B COM BUSINESS ANALYTICS

LOCF SYLLABUS 2024



Department of Business Analytics

School of Management Studies St. Joseph's College (Autonomous) Tiruchirappalli - 620002, Tamil Nadu, India

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

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

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

The overarching objectives of these five schools are as follows:

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

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

Credit system

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

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

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

OUTCOME-BASED EDUCATION (OBE)

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

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

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

Here are some key aspects of Outcome-Based Education:

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

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

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

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

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

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

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

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

Assessment practices within LOCF are intricately linked to the established learning objectives. Evaluations are crafted to gauge students' achievement of these outcomes accurately. Emphasis is often placed on employing authentic assessment methods, allowing students to showcase their learning in real-life scenarios. Additionally, LOCF frameworks emphasize flexibility and adaptability, enabling educators to tailor curriculum and instructional approaches to suit the diverse needs of students while ensuring alignment with the defined learning outcomes.

Some Important Terminologies

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Course Coding

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

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

Course Specific Initials

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

GE - General English

CC - Core Theory; CP- Core Practical

AC - Allied Course

AP - Allied Practical

FC - Foundation Course

SE - Skill Enhancement Course

VE - Value Education

WS - Workshop

AE - Ability Enhancement Course

AO - Allied Optional

OP - Allied Optional Practical

ES - Discipline Specific Elective

IS - Internship

SP - Self-paced Learning

EG - Generic Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

OR - Outreach Programme

EVALUATION PATTERN

Continuous Internal Assessment (CIA)

Sl No	Component	Marks Allotted
1	Mid Semester Test	30
2	End Semester Test	30
3	Two Components (15 + 20)	35
4	Library Referencing (K3)	5
	Total	100

Passing minimum: 40 marks

Mark Distribution for K-levels

	Theory	Courses	Quantitative Courses			
Component	up t	o K5	U	G		
	K levels	Mark	K levels	Mark		
Component I	K1	7				
Component 1	K2	8	Sama as the	own Convege		
Component II	K4	10	Same as theory Courses			
Component II	K5	10				
	K1	7	K1	7		
Mid Semester Test/ End	K2	15	K2	5		
Semester Test	K3	18	K3	18		
Semester Test	K4	10	K4	15		
	K5	10	K5	15		

Blue Print of Question Paper for Mid/End Semester Test

Duration: 2.00 Hours Maximum Mark : 60						
K levels→	K1	K2	К3	K4	K5	Total
SECTIONS↓	V1	K2	K)	N4	K3	Marks
SECTION –A (1 Mark, No choice) $(7 \times 1 = 7)$	7	7				7
SECTION-B (3 Marks, No choice) $(5 \times 3 = 15)$	(as, No choice) $(5 \times 3 = 15)$					15
SECTION-C (6 Marks, Either/or) (3×6=18)			3			18
SECTION-D (10 Marks, 2 out of 3) (2×10=20)	For Mia	l Semeste	er Test	1(2)	1*	20
	For End Semester Test		1*	1(2)	20	
Total Marks	7 15		18	20		60
Weightage for 100 %	12	25	30	33		100

^{*} Compulsory

Blue Print of Question Paper for Mid/End Semester Test (for quantitative courses only)

Duration: 2. 00 Hours Maximum Mark:						Mark: 60
K levels→		K2	К3	T7.4	T7.5	Total
SECTION ↓	K1	K2	KS	K4	K5	Marks
SECTION-A (1 Mark, No choice) (12×1=12)	7	5				12
SECTION-B (6 Marks, Either/or) (3×6=18)	5=18)				18	
SECTION-C (15 Marks ,2 out of 3) (2x15=30)				1(2)	1*	30
Total Marks	7	5	18	30		60
Weightage for 100 %	12	8	30	50		100

^{*}Compulsory

Blue Print of Question Paper for Semester Examination (SE)

Duration: 3.00 Hours Maximum						Mark : 100
K levels→	К1	K2	К3	K4	K5	Total
SECTIONS↓			110		-110	Marks
SECTION –A (1 Mark, No choice) $(10 \times 1 = 10)$	10					10
SECTION-B (3 Marks, No choice) $(10 \times 3 = 30)$		10				30
SECTION-C (6 Marks, Either/or) (5×6=30)			5			30
SECTION-D (10 Marks, 3 out of 5) $(3 \times 10=30)$				2(3)	1(2)	30
						100

Blue Print of Question Paper for Semester Examination (for quantitative courses only)

Duration: 3. 00 Hours Maximum						
K levels→	— к1	K2	К3	K4	K5	Total
SECTIONS ↓	111	112			110	Marks
SECTION –A (1 Mark, No choice) (10×1=10)	10					10
SECTION-B (6 Marks, Either/or) (5×6=30)		2	3			30
SECTION-C (15 Marks, 4 out of 5) (4×15=60)				3(4)	1*	60
						100

^{*}Compulsory

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

Title of the Course	CIA	SE	Total Marks
Skill Enhancement Course	100	-	100
Value Education			
Slef-paced Learning	50	50 (CoE)	100
Environmental Studies			
Internship			
Project Work and Viva Voce	100	100	100
Comprehensive Examination			

COMPUTATION OF GRADE AND GRADE POINTS

Grading of the Courses						
Mark Range	Grade Point	Grade				
90 & above	10	0				
80 & above but below 90	9	A+				
70 & above but below 80	8	A				
60 & above but below 70	7	B+				
50 & above but below 60	6	В				
40 & above but below 50	5	С				
Below 40	0	RA				

Grading of the Final Result						
Cumulative Grade Point Average	Grade	Performance				
9.00 & above	0	Outstanding*				
8.00 to 8.99	A+	Excellent*				
7.00 to 7.99	A	Very Good				
6.00 to 6.99	B+	Good				
5.00 to 5.99	В	Above Average				
4.00 to 4.99	С	Average				

^{*}The Candidates who have passed in the first appearance and within the prescribed duration of the UG programme are eligible. If the candidates Grade is O/A+ with more than one attempt, the Performance is fixed as "Very Good".

Details of calculation

Final Marks = (CIA Marks + SE Marks) / 2Weighted Marks $= Final Marks \times Credits$

Weighted Average Marks = Total Weighted Marks / Total Credits

Formula for Cumulative Grade Point Average (CGPA)

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

Where,

Ci - credit earned for the Course i

Gpi - Grade Point obtained for the Course i

n - Number of Courses passed in that semester

Vision

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

Mission

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

Programme Educational Objectives (PEOs)

Graduates will be able to accomplish professional standards in the global environment.

Graduates will be able to uphold integrity and human values.

Graduates will be able to appreciate and promote pluralism and multiculturalism in working environment.

Programme Outcomes (POs)

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

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

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

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

Graduates imbibed 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:

Comprehend and demonstrate the concepts relating to business, accounting, finance, economics, management, taxation and analytics using digital skills.

Apply and integrate finance and accounting skills, analytical skills, leadership skills, investment skills, computing skills for real time problem solving.

Analyse, interpret and present comprehensive business, financial and accounting reports, individually and in teams.

Compare and contrast the conventional and contemporary business trends to develop innovative business models in sync with ethics and social responsibility.

Assess ethical values to appreciate and promote social harmony and environmental sustainability through holistic skills obtained.

		PROGRAMME STRUCTUR	RE		
Part	Semester	Specification	No. of Courses	Hours	Credits
1	1- 4	Languages (Tamil / Hindi/ French/ Sanskrit)	4	17	12
2	1 - 4	General English	4	20	12
	1 - 6	Core Course	17	73	51
	4, 5	Core Practical	4	8	4
	1, 2	Allied Course	2	6	4
	1	Allied Practical	1	2	1
3	3, 4	Allied Optional	2	10	8
	5, 6	Discipline Specific Elective	4	16	12
	5	Self-paced Learning	1	-	2
	5	Internship	1	-	1
	5	Project Work and Viva Voce	1	2	1
	6	Comprehensive Examinations	1	-	1
	5,6	Generic Elective	2	8	8
	2 - 4	Skill Enhancement Course	3	6	3
4	5	Skill Enhancement Course (Soft Skills)	1	2	1
4	1 - 4	Value Education	4	8	4
	1, 2	Ability Enhancement Compulsory Course	2	2(6)	4
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Extra Credit Courses (MOOC)/Certificate Courses	(5)	-	(15)
		Total	54(5)	180(6)	133(15)

			B COM BUSINESS ANALYTICS PROGRAMME PATTERN					
			Course Details			Scho	mo of	Exams
Sem	Part	Course Code	Title of the Course	Hrs	Crs	CIA	SE	Final
Belli	1 ai t	23UTA11GL01A	General Tamil - 1	1115	CIS	CIA) L	Tillai
1		23UFR11GL01	French - 1					
	1	23UHI11GL01	Hindi - 1	5	3	100	100	100
		23USA11GL01	Sanskrit - 1					
	2	23UEN12GE01	General English - 1	5	3	100	100	100
		24UCB13CC01	Core Course - 1: Financial Accounting - 1	5	3	100	100	100
			Core Course - 2:					
		24UCB13CC02	Business Organisation and Management	4	3	100	100	100
	3	24UCB13CC03	Core Course - 3: Fundamentals of Business Analytics	4	3	100	100	100
		24UCB13AC01	Allied Course - 1: SQL	3	2	100	100	100
		24UCB13AP01	Allied Practical: SQL	2	1	100	100	100
		23UHE14VE01	Value Education - 1: Essentials of Humanity*	2	1	50	50	50
	4		Ability Enhancement Compulsory Course - 1:					
	-	23UEN14AE01	Communicative English	(6)	3	100	-	100
			Total	30 (6)	22			
		23UTA21GL02	General Tamil - 2	(-)				
	1	23UFR21GL02	French - 2	,		100	100	100
		23UHI21GL02	Hindi - 2	4	4 3	100	100	100
		23USA21GL02	Sanskrit - 2					
	2	23UEN22GE02	General English - 2	5	3	100	100	100
		24UCB23CC04	Core Course - 4: Financial Accounting - 2	4	3	100	100	100
	3	24UCB23CC05	Core Course - 5: Marketing Management	3	3	100	100	100
2		24UCB23CC06	Core Course - 6: Python Programming	3	2	100	100	100
		24UCB23CP01	Core Practical - 1: Python Programming	2	1	100	100	100
		24UCB23AC02	Allied Course - 2: Statistics for Business	3	2	100	100	100
		23UHE24VE02	Value Education - 2: Fundamentals of Human Rights*	2	1	50	50	50
		221111224 4 201	Ability Enhancement Compulsory Course- 2:	2	1	50	50	50
	4	23UHE24AE01	Environmental Studies*	2	1	50	50	50
		24UCB24SE01	Skill Enhancement Course - 1:	2	1	100	_	100
	Entrepreneurship in Practice			2	1	100	-	100
		-	Extra Credit Courses (MOOC/Certificate Course) - 1	-	(3)			
			Total	30	20 (3)			
		23UTA31GL03	General Tamil - 3					
	1	23UFR31GL03	French - 3	4	3	100	100	100
	1	23UHI31GL03	Hindi - 3		3	100	100	100
		23USA31GL03	Sanskrit - 3					
	2	23UEN32GE03	General English - 3	5	3	100	100	100
2		24UCB33CC07	Core Course - 7: Corporate Accounting	6	4	100	100	100
3		24UCB33CC08	Core Course - 8: Data Visualisation	4	3	100	100	100
	3	24UCB33CP02	Core Practical - 2: Data visualisation	2	1	100	100	100
		24UCB33AO01A	Allied Optional -1: Goods and Services Tax	5	4	100	100	100
		24UCB33AO01B	Allied Optional -1: Labour Laws	,		100	100	100
		23UHE34VE03A	Value Education - 3: Social Ethics - 1	2	1	50	50	50
	4	23UHE34VE03B	Value Education - 3: Religious Doctrine - 1*		2 1	50	30	50
		24UCB34SE02	Skill Enhancement Course - 2: Research Methodology	2	1	100	-	100
		-	Extra Credit Courses (MOOC/Certificate Course) - 2	-	(3)			
			Total	30	20 (3)			

1 23UFR41GL04 French - 4 3 100			221 11 11 01 01 0	General Tamil - 4					
23UH41GL04 Hindi -4 23USA41GL04 Sanskirt -4 100 100 101 102 102 102 102 100 101 102 102 102 102 100 101 102 102 102 102 102 100 101 102			23UTA41GL04C	வணிகத்தமிழ் (Business Tamil)					
23USAHGU94 Sanskrit - 4 23UEN42GB04 General English - 4 4 100 100 101 102 102 102 102 102 102 102 103 103 104 104 105 10		1	23UFR41GL04	French - 4	4	3	100	100	100
2 23UEN42GE04 General English - 4 24UCB43CC09 Core Course - 9: Cost Accounting 4 4 4 100 100 100 100 100 24UCB43CC10 Core Course - 10: Financial Management 4 3 100 100 101 101 102 102 103 10			23UHI41GL04	Hindi - 4					
24UCB43CC10 Core Course - 9: Cost Accounting			23USA41GL04	Sanskrit - 4					
24UCB43CC09		2	23UEN42GE04	General English - 4	5	3	100	100	100
24UCB43CC10 Core Course - 19: Financial Management 4 3 100 100 10 10 10 10 1	H		24UCB43CC09		4	4	100	100	100
24UCB43CC11					•	-			100
24UCB43CP1	4								
24UCB43CP03	.	3	24UCB43CC11		2	2	100	100	100
Allied Optional - 2: Marketing Analytics 24UCB43A002B Allied Optional - 2: Bxcel for Financial Decisions 5 4 100 100 10 10 10 10 1		5	24HCD 42CD02		2	1	100	100	100
24UCB43A002B			240CB43CP03		2	I	100	100	100
23URE4VE04A Value Education -4: Social Ethics -2* 2			24UCB43AO02A		5	4	100	100	100
A 23UHE44VE04B Value Education - 4: Religious Doctrine - 2° 2 1 100 50 50 50	L				3	4	100	100	100
A					2	1	50	50	50
24UCB43E013 Cyber Laws and Digital Security 2 1 100 -		4	23UHE44VE04B			1	50	30	30
Cyber Laws and Digital Security			24UCB44SE03		2	1	100	_	100
24UCB53CC12 Core Course - 12: Auditing and Corporate Governance 5 3 100 100 10 10 10 10 1			2+0 CD++5E03	Cyber Laws and Digital Security		1	100		100
24UCB53CC12 Core Course - 12: Auditing and Corporate Governance 5 3 100				Extra Credit Courses (MOOC/Certificate Course) - 3	-	(3)			
24UCB53CC12 Core Course - 12: Auditing and Corporate Governance 5 3 100				Total	30	22 (3)			
24UCB53CC13			24UCB53CC12				100	100	100
Section Data Visualization infolging Power B1 2 1 100			24HCD52CC12		4	2	100	100	100
24UCB53CC14 Core Course - 14: Financial Analytics 5 3 100 10			240CB53CC15		4	2	100	100	100
24UCB53ES01A Discipline Specific Elective - 1: Human Resource Management 24UCB53ES01B Discipline Specific Elective - 2: Financial Reporting 24UCB53ES02B Discipline Specific Elective - 2: Financial Reporting 24UCB53ES02B Discipline Specific Elective - 2: Financial Reporting 24UCB53ES02B Discipline Specific Elective - 2: E-Commerce 4 3 100									100
Section Human Resource Management 24UCB33ES01B Discipline Specific Elective - 1: Consumer Behaviour 24UCB33ES01B Discipline Specific Elective - 2: Financial Reporting 24UCB33ES02B Discipline Specific Elective - 2: E-Commerce 4 3 100 1			24UCB53CC14		5	3	100	100	100
Human Resource Management 24UCB53ES01B Discipline Specific Elective - 1: Consumer Behaviour 24UCB53ES02A Discipline Specific Elective - 2: Financial Reporting 24UCB53ES02B Discipline Specific Elective - 2: E-Commerce 4 3 100 100 100 100 24UCB53ES02B Discipline Specific Elective - 2: E-Commerce 4 3 100 100 100 100 24UCB53ES02B Discipline Specific Elective - 2: E-Commerce 4 3 100 100 100 100 24UCB53ES01 Internship - 1 100		3	24UCB53ES01A						
24UCB53ES02A Discipline Specific Elective - 2: Financial Reporting 24UCB53ES02B Discipline Specific Elective - 2: E-Commerce 2					4	3	100	100	100
24UCB53ES02B Discipline Specific Elective - 2: E-Commerce 24UCB53SP01 Self-paced Learning: Innovation Management - 2 50 50 10 100	5								
24UCB53SP01 Self-paced Learning: Innovation Management - 2 50 50 10					4	3	100	100	100
24UCB53IS01 Internship						2	50	50	100
4 24UCB54EG01 Generic Elective - 1: TallyPrime 4 4 100									100
23USS54SE01 Skill Enhancement Course - 4: Soft Skills 2 1 100 - 100	-	_							100
Extra Credit Courses (MOOC/Certificate Course) - 4		4		Skill Enhancement Course - 4: Soft Skills					100
24UCB63CC15 Core Course - 15: Income Tax 6 4 100	-		23033343E01	1			100		100
24UCB63CC15 Core Course - 15: Income Tax 6				, , , , , , , , , , , , , , , , , , ,	-				
24UCB63CC16				Total	30	23 (3)			
Artificial Intelligence in Business Practices 24UCB63CC17			24UCB63CC15	Core Course - 15: Income Tax	6	4	100	100	100
Artificial Intelligence in Business Practices 24UCB63CC17			24UCB63CC16	Core Course - 16:	5	3	100	100	100
24UCB63ES03A Discipline Specific Elective - 3: Strategic Management 24UCB63ES03B Discipline Specific Elective - 3: Organisational Behaviour 24UCB63ES04A Discipline Specific Elective - 4: Management Accounting 24UCB63ES04B Discipline Specific Elective - 4: Performance Management 24UCB63ES04B Discipline Specific Elective - 4: Performance Management 24UCB63PW01 Project Work and Viva Voce 2 1 100					3	J	100		100
24UCB63ES03B Discipline Specific Elective - 3:					5	3	100	100	100
1					_	_			
6 3 24UCB63ES04A Discipline Specific Elective - 4:			24UCB63ES03B		4	3	100	100 100 100 100 100 100 100 100 100 100	100
24UCB63ES04B Discipline Specific Elective - 4:	6	3	241100 (2000)						
24UCB63ES04B Discipline Specific Elective - 4:	0		24UCB63ES04A						
Performance Management			24HCD (2EC04D		4	3	100	100	100
24UCB63PW01 Project Work and Viva Voce 2 1 100 100 10 24UCB63CE01 Comprehensive Examination - 1 100 100 10 4 24UCB64EG02 Generic Elective 2: Personal Investment Planning 4 4 100 100 10 Extra Credit Courses (MOOC/Certificate Course) - 5 - (3) - - (3) 5 24UCW650R01 Outreach Programme (SHEPHERD) - 4 - - 4 Total (3 Years) 180 (6) 133 (15) - - -			24UCB03E304B						
24UCB63CE01 Comprehensive Examination - 1 100 100 10 4 24UCB64EG02 Generic Elective 2: Personal Investment Planning 4 4 100 100 10 Extra Credit Courses (MOOC/Certificate Course) - 5 - (3) - (3) - - 4 - - 4 -			2/II/CR63DW01		2	1	100	100	100
4 24UCB64EG02 Generic Elective 2: Personal Investment Planning 4 4 100 100 10 Extra Credit Courses (MOOC/Certificate Course) - 5 - (3) Total 30 22 (3) 5 24UCW65OR01 Outreach Programme (SHEPHERD) - 4 Total (3 Years) 180 (6) 133 (15)						-			100
Extra Credit Courses (MOOC/Certificate Course) - 5	 	4							100
Total 30 22 (3)	H	-	2 10 CD07L002	č	-		100	100	100
5 24UCW65OR01 Outreach Programme (SHEPHERD) - 4 Total (3 Years) 180 (6) 133 (15)					30				
Total (3 Years) 180 (6) 133 (15)		5	24UCW65OR01		-				
			5		180 (6)	_			
	*- for	gra	de calculation 50 mai		(~)	(=-)			

