

Title of the Course	CIA	Semester Examination	Total Marks
Internship	100		<b>100</b>
<b>UG</b> Skill Enhancement Course (Non Major Elective) Foundation Course <b>PG</b> Ability Enhancement Course	$20 + 10 + 20 = 50$	50 <i>(External member from the Department)</i>	<b>100</b>
Value Education	50	50 <i>(CoE)</i>	<b>100</b>

BBA								
PROGRAMME PATTERN								
Course Details						Scheme of Exams		
Sem	Part	Course Code	Title of the Course	Hours	Credits	CIA	SE	Final
1	1	23UTA11GL01A	General Tamil - 1	5	3	100	100	100
		23UFR11GL01	French - 1					
		23UHI11GL01	Hindi - 1					
		23USA11GL01	Sanskrit - 1					
	2	23UEN12GE01	General English - 1	5	3	100	100	100
	3	23UBU13CC01	Core Course - 1: Principles of Management	4	3	100	100	100
		23UBU13CC02	Core Course - 2: Accounting for Managers - 1	4	3	100	100	100
		23UBU13AC01	Allied Course - 1: Managerial Economics	6	4	100	100	100
	4	23UBU14FC01	Foundation Course: Computer Application in Business	2	1	100	-	100
		23UBU14SE01A	Skill Enhancement Course - 1: (Non Major Elective): Practical Advertising	2	1	100	-	100
		23UBU14SE01B	Skill Enhancement Course - 1: (Non Major Elective): Digital Marketing					
		23UHE14VE01	Value Education - 1: Essentials of Humanity*	2	1	50	50	50
		23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	(6)	3	100	-	100
	Total				30	22		
2	1	23UTA21GL02	General Tamil - 2	4	3	100	100	100
		23UFR21GL02	French - 2					
		23UHI21GL02	Hindi - 2					
		23USA21GL02	Sanskrit - 2					
	2	23UEN22GE02	General English - 2	5	3	100	100	100
	3	23UBU23CC03	Core Course - 3: Human Resource Management	4	3	100	100	100
		23UBU23CC04	Core Course - 4: Marketing Management	4	3	100	100	100
		23UBU23CC05	Core Course - 5: Business Communication	3	2	100	100	100
		23UBU23AC02	Allied Course - 2: Business Mathematics and statistics for Managers	6	4	100	100	100
	4	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights*	2	1	50	50	50
		23UHE24AE01	Ability Enhancement Compulsory Course - 2: Environmental Studies*	2	1	50	50	50
		-	Extra Credit Courses (MOOC/Certificate Courses) - 1		(3)			
Total				30	20(3)			
3	1	23UTA31GL03	General Tamil - 3	4	3	100	100	100
		23UFR31GL03	French - 3					
		23UHI31GL03	Hindi - 3					
		23USA31GL03	Sanskrit - 3					
	2	23UEN32GE03	General English - 3	5	3	100	100	100
	3	23UBU33CC06	Core Course - 6: Accounting for Managers - 2	6	5	100	100	100
		23UBU33CC07	Core Course - 7: TallyPrime	3	3	100	100	100
		23UBU33CP01	Core Practical - 1: TallyPrime - Software	4	2	100	100	100
		23UBU33AO01A	Allied Optional - 1: Organizational Behaviour	6	4	100	100	100
		23UBU33AO01B	Allied Optional - 1: Emotional Intelligence and managerial Effectiveness					
	4	23UHE34VE03A	Value Education - 3: Social Ethics - 1*	2	1	50	50	50
		23UHE34VE03B	Value Education - 3: Religious Doctrine - 1*					
		-	Extra Credit Courses (MOOC/Certificate Courses) - 2		(3)			
	Total				30	21(3)		
	1	23UTA41GL04C	General Tamil - 4 வணிகத் தமிழ் (Business Tamil)	4	3	100	100	100
		23UFR41GL04	French - 4					
		23UHI41GL04	Hindi - 4					
		23USA41GL04	Sanskrit - 4					
	2	23UEN42GE04	General English - 4	5	3	100	100	100