Passed by	Board of Studies held on 25.09.2024
Approved by	49th Academic Council Meeting held on 10.10.2024

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 - 1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

(10 மணி நேரம்)

1. இலக்கணம் :

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

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

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

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

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

அலகு - 2 சங்க இலக்கியம்

(15 மணி நேரம்)

எட்டுத்தொகை:

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

பத்துப்பாட்டு:

முல்லைப்பாட்டு (முழுவதும்)

அலகு - 3 அற இலக்கியம்

(10 மணி நேரம்)

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

அலகு - 4 காப்பிய இலக்கியம்

(20 மணி நேரம்)

- 17. சிலப்பதிகாரம் வழக்குரைகாதை
- 18. மணிமேகலை- பாத்திரம் பெற்ற காதை

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

அலகு - 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

(15 மணி நேரம்)

23. பக்தி இலக்கியம்:

- திருநாவுக்கரசர் தேவாரம் நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும்
- மாணிக்கவாசகர் கிருவாசகம் நமச்சிவாய வாஅழ்க 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 <u>முதல்</u> 22. செந்தமிழ் வளர்த்தார் வரை)

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

பாடநூல்

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

- 1. https://www.chennailibrary.com/
- 2. https://www.sirukathaigal.com
- 3. https://www.tamilvirtualuniversity.org
- 4. https://www.noolulagam.com
- 5. https://www.katuraitamilblogspot.com

	Course Outcomes									
	CO-Statements	Cognitive								
CO No.	இப்பாடத்தின் நிறைவில் மாணவர்கள்	Levels (K - Level)								
CO1	சங்க இலக்கியங்கள்வழி பண்டைத்தமிழரின் வாழ்வியலையும் பண்பாட்டையும் அறிந்து கொள்வர்	K1								
CO2	அற இலக்கியங்கள், காப்பியங்கள் வெளிப்படுத்தும் அறம்சார் விழுமியங்களைத் தம் வாழ்வில் பின்பற்றுவர்	K2								
CO3	இலக்கணக் கோட்பாடுகளை இக்கால வாழ்வியலோடு பொருத்திப் பார்ப்பர்	К3								
CO4	மொழியறிவோடு பெறுவர் திறன் பகுத்தாராயும் இலக்கியங்களைப்	K4								
CO5	பக்தி இயக்கங்களின் செல்வாக்கையும், தமிழரின் பகுத்தறிவு மரபையும் மதிப்பிடுவர்	K5								

Relationship Matrix												
Semester	Co	ourse Co	de			Title of	the Cours	se		Hours	Credits	
1	23U'	TA11GI	.01A			Gener	al Tamil - 1	1		5	3	
Course	Pr	ogramm	e Outco	mes (POs) Programme Specific Outcomes (PSOs)	Mean	
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO2	PSO3	PSO4	PSO5	Score of COs	
CO1	1	2	3	2	2	3	3	2	2	2	2.2	
CO2	2	2	3	2	2	2	3	2	3	2	2.3	
CO3	1	2	2	3	2	2	2	3	3	3	2.3	
CO4	2	2	3	2	2	3	2	3	3	2	2.4	
CO5	3	1	2	2	2	2	3	2	3	3	2.3	
								N	Iean Ove	rall Score	2.3 (High)	

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

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

UNIT I (15 Hours)

Salut! Enchanté

UNIT II (15 Hours)

• J'adore

UNIT III (15 Hours)

• Tu veux bien?

UNIT IV (15 Hours)

• On se voit quand?

UNIT V (15 Hours)

• Bonne idée

Teaching Methodology Videos, Audios, PPT presentation, Role-play, Quiz

Book for Study

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

Books for Reference

- 1. P.Dauda, L. Giachino and C.Baracco, Generation A1, Didier, Paris 2020.
- 2. J.Girardet and J.Pecheur, Echo A1, CLE International, 2eedition, 2017
- 3. Isabelle Fournier, Talk French, Goyal Publishers, 2011

- 1. https://www.wikihow.com/Pronounce-the-Letters-of-the-French-Alphabet
- 2. https://francais.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-Statements	Cognitive
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)
CO1	recall and remember the usage of grammatical tenses in constructing sentences in a dialogue.	K1
CO2	apply the learnt grammar rules in practice exercises to improve their understanding	K2
CO3	explain the nuances in the usage of various grammatical tenses and their aspects	К3
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	Cours	e Code		Title of the Course						ours	Credits	
1	23UFR	11GL01			Fre	nch - 1				5	3	
Course	P	rogramn	ne Outco	mes (PO	s)	Progra	amme Sp	ecific Ou	itcomes (PSOs)	Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs	
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											

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

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

UNIT I: Buniyadi Hindi

(15 Hours)

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

UNIT II: Hindi Shabdavali

(15 Hours)

- Rishto ke Naam
- Gharelu padartho ke Naam

UNIT III: Vyakaran

(15 Hours)

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

UNIT IV: Chote Gadyansh ka pattan

(15 Hours)

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

UNIT V: Nibandh

(15 Hours)

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

Teaching Methodology	Videos, PPT, Quiz, Group Discussion, Project Work.

Books for Study

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

Books for Reference

- 1. Abdul Kalam, A. P.J. (2020). Mere sapnom ka Bharath, Prabath Prakashan, Noida.
- 2. Singh, L.P. (2017). Kavya ke sopan, Bharathy Bhavan Prakashan.
- 3. Kumar, A. (2019). Sampoorna Hindi Vyakaran our Rachana, Lucent publisher.

- 4. (2018). Adhunik Hindi Vyakaran our Rachana, Bharati Bhavan Publishers & distributors.
- 5. Shukla, A.R. (2022). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

- 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-Statements	Cognitive			
CO No.	On successful completion of this course, the students will be able to	Levels (K - Level)			
CO1	introduction to Hindi sounds	K1			
CO2	acquisition of Hindi Vocabulary	K2			
CO3	sentence formation in Hindi	К3			
CO4	reading of stories and other passages	K4			
CO5	modules to increase language ability through general essays based on competitive exams	К5			

	Relationship Matrix										
Semester	Co	Course Code Ti				tle of the Course			Ho	ours	Credits
1	231	JHI11G	L01			Hindi - 1				5	3
Course	Programme Outco			omes (PC	Os)	Prog	ramme Sp	ecific Out	tcomes (P	PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
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 the students learn the alphabets of Sanskrit.
To understand the Sanskrit grammar and sabdas.
To have an idea of the epics.
To closely understand the literary works in Sanskrit with special reference toPancamahakavyas.
To understand the Raghuvasa Mahakava and Kalidasa.

UNIT I (15 Hours)

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

akārāntaḥpumlingaḥśabda-s - 1. ৰাল (Bāla) and 2. देवे (Deva) ākārāntaḥstrīlingaḥśabda-s - 1. ৰালা (Bālā) and 2. বিলা (Latā)akārāntahnapumsakalingaḥśabda-s -

1. फल (*Phala*) and 2. वन (*Vana*)

UNIT II (15 Hours)

Introduction to Rāmāyana, Kālidāsa and his poetic works

Text: Raghuvamśa (Canto I) Verses 1-15

UNIT III (15 Hours)

Introduction to the works of Bhāravi -

Text: Raghuvamśa (canto I) Verses 16-30

UNIT IV (15 Hours)

Introduction to the works of ŚrīHarṣha -

Text: Raghuvamśa (Canto I) Verses 31-45

UNIT V (15 Hours)

Grammar:

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

- (i) गच्छतत (Gacchati) (ii) तत्रष्ठतत (Tisthati) (iii) पठतत (Pathati)
- (iv) नृत्यतत (Nrtyati) (v) कृ प्यतत (Kupyati) (vi) कथयतत (Kathayati)
- (vii) गणयतत (Ganayati) (viii) अततत (Asti)
- (ix) करोतत (Karoti) (x) भृणोतत (Śrnoti)

Indeclinables (Avyayaani) - अतप (api), कदा (kadā), च (ca), अद्य (adya), तवना (vinā), सह (saha), तत्र (tatra), किम् (kim), यकद (yadi) - तर्ह (tarhi), यथा (yathā) - तथा (tathā) Prefixes (Upasargas) - आङ् (ān), तव (vi), परर (pari), अनु (anu),

अति (adhi), उत् (ut), प्रतत (prati), उप (upa), प्र (pra) तनर् (nir)

Teaching Methodology	Videos, PPT, demonstration.
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Book for Study

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

Book for Reference

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

- 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
- $4. \ https://archive.org/details/AShortHistoryOfsanskritLiterarure$
- 5. https://archive.org/details/raghuvamsha_with_sanjivini_edited_by_mr_kale

	Course Outcomes			
CON	CO-Statements			
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)		
CO1	remember the usage of grammatical tenses inconstructing sentences in dialogue.	K1		
CO2	apply the rules of usage in practice exercises and identify errors	K2		
CO3	explain the nuances in the usage of various grammatical tenses and aspects	К3		
CO4	demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesisin French	K4		
CO5	communicate in French and summarize the given text	K5		

					Relati	ionship N	Iatrix						
Semester	Cou	rse Cod	e	Title of the Course						Hours	Credits		
1	23USA11GL01					Sanskrit - 1				5	3		
Course	Pr	ogramn	ne Outco	omes (PC	Os)	Pro	gramme	Specific (Outcomes	s (PSOs) Mean Scores o			
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	COs		
CO1	1	3	2	3	1	3	2	3	2	2	2.1		
CO2	2	3	2	3	1	2	2	3	2	3	2.5		
CO3	3	2	2	2	2	2	3	2	3	2	2.1		
CO4	3	2	3	2	2	3	3	2	3	2	2.4		
CO5	3	2	3	3	2	2	3	2	3	3	2.3		
	•				•		•	•	Mean Ov	erall Score	2.34 (High)		

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

Course Objectives

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

To help them acquire the attribute of empathy

To assist them in acquiring creative and critical thinking abilities

To enable them to learn the basic grammar

To assist them in developing LSRW skills

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

(15 Hours)

Life Story

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

Poem

- 3. Where the Mind is Without Fear Gitaniali 35 Rabindranath Tagore
- 4. Love Cycle Chinua Achebe

UNIT II: Empathy

(15 Hours)

Poem

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

Short Story

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

UNIT III: Parts of Speech

(15 Hours)

- 9. Articles
- 10. Noun
- 11. Pronoun
- 12. Verb
- 13. Adverb
- 14. Adjective
- 15. Preposition

UNIT IV: Critical & Creative Thinking.

(15 Hours)

Poem

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

Readers Theatre

- 18. 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

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.

- 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/9rVzlNv
- 5. https://archive.org/details/in.ernet.dli.2015.44179

	Course Outcomes					
	CO-Statements	Cognitive				
CO No.	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	К3				
CO4	focus on grammar for functional purposes	K4				
CO5	integrate the LSRW skills for effective communication	K5				

				F	Relations	hip Matr	ix				
Semester	Cours	e Code			Title of	the Cour	rse		Н	ours	Credits
1	23UEN	12GE01			General	English -	· 1			5	3
Course		Program	me Outco	omes (PC	s)	Progr	ramme S _l	pecific O	utcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of
	101	102	100		- 00	1001	1002	1000	100.	1000	COs
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
								Mea	n Overal	l Score	2.82 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits	
1	24UCB13CC01	Core Course-1:		2	
1	240CD13CC01	Financial Accounting - 1	5	3	

Course Objectives

To Understand the concept of preparing final accounts under profit and Non-profit organisations.

To Comprehend the financial statements using ratio analysis and prepare the cash flow statement.

To Exhibit the various methods of calculating fire insurance claims for the loss of stock and loss of profit.

To Describe the fundamental concepts of accounting using TallyPrime.

To Understand of the concept of computerized accounting and inventory

UNIT I: Preparation of Final accounts and Accounts of Non-trading institutions (15 Hours)

Statements of profit or loss and other comprehensive income, balance sheet - events after reporting period - Accounts of Non-Trading Institutions-Receipt &Payments account-Income &Expenditure Account.

UNIT II: Interpretation of Financial statements and cash flow statement (15 Hours)

Interpretation of financial statements - use of basic ratios related to profitability, liquidity, activity and optimal resource utilization - cash flow statements

UNIT III: Fire Insurance Claims

(15 Hours)

Insurance - Fire insurance Claims- Computation Loss of stock and Loss of Profit

UNIT IV: Introduction to Tally Prime

(15 Hours)

Computerised Accounting: Tally Prime: Introduction - F11 Features & F12 Configurations - Primary and Secondary Groups in Tally Prime: Creation, alteration and deletion of User Defined Groups; Ledger: Creation, alteration and deletion of ledgers -Extraction of Financial statements and ratios for given ledger balances and adjustments. Accounting Vouchers Introduction- Types of Accounting Vouchers - creation of accounting vouchers for business transactions - Extraction of Day Book and Trial Balance.

UNIT V: Inventory vouchers and reports

(15 Hours)

Inventory Features: -Inventory Masters: Creation, alteration and deletion of Inventory masters - Inventory Vouchers: Types of Inventory Vouchers- creation of inventory vouchers- Purchase orders and Sales orders processing - Recording Transactions using Orders, Accounting and Inventory vouchers - Extraction of Inventory Reports.

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

- 1. Gupta, R.L., & Radhaswamy, M. (2017). Financial Accounting, Sultan Chand & Sons, New Delhi.
- 2. John, G. Tally Primer, JITE, SJC, Trichy

Books for Reference

- 1. Shukla, M.C., Grewal, T. S., & Gupta, S.C. (2016). *Advanced Accounts (Vol. I)*, S. Chand Company Ltd., New Delhi.
- 2. Gupta, R.L., & Radhaswamy, M. (2017). *Advanced Accountancy, Vol. I*, Sultan Chand & Sons, New Delhi.
- 3. Jain, S.P., & Narang, K.L. (2015). Advanced Accountancy, Vol I, Kalyani Publishers, New Delhi.

4. Reddy, T.S., & Murthy. (2020). Financial Accounting (2020), Margham Publications, Chennai.

Note: Laterst Edition of Textbooks may be used.

- $1. \ https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1$
- 2. https://www.slideshare.net/ramusakha/basics-of-financial-accounting
- 3. https://www.accountingtools.com/articles/what-is-a-single-entry-system.html

	Course Outcomes	
	CO-Statements	Cognitive
CO No.	On successful completion of this course, the students will be able to	Levels (K-Level)
CO1	remember the concept of preparing final accounts under profit and Non-profit organisations.	K1
CO2	apply the knowledge in interpretation of financial statements using ratio analysis and cash flow statement.	K2
CO3	analyse the various methods of calculating fire insurance claims for the loss of stock and loss of profit.	К3
CO4	prepare books of accounts using accounting software-TallyPrime.	K4
CO5	effectively maintain records in accounts and Inventory mode using TallyPrime.	K5

					Relatio	nship M	atrix				
Semester	Cours	se Code			T	itle of th	e Course			Hours	Credits
1	24UC	B13CC0	1	Cor	e Cours	e-1: Fina	ncial Acc	ounting-1		5	3
Course	Pr	ogramm	e Outco	omes (Po	Os)	Prog	gramme S	Specific C	outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	2	3	2	2	2	2	2	2	2.2
CO2	3	2	2	2	2	2	3	2	3	3	2.4
CO3	2	3	2	3	2	3	2	3	3	3	2.6
CO4	2	2	2	1	2	2	2	1	2	2	1.8
CO5	3	2	3	3	1	3	1	3	2	1	2.2
								M	ean Ove	rall Score	2.2 (High

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24HCD12CC02	Core Course-2:	4	•
1	24UCB13CC02	Business Organisation and Management	4	3

Course Objectives
To understand the concept of business in a professional setting
To know about the various forms of business organisations
To appreciate the various managerial roles and functions
To comprehend various functions of management
To become familiar with principles of management and its application in a business setting

UNIT I: Introduction to Business

(12 Hours)

Business-Introduction -Definition of Business - Objectives of modern business - Essential Characteristics of Business - Business Vs Profession - Qualities of a Successful businessman - Promotion of a Business Enterprise - Stages in promotion - problems in promotion of business.

UNIT II: Forms of Business Organisation

(12 Hours)

Forms of Business Organisation - Sole Trader - Partnership - Joint Stock Companies - Public Utilities - Public Enterprises - The Co-operative Organization - LLP and One person Company.

UNIT III: Management theories and functions

(12 Hours)

Management - Nature- process and significance of Management, Managerial roles- Functions and functional areas of management. Major Theories of Management: Scientific Management (F. W. Taylor), Administrative Management (Henri Fayol), Behavioural Theory (Elton Mayo) - Principles of Management. Functions of Management: Planning: Meaning - process - types and importance of planning.

UNIT IV: Decision Making

(12 Hours)

Decision making - meaning and process- Management by Objectives (MBO); Management by Exception (MBE). Organizing: Meaning - nature - process- significance - Authority and responsibility relationships -Delegation of authority and responsibility - Centralization and decentralization of organisation.

UNIT V: Directing (12 Hours)

Directing: Elements of directing - Motivation - leadership - communication - Principles and Techniques Controlling: Importance of controlling - characteristics of effective control system - types of control - Coordination: Essentials and principles

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Books for Study

1. Bhushan, Y.K. (2018). Fundamentals of Business Organisation and Management, Sultan Chand and Sons, New Delhi.

Books for Reference

- 1. Shukla, M.C. (2016). Business Organization and Management, S. Chand and Coltd, New Delhi.
- 2. Pagare, D. (2017). Business Management, Sultan Chand & Sons, New Delhi.
- 3. Saha, T.R. (2017). Business Organization, Tata McGraw-Hill, New Delhi.
- 4. Prasad, L.M. (2017). Principles & Practice of Management, Sultan Chand& Sons New Delhi.

5. Peter, D. F. (2017). Practice of Management, Harper Collins Publishers of India Ltd., New Delhi.

Note: Laterst Edition of Textbooks may be used.

- 1. http://www.universityofcalicut.info/sy1/management
- 2. https://www.managementstudyguide.com/manpower-planning.htm
- $3. \ https://www.businessmanagementideas.com/notes/managementnotes/coordination/coordination/21392$

	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
CO No.	On successful completion of this course, the students will be able to	(K-Level)
CO1	understand the concept of business in a professional setting.	K1
CO2	paraphrase the various forms of business organisations.	K2
CO3	explain the traditional and modern theories of business management	К3
CO4	analyze the processes involved in decision making and organizing	K4
CO5	demonstrate the different principles of management and its application in a business setting	K5

					Relatio	nship M	atrix				
Semester	Cours	se Code			T	itle of th	e Course			Hours	Credits
1	24UCB13CC02		2	Core Course-2: Business Organisation and Manag				nagement		4	3
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific (Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	3	3	3	3	3	2	2	1	2.5
CO2	3	3	2	2	2	3	2	2	2	1	2.3
CO3	3	3	3	2	2	2	2	2	2	2	2.3
CO4	2	3	3	3	3	2	3	2	3	2	2.6
CO5	2	2	2	2	2	3	2	2	3	2	2.2
								M	ean Ove	rall Score	2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24HCD12CC02	Core Course-3:	4	•
1	24UCB13CC03	Fundamentals of Business Analytics	4	3

Course Objectives
To describe the concepts and functions of business analytics.
To explain the sources of data, the classification of data, and the analysis of data.
To apply the functional analytics such as HR, Marketing, Financial, Business process and Social
media analytics.
To design cells, worksheets, and workbooks with different formatting options.
To develop business analytics models using Machine learning and Artificial Intelligence

Unit 1 Introduction to Business Analytics

(12 Hours)

Concept and Evolution of Business Analytics, Key Terminologies in Business Analytics-Process Objectives and Significance of Business Analytics-Business Analytics and Competitive Advantage-Data for Business Analytics-Business Analytics and Data Driven Decision Making-Types of Business Analytics (Descriptive, Diagnostic, Prescriptive and Predictive)-Application and Scope of Business Analytics in Business, Finance, Human Resource Management and Supply Chain Management-Tools and Software in Business Analytics-Emerging Trend in Business Analytics

UNIT II Big Data (12 Hours)

Concept of Big Data-Sources of Big Data-Issues in Organization of Big Data-Characteristics of Big Data-Benefits of Big Data-Types of Big Data-Artificial Intelligence and Big Data-Machine Learning and Big Data-Concept of Data Mining-Data Mining Process and Techniques-Applications of Data Mining-Concept of Data Visualization-Techniques in Data Visualization-Concept of Data Warehouse and its Architecture-Concept and Importance of Data Marts-Importance of Data Quality-Handling of Missing and Incomplete Data-Concept, Types, Importance and Application of Decision Modeling

UNIT III: Functional Analytics

(12 Hours)

Concepts of HR Analytics, Marketing Analytics, Financial Analytics, Customer Analytics, Business Process Analytics and Social Media Analytics

UNIT IV: Data Analysis using Spreadsheets (Excel), R Language, Python and Tableau (12 Hours)

Concept of Data and its types-Nominal, Ordinal, Interval and Ratio; Types of Data Analysis - Univariate, Bivariate and Multivariate; Exploratory Data Analysis-Definition and Significance-Application of Excel in Business Analytics - Using Formulas to Analyze Data-Statistical and Financial Functions in Excel-Designing Spreadsheet for Effective Data Analysis; Introduction to R Programming, Python and Tableau and its application in Business Analytics

UNIT V Machine Learning

(12 Hours)

Concept of Machine Learning and its process-Artificial Intelligence, Deep Learning and Machine Learning and Neural Networks-Machine Learning Models (Supervised, Unsupervised, Semi-supervised and Reinforcement Learning), Machine Learning for Business Analytics-Opportunities and Challenges for Machine Learning-Machine Learning Algorithms and Machine Learning Software and Tools-Business Benefits and Future of Machine Learning.

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

- 1. Kumar, U. D. (2021). Business Analytics The Science of Data-Driven Decision Making, (2nd ed.). Wiley.
- 2. Prasad, R.N., Acharya, S. (2011). Fundamentals of Business Analytics. Wiley.

Books for Reference

- 1. Sharda, R., Delen, D., & Turban, E. (2017). *Business Analytics: The Science of Data-Driven Decision Making*. Pearson Education Limited.
- 2. Fry, M. J. (2018). Data Analytics: An Introduction for Business Managers and Data Scientists. Wiley.
- 3. Flach, P. (2021). *Machine Learning: The Art and Science of Algorithms that Make Sense of Data*. Cambridge University Press.

Note: Laterst Edition of Textbooks may be used.

- 1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
- 2. https://www.tutorialspoint.com/r/index.htm
- 3. https://www.guru99.com/r-tutorial.html
- 4. https://support.microsoft.com/en-gb/excel
- 5. https://www.excel-easy.com

	Course Outcomes				
CO No.	O No. CO-Statements				
201101	On successful completion of this course, the students will be able to	Levels (K-Level)			
CO1	understand the concepts and functions of Business Analytics	K 1			
CO2	explain the sources of data, the classification of data, and the analysis of data.	K2			
CO3	apply the functional analytics such as HR, Marketing, Financial, Business process and Social media analytics.	К3			
CO4	design cells, worksheets, and workbooks with different formatting options.	K4			
CO5	develop business analytics models using Machine learning and Artificial Intelligence.	K5			

	Relationship Matrix										
Semester	Cours	e Code			Ti	itle of the	e Course			Hours	Credits
1	24UC	B13CC0	3 Co	re Cou	rse-3: Fu	ındament	tals of Bu	siness An	alytics	4	3
Course	Pr	ogramm	e Outco	mes (Po	Os)	Prog	gramme S	Specific C	Outcome	s (PSOs)	Mean
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	3	3	3	3	3	2	2	1	2.5
CO2	3	3	2	2	2	3	2	2	2	1	2.3
CO3	3	3	3	2	2	2	2	2	2	2	2.3
CO4	2	3	3	3	3	2	3	2	3	2	2.6
CO5	2	2	2	2	2	3	2	2	3	2	2,2
								M	ean Ove	rall Score	2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24UCB13AC01	Allied Course-1: SQL	3	2

Course Objectives
To understand the concept of Database
To become familiar with Database Management Systems and its application
To learn the concept of DDL and its application
To apply the concept of DML
To use the concept of SQL and its application

UNIT I: Introduction to Database Management Systems:

(9 Hours)

Meaning and Definition of Database, Objectives of Database, Features of Database, Conceptual Data modeling - File Organization - Data Structure - Data models: HDBMS, NDBMS, RDBMS, OODBMS, Desktop and Server-level Database, Resent Trends in Database.

UNIT II: Database Design:

(9 Hours)

Relational Data Model - Relational Algebra - ER Diagrams - Data Dictionary - Normalization - Boyce Codd Normal Forms - Integrity - Relational Database Languages - Database Administration - File Structures and Indexing. Object oriented concepts - Structure - Models and Databases - Object life cycle modeling - Objects, Classes, and Patterns - Object interaction modeling - Object Oriented Design - UML

UNIT III: Operation and Management:

(9 Hours)

Client / Server and Databases - Data Warehousing - Query Processing - Concurrency Management - Heterogeneous and Homogeneous Systems - Distributed Databases - Controls - Atomicity, Recovery - Security, Back-up and Recovery, Distributed Databases: Structure of Distributed Database; Trade-offs in Distributing the Database, Advantages of Data Distribution, Disadvantages of Data Distribution; Design of Distributed Databases, Data Replication, Data Fragmentation

UNIT IV: SQL Structured Query Language:

(9 Hours)

Relational Query Languages, the SQL Query Language, DDL - CREATE Table, ALTER Table, DROP Table, CREATE Index, DROP Index etc., DML - SELECT, UPDATE, DELETE, INSERT INTO etc., DATA - TYPE, Constraints on Attributes - Referential Integrity Constraint, Ware-Clause - Arithmetic and Relational Operators

UNIT V: Practical Problems and Lab-Work on SQL:

(9 Hours)

(Problems should revolve around Business Analytics and application of SQL and DBMS to resolve it)

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

- 1. Gary, W.H., & James, V. H. (1991), Database Management and Design. Prentice Hall.
- 2. Murthy, C. S. V. (2017). Data Base Management Systems, Himalya Publishing House.

Books for References

- 1. Laudon, C. (2000). *Management information-systems*, (6th Ed.).
- 2. Jacek, B. (2013). *Handbook on parallel and distributed processing*, Springer Science & Business Media.
- 3. O 'Brien, J. (2017). A Management Information Systems, Tata Mc Graw Hill (Special Indian

Edition), New Delhi.

Note: Laterst Edition of Textbooks may be used.

Course Outcomes				
CO No.	CO-Statements	Cognitive Levels		
CO No.	On successful completion of this course, the students will be able to	(K-Level)		
CO1	understand the concepts of Database.	K1		
CO2	explain the role of Database Management Systems and its application	K2		
CO3	apply the concept of DDL and its application.	К3		
CO4	examine the concept of DML and its application.	K4		
CO5	describe the concept of SQL and its application.	K5		

	Relationship Matrix										
Semester	Cours	se Code		Title of the Course			Hours	Credits			
1	24UC	B13AC0	1		Alli	ied Cour	se-1: SQI	_		3	2
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific C	Outcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	3	3	3	3	3	2	2	1	2.5
CO2	3	3	2	2	2	3	2	2	2	1	2.3
CO3	3	3	3	2	2	2	2	2	2	2	2.3
CO4	2	3	3	3	3	2	3	2	3	2	2.6
CO5	2	2	2	2	2	3	2	2	3	2	2.2
			Mean Overall Score								

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24UCB13AP01	Allied Practical -1: SQL	2	1

Course Objectives			
To become familiar with the concept of Database			
To recognize the role of Database Management Systems and its application			
To learn the concept of DDL and its application			
To apply concept of DML and its application			
To learn the concept of SQL and its application			

UNIT I: Introduction to Database Management Systems:

(6 Hours)

Meaning and Definition of Database, Objectives of Database, Features of Database, Conceptual Data modeling - File Organization - Data Structure - Data models: HDBMS, NDBMS, RDBMS, OODBMS, Desktop and Server-level Database, Resent Trends in Database.

UNIT II: Database Design:

(6 Hours)

Relational Data Model - Relational Algebra - ER Diagrams - Data Dictionary - Normalization - Boyce Codd Normal Forms - Integrity - Relational Database Languages - Database Administration - File Structures and Indexing. Object oriented concepts - Structure - Models and Databases - Object life cycle modeling - Objects, Classes, and Patterns - Object interaction modeling - Object Oriented Design - UML

UNIT III: Operation and Management:

(6 Hours)

Client / Server and Databases - Data Warehousing - Query Processing - Concurrency Management - Heterogeneous and Homogenous Systems - Distributed Databases - Controls - Atomicity, Recovery - Security, Back-up and Recovery, Distributed Databases: Structure of Distributed Database; Trade-offs in Distributing the Database, Advantages of Data Distribution, Disadvantages of Data Distribution; Design of Distributed Databases, Data Replication, Data Fragmentation

UNIT IV: SQL Structured Query Language:

(6 Hours)

Relational Query Languages, the SQL Query Language, DDL - CREATE Table, ALTER Table, DROP Table, CREATE Index, DROP Index etc., DML - SELECT, UPDATE, DELETE, INSERT INTO etc., DATA - TYPE, Constraints on Attributes - Referential Integrity Constraint, Ware-Clause - Arithmetic and Relational Operators

UNIT V: Practical Problems and Lab-Work on SQL:

(6 Hours)

(Problems should revolve around Business Analytics and application of SQL and DBMS to resolve it)

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

- 3. Gary, W.H., & James, V. H. (1991), Database Management and Design. Prentice Hall.
- 4. Murthy, C. S. V. (2017). Data Base Management Systems, Himalya Publishing House.

Books for References

- 4. Laudon, C. (2000). Management information-systems, (6th Ed.).
- 5. Jacek, B. (2013). *Handbook on parallel and distributed processing*, Springer Science & Business Media.
- 6. O 'Brien, J. (2017). *A Management Information Systems*, Tata Mc Graw Hill (Special Indian Edition), New Delhi.

Note: Laterst Edition of Textbooks may be used.

Course Outcomes				
CO No.	CO-Statements	Cognitive Levels		
CO No.	On successful completion of this course, the students will be able to	(K-Level)		
CO1	understand the concepts of Database.	K1		
CO2	explain the role of Database Management Systems and its application	K2		
CO3	apply the concept of DDL and its application.	К3		
CO4	examine the concept of DML and its application.	K4		
CO5	describe the concept of SQL and its application.	K5		

Relationship Matrix											
Semester	Cours	se Code		Title of the Course						Hours	Credits
1	24UC	1	Allied Course 1: SQL						2	1	
Course	Pr	ogramm	e Outco	Outcomes (POs)			Programme Specific Outcomes				Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of
Outcomes	roi	102	103	104	103	1301	1302	1 303	1304	1303	COs
CO1	3	2	3	3	3	3	3	2	2	1	2.5
CO2	3	3	2	2	2	3	2	2	2	1	2.3
CO3	3	3	3	2	2	2	2	2	2	2	2.3
CO4	2	3	3	3	3	2	3	2	3	2	2.6
CO5	2	2	2	2	2	3	2	2	3	2	2.2
Mean Overall Score										2.3 (High)	

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

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

UNIT I: Principles of Value Education

(6 Hours)

Introduction to values - Characteristics and Roots of Values - Value Education & Value Clarification

- Moral Characters - Kinds of Values - Objectives of Values

UNIT II: Development of Human Personality

(6 Hours)

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

UNIT III: The Dimensions of Human Development

(6 Hours)

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

UNIT IV: Responsible Parenthood

(6 Hours)

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

UNIT V: Gender Equality and Empowerment

(6 Hours)

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

Teaching Methodology	Chalk and Talk, Power point
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Book for Study

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

Books for Reference

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

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

	Course Outcomes		
	CO-Statements	Cognitive	
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)	
CO1	recall the prescribed values and their dimensions.	K1	
CO2	examine themselves by learning the developmental changes happening in the course of their lifetime.	K2	
CO3	Apply the trained values in the day-to-day life.	К3	

Relationship Matrix											
Semester	Cour	se Code	Title of the Course							Hours	Credits
1	23UHE14VE01		Value Education - 1: Essentials of Humanity							2	1
Course	Programme Outcomes (POs)					Programme Specific Outcomes				PSOs)	Mean
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO 4	PSO5	Score of COs
CO1	3	3	3	3	2	3	3	2	3	3	2.8
CO2	3	2	2	3	3	2	3	3	2	2	2.5
CO3	2	3	3	3	2	3	3	3	3	3	2.8
Mean Overall Score									2.7 (High)		

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives

To recognize and identify the components of a formal letter.

To summarize the main points of a given letter and identify the intended meaning.

To use appropriate grammatical structures in context within their own writing.

To compare and contrast the elements of successful and unsuccessful letters.

To create well-structured letters with clear purpose and effectively evaluate and revise their own writing.

Basic Level

UNIT I (18 Hours)

- 1) A letter to avail college hostel
- 2) A requisition letter to provide fee concession
- 3) A requisition letter to provide Bonafide certificate
- 4) A letter to avail resources in college library
- 5) An On Duty Permission Letter
- 6) Nouns
- 7) Pronouns
- 8) Adjectives
- 9) Verbs
- 10) Adverbs

UNIT II (18 Hours)

- 11) A letter to provide conduct certificate
- 12) A letter to provide new ID card
- 13) A Permission letter for Name Correction in Mark sheet
- 14) A permission letter for Sports Events
- 15) A letter to avail permission for the Shepherd programme
- 16) Prepositions
- 17) Conjunctions
- 18) Articles
- 19) Conjugation of present form 'Be' verbs
- 20) Conjugation of past form 'Be' verbs

UNIT III (18 Hours)

- 21) A letter to avail the College Hostel
- 22) A permission letter to join the sport team
- 23) A request letter to access college Wi-Fi
- 24) A letter to vice principal requesting to change Elective course
- 25) A permission letter for project extension
- 26) Conjugation of future form 'Be' verbs
- 27) Conjugation of present continuous 'Be' verbs
- 28) Conjugation of Past continuous 'Be' verbs
- 29) Conjugation of Future continuous 'Be' verbs
- 30) Conjugation of Present Perfect 'Be' verbs

UNIT IV (18 Hours)

- 31) An apology letter to Dean for using mobile phone
- 32) A request letter to repair fan and tube light
- 33) A letter to invite Chief guest for Bibliophile Club meeting
- 34) A requisition Letter to issue the Transfer certificate
- 35) A permission letter for group exam coaching class
- 36) Conjugation of Past Perfect 'Be' verbs
- 37) Conjugation of Future Perfect 'Be' verbs
- 38) Conjugation of Present Perfect Continuous 'Be' verbs
- 39) Conjugation of Past Perfect Continuous 'Be' verbs
- 40) Conjugation of Future Perfect Continuous 'Be' verbs

UNIT V (18 Hours)

- 41) A letter seeking help to find the missing laptop
- 42) A letter to the editor regarding frequent power cut
- 43) A medical leave letter
- 44) A requesting OD Letter to issue invitation to other colleges
- 45) A requisition letter to change Shift
- 46) Conjugation of present form 'Action' verbs
- 47) Conjugation of past form 'Action' verbs
- 48) Conjugation of Present form 'do verbs
- 49) Conjugation of Past form 'do' verbs
- 50) Conjugation of Future form 'have' verbs

Teaching Methodology	Chalk and Talk, discussion, Training

Book for Study

1. Jayapaul, V.L. (2023). *Begin to Learn English*. St. Joseph's College (Autonomous), Tiruchirappalli.

Course Outcomes								
	CO-Statements	Cognitive						
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)						
CO1	compose various types of letters (request, permission, and apology) demonstrating clarity, coherence, and correctness.	K1						
CO2	exhibit a sound understanding of nouns, pronouns, adjectives, verbs, and adverbs, utilizing them accurately in written and spoken English.	K2						
CO3	apply language skills in real-life college scenarios, gaining confidence in communicating effectively with peers, faculty, and administrative staff.	К3						

	Relationship Matrix											
Semester	Cours	e Code			Title of	the Cour	se		Н	ours	Credits	
1	23UEN	14AE01	Abil	Ability Enhancement Compulsory Course - 1: Communicative English 6								
Course	1	Programi	me Outco	omes (PO	s)	Progr	Programme Specific Outcomes (PSOs)				Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs	
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2 2 3 2 3 3 2 3 2 2								2.3			
CO3	2	3	2	2 3 2 2 3 2 3 2								
	Mean Overall Score											

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives

To recognize and identify common punctuation marks and their usage in paragraphs.

To summarize the main topics introduced in a paragraph and demonstrate understanding.

To apply the learned concepts to construct paragraphs that convey ideas effectively.

To analyze paragraphs to identify the role of prefixes, suffixes, and noun types in enhancing meaning.

To synthesize information to create paragraphs, evaluate their own writing, and engage in role-playing scenarios to demonstrate understanding.