4	3	23UBU43CC08	<b>Core Course - 8:</b> Operations Research for Managers	6	5	100	100	100
		23UBU43CC09	<b>Core Course - 9:</b> Business Analytics	3	3	100	100	100
		23UBU43CP02	<b>Core Practical - 2:</b> Business Analytics	4	2	100	100	100
		23UBU43AO02A	<b>Allied Optional - 2:</b> Entrepreneurial Development	6	4	100	100	100
		23UBU43AO02B	<b>Allied Optional - 2:</b> Management of Business Sustainability					
	4	23UHE44VE04A	<b>Value Education - 4:</b> Social Ethics - 2*	2	1	50	50	50
		23UHE44VE04B	<b>Value Education - 4:</b> Religious Doctrine - 2*					
		-	Extra Credit Courses (MOOC/Certificate Courses) - 3	-	(3)			
			<b>Total</b>	<b>30</b>	<b>21(3)</b>			
5	3	23UBU53CC10	<b>Core Course - 10:</b> Management Accounting	6	5	100	100	100
		23UBU53CC11	<b>Core Course - 11:</b> Legal Aspects of Business	4	3	100	100	100
		23UBU53CC12	<b>Core Course - 12:</b> Research Methods for Management	4	2	100	100	100
		23UBU53ES01A	<b>Discipline Specific Elective - 1:</b> Production and Material Management	5	3	100	100	100
		23UBU53ES01B	<b>Discipline Specific Elective - 1:</b> Strategic Management					
		23UBU53ES02A	<b>Discipline Specific Elective - 2:</b> Banking and Insurance Management	5	3	100	100	100
		23UBU53ES02B	<b>Discipline Specific Elective - 2:</b> Financial Planning and Investment Management					
		23UBU53IS01	Internship	-	1	100	-	100
		23UBU53SP01A	<b>Self-paced Learning:</b> Advertising and sales Promotion*	-	2	50	50	50
		23UBU53SP01B	<b>Self-paced Learning:</b> Customer Relationship Management*					
	4	23UBU54EG01A	<b>Generic Elective - 1:</b> Global Supply Chain Management	4	2	100	100	100
		23UBU54EG01B	<b>Generic Elective - 1:</b> Starts-ups and Small Business Management					
		23USS54SE01	<b>Skill Enhancement Course - 2:</b> Soft Skills	2	1	100	-	100
		-	Extra Credit Courses (MOOC/Certificate Courses) - 4	-	(3)			
			<b>Total</b>	<b>30</b>	<b>22(3)</b>			
6	3	23UBU63CC13	<b>Core Course - 13:</b> Financial Management	7	5	100	100	100
		23UBU63CC14	<b>Core Course - 14:</b> International Business	7	5	100	100	100
		23UBU63ES03A	<b>Discipline Specific Elective - 3:</b> Services Marketing	5	3	100	100	100
		23UBU63ES03B	<b>Discipline Specific Elective - 3:</b> Logistics and Supply Chain Management					
		23UBU63ES04A	<b>Discipline Specific Elective - 4:</b> Industrial Relations and Labour Laws	5	3	100	100	100
		23UBU63ES04B	<b>Discipline Specific Elective - 4:</b> Leadership and Group Dynamics					
		23UBU63PW01	Project Work and Viva Voce	-	2	100	100	100
		23UBU63CE01	Comprehensive Examination*	-	2	50	50	50
	4	23UBU64EG02A	<b>Generic Elective - 2:</b> Personality Development	4	2	100	100	100
		23UBU64EG02B	<b>Generic Elective - 2:</b> NGO Management					
		23UBU64SE02A	<b>Skill Enhancement Course - 3 (WS):</b> Practical Stock Trading	2	1	100	-	100
		23UBU64SE02B	<b>Skill Enhancement Course - 3 (WS):</b> Export Management					
		-	Extra Credit Courses (MOOC/Certificate Courses) - 5	-	(3)			
			<b>Total</b>	<b>30</b>	<b>23(3)</b>			
2 - 6	5	23UCW65OR01	Outreach Programme (SHEPHERD)	-	4			
1 - 6			<b>Total (3 years)</b>	<b>180</b>	<b>133</b>			

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

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

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

### அலகு I: தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்

(15 மணி நேரம்)

#### 1. இலக்கணம் :

- தொல்காப்பியம், இறையனார் களவியல் உரை , நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை- நூல்கள்
- மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்
  - வல்லினம் மிகும் இடங்கள்
  - வல்லினம் மிகா இடங்கள்
  - ஈரொற்று வரும் இடங்கள்
  - ஒரு, ஓர் வரும் இடங்கள்
  - அது, அஃது வரும் இடங்கள்
  - தான், தாம் வரும் இடங்கள்

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

- சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு
- அற இலக்கியம் - பதினெண்கீழ்க்கணக்கு நூல்கள்
- காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்
- பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் -- பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

### அலகு II: சங்க இலக்கியம்

(15 மணி நேரம்)

#### எட்டுத்தொகை:

- நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்
- குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே
- ஐங்குறுநூறு -நெல் பல பொலிக! பொன் பெரிது சிறக்க!' (முதல் பாடல் )-வேட்கைப் பத்து
- கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி
- புறநானூறு -189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187

#### பத்துப்பாட்டு:

- முல்லைப்பாட்டு (முழுவதும்)

### அலகு III: அற இலக்கியம்

(15 மணி நேரம்)

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

### அலகு IV: காப்பிய இலக்கியம்

(15 மணி நேரம்)

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

### அலகு V: பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

(15 மணி நேரம்)

#### 23. பக்தி இலக்கியம்:

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

#### 24. பகுத்தறிவு இலக்கியம் :

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

#### பாடநூல்

பொதுத்தமிழ்-1. (தமிழ் இலக்கிய வரலாறு-1), தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, 2023

#### பார்வை நூல்கள்

1. வரதராசன்.மு. (2021) தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி.
2. விமலானந்தன். மது. ச. (2019). தமிழ் இலக்கிய வரலாறு, முல்லை நிலையம்.
3. தமிழண்ணல். (2022). புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, பாரி நிலையம்.
4. சிற்பி பாலசுப்பிரமணியன் & சேதுபதி.சொ. (2015). தமிழ் இலக்கிய வரலாறு, கவிதா வெளியீடு.
5. சிற்பி பாலசுப்பிரமணியம், & பத்மநாபன். நீல. (2013). புதிய தமிழ் இலக்கிய வரலாறு (3 தொகுதிகள்), சாகித்ய அக்காதெமி.
6. பெருமாள். அ.கா. (2014). தமிழ் இலக்கிய வரலாறு, சுதர்சன் பக்ஸ்.

Relationship Matrix											
Semester	Course code		Title of the Paper						Hours/Week		Credits
1	23UTA11GL01A		General Tamil – 1						5		3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	1	2	3	2	2	3	3	2	2	2	2.2
CO-2	2	2	3	2	2	2	3	2	3	2	2.3
CO-3	1	2	2	3	2	2	2	3	3	3	2.3
CO-4	2	2	3	2	2	3	2	3	3	2	2.4
CO-5	3	1	2	2	2	2	3	2	3	3	2.3
Mean overall Score											2.3 (High)

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

Course Objectives
To identify the basic sentence structure of the French language.
To define and describe the various grammatical tenses and use them to communicate in French.
To examine the documents presented and discuss/reply to the questions asked.
To analyze and interpret expressions used to convey the cause, the effect, the purpose and the opposition in French.
To evaluate the grammatical nature of a given passage.

#### Unit I (15 hours)

1. Salut !
2. Enchanté

#### Unit II (15 hours)

3. J'adore

#### Unit III (15 hours)

4. Tu veux bien ?

#### Unit IV (15 hours)

5. On se voit quand ?

#### Unit V (15 hours)

6. Bonne idée

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

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

#### Books for Reference

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

## Websites and eLearning Sources

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

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

Relationship Matrix												
Semester	Course code		Title of the Course								Hours	Credits
1	21UFR11GL01		French - 1								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	1	3	1	3	3	2	3	2	2.4	
CO2	2	3	3	2	1	3	3	3	3	2	2.5	
CO3	1	3	2	1	2	2	2	2	3	2	2.0	
CO4	3	3	3	3	3	3	3	2	3	2	2.8	
CO5	3	3	3	3	2	3	3	3	3	2	2.8	
Mean overall Score											2.5 (High)	

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

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

#### **Unit I: Buniyadi Hindi (15 Hours)**

1. Swar
2. Vyanjan
3. Barah Khadi
4. Shabd aur
5. Vakya Rachna

#### **Unit II: Hindi Shabdavali (15 Hours)**

6. Rishto ke Naam
7. Gharelu padartho ke Naam

#### **Unit III: Vyakaran (15 Hours)**

8. Sadharan Vakya aur Sangya
9. Sarvanam
10. Visheshan
11. Kriya aadi shabdo ka prayog

#### **Unit IV: Chote Gadyansh ka pattan (15 Hours)**

12. Bachom ki Kahaniyam
13. Patra-Patrikao mein Prakashit Gadyansho ka Pattan

#### **Unit V: Nibandh (15 Hours)**

14. Sant Tiruvalluvar
15. E.V.R Thandai Periyar
16. Naari Sashakthikaran
17. Paryavaran Sanrakshan
18. Vibhinna pratiyogi parikshao ke bare mein jaankari dena
19. Pratiyogi priksa par adharit nibandho dwara bhasha ki kshamta badhane vale prashikshan kary.

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

1. *Prathamik Patya Pusthak* (2022). Dakshina Bharath Hindi Prachara Sabha, Chennai,
2. Chandran, R.M. (2017). *Concise Trilingual Dictionary*, Lotus Publications, Madurai.
3. Gupta, K.M. (2020). *Hindi Vyakaran*, Anand Prakashan, Kolkatta.
4. *Madyama Patya Pusthak* (2022). Dakshina Bharath Hindi Prachara Sabha, Chennai.

### Books for Reference

1. Abdul Kalam, A.P.J. (2020). *Mere sapnom ka Bharath*. Prabath Prakashan, Noida.
2. *Meri Pratham Hindi Sulekh Shabd Gyaan*, Wonder House Books, Noida.
3. Kumar, A. (2019). *Sampoorna Hindi Vyakaran our Rachana*. Lucent publisher.
4. *Adhunik Hindi Vyakaran our Rachana*. (2018). Bharati Bhavan Publishers & distributors.
5. Shukla, A.R. (2021). *Hindi Sahitya Ka Itihas..* Prabhat Prakashan.

### Websites and e-Learning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	match the sounds of Hindi letters with their written counterparts.	K1
CO2	infer the meaning of unknown words from the given context	K2
CO3	construct sentences in Hindi	K3
CO4	analyse stories and other passages	K4
CO5	interpret general essays given in competitive exams	K5

Relationship Matrix												
Semester	Course code		Title of the Course								Hours	Credits
1	23UHH11GL01		Hindi - 1								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	1	3	3	3	1	3	2	2.3	
CO2	2	3	2	3	1	2	3	3	3	2	2.4	
CO3	3	2	2	2	1	3	2	3	2	3	2.3	
CO4	3	1	2	3	2	3	2	3	3	2	2.4	
CO5	2	3	3	2	3	2	3	3	1	3	2.5	
Mean overall Score											2.38 (High)	

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

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

**Unit I: Introduction to Sanskrit (15 Hours)**

**(Alphabet, Two letter words and three letter words) Grammar**

*ākārāntaḥpumliṅgaḥśabda-s* - 1. बाल (*Bāla*) and

2. देव (*Deva*) *ākārāntaḥstrīliṅgaḥśabda-s* - 1. बाला (*Bālā*) and

2. लता (*Latā*) *ākārāntaḥnapuṃsakaliṅgaḥśabda-s* - 1. फल (*Phala*) and 2. वन (*Vana*)

**Unit II: Introduction to *Rāmāyana*, *Kālidāsa* and his poetic works (15 Hours)**

*Raghuvaṃśa* (Canto I) Verses 1-15

**Unit III: Introduction to the Works of *Bhāravi* (15 Hours)**

*Raghuvaṃśa* (canto I) Verses 16-30

**Unit IV: Introduction to the works of *ŚrīHarṣa* (15 Hours)**

*Raghuvaṃśa* (Canto I) Verses 31-45

**Unit V: Grammar (15 Hours)**

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

(i) गच्छत (*Gacchati*)

(ii) ततष्ठत (*Tiṣṭhati*)

(iii) पठत (*Paṭhati*)

(iv) नृत्यत (*Nṛtyati*)

(v) कुप्यत (*Kupyati*)

(vi) कथयत (*Kathayati*) गणयत (*Gaṇayati*)

(viii) अतत (*Asti*)

(ix) करोत (*Karoti*)

(x) शृणोत (*Śṛṇoti*) Indeclinables (*Avyayaani*) - अतप (*api*), कदा (*kadā*), च (*ca*), अद्य (*adya*), तवना (*vinā*), सह (*saha*), तत्र (*tatra*), ककम् (kim), यकद (*yadi*) - तर्हि (*tarhi*), यथे

(yathā) - तथैव (tathā) Prefixes (Upasargas) - आङ् (āñ), तव (vi), पर (pari), अनु (anu), अति (adhi), उत् (ut), प्रत्यत (prati), उप (upa), प्र (pra) तन्त्र (nir)

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

Murugan, C., et al. (eds.). (2022) *Kalasala-Samskrita-Sukhabodhini-I* (For Undergraduate Foundation Course). University of Madras.

### Book for Reference

Vadhyar, R. S. (2017). *Sabdha Manthari*. Vadhyar & Sons.