Intermediate Level

UNIT I (18 Hours)

- 1) Paragraph Punctuation
- 2) Introducing a Topic
- 3) Rhyming Words
- 4) Word Association
- 5) Going To
- 6) What Will Happen

UNIT II (18 Hours)

- 7) Every Drop Counts
 - 8) Prefix
 - 9) Suffix
 - 10) Comprehending Characters
 - 11) Complimenting & Thanking
 - 12) Proper & Common Nouns

UNIT III (18 Hours)

- 13) Noun Substitution Table
- 14) A, Some
- 15) Visual Comprehension
- 16) Singular to Plural
- 17) Making & Responding
- 18) Pronoun Classification

UNIT IV (18 Hours)

- 19) Pronoun I, Me, He, Him, She, Her, We.
- 20) Singular to Plural
- 21) Responding
- 22) Pronoun Classification
- 23) Using Preposition of Movement
- 24) Preposition: Visual Talk

UNIT V (18 Hours)

- 25) Prepositional Phrases
- 26) Storytelling
- 27) Asking For Opinion
- 28) Using Things Creatively
- 29) Transition Sequencing
- 30) Role Play

Book for Study

1. Joy, J. L. (2020). *Learning to Communicate*. St. Joseph's College (Autonomous), Tiruchirappalli.

Course Outcomes								
CO No.	CO-Statements	Cognitive						
	On successful completion of this course, students will be able to	Levels (K - Level)						
CO1	demonstrate proficiency in paragraph construction, rhyming words, and the use of prefixes and suffixes.	K1						
CO2	apply advanced grammar rules, including proper/common nouns and pronoun usage, in both written and spoken communication.	K2						
CO3	express opinions, compliments, and gratitude effectively, showcasing an enhanced ability to articulate thoughts and emotions.	К3						

				R	Relationsh	ip Matr	ix					
Semester	Cours	se Code			Title of	the Cour	se		Н	ours	Credits	
1	23UEN	23UEN14AE01		Ability Enhancement Compulsory Course - 1: Communicative English								
Course]	Program	me Outco	omes (PC	s)	Progr	ramme S	pecific O	utcomes	(PSOs)	Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs	
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2 2 3 2 3 3 2 3 2 2									2.3		
CO3	3 2 3 2 3 2 3 2 3 2									2.4		
	•	•	•	•			•	Meai	n Overal	Score	2.37 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives

To recognize and demonstrate basic self-introduction strategies.

To summarize information from listening and reading exercises, demonstrating understanding.

To apply learned concepts to construct essays, actively contribute to group discussions, and create coherent narratives.

To analyze reviews to understand how different elements contribute to a comprehensive evaluation.

To synthesize information to create compelling presentations, actively participate in debates, interviews, and assess their own communication proficiency.

Advance Level

UNIT I (18 Hours)

- 1) Self Introduction
- 2) Listening
- 3) Reading

UNIT II (18 Hours)

- 4) Essay Writing
- 5) Group Discussion
- 6) Story Building, Story Writing & Story Narration

UNIT III (18 Hours)

- 7) Book Review
- 8) Film Review

UNIT IV (18 Hours)

- 9) News Paper Reading and Analysis
- 10) Public speaking: Drafting and Speaking

UNIT V (18 Hours)

- 11) Debate
- 12) Interview Skills

- 1. https://ielts-up.com/listening/ielts-listening-practice.html
- 2. https://www.bestmytest.com/ielts/speaking
- 3. https://ielts-up.com/speaking/ielts-speaking-practice.html
- 4. https://learnenglishteens.britishcouncil.org/skills/writing/a2-writing/film-review

	Course Outcomes	
	CO-Statements	Cognitive
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)
CO1	exhibit high-level language skills in self-introduction, listening, reading, and diverse writing tasks such as essay writing and storytelling.	K1
CO2	critically evaluate and analyze literature through book reviews, film reviews, and newspaper reading, demonstrating an ability to articulate informed opinions.	K2
CO3	showcase proficiency in public speaking, group discussions, debates, and interviews, reflecting a comprehensive mastery of advanced communication skills.	К3

	Relationship Matrix											
Semester	Cours	e Code			Title of	the Cour	·se		Н	ours	Credits	
1	23UEN	14AE01	Abil	Ability Enhancement Compulsory Course - 1: Communicative English 6								
Course	1	Programi	me Outco	omes (PO	(s)	Progr	ramme S	pecific O	utcomes	Mean		
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs	
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2	2	3	3 2 3 3 2 3 2 2								
CO3	2	3	2	2 3 2 2 3 2 3 2								
	Mean Overall Score											

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

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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.
                                                                            (12 மணிநேரம்)
அலகு – 1
பாரதியார் கவிதைகள் – குயில்பாட்டு ( குயில் தன் பூர்வ ஜென்மக் கதை உரைத்தல் )
பாரதிதாசீ ன் 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
                                                                            (12 மணி நேரம்)
அலகு–3
சுரதா - நல்ல தீர்ப்பு
கண்ணதாசன் - ஒரு பானையின் கதை
அப்துல் ரகுமான்- வீடு
மேத்தா - ஒரேகுரல்
இலக்கிய வரலாறு – தமிழ்ச்சிறுகதைகள், இருபதாம் நூற்றாண்டு உரைநடை வளர்ச்சி
சிறுகதை – முதல் மூன்று சிறுகதைகள்
                                                                             (12 மணிநேரம்)
அலகு – 4
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
                                                                             (12 மணிநேரம்)
அலகு – 5
அயலகக் கவிதைகள்
ஓசேரிசால் (தமிழில் நெய்தல் )- விடைகொடு என்தாய் மண்ணே
ஹைபுன் கவிதைகள்
சிறுகதை – நான்கு முதல் ஆறு சிறுகதைகள்
நற்றமிழ்க் கோவை – நான்கு முதல்ஆறு கட்டுரைகள்
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பாடநூல்கள்

கற்பித்தல் முறை (Teaching Methodology)

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

விரிவுரை (Lecture), காணொளிக் காட்சி (Videos),

விளக்கக் காட்சி (PPT presentation)

- 1. https://www.chennailibrary.com/bharathiyar/kuyilpattu.html
- 2. www.tamildigitallibrary.in
- 3. https://eluthu.com/kavithai
- 4. https://podhutamizh.blogspot.com/2017/09/blog-post_42.html
- 5. https://thamizhsudar.com
- 6. https://ta.wikipedia.org/wiki

	Course Outcomes		
	CO-Statements	Cognitive	
CO No.	இப்பாடத்தின் நிறைவில் மாணவர்கள்	Levels (K - Level)	
CO1	தமிழ் இலக்கிய நூல்கள் பற்றிய அறிவைப் பெறுவர்.	K1	
CO2	தமிழ் இலக்கண வளர்ச்சியைப் புரிந்து கொள்வர்	K2	
CO3	பிழையின்றி எழுதும் திறன் பெறுவதோடு கற்றல் திறனையும் வளர்த்துக்கொள்வர்.	К3	
CO4	பிற கவிதை வடிவங்களைக் கையாளும் திறன் பெறுவர்.	K4	
CO5	போட்டித் தேர்வுகளை எதிர்கொள்ளும் திறனைப் பெறுவர்.	K5	

					Relatio	nship M	latrix				
Semester	Co	ourse Co	de			Title of	the Cour	se		Hours	Credits
2	23U	JTA21G	L02			Gener	al Tamil - 2	2		4	3
C	Pr	ogramm	e Outco	mes (PC	(S)	Pro	gramme S	pecific O	utcomes (PSOs)	Mean
Course Outcomes	PO1	PO2	PO3	PO4	PO4 PO5 PSO PSO2 PSO3 PSO4					PSO5	Score of COs
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	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
- <u>LEXIQUE</u>: les différentes activités quotidiennes, les loisirs, les activités quotidiennes, les matières
- <u>PRODUCTION ORALE</u>: parler sur votre passe-temps
- PRODUCTION ECRITE : décrire sa journée

UNIT II (12 Hours)

- TITRE: La routine
- <u>GRAMMAIRE</u>: les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre
- <u>LEXIQUE</u>: 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
- <u>LEXIQUE</u>: inviter et répondre à une invitation, les commerçes 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)

- <u>TITRE</u>: Découvrez et Dégustez
- GRAMMAIRE: l'impératif, il faut, les verbes devoir, pouvoir, savoir, vouloir
- <u>LEXIQUE</u>: Commander et commenter sur un plat de la carte, les aliments, les services, les moyens de paiement
- <u>PRODUCTION ORALE</u> : 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)

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

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

Teaching Methodology 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 A1. Didier.

Books for Reference

- 1. Girardet, J. & Pecheur, J. (2017). Echo A1. CLE International, (2nd Ed.).
- 2. Mérieux, R. & Loiseau, Y. (2012). Latitudes A1. Didier.
- 3. Fournier, I. (2011). Talk French. Goyal Publishers.

- 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-Statements	Cognitive				
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)				
CO1	K1					
CO2	K2					
CO3	construct texts using pronouns – passages and dialogues	К3				
CO4	discover the food habits of the French culture	K4				
CO5	appraise the French fashion	K5				

				F	Relations	hip Matr	ix				
Semester Course Code			Title of the Course					Н	ours	Credits	
2 23UFR21GL02				French - 2						4	3
Course	P	rogramn	mme Outcomes (POs) Programme Specific Outcomes (PSOs						(PSOs)	Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
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
								Mea	n Overal	l 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

Teaching Methodology Peer Instruction Exercise, Videos, PPT, Quiz, Group Discussion

Books for Study

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

Books for Reference

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

- 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-Statements	Cognitive					
CO No.	On successful completion of this course, the students will be able to	Levels					
		(K - Level)					
CO1	CO1 find out the Terms & Expressions related to letter writing.						
CO2	explain the works of Hindi writers.	K2					
CO3	CO3 complete the sentences in Hindi using basic grammar.						
CO4	analyze the social & political conditions of Devotional period in Hindi Literature.						
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				Но	ours	Credits		
2	2 23UHI21GL02				Hindi - 2					4	3
Course	Pı	rogramn	ne Outc	omes (PC	omes (POs) Programme Specific Outco				tcomes (P	PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
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.

- 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
- 5. https://resanskrit.com/blogs/blog-post/sanskrit-shlok-popular-quotes-meaning-hindi-english

	Course Outcomes	
	CO-Statements	Cognitive
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)
CO1	remembering names of different objects, remembering different verbal forms and sandhi	K1
CO2	contrast different verbal forms Explain good sayings, Relate good saying to life.	K2
CO3	apply and build small sentences	К3
CO4	analyze different forms of Verbs and nouns	K4
CO5	appreciate subhashitas and Sanskrit poetry	K5

	Relationship Matrix										
Semester	Cou	rse Cod	le		Γ	itle of tl	ne Cours	e	Hours	Credits	
2	23US	A21GL	.02			Sansk	crit - 2			4	3
Course	Pro	gramm	e Outc	omes (P	POs)	Prog	ramme S	pecific (Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Scores of
Outcomes	POI	PUZ	PU3	PU4	PU5	P501	P502	P503	P504	1505	COs
CO1	2	1	3	2	2	2	3	3	2	1	2.1
CO2	3	2	3	2	2	3	2	3	3	2	2.5
CO3	2	2	3	2	2	2	2	3	3	1	2.1
CO4	3	2	3	3	1	2	3	3	3	1	2.4
CO5	3	2	2	2	3	2	2	3	3	1	2.3
Mean Overall Score									2.28(High)		

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. Humourous 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

Teaching Methodology Lecture Method, Use of ICT Tools and Interactive method

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.

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

	Course Outcomes	
	CO-Statements	Cognitive
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)
CO1	write paragraphs with apt punctuation marks	K1
CO2	discuss basic issues with friends, relatives and members of the family	K2
CO3	use polite expressions in appropriate ways	К3
CO4	evaluate the language and communication aspects of the topics	K4
CO5	create and produce various forms of communication, including professional documents like resumes and cover letters, debates	К5

]	Relation	ship Mat	rix				
Semester	Cot	ırse Code	e			Title of	Title of the Course				rs Credits
2	23UI	EN22GE()2			General	English -	2		5	3
Course	Pı	rogramm	e Outco	mes (PO	s)	Progr	ramme Sp	ecific Ou	tcomes (I	PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
CO4	2	2	3	2	3	3	2	3	2	3	2.5
CO5	2	2	2	3	2	2	2	3	2	2	2.2
											2.36 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCB23CC04	Core Course-4: Financial Accounting-2	4	3

Course Objectives
To familiarize with the accounting treatment towards receipts, expenses and depreciation.
To understand the purpose of bills of exchange
To familiarize with the accounting treatment towards hire purchase accounts.
To understand the basic accounting concepts and standards of partnership firm with different types
of capital.
To prepare statements at the time of admission and retirement of partners in the firm.

UNIT I: Methods of Depreciation

(12 Hours)

Depreciation - Meaning - Objectives - Accounting Treatments - Types - Straight Line Method - Diminishing Balance method - Conversion method. Annuity Method - Depreciation Fund Method - Insurance Policy Method - Revaluation Method - Depletion Method - Sum of Digits Method - Machine Hour Rate Method.

UNIT II: Bills of Exchange

(12 Hours)

Bills of Exchange - Definition- Distinction between Promissory note and Bills of exchange-Accounting treatment of Trade bills: Books of Drawer and Acceptor- Honour and Dishonour of Bills- Renewal of bills- Retiring of bills under rebate- Accommodation bills. (Including problems) - Average due date - Account current

UNIT III: Hire purchase system

(12 Hours)

Hire Purchase System - Accounting Procedures for entries related to interest, payment of installment amounts and depreciation in the books of Hire purchaser and Hire Vendor-Default in installment payment and Repossession of Goods- Hire Purchase trading Account under Debtors system - Hire purchase adjustment a/c, Hire purchase debtors a/c and Hire purchase stock a/c understock and Debtors system-Installment System.

UNIT IV: Accounts of Partnership firm

(12 Hours)

Accounts of partnership firm: Necessary Adjustments - Profit and Loss Appropriation Account - Capital Accounts of partners (Fixed capital, Fluctuating Capital) - Capital ratio - Change in Profit sharing Ratio - Past adjustments and guarantee.

UNIT V: Admission and Retirement of a Partnership firm

(12 Hours)

Admission of a partner: New profit -sharing ratio - Valuation and adjustment of goodwill - Revaluation of Assets and Liabilities. Retirement of a partner: Effect of retirement of a partner on change in profit sharing ratio - treatment of Goodwill (AS 26) - Revaluation of Assets and Liabilities.

Teaching Methodology Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Gupta, R.L., & Radhaswamy, M. (2018). *Financial Accounting*, Sultan Chand & Sons, New Delhi.

Books for Reference

- 1. Reddy, T.S., & Murthy. (2020). Financial Accounting. Margham Publications, Chennai.
- 2. Shukla, M.C., & Grewal, T.S., & Gupta, S.C. (2016). Advanced Accounts (Vol. I), S. Chand

- Company Ltd., New Delhi.
- 3. Gupta, R.L., & Radhaswamy, M. (2017). *Advanced Accountancy, Vol. I*, Sultan Chand & Sons, New Delhi.
- 4. Jain, S.P., & Narang, K.L. (2015). *Advanced Accountancy, Vol. I*, Kalyani Publishers, New Delhi.

Note: Laterst Edition of Textbooks may be used.

- 1. https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1
- 2. https://www.slideshare.net/ramusakha/basics-of-financial-accounting
- 3. https://www.accountingtools.com/articles/what-is-a-single-entry-system.html

	Course Outcomes					
CO No.	CO-Statements	Cognitive Levels				
CO No.	On successful completion of this course, the students will be able to	(K-Level)				
CO1	analyse the various methods of providing depreciation	K1				
CO2	recognize the purpose of bills of exchange	K2				
CO3	prepare the financial statements of hire purchase companies	К3				
CO4	recognize the accounting methods and procedures of various forms of business	K4				
CO5	demonstrate the concepts of Partnership Accounts	K5				

					Relatio	nship M	atrix				
Semester	Cours	e Code			Ti	itle of the	e Course			Hours	Credits
2	24UC	B23CC0	4	Cor	e Cours		4	3			
Course	Programme Outcomes (POs)					Programme Specific Outcomes (PS					Mean Score of
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	COs
CO1	3	3	2	2	1	3	3	3	3	1	2.4
CO2	3	3	2	2	1	3	3	3	2	1	2.3
CO3	3	3	3	3	2	3	3	3	2	1	2.6
CO4	3	3	3	2	1	3	3	3	2	1	2.4
CO5	3	3	3	2	1	3	3	2	2	1	2.3
	•							M	ean Ove	rall Score	2.4 (High

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCB23CC05	Core Course-5: Marketing Management	3	3

Course Objectives
To know the basic principles and practices of marketing.
To understand the product and pricing mechanism of marketing.
To articulate Sales Promotional techniques used in modern marketing.
To know the basic aspects of the channels of distribution, communication and buyers' behaviour.
To know about importance of global marketing environment

UNIT I: Introduction to Marketing concepts

(9 Hours)

Market - Introduction, Meaning, Definition and Classifications. Marketing -Meaning and Definition. Marketing process- understanding the marketplace and customer needs. Concepts and Evolution - Functions of Marketing. Market Segmentation - Requirements, Benefits and Bases of Segmentation. Marketing Mix - Definition, Factors Determining Marketing Mix - Extended Marketing Mix - 9Ps of marketing mix.

UNIT II: Product (9 Hours)

Product- Meaning and Definition, Product Mix, Product Life Cycle (PLC). New Product Development process; Branding- Functions and Benefits.

UNIT III: Price and Place

(9 Hours)

Pricing- Definition, Factors influencing Pricing Strategies-Objectives and Policies, Kinds of Pricing. Channels of Distribution -Functions and types, Wholesalers and Retailers. Factors influencing channel selection.

UNIT IV: Promotion (9 Hours)

Communication- Definition, Process, Types - steps in developing effective marketing communication. Promotion-Definitions, requirement, Promotion Mix- Elements, Advertising- Advantages and Disadvantages, Sales Promotion and its techniques, Personal Selling, Public Relation and Direct Marketing. Digital Marketing.

UNIT V: Global Marketing Environment

(9 Hours)

Global Marketing Environment- Micro and Macro environment. Sustainable Marketing- principles of sustainable marketing. Social criticism of marketing - Marketing's Impact: on Individual Consumers, on society as a whole, on other businesses. Social Responsibility and Marketing ethics.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

- 1. Gupta C.B., Rajan, N. (2018). *Marketing Management*, Sultan Chand & Sons, New Delhi.
- 2. Pillai, R.S.N., & Bagavathi. (2016). *Modern Marketing: Principles and Practices*. S. Chand & Co Ltd, New Delhi.
- 3. Philip, K. (2018). *Principles of Marketing*, (17th Ed.). Pearson Education, New Delhi.

Books for Reference

- 1. Philip, K., & Keller, K. L. Marketing Management, (15th Ed.). Pearson Education.
- 2. Gupta, C. B., & Rajan, N. (2016). Marketing Management. Sultan Chand & Sons.
- 3. Jayasankar, J. Marketing. Margham Publication
- 4. William, J.S., Michael, J.E., & Bruce, J. W. (2014). Fundamentals of Marketing, Tata McGraw Hill

Note: Laterst Edition of Textbooks may be used.

Websites and eLearning Sources

1. https://www.research.gate.net.

- $2. \ https://www.academia.edu/6188754/Marketing_3_0_Philip_Kotler$
- 3. https://www.searchenginejournal.com/digital-marketing-trends/478799/

	Course Outcomes									
CO No.	CO-Statements	Cognitive Levels								
	On successful completion of this course, the students will be able to	(K-Level)								
CO1	know the basic principles and practices of marketing.	K1								
CO2	understand the pricing mechanism of marketing.	K2								
CO3	articulate Sales Promotional techniques used in modern marketing.	К3								
CO4	know the basic aspects of the channels of distribution, communication and buyers' behaviour.	K4								
CO5	aware of the importance of global marketing environment.	K5								

					Relatio	nship M	atrix				
Semester	er Course Code Title of the Course						Hours	Credits			
2	24UCB23CC05			Core Course-5: Marketing Management						3	3
Course	Pr	ogramm	e Outco	utcomes (POs) Programme Specific Outcomes (PSOs)							Mean Score of
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	COs
CO1	3	3	2	3	3	3	3	3	2	2	2.7
CO2	2	2	2	3	3	2	2	2	2	2	2,2
CO3	3	3	2	2	3	3	2	2	3	2	2.5
CO4	3	3	2	2	3	2	3	2	2	2	2.4
CO5	3	3	1	3	3	2	3	3	2	2	2.5
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCB23CC06	Core Course-6: Python Programming	3	2

Course Objectives							
To understand the Basics of Python							
To learn about various operators and its control structures							
To learn about NumPy and pandas							
To understand different modules and functions in python							
To learn about python programming for business analytics							

UNIT I: Basics of Python

(9 Hours)

Installation of Anaconda Navigator, History of Python, Need of Python Programming, Data types - string, tuples, set, lists, dictionary, Arrays. Spyder, Importing and Exporting Files, Data Manipulation, Descriptive Statistics and Documentation with Jupyter-Applications Basics of Python Programming Using the REPL(Shell), Basics of Python IDEs and Functionalities, Running Python Scripts, Variables, Tokens, Language Keywords, Input-Output, Indentation Usage and Importance

UNIT II: Python Operators and Control Structures

(9 Hours)

Python Operators and their specifics, Arithmetic Operators, Comparison (Relational) Operators, Assignment Operators, Logical Operators, Bitwise Operators, Membership Operators, Identity Operators, Creating Python Expressions using Operators and Keywords-Control Structures and Function-If-Elif-Else, Loops, Comprehensions, Functions, Map, Filter, and Reduce.

UNIT III: NumPy and Pandas

(9 Hours)

Introduction to NumPy - NumPy Basics, Creating NumPy Array, Structure and Content of Arrays, Subset, Slice, Index and Iterate through Arrays, Multidimensional Arrays, Computation Times in NumPy and standard Pyton Lists; Operations on NumPy Arrays -Basic Operations-Operations on Arrays-Basic Linear Algebra Operations-Introduction to Pandas-Indexing and Selecting Data- Merge and Append- Grouping and Summarizing Data frames-Lambda function & Pivot tables; Introduction to Pandas -Series, syntax, creating an empty series, create a series from array, lists, accessing elements of the series- Indexing and Selecting Data- Merge and Append-Lambda Function and Pivot Tables, Psy function.

UNIT IV: Functions, Modules and Packages

(9 Hours)

Defining Functions, Calling Functions, Passing Arguments, Keyword Arguments, Default Arguments, Variable-length arguments, Anonymous Functions, Function Returning Values, Variable Scope; Creating modules, Name Spacing, Introduction to PIP, Installing Packages via PIP, Using Python Packages

UNIT V: Data Visualization in Python

(9 Hours)

Introduction to Visualisation- Visualisations - The World of Imagery - Understanding Basic Chart Types I and Types II - Data Visualisation Toolkit - Components of a Plot - Sub-Plots - Functionalities of Plots-Plotting Data Distributions- Univariate Distributions - Rug Plots-Bivariate Distributions - Plotting Pairwise Relationships-Plotting Categorical and Time-Series Data-Plotting Distributions Across Categories-Plotting Aggregate Values Across Categories-Time Series Data

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

- 1. Downey, A.B. (2016). *Think Python: How to Think Like a Computer Scientist*, O'Reilly Publishers, Second Edition.
- 2. Rossum, G.V., & Drake, F.L. Jr. (2011). An Introduction to Python. Network Theory Ltd.

Books for Reference

- 1. Lambert, K.A. (2012). Fundamentals of Python: First Programs. CENGAGE Learning.
- 2. Budd, T.A. (2015). Exploring Python. Mc-Graw Hill Education (India) Private Ltd.
- 3. Brown, M. C. (2018). Python: The Complete Reference, (4th Ed.). McGraw Hill Education.
- 4. McKinney, W. (2022). *Python for Data Analysis: Data Wrangling with pandas, NumPy, and Jupyter*, (3rd Ed.). Shroff/O'Reilly.

Note: Laterst Edition of Textbooks may be used.

	Course Outcomes								
CO No.	CO-Statements	Cognitive Levels							
CO 140.	On successful completion of this course, the students will be able to	(K-Level)							
CO1	<u>u</u> nderstand the basic of Python.	K 1							
CO2	describe the various operators and its control structures	K2							
CO3	articulate NumPy and pandas functions	К3							
CO4	apply the different modules and functions in python	K4							
CO5	practice python programming for business analytics.	K5							

Relationship Matrix												
Semester	Cours	se Code			Ti	itle of the	e Course			Hours	Credits	
2	24 UC	B23CC0	6	Co	re Cour	se-6: Pyt	hon Progi	amming		3	2	
Course	Pr	ogramm	e Outco	mes (Po	Os)	Prog	gramme S	Specific C	Outcomes	(PSOs)	Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs	
CO1	3	2	3	3	3	3	3	2	2	1	2.5	
CO2	3	3	2	2	2	3	2	2	2	1	2.3	
CO3	3	3	3	2	2	2	2	2	2	2	2.3	
CO4	2	3	3	3	3	2	3	2	3	2	2.6	
CO5	2	2	2	2	2	3	2	2	3	2	2.2	
	Mean Overall Score											

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCB23CP01	Core Practical - 1: Python Programming	2	1

Course Objectives								
To understand the Basics of Python								
To become familiar with various operators and its control structures								
To become familiar with numpy and pandas								
To understand different modules and functions in python								
To learn python programming for business analytics								

UNIT I: Basics of Python

(6 Hours)

Installation of Anaconda Navigator, History of Python, Need of Python Programming, Data types - string, tuples, set, lists, dictionary, Arrays. Spyder, Importing and Exporting Files, Data Manipulation, Descriptive Statistics and Documentation with Jupyter-Applications Basics of Python Programming Using the REPL(Shell), Basics of Python IDEs and Functionalities, Running Python Scripts, Variables, Tokens, Language Keywords, Input-Output, Indentation Usage and Importance

UNIT II: Python Operators and Control Structures

(6 Hours)

Python Operators and their specifics, Arithmetic Operators, Comparison (Relational) Operators, Assignment Operators, Logical Operators, Bitwise Operators, Membership Operators, Identity Operators, Creating Python Expressions using Operators and Keywords-Control Structures and Function-If-Elif-Else, Loops, Comprehensions, Functions, Map, Filter, and Reduce.

UNIT III: NumPy and Pandas

(6 Hours)

Introduction to NumPy - NumPy Basics, Creating NumPy Array, Structure and Content of Arrays, Subset, Slice, Index and Iterate through Arrays, Multidimensional Arrays, Computation Times in NumPy and standard Pyton Lists; Operations on NumPy Arrays -Basic Operations-Operations on Arrays-Basic Linear Algebra Operations-Introduction to Pandas-Indexing and Selecting Data- Merge and Append- Grouping and Summarizing Data frames-Lambda function & Pivot tables; Introduction to Pandas -Series, syntax, creating an empty series, create a series from array, lists, accessing elements of the series- Indexing and Selecting Data- Merge and Append-Lambda Function and Pivot Tables;

UNIT IV: Functions, Modules and Packages

(6 Hours)

Defining Functions, Calling Functions, Passing Arguments, Keyword Arguments, Default Arguments, Variable-length arguments, Anonymous Functions, Function Returning Values, Variable Scope; Creating modules, Name Spacing, Introduction to PIP, Installing Packages via PIP, Using Python Packages

UNIT V Data Visualization in Python

(6 Hours)

Introduction to Visualisation- Visualisations - The World of Imagery - Understanding Basic Chart Types I and Types II - Data Visualisation Toolkit - Components of a Plot - Sub-Plots - Functionalities of Plots-Plotting Data Distributions- Univariate Distributions - Rug Plots-Bivariate Distributions - Plotting Pairwise Relationships-Plotting Categorical and Time-Series Data-Plotting Distributions Across Categories-Plotting Aggregate Values Across Categories-Time Series Data

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

- 1. Downey, A.B. (2016). *Think Python: How to Think Like a Computer Scientist*, O'Reilly Publishers, Second Edition.
- 2. Rossum, G.V., & Drake, F.L. Jr. (2011). An Introduction to Python. Network Theory Ltd.

Books for Reference

1. Lambert, K.A. (2012). Fundamentals of Python: First Programs. CENGAGE Learning.

- 2. Budd, T.A. (2015). Exploring Python. Mc-Graw Hill Education (India) Private Ltd.
- 3. Brown, M. C. (2018). Python: The Complete Reference, (4th Ed.). McGraw Hill Education.
- 4. McKinney, W. (2022). *Python for Data Analysis: Data Wrangling with pandas, NumPy, and Jupyter*, (3rd Ed.). Shroff/O'Reilly.

	Course Outcomes									
CO No.	CO-Statements	Cognitive Levels								
CO No.	On successful completion of this course, the students will be able to	(K-Level)								
CO1	understand the basic of Python.	K1								
CO2	describe the various operators and its control structures	K2								
CO3	articulate NumPy and pandas functions	К3								
CO4	apply the different modules and functions in python	K4								
CO5	practice python programming for business analytics.	K5								

					Relatio	nship M	atrix				
Semester	Cours	se Code			T	itle of the	e Course			Hours	Credits
2	24UCB23CP01			Core	e Practio	cal - 1: P	ython Pro	gramming	5	2	1
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific (Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	3	3	3	3	3	2	2	1	2.5
CO2	3	3	2	2	2	3	2	2	2	1	2.3
CO3	3	3	3	2	2	2	2	2	2	2	2.3
CO4	2	3	3	3	3	2	3	2	3	2	2.6
CO5	2	2	2	2	2	3	2	2	3	2	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCB23AC02	Allied Course-2: Statistics for Business	3	2

Course Objectives
To understand the meaning and application of statistics in business
To know the measures of central tendency like mean, median and mode
To understand the measures of deviation like mean deviation, standard deviation and variance in
statistics
To know the concept of normal distribution and its significance in statistics
To learn Skewness and Kurtosis and its application

UNIT I: Introduction to Statistics

(9 Hours)

Definition - Need for Statistics - Scope - Limitations - Definition of Research - Scope - Types - Objectives - Steps in Research. Ethics to be followed by a statistician and role of statistics in sustainable development. Classification of data - Formation of Statistical Series - Frequency Distribution (univariate and bivariate) and Tabulation. Population - Sample -Types of Data - Primary and Secondary Data: Qualitative - Quantitative - Cross Sectional - Time Series - Variables and Attributes - Discrete and Continuous Variables - Types of Scales- nominal, ordinal, ratio and interval; Emerging Trends in Statistics for Business Analytics

UNIT II: Diagrammatic and Graphical Representation of Data

(9 Hours)

Need for representation of Data in Diagrams and Graphs - One Dimensional - Line, Bar, Simple, Sub-Divided, Percentage Bar, Multiple Bar Diagram, Deviation Bar Diagram, Two-Dimensional Bar Diagrams (by using rectangles) - Pie Diagram. Ogives (less than and more than) - Histogram - Smoothed Frequency Curve - Frequency Polygon.

UNIT III: Measures of Central Tendency

(9 Hours)

Meaning of Central Tendency - Definition - Types of Averages - Arithmetic Mean (Simple, Weighted and Combined). Median - Mode (excluding missing frequency problems) - Quartiles - Deciles - Percentiles (applications, importance, merits and demerits).

UNIT IV: Measures of Dispersion

(9 Hours)

Meaning - Definition - Importance of Dispersion - Range - Quartile Deviation - Mean Deviation - Standard Deviation - Variance - Coefficient of Variation (applications, importance, merits and demerits).

UNIT V: Skewness and Kurtosis and fitting of Straight line

(9 Hours)

Skewness - Meaning - Definition - Difference between Dispersion and Skewness - Measures of Skewness: Karl Pearson's and Bowley's Coefficient of Skewness - Moments (about mean and arbitrary point)- Coefficient of Skewness based on Moments. Kurtosis - Meaning - Need - Measure of Kurtosis - Coefficient of Skewness based on Moments. Fitting a straight line to a given set of data.

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

- Gupta, S. P. (2005). Statistical Methods, (33rd Ed.). Sultan Chand & Sons, New Delhi. Unit-I Chapter 7 (Vol. I), Pages 177-189, 196 222, Chapter 8 (Vol. I), Pages 268-289,293-301. Unit-II Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382,386-393, 404-408, Chapter 12 (Vol. I), Pages 478-488.
 Unit-III Chapter 13 (Vol. I), Pages 515-545,557-560, Chapter 14 (Vol. I), Pages 613-619. Unit-IV Chapter 1 (Vol. II), Pages 751-765, 774-792
- 2. Gaur, A. S., & Gaur, S. S. Statistical Methods for Practice and Research-A Guide to Data Analysis Using SPSS, (2ndEd.). Sage Publications Pvt. Ltd.

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

Books for Reference

- 1. Croxton F.E., Cowden, D.J, & Kelin, S. (1973): Applied General Statistics., PHI.
- 2. Black, K. Business Statistics, Wiley.
- 3. Freund, J.E., & Walpole, R.E. (1987). Mathematical Statistics (4th Ed.). PHI.
- 4. Goon A.M., Gupta, M.K., Gupta, D. B. (1991). Fundamentals of Statistics Vol. I, World Press, Calcutta.
- 5. Gupta, S.C., & Kapoor, V.K. (2001). *Fundamentals of Mathematical Statistics*. Sultan Chand & Sons.
- 6. Medhi, J (1992), Statistical Methods: An introductory text. New Age.

	Course Outcomes	
CO No.	On successful completion of this course, the students will be able to	
CO1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in spss.	K2
CO3	apply measure of dispersion, curve fitting, index number theory to find the solution of real-life problems in terms of business	К3
CO4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyse Laspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural	K4
CO5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

					Relatio	nship M	atrix				
Semester Course Code				Title of the Course						Hours	Credits
2	24UC	B23AC0	2	Allied Course-2: Statistics for Business						3	2
Course	Pr	ogramm	e Outco	omes (Po	Os)	Prog	gramme S	Specific C	Outcome	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs 2.2 2.3
CO1	3	2	3	1	1	3	2	3	2	3	2,2
CO2	1	2	3	2	3	2	3	2	3	2	2.3
CO3	2	3	2	1	2	3	3	2	2	3	2.3
CO4	1	2	2	2	3	1	3	2	2	3	2.1
CO5	1	2	2	3	1	2	3	2	2	3	2.1
Mean Overall Score								2.2(High)			

Semeste	er 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 21st Century.

UNIT II: Historical Development of Human Rights

(6 Hours)

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

UNIT III: India and Human Rights

(6 Hours)

Introduction- 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.

Teaching Methodology	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.

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

	Course Outcomes	
	CO-Statements	Cognitive
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)
CO1	identify the importance and the values of human rights	K1
CO2	understand the historical background and the development of Human Rights and the related organizations	K2
CO3	apply the provisions of National and International human rights to themselves and the society	К3

]	Relationsl	nip Matri	X					
Semester	C	ourse Co	de]	Title of the	e Course			Hours	Credits	
2	231	J HE24V	E02			alue Educ mentals of				2	2 1	
C	P	rogram	me Outc	omes (P	Os)	Progra	ımme Sp	ecific O	ıtcomes	(PSOs)	Mean Score of COs	
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO 2	PSO3	PSO 4	PSO5		
CO1	3	2	1	2	2	3	2	2	2	2	2.1	
CO2	3	2	1	2	2	3	2	2	2	2	2.1	
CO3	3	2	2	2	2	2	3	2	1	2	2.1	
								Me	an Over	all Score	2.1 (Medium	

	Semester	Course Code	Title of the Course	Hours/Week	Credits
2		23UHE24AE01	Ability Enhancement Compulsory Course -	2	1
	L	25UIIE24AEUI	2: Environmental Studies	<u> </u>	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.

Teaching Methodology	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.

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

	Course Outcomes								
CO No	CO-Statements	Cognitive Levels							
CO No.	On successful completion of this course, students will be able to	(K - Level)							
CO1	identify the concepts related to global ecology and the environment	K1							
CO2	comprehend the natural resources and environmental organizations	K2							
CO3	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	К3							

	Relationship Matrix											
Semester	Cours	se Code			Title	of the Co	ourse			Hours	Credits	
2	23UHI	E24AE01		Ability Enhancement Compulsory Course - 2: Environmental Studies							1	
C	F	Programm	e Outco	mes (POs	s)	Programme Specific Outcomes				PSOs)	Mean	
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO	PSO	Score of	
Outcomes	roi	POZ	ros	PO4	105	P501	PSU2	1503	4	5	COs	
CO1	3	2	1	2	2	3	2	2	2	2	2.1	
CO2	3	2	1	2	2	3	2	2	2	2	2.1	
CO3	3	2	2	2	2	2	3	2	1	2	2.1	
	Mean Overall Score											

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24HCD24SE01	Skill Enhancement Course-1:	2	1
2	24UCB24SE01	Entrepreneurship in Practice	2	

Course Objectives
To learn the concept of entrepreneurship and its characteristics
To appreciate the Knowledge and Skills of Entrepreneur.
To understand the different dimensions of entrepreneurship
To become familiar with National and State level Institutions that supports entrepreneurship
To learn writing proposal for financial and non-financial institutions

UNIT I: Introduction (6 Hours

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

UNIT II: Dimensions of entrepreneurship

(6 Hours)

Dimensions of entrepreneurship: intra-preneurship, techno-preneurship, cultural-entrepreneurship, international entrepreneurship, net-preneurship, eco-preneurship, Agri-premiership and social entrepreneurship - Ideas in Entrepreneurships Sources of New Ideas Techniques for generating ideas Opportunity Recognition Steps in tapping opportunities. Innovation thinking, Project Evaluation and Feasibility study.

UNIT III: National and State level Institutions

(6 Hours)

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and ind -help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund. National level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. state level Institutions DICs- SFC- SSIDC- Other financial assistance. Central and state government schemes meant for promoting entrepreneurship.

UNIT IV: Resource Mobilisation for Startup

(6 Hours)

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

UNIT V: Project Proposal

(6 Hours)

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

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

1. Michael H. Morris, E.T. A. (2009). *Entrepreneurship and Innovation*. Cengage Learning, New Delhi.

Books for Reference

- 1. Hisrich, R., & Peters, M. Dean Shepherd, Entrepreneurship, McGraw-Hill Education
- 2. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
- 3. Dollinger, M. J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.