### Websites and e-Learning Sources

1. <https://www.arlingtoncenter.org/Sanskrit%20Alphabet.pdf>
2. <https://courses.lumenlearning.com/suny-hccc-worldcivilization/chapter/sanskrit/>
3. [https://www.newworldencyclopedia.org/entry/Sanskrit\\_literature](https://www.newworldencyclopedia.org/entry/Sanskrit_literature)
4. <https://archive.org/details/AShortHistoryOfsanskritLiterature>
5. [https://archive.org/details/raghuvamsha\\_with\\_sanjivini\\_edited\\_by\\_mr\\_kale](https://archive.org/details/raghuvamsha_with_sanjivini_edited_by_mr_kale)

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

Relationship Matrix											
Semester	Course code		Title of the Course							Hours	Credits
1	23USA11GL01		Sanskrit - 1							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	3	2	3	1	3	2	3	2	2	2.2
CO2	2	3	2	3	1	2	2	3	2	3	2.3
CO3	3	2	2	2	2	2	3	2	3	2	2.3
CO4	3	2	3	2	2	3	3	2	3	2	2.3
CO5	3	2	3	3	2	2	3	2	3	3	2.6
Mean overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN12GE01	General English - 1	5	3
<b>Course Objectives</b>				
To enable learners to acquire self awareness and positive thinking required in various life situations				
To help them acquire the attribute of empathy				
To assist them in acquiring creative and critical thinking abilities				
To enable them to learn the basic grammar				
To assist them in developing LSRW skills				

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

#### **Life Story**

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

#### **Poem**

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

### **UNIT II: Empathy (15 Hours)**

#### **Poem**

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

#### **Short Story**

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

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

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

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

#### **Poem**

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

#### **Readers Theatre**

- The Magic Brocade – A Tale of China

19. Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School” by Louis Sachar)

### Unit V: Paragraph and Essay Writing

(15 Hours)

20. Descriptive

21. Expository

22. Persuasive

23. Narrative

24. Reading Comprehension

Teaching Methodology	Interactive methods, and multimedia presentations
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### Books for Study

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

### Books for Reference

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

### Web Resources

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU13CC01	Core Course - 1: Principles of Management	5	5

Course Objectives
To impart knowledge about evolution of management
To provide understanding on planning process and importance of decision making in organization
To learn the application of principles in organization
To familiarize students about direction and co-ordination
To study the process of effective controlling in organization

#### **UNIT I: Management Concept (15 Hours)**

Management: Importance – Definition – Nature and Scope of Management - Process – Role of a manager – Functions of Management – Levels of Management – Development of Management thoughts – Fayol's 14 principles of Management.

#### **UNIT II: Planning (15 Hours)**

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

#### **UNIT III: Organizing (15 Hours)**

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

#### **UNITIV: Directing & Coordinating (15 Hours)**

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination

#### **UNITV: Controlling (15 Hours)**

Controlling – Meaning and definition - Importance – Types of control – Techniques of control - Control Process – Effective controlling measures.

<b>Teaching Methodology</b>	PPTs, Role Play, Management Games
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### **Books for Study**

1. Stoner, J. A. F., Freeman, R.E & Gilbert, D. R. (2004). *Management* (6th ed.). Pearson Education.
2. Griffin, T. O. (2014). *Management*. Houghton Mifflin Company.
3. Robbins, S. A., Decenzo, D. A., & Coulter, M. (2011). *Fundamentals of Management* (7th ed.). Pearson Education.
4. Stoner, J. A. F., Freeman, R. E & Gilbert, D. R. (2014). *Management* (6th ed.). Prentice Hall.
5. Robbins, S., Coulter, M., Sidani, D., & Jamali, D. (2014). *Management: Arab World Edition*. Pearson.

### **Books for Reference**

1. Tripathi P. C. & Reddy, P.N (2017). *Principles of Management* (6th Ed.). Sultan Chand & Sons.
2. Prasad, L. M. (n.d). *Principles & Practice of Management* (8th ed.). Sultan Chand & Sons.
3. Robbins, S. A., Decenzo, D. A., & Coulter, M. (2017). *Fundamentals of Management* (13th ed.). Pearson Education.
4. Gupta, C. B. (n.d). *Principles of Management* (3rd ed.). Sultan Chand & Sons.
5. Koontz, H., Weihrich, H., & Aryasri, A. R. (2015). *Principles of Management* (2nd ed.). McGraw-Hill.

### **Websites and eLearning Sources**

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>



Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU13CC02	Core Course - 2: Accounting for Managers -1	5	5

Course Objectives
To impart knowledge about basic concepts of accounting its applications
To analyze and interpret financial reports of a company
To understand the gross profit and net profit earned by organization
To foster knowledge of Non-Profit Organization
To understand the procedures of Accounting under Single entry system.

#### **UNIT I: Introduction to Financial Accounting (15 Hours)**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

#### **UNIT II: Subsidiary Books (15 Hours)**

Subsidiary books – Preparation of cash Book – Bank reconciliation statement

#### **UNIT III:**

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

#### **UNIT IV: Accounts of Non-Profit Organization (15 Hours)**

Meaning of Non-profit Organization- Receipts and Payments Account- Income and Expenditure Account- Difference Between Receipts and Payments Account- Balance Sheet- Simple Problems

#### **UNIT V: Single Entry System (15 Hours)**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

<b>Teaching Methodology</b>	Problem solving
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**Books for Study**

1. Goel, D.K. & Goel, S. (2018). *Financial Accounting* (2nd ed.). Arya Publications.
2. Jain, S.P., & Narang, K. (1999). *Financial Accounting* (4th ed.). Kalyani Publishers.
3. Shankar, R. R., & Manikandan, S. (n.d). *Financial Accounting* (3rd ed.). SCITECH.
4. Shukla. & Grewal. (2002). *Advanced Accounting* (15th ed.). Sultan Chand & Sons.
5. Tulsian, P. C. (2006). *Financial Accounting*. Pearson Education.

**Books for Reference**

1. Ganesan, K. & Begam, S. U. S. (n.d). *Accounting for Managers* (Volume 1), Charulatha Publications.
2. Reddy, T. S., & Murthy, A. (2019). *Financial Accounting* (6th ed). Margham Publications.
3. Kolitz, D. (2017). *Financial Accounting*. Taylor and Francis group.
4. Arora, M. N. (2019). *Accounting for Management*. Himalaya Publications House.
5. Maheswari, S. N. (2018). *Financial Accounting*. Vikas Publishing House.
6. Charles, T. H., Gary, L. S. & John, A. E. (207). *Introduction to Financial Accounting*. Pearson Publications.

**Web Sources**

1. [https://ebooks.lpude.in/management/mba/term\\_1/DMGT403\\_ACCOUNTING\\_FOR\\_MANAGERS.pdf](https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf)
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. [https://en.wikipedia.org/wiki/Single-entry\\_bookkeeping\\_system](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)
5. <https://www.profitbooks.net/what-is-depreciation>



Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU13AC01	Allied Course - 1: Managerial Economics	4	3

Course Objectives
To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving
To Understand the optimal point of cost analysis and production factors of the firm
To Provide insights to the various market structures in an economy
To describe the pricing methods and strategies that are consistent with evolving marketing needs

#### **UNIT I: Concept of Managerial Economics (15 Hours)**

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

#### **UNITII: Concept and Types of Demand (15 Hours)**

Demand analysis — Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand – Demand forecasting.

#### **UNITIII: Cost Analysis (15 Hours)**

–Cost Concepts – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different types of cost– Cost output relationship short run and long run – Revenue curves of firms –Break-Even Analysis.

#### **UNIT IV: Market Structure (15 Hours)**

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly .

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

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination-National Income Concepts.

<b>Teaching Methodology</b>	PPTs, Graphs, Reading NewsPapers Papers and Magazines
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### **Books for Study**

- 1.Mehta, P.L. (2016). *Managerial Economics*. Sultan Chand & Sons.
- 2.Varshney, R.L. &Maheswari, K.L (n.d).*Managerial Economics*. Sultan Chand & Sons.
- 3.Journal of Economic Literature – American Economic Association.
- 4.Mithani, D.M. (2016).*Managerial Economics*. Himalaya Publishing House.

### **Books for Reference**

- 1.Sankaran, S. (n.d). *Managerial Economics*. Margham Publication.
- 2.Ahuja, H. L. *Managerial Economics*. S. Chand& Sons.

### **Website**

1. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>



Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU14FC01	Foundation Course: Computer Applications in Business	2	2

Course Objectives
To build skills in Ms-Word
To build basic skills in Ms-Excel
To build advanced skills in Ms-Excel
To build skills in Ms- Power Point
To familiarize students with google forms for students with relevance in business scenario and its applications

#### **UNIT I: Introduction About MS-Excel**

**( 6 Hours)**

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Printing Documents.

#### **UNIT II: Basics in MS-Excel**

**(6 Hours)**

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns

#### **UNIT III: Advance MS-Excel**

**(6 Hours)**

Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet-Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization

**UNIT IV: Presentation****( 6 Hours)**

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts

**UNIT V: Preparation of Google Forms****(6 Hours)**

Use Google forms to develop & share questionnaire.

<b>Teaching Methodology</b>	PPTs, Videos, Practical Exercises
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**Books for Study**

1. Ahmed, P. R. (2019). *Computer Application in Business*. Margham Publications.
2. Paramaeswaran, R. (n.d). *Computer Application in Business*

**Books for Reference**

1. Shrivatsava, S. S. (2015). Ms-Office (1st ed.). Laxmi Publications.
2. Bucki, L. A., Walkenbach, J., Wempen, F., & Alexander, M. (2013). *Microsoft Office 2013 BIBLE*, Wiley.

**Websites and eLearning Sources**

1. <https://byjus.com/govt-exams/microsoft-word>
2. <https://www.microsoft.com/en-us/microsoft-365/blog>



Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU14SE01A	Skill Enhancement Course - 1 (Non Major Elective): Practical Advertising	2	2

Course Objectives
To introduce students to advertising fundamentals
To introduce the concept of Creativity and idea generation
To familiarise techniques of Media planning
To impart knowledge on advertising media and budget
To understand measurement of results

#### **UNIT I: Introduction to Advertising: ( 6 Hours )**

Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC- Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers- Classification of advertising: Geographic, Media, Target audience and Functions.

#### **UNIT II: Introduction to Creativity: (6-Hours)**

Creativity in Advertising, Stages in the Creative Process “Making of Creative Brief” Insights Learning how to use them “Ideation “Lateral Thinking, Brainstorming and Various Creative Thinking Modes.

#### **UNIT III: Advertising Media (6-Hours)**

Understanding Media; It's Creative Co-ordination with other Marketing functions. Types of Media: Print Media, Broadcast Media, Outdoor, Transit, Traditional, Direct Mail, Internet. Media Planning Methods: Media Strategies, Media Mix. Understanding Media Coverage, ABC, IRS, INS, ILT, OAS TRP (Circulation, Readership); DAGMAR.

#### **UNIT IV: Advertising Agency and Advertising Media (6 Hours)**

Ad Agency – Definition, Role and Functions of Various Departments, Structure of an Advertising Agency. Types of Ad Agencies, Agency revenue sources, Client-Agency Relationship, Selection of an Advertising Agency. Indian Advertising Agencies: Trends & Status ,

#### **UNIT V: Budget Setting (6 Hours)**

Factors Determining Budget, Steps Involved Budget Plan and Execution.

<b>Teaching Methodology</b>	<p>Group Exercises, Presentations, Classroom Lecture, Case Studies, Screening of top Twenty Creative Indian and International Advertisements.</p> <p>Developing Slogans and Logos for Products and Services.</p> <p>Developing Ads.</p>
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### **Books for Study**

1. Altstiel, T., & Grow, J. (n.d). *Advertising creative strategy, copy & design* (3rd ed). Sage.
2. Arens, W. F. (1994). *Contemporary Advertising*. (n.p.): McGraw-Hill School Education Group. Natarajan, L. (n.d). *Advertising and salesmanship*. Margham Publications.
3. Wells, Moriarty & Burnett (n.d). *Advertising: Principles and practice*. Pearson.
4. Chunawala & Sethia. (n.d). *Foundations of advertising*. (8th ed). Himalaya Publishing house.