4. Holt, D. H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi. **Note: Laterst Edition of Textbooks may be used**.

Course Outcomes							
CO No.	CO-Statements						
CO No.	On successful completion of this course, the students will be able to	Levels (K-Level)					
CO1	describe the various concepts, features and kinds of entrepreneurship	K1					
CO2	explain the various dimensions of entrepreneurship	K2					
CO3	apply skills to tap various forms of assistance provided by the government and its Nodal agencies.	К3					
CO4	analyse business plans and assess the feasibility of projects	K4					
CO5	evaluate the schemes of various funding agencies from entrepreneurial perspectives	K5					

Relationship Matrix											
Semester	Cours	Course Code Title of the Course								Hours	Credits
2	24UC	B24SE01	1	Skill Enhancement Course-1: Entrepreneurship in Practice						2	1
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific C	Outcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	2	2	2	3	2	2	2	2	2.2
CO2	2	2	3	3	2	2	3	2	2	2	2.3
CO3	3	3	3	2	2	2	2	3	3	2	2.5
CO4	2	2	3	2	3	2	3	2	3	2	2.4
CO5	2	3	2	2	2	2	3	2	2	3	2.3
Mean Overall Score										2.3(High)	

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

கற்றலின் நோக்கங்கள்

தனிப்பாடல்களின் பாடற்பொருளை அறிதல்	தனிப்பாடல்களின் பாடற்பொருளை அறிதல்								
சிற்றிலக்கியங்களின் வகைகளையும் வகைமைகள	ளயும் அறிதல்								
இடைக்காலப் புலவர்களின் பங்களிப்பை உணர்த	இடைக்காலப் புலவர்களின் பங்களிப்பை உணர்தல்								
சிற்றிலக்கியங்களின் பாடுபொருள், தனித்தன்மை, மரபு ஆகியவற்றை அறிதல்									
சிற்றிலக்கியங்கள்வழி தமிழின் வளர்ச்சி நிலையை அறிதல்									
அலகு – 1 ஔவையார்									
9	ெண்ணளவு (39) மதியாதார் முற்றம் (42) றுசுவை (64)								
நஞ்சிருக்குத் தோலுரிக்கு நாதர்முடி(4) அடிநந்தி சேர்தலால் ஆகம் (22) துதிவாணி வீரம் (80)	ஓடுஞ் சுழிசுத்த முண்டமாகும் (16) செருப்புக்கு வீரரைச் சென்றுழக்கும் (52)								
இராமச்சந்திர கவிராயர் – வஞ்சகர்பா னடந்த பொற்களந்தைப் படிக்காசுத் தம்பிரான் – குட தமிழ்விடுதூது,- கண்ணிகள் 19 முதல் 62 வலை	ட்டுதற்கோபிள்ளைப் பாண்டிய - 21								

அலகு - 2 முக்கூடற்பள்ளு – நாட்டுப்படலம் பாடல்கள் 19 – முதல் 27 வரை முத்துகுமாரசாமி பிள்ளைத்தமிழ் – அம்புலிப்பருவம் முதல் 5 பாடல்கள் அறிஞர் அண்ணா – வேலைக்காரி நாடகம்

கலிங்கத்துப்பரணி -தேவியைப் பரவியது, பாடல் 121 முதல் 134 வரை

அலகு - 3 திருக்குற்றாலக்குறவஞ்சி – மலைவளம் (6 பாடல்கள்) இலக்கியவரலாறு – சிற்றிலக்கியங்கள் நற்றமிழ்க்கோவை கட்டுரைகள் 7, 8, 9

அலகு - 4 தாயுமானவர் திருப்பாடல்கள் – பராபரக்கண்ணி 7 முதல் 30 வரை உள்ள கண்ணிகள் இலக்கணம் – அணிகள் குணங்குடி மஸ்தான் சாகிபு – குறை இரங்கி உரைத்தல் – 7 பாடல்கள்

அலகு – 5 திருவருட்பா – திருக்கதவம் திறத்தல் இலக்கிய வரலாறு – இடைக்காலப் புலவர்கள், நாடகத்தமிழ் நற்றமிழ்க்கோவை -கட்டுரைகள் – 10, 11, 12

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

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

பார்வை நூல்கள்

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

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

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

Course Outcomes							
	CO-Statements	Cognitive					
CO No.	இப்பாடத்தின் நிறைவில் மாணவர்கள்	Levels (K - Level)					
CO1	இடைக்காலப் புலவர்களின் பாட்டுதிதிறனை அறிந்து கொள்வர்	K1					
CO2	சிற்றிலக்கிய வகைகளையும் வகைமைகளையும் அறிந்து கொள்வர்	K2					
CO3	பள்ளு, பரணி, பிள்ளைத்தமிழ், குறவஞ்சி போன்ற இலக்கியங்கள் வழி வீரம், பக்தி, காதல் உணர்வை அறிந்து கொள்வர்	К3					
CO4	சிற்றிலக்கியங்களின்அமைப்பு பாட்டு வடிவங்களை அறிந்து கொள்வர்	K4					
CO5	இடைக்காலத் தமிழ் வளர்ச்சி நிலையை அறிந்து கொள்வர்	K5					

				F	Relatior	iship Mat	trix				
Semester	Cou	rse Code		Title of the Course						Hours	Credits
3	23UT	'A31GL03	,		(General Ta	amil - 3			4	3
Course	Programme Outcomes (POs)			s)	Prog	ramme Sp	ecific Ou	tcomes ((PSOs)	Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Scores of COs
CO1	3	2	2	3	2	3	2	3	3	2	2.5
CO2	2	2	2	3	3	2	2	3	3	2	2.4
CO3	3	3	2	3	3	2	2	3	3	3	2.7
CO4	3	2	2	3	2	3	2	3	2	3	2.5
CO5	2	3	2	3	2	3	2	3	2	3	2.5
Mean Overall Score										2.52 (High)	

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

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- <u>TITRE</u>: Félicitations! / On voyage!
- <u>GRAMMAIRE</u>: les pronoms démonstratifs, les articles: particularités, les pronoms interrogatifs variables: lequel, les adverbes de manières, les verbes recevoir et conduire
- <u>LEXIQUE</u>: les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel
- PRODUCTION ORALE : Présenter ses vœux-
- PRODUCTION ECRITE : Faire une réservation

Teaching Methodology PPT Presentation, Seminar, Video Assignments

Book for Study

1. Dauda, P., Giachino, L., & Baracco, C. (2016). Generation A1. Didier.

Books for Reference

- 1. Girardet, J., & Pecheur, J. (2017). Echo A1. (2nd Ed.). CLE International.
- 2. Mérieux, R., & Loiseau, Y. (2012). Latitudes A1. Didier.
- 3. Fournier, I. (2011). Talk French. Goyal Publishers.

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

Course Outcomes							
CO No.	CO-Statements	Cognitive					
	On successful completion of this course, students will be able to	Levels (K - Level)					
CO1	relate colours, materials and shapes to the french clothing.	K1					
CO2	select appropriate prepositions in giving directions.	K2					
CO3	construct a text in present tense using different verbs.	К3					
CO4	examine the travel manners and celebrations of the French.	K4					
CO5	justify the usage of past tense in a biography.	K5					

Relationship Matrix											
Semester	Cours	ourse Code Title of the Course					I	Iours	Credits		
3	23UFR	31GL03		French - 3						4	3
Course	I	Programme Outcomes (POs)			Programme Specific Outcomes (PSOs)				Mean		
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	2	1	2	2	3	2	3	1	2	3	2.1
CO2	3	2	3	3	1	2	1	2	2	3	2.2
CO3	2	1	3	2	2	3	1	3	2	2	2.1
CO4	3	1	3	2	3	3	3	1	2	3	2.4
CO5	3	2	3	2	2	3	3	2	2	1	2.3
Mean Overall Score							2.22 (High)				

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

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

Teaching Methodology Videos, PPT, Quiz, Group Discussion, Case Based Problem Solving	ing
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Books for Study

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

Books for Reference

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

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

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

	Course Outcomes					
G0.17	CO-Statements	Cognitive				
CO No.	On successful completion of this course, the students will able to	Levels (K - Level)				
CO1	find out the dialects of Hindi language.	K1				
CO2	compare the poems of Sumithra Nandanpanth, Prasad & Bachan in Context with their experience of life.	K2				
CO3	illustrate the importance given to family ethics by the youth in the modern period according to "Bahoo Ki vidha" One Act play.	К3				
CO4	categorize the poetics in some selective poems.	K4				
CO5	justify the social & political conditions of Devotional period in Hindi Literature.	K5				

	Relationship Matrix										
Semester	Course Code			Title of the Course				Hours		Credits	
3	23 U	HI31GL	03	Hindi - 3				4		3	
Course	Pr	ogramm	e Outcor	nes (POs))	Progra	mme Spe	ecific Ou	tcomes (I	PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of
Outcomes	101	102	103	104	103	1301	1302	1303	1304	1303	COs
CO1	3	2	3	3	2	3	2	1	3	2	2.4
CO2	3	2	3	2	2	3	2	3	2	3	2.5
CO3	3	2	2	3	1	3	2	3	2	3	2.4
CO4	2	3	3	2	3	2	3	3	2	1	2.4
CO5	3	2	2	3	3	2	1	3	2	3	2.4
								Mea	an Overa	ll Score	2.42 (High)

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

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

UNIT I (12 Hours)

Ramodantam, Balakandam (1-15 verses)

UNIT II (12 Hours)

Ramodantam, Balakandam (15-30 verses)

UNIT III (12 Hours)

Vedas - Vedangas vivaranam

UNIT IV (12 Hours)

Asta dasha Purana and Dashopanishads

UNIT V (12 Hours)

Upasargas and Bhavishyat Kaalah Vakya Prayoga

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises

Books for Study

- 1. Vedic literature
- 2. Ramodantam

Books for Reference

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

- 1. https://www.scribd.com/doc/210917188/Sri-Ramodantam-Sanskrit-Text-With-English-Translation
- 2. http://www.sushmajee.com/ms-ppp/text/ved-notes.pdf
- 3. https://occr.org.in/publication/Vedanga.pdf
- $4. \ https://www.forgottenbooks.com/en/download/The Thirteen Principal Upanishads Translated From the Sanskrit_10017247.pdf$
- 5. https://www.learnsanskrit.org/guide/uninflected-words/the-upasarga/

	Course Outcomes						
	CO-Statements	Cognitive					
CO No.	On successful completion of this course, students will be able to	Levels					
	On successful completion of this course, students will be able to	(K - Level)					
CO1	remember Characters and events of Ramayana	K1					
CO2	understand social ethics and moral duties.	K2					
CO3	apply the values learnt, in day to day life	К3					
CO4	appreciate the Vedic Philosophy	K4					
CO5	evaluate and create new words with upasargas	K5					

Relationship Matrix											
Semester	Course Code				Title of the Course			Hour	s Credits		
3	23US	A31GL0	3			Sanskri	it - 3			4	3
Course	P	rogramr	ne Outco	mes (PO	s)	Progr	amme Sp	ecific Out	comes (F	PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Scores of COs
CO1	1	2	2	3	3	3	3	3	2	1	2.3
CO2	3	3	2	3	3	2	2	3	3	3	2.7
CO3	3	3	1	3	3	1	1	3	3	3	2.4
CO4	2	2	1	2	3	2	2	3	2	1	2.0
CO5	3	3	2	3	2	2	3	3	3	2	2.6
								Me	an Overa	all Score	2.4 (High)

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

Course Objectives

To develop strategies to enhance reading skills through teacher-led practices, promoting comprehension, critical analysis, and creative engagement with various genres.

To strengthen informal and formal letter writing skills.

To analyze and appreciate different literary forms, including anecdotes, biographies, poems, and prose, fostering critical thinking and creative expression.

To practice applying grammatical structures, including the simple future and future continuous tenses, in writing tasks.

To engage in critical discussions through reading and writing about societal issues.

UNIT I: Suggestions to Develop Your Reading Habit

(13 Hours)

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

UNIT II: The Secret of Success: An Anecdote

(13 Hours)

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

UNIT III: The Impact of Liquor Consumption on the Society

(13 Hours)

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

UNIT IV: Dr. A.P.J. Abdul Kalam: A Short Biography

(12 Hours)

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

UNIT V: Golden Rule: A Poem

(12 Hours)

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

UNIT VI: Hygiene (12 Hours)

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

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method
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Book for Study

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

	Course Outcomes	
	CO-Statements	Cognitive
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)
CO1	recall and explain the fundamental components of English language and grammar.	K1
CO2	demonstrate their understanding of various texts by summarizing, paraphrasing, and interpreting the contents.	K2
CO3	apply their language and comprehension skills to create written communication.	К3
CO4	critically analyze the texts presented in the course.	K4
CO5	synthesize the language and grammar knowledge to compose creative tasks	K5

				J	Relations	ship Matı	rix				
Semester	Co	urse Coo	le		Title of the Course						Credits
3	23U	EN32GE	203	General English - 3							3
Course	P	rogramn	ne Outco	omes (POs) Programme Specific Outcomes (I			PSOs)	Mean			
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Scores of COs
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
CO4	2	2	3	2	3	3	2	3	2	3	2.5
CO5	2	2	2	3	2	2	2	3	2	2	2.2
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24UCB33CC07	Core Course-7: Corporate Accounting	6	4

Course Objectives
To learn the preparation of financial statements
To understand the concept of corporate accounting practices
To become familiar with the concepts like amalgamation, methods of valuing goodwill, holding
companies, subsidiary companies
To learn the concept of liquidation and Liquidator's Final Statement of Receipts and Payments
To prepare journal entries in the books of Transferor and the Transferee Companies

UNIT I: Preparation of company financial statements

(18 Hours)

Preparation of Company Financial Statements - Preparation of Company Balance Sheet - Computation of managerial remuneration. Cash flow statement as per Ind AS 3.

UNIT II: Amalgamation

(18 Hours)

Amalgamation- Meaning - Amalgamation in the nature of merger, purchase - Applicability of Ind AS 14 - Calculation of purchase consideration (all methods) - Journal entries in the books of Transferor and the Transferee Companies - revised balance sheet (excluding inter-company holdings)

UNIT II: Goodwill (18 Hours)

Methods of valuing goodwill - Simple profit method - Super profit method - Annuity method. Valuation of shares: Methods of valuation of shares - Net asset method - Yield method - PE Ratio.

UNIT IV: Holding and subsidiary companies

(18 Hours)

Holding companies - Subsidiary companies - Capital profit - revenue profit - Minority interest - Cost of control - Consolidated Balance Sheet as per Ind AS 21 of Holding Company and its subsidiary companies (Excluding Inter Company Holdings)

UNIT V: Liquidation (18 Hours)

Liquidation - Statement of Affairs and Deficiency Accounts - Liquidator's Final Statement of Receipts and Payments (problems) - Environmental accounting and reporting (theory only).

Teaching Methodology Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Shukla, M.C., Grewal, T.S., & Gupta, S.C. (2017). *Advanced Accounts, Volume II*, S. Chand & Company Ltd., New Delhi.

Books for Reference

- 1. Reddy, T.S., & Murthy, A. (2019). Corporate Accounting, Margham Publications, Chennai.
- 2. Jain, S.P., & Narang, K.L. (2017). *Advanced accountancy Volume II*, Kalyani Publishers, New Delhi.
- 3. Gupta, R.L., & Radhaswamy, M. (2018). *Corporate Accounting*. Sultan Chand & Sons, New Delhi
- 4. Maheshwari, S.N., & Maheshwari, S.K. (2017). *Financial Accounting*. Vikas Publishing House Pvt. Ltd., New Delhi.
- 5. Joseph, T. (2018). *Corporate Accounting*. the Tata McGraw Hill Education Private Limited, New Delhi.

Note: Laterst Edition of Textbooks may be used.

	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
CO No.	On successful completion of this course, the students will be able to	(K-Level)
CO1	tabulate and Prepare Company Financial Statements under Revised Format of Companies Act 2013	K1
CO2	explain and illustrate the accounting procedures for merger and acquisition as Per AS 14	K2
CO3	determine the value of Goodwill and Shares by choosing appropriate methods	К3
CO4	prepare consolidated Balance Sheet of Holding Company and its Subsidiary Companies as per AS 21	K4
CO5	explain the procedures related to liquidation of companies and Prepare statement of Affaires and Liquidators Final Statement	K5

					Relatio	nship M	atrix				
Semester	Cours	se Code		Title of the Course						Hours	Credits
3	24UC	B33CC0	7	Core Course-7: Corporate Accounting							4
Course	Pr	ogramm	e Outco	omes (Po	Os)	Prog	gramme S	Specific C	Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	2	2	2	3	3	2	2	2	2.3
CO2	3	2	2	2	2	3	2	2	2	2	2.2
CO3	3	3	3	2	2	3	3	3	2	2	2.6
CO4	3	3	3	2	2	3	3	3	2	2	2.6
CO5	3	3	3	2	2	3	3	2	2	2	2.5
Mean Overall Score										2.4 (High	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24UCB33CC08	Core Course -8: Data Visualization	4	3

Course Objectives
To understand the concept of data visualization in analytics
To learn about the basic concept of tableau and its application
To understand the Techniques Used for Visual Data Representation
To know about Dashboard Interactivity and Mapping
To understand the nuances of Visualization using Pandas / Matplotlib

UNIT I: Introduction to Tableau

(12 Hours)

Basic of Tableau: Tableau interface, Menus and Toolbar, Data Pane, Analytics Pane, Sheet Tabs, Shelves and Cards, Marks Card, Legends, Layout for Dashboards & Stories, Distributing and Publishing. Distributing & publishing: Way to share, exploring images and PDFs, Workbook file types, opening workbook files, sharing securely. Connecting with Data: Getting Started with Data, Managing Metadata, Managing Extracts, Saving and Publishing Data Sources, Data Prep with Text and Excel Files, Join Types with Union, Cross-database Joins, Data Blending, Additional Data Blending Topics, connecting to Cubes, Connecting to PDFs

UNIT II: Visual Analytics

(12 Hours)

Ways of Representing Visual Data -Techniques Used for Visual Data Representation -Types of Data Visualization - Applications of Data Visualization, Visualizing Big Data -Getting Started with Visual Analytics, Drill Down and Hierarchies, Sorting, Grouping, Additional Ways to Group, Creating Sets, working with Sets, Ways to Filter, Using the Filter Shelf, Interactive Filters, Where Tableau Filters, Additional Filtering Topics, Parameters, Formatting, The Formatting Pane, Basic Tooltips, Viz in Tooltip, Trend Lines, Reference Lines, Forecasting, Clustering, Analysis with Cubes and MDX.

UNIT III: Dashboard Interactivity and Mapping

(12 Hours)

Dashboard Interactivity (Dashboard Interactivity-actions, Dashboard Interactivity Filter Action, Dashboard Interactivity- Highlighting Action, Dashboard Interactivity- URL) Introduction to Mapping: Mapping(Mapping-coordinate points, Mapping - Plotting Geographic Data, Mapping symbol, Mapping-layered view)- Editing unrecognized location(Ambiguous Geographic Data, Editing locations)- Polygon Maps(Polygon Maps-Filled Map, Polygon Map-custom Territory, Polygon Map- Custom Maps, Polygon Map-Required Data, Building a Polygon Map)- Background Images(Background Images, Adding an Image, Background Images-Generating coordinates, Background Images- Plotting Points)

UNIT IV: Visualization using Pandas / Matplotlib

(12 Hours)

Pandas-Setting up the environment- Line plot, bar plot, stacked plot, histogram, box plot, area plot, scatter plot, hex plot, pie plot, scatter matrix, subplots; Matplotlib-Setting up the environment. Line, scatter, hist, bar, pie subplot, box, doughnut, word clouds controlling ticks and axis - xlim, ylim, xticks, yticks, nested pie plot, labeling a pie plot-Polar plots - brief intro, bar chart on polar axis, line plot on polar axis, scatter plot on polar axis

UNIT V: Calculation (12 Hours)

Introduction to Calculation (Creating a Calculated Field, Number Functions, Numeric Functions Calculation, Numeric Functions- Solution, String Functions, String Functions-Calculation, Date Functions, Date Functions-Calculation, Logical Functions, Logical Functions-Procedures, Aggregate Functions)- Introduction to Table Calculation (Table Calculation, Quick table calculation)- Introduction to LOD Expression (LOD Expression, LOD Expression-Types) Charts: Charts (Box and Whisker's Plot, Gantt Chart, Water fall chart, Pareto Chart, Control chart, Funnel chart)

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Sringeswara, S., Tiwari, P., & Kumar, U. D. (2022). *Data Visualization: Storytelling Using Data*. Wiley.

Books for Reference

- 1. David, B.N. (2016). Mastering Tableau, Packt Publishing.
- 2. (2016). Editorial Services.. Big Data Black Book. Dream tech Press.
- 3. Gast, S.V. (2014). *Beginning Python Visualization Crafting Visual Transformation Scripts*, (2nd Ed.). Après.
- 4. Dabbas, E. (2021). *Interactive Dashboards and Data Apps with Plotly and Dash*. Packt Publishing.
- 5. Sleeper, R. (2021). *Tableau Desktop Pocket Reference: Essential Features, Syntax, and Data Visualizations*. O'Reilly Media.

Note: Laterst Edition of Textbooks may be used.

	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
	On successful completion of this course, the students will be able to	(K-Level)
CO1	understand the concept of data visualization in analytics	K 1
CO2	describe the basic concept of tableau and its application	K2
CO3	apply the Techniques Used for Visual Data Representation	К3
CO4	explain the Dashboard Interactivity and Mapping	K4
CO5	enumerate the nuances of Visualization using Pandas / Matplotlib	K5

					Relatio	nship M	atrix				
Semester	Course Code Title of the Course									Hours	Credits
3	24UC	B33CC0	8	Core Course -8: Data Visualization						4	3
Course	Programme Outcomes (POs) Programme Specific Outcomes (PS)								s (PSOs)	Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	2	2	2	2	2	3	3	2	2	3	2.3
CO2	2	3	2	2	3	2	2	2	2	3	2.3
CO3	2	2	2	2	2	3	2	2	2	2	2.1
CO4	2	2	2	2	2	2	3	2	2	3	2.2
CO5	3	3	2	3	2	2	2	2	2	3	2.4
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24UCB33CP02	Core Practical - 2:	2	1
3	240Cb33CP02	Data Visualization	4	1

Course Objectives
To understand the concept of data visualization in analytics
To learn about the basic concept of tableau and its application
To understand the Techniques Used for Visual Data Representation
To know about Dashboard Interactivity and Mapping
To understand the nuances of Visualization using Pandas / Matplotlib

UNIT I: Introduction to Tableau

(6 Hours)

Basic of Tableau: Tableau interface, Menus and Toolbar, Data Pane, Analytics Pane, Sheet Tabs, Shelves and Cards, Marks Card, Legends, Layout for Dashboards & Stories, Distributing and Publishing. Distributing & publishing: Way to share, exploring images and PDFs, Workbook file types, opening workbook files, sharing securely. Connecting with Data: Getting Started with Data, Managing Metadata, Managing Extracts, Saving and Publishing Data Sources, Data Prep with Text and Excel Files, Join Types with Union, Cross-database Joins, Data Blending, Additional Data Blending Topics, connecting to Cubes, Connecting to PDFs

UNIT II: Visual Analytics

(6 Hours)

Ways of Representing Visual Data -Techniques Used for Visual Data Representation -Types of Data Visualization - Applications of Data Visualization, Visualizing Big Data -Getting Started with Visual Analytics, Drill Down and Hierarchies, Sorting, Grouping, Additional Ways to Group, Creating Sets, working with Sets, Ways to Filter, Using the Filter Shelf, Interactive Filters, Where Tableau Filters, Additional Filtering Topics, Parameters, Formatting, The Formatting Pane, Basic Tooltips, Viz in Tooltip, Trend Lines, Reference Lines, Forecasting, Clustering, Analysis with Cubes and MDX.

UNIT III: Dashboard Interactivity and Mapping

(6 Hours)

Dashboard Interactivity(Dashboard Interactivity-actions, Dashboard Interactivity Filter Action, Dashboard Interactivity- Highlighting Action, Dashboard Interactivity- URL) Introduction to Mapping: Mapping(Mapping-coordinate points, Mapping - Plotting Geographic Data, Mapping symbol, Mapping-layered view)- Editing unrecognized location(Ambiguous Geographic Data, Editing locations)- Polygon Maps(Polygon Maps-Filled Map, Polygon Map-custom Territory, Polygon Map- Custom Maps, Polygon Map-Required Data, Building a Polygon Map)- Background Images(Background Images, Adding an Image, Background Images-Generating coordinates, Background Images- Plotting Points)

UNIT IV: Visualization using Pandas / Matplotlib

(6 Hours)

Pandas-Setting up the environment- Line plot, bar plot, stacked plot, histogram, box plot, area plot, scatter plot, hex plot, pie plot, scatter matrix, subplots; Matplotlib-Setting up the environment. Line, scatter, hist, bar, pie subplot, box, doughnut, word clouds controlling ticks and axis - xlim, ylim, xticks, yticks, nested pie plot, labeling a pie plot-Polar plots - brief intro, bar chart on polar axis, line plot on polar axis, scatter plot on polar axis

UNIT V Calculation (6 Hours)

Introduction to Calculation (Creating a Calculated Field, Number Functions, Numeric Functions Calculation, Numeric Functions-Solution, String Functions, String Functions-Calculation, Date Functions, Date Functions-Calculation, Logical Functions, Logical Functions-Procedures, Aggregate Functions)- Introduction to Table Calculation (Table Calculation, Quick table calculation)- Introduction to LOD Expression (LOD Expression, LOD Expression-Types) Charts: Charts (Box and Whisker's Plot, Gantt Chart, Water fall chart, Pareto Chart, Control chart, Funnel chart)

Teaching Methodology	Lecturing,	PPT,	Case	study	discussions,	and	flipped
Teaching Methodology	learning,						

Books for Study

1. Sringeswara, S., Tiwari, P., & Kumar, U. D. (2022). *Data Visualization: Storytelling Using Data*. Wiley.

Books for Reference

- 1. David, B.N. (2016). Mastering Tableau, Packt Publishing.
- 2. (2016). Editorial Services.. Big Data Black Book. Dream tech Press.
- 3. Gast, S.V. (2014). *Beginning Python Visualization Crafting Visual Transformation Scripts*, (2nd Ed.). Après.
- 4. Dabbas, E. (2021). *Interactive Dashboards and Data Apps with Plotly and Dash*. Packt Publishing.
- 5. Sleeper, R. (2021). Tableau Desktop Pocket Reference: Essential Features, Syntax, and Data Visualizations. O'Reilly Media.

Note: Laterst Edition of Textbooks may be used.

	Course Outcomes					
CO No.	CO-Statements	Cognitive Levels				
CO 110.	On successful completion of this course, the students will be able to	(K-Level)				
CO1	understand the concept of data visualization in analytics	K1				
CO2	describe the basic concept of tableau and its application	K2				
CO3	apply the Techniques Used for Visual Data Representation	К3				
CO4	explain the Dashboard Interactivity and Mapping	K4				
CO5	enumerate the nuances of Visualization using Pandas / Matplotlib	K5				

					Relatio	nship Ma	atrix				
Semester	Cours	se Code		Title of the Course							Credits
3	24UC	B33CP02	2	Co	re Pract	ical - 2:]	Data Visu	alization		2	1
Course	Pr	ogramm	e Outco	omes (Po	Os)	Prog	gramme S	Specific C	Outcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	2	2	2	2	2	3	3	2	2	3	2.3
CO2	2	3	2	2	3	2	2	2	2	3	2.3
CO3	2	2	2	2	2	3	2	2	2	2	2.1
CO4	2	2	2	2	2	2	3	2	2	3	2.2
CO5	3	3	2	3	2	2	2	2	2	3	2.4
Mean Overall Score						2.2 (High)					

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24UCB33AO01A	Allied Optional - 1: Goods and Services Tax	5	4

Course Objectives
To understand the basic concept of GST and its significance
To Know about the concept of Levy and Collection of Tax
To Understand the concept of Input Tax Credit & Payment of Tax
To Learn about the concept of supply under GST
To Know about Registration under GST Law

UNIT I: Introduction to GST

(15 Hours)

GST- Introduction - Need for GST - Dual GST Model. Definitions [Section 2(13) to Section 2(108)] - Audit - Business - Consideration - Electronic Commerce Operator - Goods - India - Non-Taxable Supply - Person - Principal Supply - Recipient - Reverse charge - Services - Supplier - Taxable Person - Taxable Supply - Extent & Commencement of CGST Act/ SGST Act/ UTGST Act/IGST Act - Goods and Services Tax Council (GST Council) - Goods & Services Tax Network (GSTN).

UNIT II: Registration under GST Law

(15 Hours)

Persons liable for Registration - Persons not liable for Registration - Compulsory Registration - Persons not liable for Registration - Procedure for Registration - Amendment of Registration - Cancellation of Registration - Revocation of cancellation of Registration.

UNIT III: Concept of Supply

(15 Hours)

Concept of Supply (Section 7 of CGST Act) - Taxable event under GST - Place of Supply (Section 10 and Section 12 of IGST Act) - Time of Supply (Section 12 and Section 13 of CGST Act) - Value of Supply (Section 15 of CGST Act) (Rules for valuation of Supply of Goods).

UNIT IV: Input Tax Credit & Payment of Tax

(15 Hours)

Eligibility for taking Input Tax Credit - Input Tax Credit in Special Circumstances Computation of Tax Liability - Payment of Tax (Section 49 and Section 50 of CGST Act).

UNIT V: Levy and Collection of Tax

(15 Hours)

Charge of GST - Inter-State supply and Intra-State supply - Levy and Collection GST - Illustrative list of Rates for Goods and Services - Composition levy (Section 10 of CGST Act) - Negative list of GST - Power to Grant Exemption - Exemptions under GST - Goods and Services Provisions applicable related to Supply of Services - Renting, Agriculture, Educational Institutions, Commission Agents, Healthcare Services, Financial and Banking Services.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
D 1 0 Ct 1	

Books for Study

1. Vinod K. S., & Monica, S. (Latest Edition), *Students' Guide to Income Tax* (Taxmann Publications)

Books for Reference

1. Datey, V.S. (2020). *GST Laws and Practice with Customs and Foreign Tax Practice*, Taxman Publications, New Delhi.

Websites and eLearning Sources

- 1. https://www.icai.org/post.html?post_id=14121
- 2. https://idtc.icai.org/
- 3. https://icmai.in/studentswebsite/studymat.php
- 4. https://www.gst.gov.in/

Note: Laterst Edition of Textbooks may be used.

	Course Outcomes				
CO No.	CO-Statements				
CO 110.	On successful completion of this course, the students will be able to	Levels (K-Level)			
CO1	define the various terms in goods and services tax act 2017.	K1			
CO2	examine the different sections involved in Levy and Collection of Tax under GST Act2017.	K2			
CO3	prepare the CGST, SGST and IGST returns with time and place of supply.	К3			
CO4	assess tax liability under GST for different scenarios	K4			
CO5	identify the provisions for GST registrations.	K5			

					Relatio	nship M	atrix				
Semester	Cours	e Code			T	itle of th	e Course			Hours	Credits
3	24UCB	33AO01	A	Allied	Optiona	al - 1: Go	ods and S	Services T	`ax	5	4
Course	Programme Outcomes (POs)					Prog	gramme S	Specific (Outcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	2	2	2	2	2	3	3	2	2	3	2.3
CO2	2	3	2	2	3	2	2	2	2	3	2.3
CO3	2	2	2	2	2	3	2	2	2	2	2.1
CO4	2	2	2	2	2	2	3	2	2	3	2.2
CO5	3	3	2	3	2	2	2	2	2	3	2.4
Mean Overall Score							2.2 (High)				

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24UCB33AO01B	Allied Optional -1: Labour Laws	5	4

Course Objectives
To make the students understand about the Judicial setup existing in the country
To learn the laws relating to working conditions
To learn the laws relating to the Social Security
To know about the laws relating to wages and bonus.
To understand the laws needed for specific industry

UNIT I: Introduction of Labour Law

(15 Hours)

Introduction of Labour law - Its scope and object - Regulation of labour in the interest of employees - The evolution of labour laws-Common law and Labour legislation in India - Its special features.

UNIT II: Factories Act and Workman's Compensation Act

(15 Hours)

Factories Act, 1948: Definitions - Health - Safety - Welfare -Working hours of women and young children - Annual leave with wages - Penalties. Workman's Compensation Act, 1926: Defenses available to employers before passing of the Act - Rules - Defences available to employers - Amount of compensation - Occupational diseases.

UNIT III: Payment of Wages Act

(15 Hours)

The Payment of Wages Act, 1936: Definitions- Rules for payment of wages- Deductions from wages-Maintenance of registers & records- Inspectors-Appeal- Penalties- Payment of Minimum Wages Act provisions. Wage code 2020.

UNIT IV: Contact of Labour (Regulation and Abolition) Act and Trade Union Act (15 Hours)

The Contract Labour (Regulation and Abolition) Act, 1970 - Registration Of Establishments Employing Contract Labour - Licensing Of Contractors - Welfare And Health Of Contract Labour. The Trade Union Act, 1926: Definition - Registration of trade Unions - Funds of trade union - rights and liabilities of registered trade union - Recognition of Trade Unions - Penalties- recent amendments

UNIT V: Industrial Dispute Act

(15 Hours)

Industrial dispute Act, 1947 - Meaning - Objectives - Definitions- Relief notice of charge in condition - Grievance - Settlement authority - Reference of dispute - Arbitration - Strikes and lock outs - Layoff - Retrenchment - Special provisions - Unfair labour practices- Recent amendments and developments.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and
	Creation of Models

Books for Study

- 1. Mishra, S.N. (2018), Labour & Industrial Laws, Central Law Publishers, Uttar Pradesh.
- 2. Gupta, P., Gupta, V. (2020). *Industrial and Labour Laws*, SBPD Publishers, Uttar Pradesh.

- 1. Padhi, P.K. (2019). Labour and Industrial Laws, PHI Learning Private Limited, New Delhi.
- 2. Taxmann. (2020), Labour Laws, Taxmann Publications, New Delhi.

	Course Outcomes								
CO No.	CO-Statements	Cognitive Levels							
CO 140.	On successful completion of this course, the students will be able to	(K-Level)							
CO1	enumerate the basic principles, rules and Institutions regulating work relationship in India	K1							
CO2	explain factories act, workman's Compensation act and Payment of wages act in the context of labour relationship	К2							
СОЗ	analyse and apply contract labour act and trade Union act to prevent and settle industrial disputes	К3							
CO4	apply appropriate provisions of Industrial dispute act to deal with Labour problems	K4							
CO5	investigate and Act on unfair labour practices	K5							

Relationship Matrix											
Semester	Cours	se Code			T	itle of the	e Course			Hours	Credits
3	24UCB	33AO01	В	A	Allied O	ptional -	1: Labour	Laws		5	4
Course	Pr	ogramm	e Outco	Outcomes (POs)			gramme S	Specific C	Outcome	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	3	2	1	2	1	2	1	1	1.9
CO2	3	2	2	3	2	2	3	2	2	2	2.3
CO3	3	3	3	2	1	2	2	2	1	2	2.1
CO4	3	3	3	2	2	2	3	2	2	2	2.4
CO5	3	3	3	3	2	2	2	3	1	2	2.4
Mean Overall Score										2.2 (High)	

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

Course Objectives

To gain a comprehensive understanding of the principles advocated in social ethics.

To examine the different types of political systems in a thorough manner.

To comprehend the role and obligations of the educated youth.

To evaluate the conduct of the elected representatives in a detailed manner.

To thoughtfully analyze the various forms of cyber crime.

UNIT I: Introduction to Social Ethics

(6 Hours)

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

UNIT II: The Economic and Political System of Today

(6 Hours)

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

UNIT III: Integrity in Public Life National Integration

(6 Hours)

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

UNIT IV: Cyber Crime

(6 Hours)

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

UNIT V: Social Integration

(6 Hours)

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

Book for Study

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

Books for Reference

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

- 1. https://cybercrime.gov.in/
- 2. https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/

- https://www.esv.org/resources/esv-global-study-bible/social-ethics/
 https://en.wikipedia.org/wiki/Political_system

	Course Outcomes								
	CO-Statements	Cognitive							
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)							
CO1	know the responsibility of the educated youth.	K1							
CO2	understand the values prescribed under social ethics.	K2							
CO3	apply their minds critically to the various types of cyber crime.	К3							

Relationship Matrix											
Semester	Course Code				Titl	e of the C	Course			Hours	Credits
3	23UHF	E34VE03	A	Valu	e Educa	tion - 3:	Social Etl	hics - 1		2	1
Course	Programme Outcomes (POs)					Progra	amme Sp	ecific Ou	tcomes (PSOs)	Mean
Outcomes Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	3	3	2	3	2	2	3	3	2.7
CO2	3	2	2	2	3	2	2	3	2	2	2.3
CO3	2	3	3	3	2	3	3	3	3	3	2.8
Mean Overall Score										2.6 (High)	

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

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

UNIT I: God of salvation (6 Hours)

UNIT II: Life & Mission of Jesus Christ (6 Hours)

UNIT III: The Holy Spirit (6 Hours)

UNIT IV: Gospel Values (6 Hours)

UNIT V: Mary, the Mother of God (6 Hours)

Teaching Methodology	Chalk and Talk, Power point, Assignment and Group discussion
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Books for Study

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

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

	Course Outcomes	
	CO-Statements	Cognitive
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)
CO1	understand the Salvation History	K1
CO2	grasp to the life and purpose of Jesus Christ	K2
CO3	live out the teachings of the Gospel	К3

Relationship Matrix											
Semester	Cour	se Code		Title of the Course						Hours	Credits
3	23UHE34VE03B Value Education					n - 3: Re	ligious Do	octrine - 1		2	1
Course	mes (POs	s)	Progra	amme Sp	ecific Ou	itcomes ((PSOs)	Mean			
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	3	3	2	3	2	2	3	3	2.7
CO2	3	2	2	2	3	3	3	3	2	2	2.5
CO3	2	2	3	3	2	2	3	3	3	3	2.6
Mean Overall Score										2.6 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24UCB34SE02	Skill Enhancement course-2:	2	1
3	240CD348E02	Research Methodology	4	1

Course Objectives

To understand the basic concepts of research.

To familiarize themselves with identification of Research problems and formulation of research design.

To comprehend the sample surveys and sampling procedures.

To use suitable method of primary data collection and frame questionnaire and interview schedule.

To understand the statistical tools for analysis and interpretation of data appropriately in commerce research projects.

UNIT I: Introduction (6 Hours)

Meaning of research - Objectives of research - Reasons for doing research - Benefits, Importance and significance of research -Types of research - Research approaches - Research methods Versus methodologies - Research process

UNIT II: Research Problem, Design and Hypothesis

(6 Hours)

Research Problem - Meaning- Selecting the research problem - Necessity of defining the research problem - Techniques involved in defining a research problem - Research Design - Meaning - Types of Research Designs Hypothesis- Types of hypotheses - Framing of hypotheses.

UNIT III: Sampling and Data Collection

(6 Hours)

Population of the study -Census and sample surveys - Sample size - Types of sampling and techniques - Criteria for selecting samples. - Source of data- Primary source and secondary source- Collection of primary data - Observation method Interview method - questionnaire method - Difference between questionnaire and schedule - other methods of data collection.

UNIT IV: Data Analysis

(6 Hours)

Data Editing - data validation - Tabulation - Types of Tables. Data processing, analysis and presentation - Testing of hypotheses - Statistical treatment - Descriptive, Z test, T-test, X2 - test, ANOVA, Correlation and Regression

UNIT V: Interpretation and Reporting

(6 Hours)

Interpretation & Report writing - Meaning of interpretation - Need for interpretation - techniques of interpretation - Precaution in interpretation - Significance of report writing - Different steps in writing report - Layout of the research report.

Teaching Methodology Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Kothari, C.R., & Garg, G. (2023). *Research Methodology Methods and Techniques*, New Age International, New Delhi.