### **Books for Reference**

1. Jones, P. J. *How to use advertising to build strong brands*. Sage
2. Jones, P. J. (n.d). *How Advertising Works*. Sage
3. Tiwari, S. (2003). *Uncommon sense of advertising: Getting the facts right*. Response.
4. Wells, Burnett & Moriarty. (n.d). *Advertising principles & practices* (5th ed.). Prentice Hall

### **Websites and eLearning Sources**

1. <https://www.amazon.in/Creative-Advertising-Techniques-Campaigns-Producing/dp/0500510741>
2. <https://us.sagepub.com/en-us/nam/advertising-creative/book275178>
3. <https://www.contagious.com/news-and-views/best-advertising-creativity-books> [www.brandchannel.com](http://www.brandchannel.com)
4. [www.campaignindia.in](http://www.campaignindia.in)
5. [www.adsoftheworld.com](http://www.adsoftheworld.com)



Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UBU14SE01B	<b>Skill Enhancement Course - 1 (Non Major Elective): Digital Marketing</b>	2	2

Course Objectives
To provide basic knowledge about digital marketing
To understand and develop various digital marketing tools used for business.
To know the digital analytics and measurement tools used for digital marketing
To familiarize online and Social media marketing
To Understand various data analytics and measurement tools in digital marketing

#### **UNIT I: Introduction to Digital Marketing (6 Hours)**

Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.

#### **UNITII: Content Marketing (6 Hours)**

Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.

#### **UNIT III: Social Media Marketing (6 Hours)**

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.

#### **UNIT IV: Ratings & Review (6 Hours)**

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

#### **UNITV: Digital Analytics and Measurement (6 Hours)**

Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)

<b>Teaching Methodology</b>	Group Exercises, Presentations, Classroom Lecture, Practical Exercise
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### **Books for Study**

1. Gupta, S. (2017). *Digital marketing*. McGraw Hill.
2. Vandanahuja. (2015). *Digital marketing current trends* (7th ed.). Oxford University press.
3. Journal of Digital & Social Media Marketing

### **Books for References**

1. Bhatia, P. S. (2017). *Fundamentals of Digital Marketing*. Pearson Education.
2. Dodson, I. (2016). *The art of digital marketing: The definitive guide to creating strategic, targeted, and measurable online campaigns*. Wiley.
3. Kaufman, I. (2014). *Digital Marketing: Integrating Strategy and Tactics with Values, a guidebook for executives, managers, and students*. Routledge.
4. Vaynerchuk, G. (2018). *Crushing it!: How great entrepreneurs build their business and influence and how you can too*. Harper Business.
5. Kamat, N. C. & Kamat, C. N. (2018). *Digital Social Media Marketing*. Himalaya Publishing House.

### **Websites and eLearning Sources**

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://www.optron.in/blog/digital-marketing/>



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

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

### UNIT I: Principles of Value Education

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

### UNIT II: Development of Human Personality

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

### UNIT III: The Dimensions of Human Development

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

### UNIT IV: Responsible Parenthood

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

### UNIT V: Gender Equality and Empowerment

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

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

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

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

Relationship Matrix											
Semester	Course code		Title of the Course							Hours	Credits
1	23UHE14VE01		Value Education - 1: Essentials of Humanity							2	1
Course Outcomes	Programme Outcomes(POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	2	3	3	
CO2	3	2	2	3	3	2	3	3	2	2	
CO3	2	3	3	3	2	3	3	3	3	3	
Mean overalls core											

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

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

#### அலகு - 1

(12 மணிநேரம்)

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

#### அலகு - 2

(12 மணிநேரம்)

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

#### அலகு-3

(12மணி நேரம்)

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

#### அலகு - 4

(12 மணிநேரம்)

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

#### அலகு - 5

(12 மணிநேரம்)

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

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

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

## Websites and eLearning Sources

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

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

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
2	23UTA21GL02			General Tamil - 2						4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	2	2	3	3	3	2	3	2	2.3
CO2	2	1	2	2	2	3	2	2	2	2	2.0
CO3	2	1	2	2	3	3	3	2	3	2	2.3
CO4	1	2	1	2	2	3	2	2	3	2	2.0
CO5	1	1	2	2	3	3	3	2	3	2	2.2
Mean Overall Score											2.16 (High)

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

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

#### UNIT I: (12 Hours)

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

#### UNIT II: (12 Hours)

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

#### UNIT III: (12 Hours)

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

#### UNIT IV: (12 Hours)

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

#### UNIT V: (12 Hours)

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

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

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

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

### Books for Reference

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

## Websites and eLearning Sources

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

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

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

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

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

**UNIT I: (12 Hours)**

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

**UNIT II: (12 Hours)**

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

**UNIT III: (12 Hours)**

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

**UNIT IV: (12 Hours)**

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

**UNIT V: (12 Hours)**

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

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

1. Viswanath Tripathy. (2018). *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd.
2. Kamathaprasad Gupth, M. (2020). *Hindi Vyakaran*. Anand Prakashan.

3. Sadananth Bosalae. (2020). *kavya sarang*, Rajkamal Prakashan.

## Books for Reference

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

## Websites and e-Learning Sources

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

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

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

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

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

#### UNIT I (12 Hours)

Asmathi usmath tat kim (MFN) sarvanaam asabdaha

#### UNIT II (12 Hours)

Sandhi Niyamaah Abhyaash (Guna , Visarga , Dirgha , Vrddhi)

#### UNIT III (12 Hours)

Lang lakaarah Kriyapadaani Prayoga Vivaranam

#### UNIT IV (12 Hours)

Raguvamsaha Pratama sargaha (1 –15 slokas)

#### UNIT V (12 Hours)

Suvacanani Vakya Prayoga Vivaranam

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

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

#### Books for Reference

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

#### Websites and eLearning Sources

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



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

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

## UNIT I (15 Hours)

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

## UNIT II (15 Hours)

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

## UNIT III (15 Hours)

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report

32. Debate on Media and Politics
33. Best Entertainment Source

#### UNIT IV

(15 Hours)

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

#### UNIT V

(15 Hours)

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

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

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

#### Books for Reference

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

#### Websites and eLearning Sources

1. <https://learnenglish.britishcouncil.org/>
2. <https://oneminuteenglish.org/en/best-websites-learn-english/>



Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23CC03	Core Course - 3: Human Resource Management	4	3

Course Objectives
To learn the concepts of HRM
To know the functions of HRM
To study the different types of recruitment and selection process
To observe the problems of current trends of HRM
To know the global thinking of HRM

### **UNIT I: Introduction to HRM (12 Hours)**

HRM - Definition - Objectives - Importance - Functions and Process - HR Manager - Duties and Responsibilities

### **UNIT II: Human Resource Planning (12 Hours)**

Definition - Meaning - Importance - Benefits - Recruitment- Meaning - Methods of Recruitment. Selection - Meaning - Steps in Selection Process - Problems Involved in Placement.

### **UNIT III: Training and Development (12 Hours)**

Meaning, objective and purpose - Training Need Analysis - benefits, methods of training. Executive development - methods

### **UNIT IV: Performance Appraisal (12 Hours)**

Introduction - Meaning, Definition - Objectives - Methods of Performance Appraisal -Uses and limitations of Performance Appraisal- Promotion - Transfer - Separation - Meaning-Objectives.

### **UNIT V: Recent trends in HRM (12 Hours)**

Contemporary Challenges in Human Resource Management- HRIS - Outsourcing HR Activities - Making HR Activities Ethical - Managing Diversity - Knowledge Management.

<b>Teaching Methodology</b>	Multimedia Presentations, Case studies, Role Play
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### **Book for Study**

1. Aswathappa, K. (2017). *Human Resource Management*, Tata McGraw Hill.

### **Books for Reference**

1. Lall, M. (2012). *Human Resource Management*. HPH.
2. Reddy, P. N., & Appannaiah, H. R. (2015). *Human Resource Management*. HPH.
3. Mamoria, C. B. (2001). *Personnel Management*. HPH.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, students will be able to	
CO1	define the various functionalities of HRM and thereby assume the roles / responsibilities of a HR manager.	K1
CO2	develop HR plans / policies to derive recruitment & selection strategies to solve problems involved with placement and attrition.	K2
CO3	compare employee performance and analyse the needs for training in an organization.	K3
CO4	analyse compensation structure to motivate employees and enhance workforce productivity.	K4
CO5	reframe human resource issues with transnational (or) multinational business organizations and offer solutions.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
2	23UBU23CC03		Core Course - 3: Human Resource Management					4	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	1	2	1	1.9
CO2	3	3	2	2	2	3	1	2	2	1	2.1
CO3	3	2	2	2	1	3	2	2	2	1	2
CO4	3	2	2	2	3	2	2	2	2	3	2.3
CO5	2	1	2	2	3	3	1	2	3	1	2
Mean Overall Score										2.06 (Medium)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23CC04	Core Course - 4: Marketing Management	4	3

Course Objectives
To learn the fundamental knowledge of marketing and its function, Environment and Marketing segmentation.
To understand the influence of consumer buying behaviour in Decision Process.
To articulate the marketing mix concepts, product life cycle strategies and construct a new product development.
To illustrate the different types of Pricing and Physical distribution and to know about the effectiveness of channel conflict management.
To review the categories of promotional mix and emerging trends.

### **UNIT I: Introduction to Marketing (12 Hours)**

Definition - Classification of markets and marketing - Importance - Functions - Marketing environment- Factors influencing the Marketing Environment- Market Segmentation- Need and basis of market segmentation -Targeting and Positioning.

### **UNIT II: Consumer Buying Behaviour (12 Hours)**

Definition - Consumer Behaviour and Factors influencing consumer behaviour - Types - general consumers, industrial consumers, online consumers - Buying Behaviour - Factors - Buying Motives - Stages of Buying Decision Process.

### **UNIT III: Product (12 Hours)**

Marketing Mix - definition - Product - Product policy - Product mix - Branding, Packaging and labelling (functions, kinds and advantages) - Product life cycle - strategies of PLC - New product development.

### **UNIT IV: Pricing & Physical Distribution (12 Hours)**

Price - Definition - Pricing objectives - Pricing policies - Methods of pricing - Factors influencing Pricing Decisions - New Product Development - Psychological aspects in Pricing - Channel of Distribution - Types - Channel Members - Channel conflict management.

### **UNIT V: Promotion and Emerging trends in Marketing (12 Hours)**

Definition - Promotional Mix - Advertisement- Features - advantages - disadvantages-types- Sales promotion - Forms, -Publicity - Personal selling - E-Marketing - Green Marketing - Niche Marketing - Social Media Marketing - Influencer Marketing.

<b>Teaching Methodology</b>	PowerPoint Presentations, Practical Exercises, Analysis of advertisements
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### **Book for Study**

1. Gupta, C. B., & Nair, N. R. (2020). *Marketing Management*. (19th Ed.). Sultan Chand & Sons.

### **Books for Reference**

1. Kotler, P. (2016). *Marketing Management*. (16th Ed.).Prentice Hall of India Pvt Ltd.
2. Chernev, A. (2014). *Strategic Marketing Management*. Cerebellum Press, Inc.
3. Scott, D. M. (2007). *The New Rules of Marketing*. P.R. John Wiley & Sons, Inc.
4. Ottman, J. (2017). *The New Rules of Green Marketing*. Routledge, Green Key Publishing Ltd.
5. Pillai, R.S.N., & Bhagavathy. (2010). *Marketing Management*, S. Chand Publishing.

## Websites and eLearning Sources

1. [https://www.tutorialspoint.com/marketing\\_management/marketing\\_management\\_functions.htm](https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm)
2. <https://www.feedough.com/market-segmentation-definition-basis-types-examples/>
3. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	list and identify the core concepts of marketing	K1
CO2	outline the nature of consumer behaviour, product, PLC	K2
CO3	ascertain the use of product mix and channel of distribution in marketing	K3
CO4	analyze the appropriate pricing methods	K4
CO5	assess the sales force and its applications	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours		Credits	
2	23UBU23CC04		Core Course - 4: Marketing Management					4		3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	2	2	1	2	3	2.0
CO2	2	3	2	3	2	2	2	3	2	2	2.3
CO3	3	2	2	3	2	2	3	2	3	2	2.4
CO4	3	3	3	2	2	1	3	2	2	2	2.3
CO5	2	2	3	2	3	2	2	3	2	2	2.4
Mean Overall Score											2.28 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23CC05	Core Course - 5: Business Communication	3	2

Course Objectives
To educate students role & importance of communication skills
To build their listening, reading, writing & speaking skills.
To introduce the techniques of modern communication for managers.
To equip them with the skills required for facing interview.
To introduce the students to the concept of Corporate Communication.

#### **UNIT I: Introduction to Business Communication (9 Hours)**

Definition - classification - purpose , process and importance of communication in management, - barriers and gateway in communication - Effective listening, Oral & written communication Verbal & non-verbal communication, Body language, facial expressions and Paralanguage.

#### **UNIT II: Business Letters (9 Hours)**

Introduction to business letters - Business Enquiries - Types of business letter, Layout of business letter, - Letters of Complaints-Collection Letters.

#### **UNIT III: Interview Skills (9 Hours)**

Writing CVs and Application Letter, Group discussions, interview, types of interview.

#### **UNIT IV: Modern Business Communication (9 Hours)**

Business etiquette's - netiquettes, Intranet, Internet, teleconferencing, video conferencing, E-mail, MMS etc.

#### **UNIT V: Corporate Communication (9 Hours)**

Definition, scope, importance and components of corporate communication, professional communicator responsibilities, corporate communication and Public Relation, role of social media in communication. Recent trends in communication;

Teaching Methodology	Group Presentations, Individual Presentations, Role play
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#### **Books for Study**

1. Sehgal, M. K., & Khetrapal, V. *Business Communication*. Excel Books.
2. Rai, U. *Business Communication*. Himalaya Publishing House.

#### **Books for Reference**

1. Pal, R. *Business Communication*. Sultan Chand and Sons Publication.
2. Lesikar, R. V., & Pettit Jr., J. D. *Basic Business Communication: Theory and Application* (10th Ed.). Tata McGraw-Hill.
3. Bisen, & Priya *Business Communication*. New Age International Publication.
4. Chaturvedi, P. D. *Business Communication* (3rd Ed.). Pearson Education.
5. Sharma, R. C., & Krishna, M. *Business: Correspondence and Report Writing* (3rd Ed.). Tata McGraw-Hill.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	recognize the concepts and principles for effective oral and written communication.	K1
CO2	interpret strategies to adopt and develop communication skills in various models of work place.	K2
CO3	use skills relating to speaking, writing, and listening in order to maximize confidence and core strengths.	K3
CO4	correlate leadership skills and make use of opportunities for career growth.	K4
CO5	enable students appraise and plan modern communication methods related to the corporate world.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours		Credits	
2	23UBU23CC05		Core Course - 5: Business Communication					3		2	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.5
CO2	3	2	3	2	2	3	2	3	2	3	2.5
CO3	2	3	2	2	3	2	3	2	3	2	2.4
CO4	3	2	3	2	3	3	2	2	2	3	2.5
CO5	2	3	2	3	2	2	3	3	3	2	2.5
Mean Overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UBU23AC02	<b>Allied Course - 2:</b> Business Mathematics and Statistics for Managers	6	4

Course Objectives
To illustrate the basic calculation about matrices.
To identify the objectives and uses of derivatives function.
To apply the Measures of Central Tendency and measures of dispersion in business.
To examine the application of correlation and regression
To understand Index Numbers and analyze time Series

#### **UNIT I: Matrices (18 Hours)**

Matrices - Definition - Types - Addition, Subtraction and Multiplication of matrices - Transpose of Matrix - Determinants - Adjoint of a square matrix - Inverse of a Matrix- Solving simultaneous equations using Cramer's Rule.

#### **UNIT II: Differentiation (18 Hours)**

Differential Calculus - Applications - Rules of Differentiation - Simple differentiation of algebraic function - First & second order differentiation - Maxima & Minima of Algebraic functions

#### **UNIT III: Measures of Central Tendency (18 Hours)**

Measures of Central Tendency - Mean Median, Mode - Measures of Dispersion: Range, Quartile Deviation- Mean Deviation - Standard Deviation and Co-efficient of variation.

#### **UNIT IV: Correlation and Regression (18 Hours)**

Correlation: Karl Pearson's Coefficient of Correlation - Spearman's Rank Correlation - Regression - Co-efficient - Regression Equations Difference between correlation & regression

#### **UNIT V: Time series and Index numbers (18 Hours)**

Time Series Analysis - Determination of trend by graphical, moving average and semi average Index numbers - Laspyre, Paasche and Fisher's index numbers - Applications of index numbers.

<b>Teaching Methodology</b>	Problem solving, Case studies, Group Projects
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#### **Book for Study**

1. Gupta, P. K., & Gupta, S. P. (2022). *Business Statistics and Business Mathematics*. Sultan Chand & Sons.

#### **Books for Reference**

1. Vittal, P. R. (2001). *Business Statistics*. Margham Publications.
2. Vohra, N. D. (2021). *Quantitative Techniques in Management*. Tata McGraw-Hill Education Private Limited.
3. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of Mathematical Statistics*. Sultan Chand & Sons.



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

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

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

Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights - Challenges for Human Rights in the 21<sup>st</sup> Century.

#### **UNIT II: Historical Development of Human Rights (6 Hours)**

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

#### **UNIT III: India and Human Rights (6 Hours)**

Introduction- Preamble to Indian Constitution - Classification of Fundamental Rights-Salient Features of Fundamental Rights-and Fundamental Duties.

#### **UNIT IV: Human Rights of Women and Children (6 Hours)**

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

#### **UNIT V: Human Rights Violations and Organizations (6 Hours)**

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

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

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

#### **Books for Reference**

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

#### **Books for Reference**

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

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

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