- 1. Wilkinson, & Bhandarkar. (2020). *Methodology and Techniques of Social Research*, Himalaya Publishing House, Mumbai.
- 2. Ranganatham, M., & Krishnaswamy, O.R. (2019). *Methodology of Research in Social Sciences*, Himalaya Publishing House, Mumbai.
- 3. Thakur, D. (Latest Edition), *Research Methodology in Social Sciences*, Deep and Deep, New Delhi.
- 4. Jain, G.L. (Latest Edition), Research Methodology, Mangal Deep, Jaipur.
- 5. Sharadha, B. (2018). Research Methodology, Himalaya publication house Pvt.Ltd, New Delhi

- 1. www.academia.edu
- 2. https://onlinecourses.swayam2.ac.in/cec20_hs17/preview
- 3. https://onlinecourses.nptel.ac.in/noc23_ge36/preview Note: Laterst Edition of Textbooks may be used.

	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
	On successful completion of this course, the students will be able to	(K-Level)
CO1	define various concepts & terms associated with scientific business Research	K1
CO2	identify the Research Problem and Formulate suitable research design and hypothesis.	К2
CO3	apply suitable methods for sample selection, measurement and scaling	К3
CO4	analyse and interpret the data using appropriate statistical techniques.	K4
CO5	develop a research report based on the interpreted data	K5

					Relatio	nship M	atrix				
Semester	Cours	Course Code			Ti	itle of th	e Course			Hours	Credits
3	3 24UCB34SE02				Skill En		2	1			
Course	Programme Outcomes (POs) Programme Spec						Specific (Outcomes	s (PSOs)	Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UTA41GL04C	General Tamil - 4: வணிகத் தமிழ்	4	2
	2501A41GL04C	(Business Tamil)	4	3

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

அலகு 1 (12 மணி நேரம்)

பட்டினப்பாலை

மாஅகாவிரிமணம் கூட்டும் (116-125) வான் முகந்தநீர் மலை (126-141)

சேவடிச் செறிகுறங்கின் (146-158) செல் கதிர் நுழையாச் செழுநகர் (183-193)

நெடுநுகத்துப் பகல் போல (206-218)

உரைநடைக்கட்டுரை: சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

அலகு 2 (12 மணி நேரம்)

அவரோவாரார், முல்லையும் பூத்தன (குறுந்தொகை- 221)

முள்ளெயிற்றுப் பாண்மகள் (ஐங்குறுநூறு (மருதத்திணை) - புலவிப்பத்து 47)

கான் உறைவாழ்க்கை (புறநானூறு 33: 1-7)

சிறுகுழை துயல்வரும் காதில், பணைத்தோள் (பெரும்பாணாற்றுப்படை, 161-168)

தேனெய்யொடு கிழங்குமாறியோர் (பொருநராற்றுப்படை, 214-221)

உரைநடைக்கட்டுரை: சங்க இலக்கியங்களில் பண்டமாற்று

அலகு 3 (12 மணி நேரம்)

திருக்குறள் (2 அதிகாரங்கள்): வினைத்திட்பம், பொருள்செயல்வகை உரைநடைக்கட்டுரை: பண்டையதமிழர்களின் பிறநாட்டுவணிகத் தொடர்பும், துறைமுகங்களும்

அலகு 4 (12 மணி நேரம்)

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

அலகு 5

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

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

பாட நூல்கள்

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

பார்வை நூல்கள்

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

- 1. www.creativecommons.org
- 2. www.tamildigitallibrary.in
- 3. https://www.tamiluniversity.ac.in/english/library2-/digital-library/
- 4. https://www.tamilelibrary.org/

	Course Outcomes	
СО	CO-Statements	Cognitive
No.	இப்பாடத்தின் நிறைவில் மாணவர்கள்	Levels (K - Level)
CO1	பண்டைய தமிழர்களிடம் மேலோங்கியிருந்த வணிகவியல் சிந்தனைகளை அறிந்துகொள்வர்.	K1
CO2	பண்டைய இலக்கியங்களுள் வெளிப்படும் வணிகவியல் மேலாண்மைத் தொடர்புகளை அறிந்துகொள்வர்.	K2
CO3	வணிகக்கடிதங்கள், பொதுஅமைப்பு மற்றும் படிவங்கள், பதிவேடுகளை உருவாக்குதல், பராமரித்தல் ஆகியவற்றைக் கற்றுக்கொள்வர்	К3
CO4	புத்திலக்கியங்களுள் வணிகவியல் கூறுகள் பெற்றுள்ள இடத்தை ஆய்ந்து அறிவர்	K4
CO5	வணிகவியல் கலைச்சொற்களைத் தமிழில் கற்றுக் கொண்டு வணிகத்தமிழ்த்துறை வளரத் துணைபுரிவர்	К5

					Relation	onship Ma	trix				
Semester	Course Code Title of the Course				Hours	Credits					
4	'A41GL(04C	General Tamil - 4: வணிகத் தமிழ் (Business Tamil)						4	3	
Course	P	rogramn	ne Outc	omes (PC	s)	Prog	ramme Sp	ecific Out	comes (F	PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Scores of COs
CO1	1	2	3	2	2	3	3	2	2	2	2.2
CO2	2	2	3	2	2	2	3	2	3	2	2.3
CO3	1	2	2	3	2	2	2	3	3	3	2.3
CO4	2	2	3	2	2	3	2	3	3	2	2.4
CO5	3	1	2	2	2	2	3	2	3	3	2.3
	•	•	•	•	•	•	•	Me	ean Over	all Score	2.3 (High)

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

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- TITRE: Faire ses études a l'étranger/ bon voyage/ la météo
- <u>GRAMMAIRE</u>: les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi aussi/non-plus moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir

- <u>LEXIQUE</u>: savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger, la météo
- PRODUCTION ORALE : exprimer son opinion sur la météo/parler de l'avenir
- <u>PRODUCTION ECRITE</u>: comparer le système scolaire français et indien

Teaching Methodology Workshop, group activity, Sharing contemporary french cultural videos

Book for Study

1. Dauda, P., Giachino, L., & Baracco, C. (2016). Generation A1. Didier.

Books for Reference

- 1. Girardet, J., & Pecheur, J. (2017). Echo A1. (2nd Ed.). CLE International.
- 2. Mérieux, R., & Loiseau, Y. (2012). Latitudes A1. Didier.
- 3. Fournier, I. (2011). Talk French. Goyal Publishers.

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

	Course Outcomes	
	CO-Statements	Cognitive
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)
CO1	recall the vocabulary pertaining to dwelling place.	K1
CO2	outline crisis management in France.	K2
CO3	develop a travel diary of your own.	К3
CO4	simplify the French education system.	K4
CO5	interpret past tenses in a text.	K5

Relationship Matrix											
Semester	Cours	e Code		Title of the Course							Credits
4	23UFR	41GL04			Fre	nch - 4				4	3
Course	P	rogramn	ne Outco	mes (PO	s)	Progra	amme Sp	ecific Ou	itcomes ((PSOs)	Mean
Outcomes	PO1	PO1 PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of
Outcomes	101	102	103	104	103	1301	1302	1303	1304	1303	COs
CO1	3	1	3	2	2	3	2	1	2	2	2.1
CO2	3	1	2	3	3	3	2	1	3	1	2.2
CO3	3	2	3	2	2	3	2	1	3	2	2.3
CO4	3	1	2	2	3	3	3	1	3	3	2.4
CO5	2	2	3	3	1	3	1	2	3	2	2.2
Mean Overall Score										2.24 (High)	

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

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- Sapnom Kee Home Delivery (Novel)
- Anuvad

Teaching Methodology	Debate Participation, Videos, PPT, Quiz, Project Work
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Books for Study

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

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

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

	Course Outcomes									
CO No.	CO-Statements	Cognitive								
	On successful completion of this course, the students will able to	Levels (K - Level)								
CO1	list out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	K1								
CO2	discuss the dialects of Hindi language.	K2								
CO3	illustrate the works of some eminent Hindi Writers related to society.	К3								
CO4	analyze the human values expressed in life and literature of Hindi Novelist "Mamatha Kaliyah".	K4								
CO5	evaluate the film & Literary works in Hindi.	K5								

	Relationship Matrix										
Semester	Co	urse Cod	e	Title of the Course					Hot	ırs	Credits
4	23U	HI41GL	04			Hindi - 4			4		3
Course	Pr	ogramme	Outcom	nes (POs)		Progra	mme Spe	cific Out	comes (P	SOs)	Mean
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	2	3	2	3	3	2	3	2	3	1	2.4
CO2	3	2	3	3	2	3	2	3	1	2	2.4
CO3	3	2	2	3	2	2	1	3	2	3	2.3
CO4	3	2	3	1	3	3	2	3	3	2	2.5
CO5	3	2	2	3	3	2	3	2	3	3	2.6
	Mean Overall Score										2.44 (High)

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

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

UNIT I (12 Hours)

Samskrita Vyavahara sahasri vakiya Prayogaha

UNIT II (12 Hours)

Lot Lakaarah, Prayaogh Kartari Vaakyaani

UNIT III (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Suffixs

UNIT IV (12 Hours)

Karnabhaaram, Naatakasya Visistyam

UNIT V (12 Hours)

Samskrita Racanani Vubhavoga

Teaching Methodology	Videos, PPt, Blackboard, Demonstration, Exercises
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Books for Study

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

Books for Reference

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

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

	Course Outcomes									
CO No.	CO-Statements	Cognitive								
	On successful completion of this course, students will be able to	Levels (K - Level)								
CO1	understand human behaviors by studying dramas	K1								
CO2	remember and identifying Mahabharata characters and events	K2								
CO3	apply the morals learnt in day to day life	К3								
CO4	appreciate ancient Sanskrit dramas	K4								
CO5	create new conversational sentences and to Improve self-character (Personality Development)	K5								

					Relation	ship Matı	rix				
Semester	Cor	urse Cod	e		Hour	s Credits					
4	23U	SA41GL)4			Sanskr	it - 4			4	3
Course]	Program	me Outc	omes (PC	Os)	Prog	ramme Sp	ecific Out	comes (P	SOs)	Mean
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Scores of COs
CO1	2	2	2	2	3	3	3	3	3	2	2.4
CO2	2	2	3	3	2	3	2	3	3	2	2.5
CO3	3	3	2	3	2	1	1	3	3	3	2.4
CO4	2	2	3	2	3	3	3	3	2	3	2.6
CO5	2	3	3	3	2	1	3	3	3	2	2.5
	Mean Overall Score 2										2.48 (High)

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

Course Objectives

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

To encourage creative thinking through creative tasks and essay writing.

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

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

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

UNIT I: Women Through the Eyes of Media

(13 Hours)

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

UNIT II: Effects of Tobacco Smoking

(13 Hours)

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

UNIT III: Short Message Service (SMS)

(13 Hours)

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

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

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

UNIT V: Traffic Rules (12 Hours)

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

UNIT VI: A Handful of Answers: A Zen Tale

(12 Hours)

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

Teaching Methodology Lecture Method, Use of ICT Tools and Interactive method

Book for Study

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

	Course Outcomes								
CO No.	CO-Statements	Cognitive							
	On successful completion of this course, students will be able to	Levels (K - Level)							
CO1	identify and explain key concepts and topics discussed in the course.	K1							
CO2	understand the content by summarising, paraphrasing, and interpreting the materials presented.	K2							
CO3	apply their knowledge to create various forms of written communication, such as meeting minutes, notes, précis, paragraphs, and essays.	К3							
CO4	analyse the application of different tenses in various texts.	K4							
CO5	synthesise their knowledge by creating creative tasks, including short essays on current issues and general topics	K5							

Relationship Matrix											
Semester	Co	urse Cod	le		Ti	itle of the	Course			Hours	Credits
4	23U	EN42GE	E04		G	eneral En	glish - 4			5	3
Course	P	rogramn	ne Outco	mes (PO	s)	Progra	mme Sp	ecific Ou	tcomes	(PSOs)	Mean
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Scores of COs
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
CO4	2	2	3	2	3	3	2	3	2	3	2.5
CO5	2	2	2	3	2	2	2	3	2	2	2.2
	Mean Overall Score										2.36 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCB43CC09	Core Course-9: Cost Accounting	4	4

Course Objectives					
To Understand the concepts, elements and methods of cost accounting					
To Relate cost accounting with financial accounting to reconcile the differences					
To Compute the levels and value of stock, labour remuneration under various schemes and					
overheads					
To Understand the various methods of costing					
To Prepare tenders and quotations based on the assessment of cost sheets					

UNIT I: Introduction to costing

(12 Hours)

Introduction-evolution of cost accounting -cost concepts and cost objects-cost classification - cost organization and its relationship with other departments - preparation of cost sheet - Tender and quotations.

UNIT II: Marginal costing

(12 Hours)

Material Cost - Stores ledger - Labour cost -labour turnover and remedial measures- treatment of idle time and overtime- remuneration methods (monetary and non-monetary incentive scheme)

UNIT III: Overheads (12 Hours)

Overheads-indirect expenses-nature, collection and classification of indirect expenses and treatment-production overheads-distribution, appropriation, absorption by products- use of predetermined recovery rates, treatment of under and over -absorption of overheads.

Cost accounting records- Cost ledgers- Reconciliation of cost and Financial accounts and integrated accounts.

UNIT IV: Process Costing

(12 Hours)

Process costing-Simple process accounts including NL, AL and Abnormal gain treatments-Inter process profits-Equivalent Production Units-WIP-Accounting for Joint products and by-products.

UNIT V: Contract costing

(12 Hours)

Batch Costing - Contract Costing - Features of contract costing - Types of contracts - Recording of costs of contracts - Profit on contracts - Cost Plus Contracts - Escalation Clause.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

- 1. Jain, S. P., & Narang, K. L. Cost Accounting. Kalyani Publishers.
- 2. Reddy, T. S., & Reddy, Y. H. P. Cost Accounting. Margham publications.
- 3. Maheswari, S. N. *Principles of Cost Accounting*. Sultan Chand Publications.
- 4. Khanna, B. S., Pandey, I. M., Ahuja, G.K., & Arora, M. N. Practical Costing. S. Chand & Co.
- 5. Iyengar, S. P. Cost Accounting. Sultan Chand Publications
- 6. Alex, K. (2012). Cost Accounting, Pearson Education, New Delhi.

- 1. Jain & Narang,. (2016). Cost Accounting Principles and Practices, Kalyani Publishers, New Delhi.
- 2. Banerjee, B. (2014). Cost Accounting Theory and Practices, (14th Ed.). PHI Learning Pvt Ltd
- 3. Polimeni. (1991). Cost Accounting: Concepts and Applications for Managerial Decision Making. McGraw-Hill.
- 4. Jawaharlal. Cost Accounting, (4th Ed.). (Latest Ed.). Tata-McGraw Publication.
- 5. Saxena, V. K., & Vashist, C.D. Cost Accounting. Sultan Chand publications.
- 6. Murthy, A., & Gurusamy, S. Cost Accounting. Vijay Nicole Imprints Pvt. Ltd.

- 7. Prasad, N. K., & Prasad, V. K. Cost Accounting. Book Syndicate.
- 8. Tulsian, P.C.(2007). Fundamentals of Cost Accounting. Tata McGraw Hill.

Note: Laterst Edition of Textbooks may be used.

- 1. https://study.com/learn/lesson/cost-accounting-principles-examples-what-is-cost-accounting.html
- 2. https://www.accountingtools.com/articles/what-is-material-costing.html
- 3. https://www.freshbooks.com/hub/accounting/overhead-cost

Course Outcomes				
CO No.	CO-Statements	Cognitive Levels (K-Level)		
CO No.	On successful completion of this course, the students will be able to			
CO1	remember and recall the various concepts of cost accounting K1			
CO2	demonstrate the preparation and reconciliation of cost sheet.			
CO3	analyse the various valuation methods of issue of materials. K3			
CO4	examine the different methods of calculating labour cost.	K4		
CO5	critically evaluate the apportionment of Overheads.	K5		

					Relatio	nship Ma	atrix				
Semester	Course Code			Title of the Course					Hours	Credits	
4	24UCB43CC09			Core Course-9: Cost Accounting						4	4
Course	Programme Outcomes (POs) Programme Specific (Outcome	Mean			
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	3	3	2	3	3	3	2	3	2.8
CO2	3	3	3	3	1	3	3	3	2	1	2.5
CO3	3	3	3	3	2	3	3	3	3	3	2.9
CO4	2	2	3	3	3	3	3	3	3	2	2.7
CO5	2	2	3	3	3	3	3	3	3	1	2.6
								M	ean Ove	rall Score	2.7 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCB43CC10	Core Course-10: Financial Management	4	3

Course Objectives					
To understand the role and purpose of finance function in an organisation					
To assimilate the impact of economic environment on financial management					
To learn about various tools & techniques for Working capital management					
To learn about Investment appraisal and its application					
To become familiar with financial management environment in business					

UNIT I: Functions of Finance

(12 Hours)

Concept and nature of Financial Management -Finance functions - Financial objective of a business organisation. Profit maximization - Wealth maximization. Importance of financial management. Factors affecting financial decisions

UNIT II: Cost of Capital and Capital Structure:

(12 Hours)

Cost of capital and its significance. Types of cost of capital - Calculating cost of specific funds - Calculating weighted average cost of capital. Capital Structure - meaning. Features of an appropriate capital structure. Factors affecting capital structure -EBIT and EPS analysis. Capital structure Theories. Leverages - meaning - Financial leverage, Operating leverage - Combined leverage

UNIT III: Working Capital Management

(12 Hours)

Working capital management - Concept of working capital - Need and importance of working capital. Working capital planning and working capital financing. Managing components of working capital - Cash management - Receivables Management-Inventory Management. Determinants of working capital.

UNIT IV: Investment Appraisal - IV

(12 Hours)

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

UNIT V: (12 Hours)

Dividend Policy - Factors affecting dividend policy - Dividend Payout Methods . Dividend Theories - Walter's model - Gordon's model - Modiglioni Miller model

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Khan, M.Y., & Jain, P.K. (2017). Financial Management. Tata Mc Graw Hill.

- 1. Brealey, R., Myers, S., & Allen, F. Principles of Corporate Finance. McGraw Hill
- 2. Horn, J.V., & Wachowicz, J. Fundamentals of Financial Management. Pearson
- 3. Maheshwari, S.N. (2016). Financial Management -Principle s and Practice. Sultan Chand and Sons.
- 4. Chandra, P. (2017). Fundamentals of Financial Management. Tata McGraw Hill Education Private Limited.
- 5. James, C. V. H., & John, M. W. Jr. (2016). Fundamentals of Financial Management. PHI Learning Private Limited.
- 6. Pandey, I. M. (2018). Financial Management. Vikas Publishing House Pvt Ltd.

Course Outcomes							
CO No.	CO-Statements	Cognitive Levels					
CO No.	On successful completion of this course, the students will be able to	(K-Level)					
CO1	describe and Explain functions of finance, time value of money and cost of capital	K 1					
CO2	compute working capital requirement and its different components	K2					
CO3	relate theories of capital structure and Leverages to finance decisions	К3					
CO4	examine the relevance of Dividend & Capital Structure in business context	K4					
CO5	estimate cost of capital and capital budgets using different methods taking into consideration is element	K5					

					Relatio	nship Ma	atrix				
Semester	Cours	e Code			T	itle of the	e Course			Hours	Credits
4	24UC	B43CC1	0	Core	e Cours	e-10: Fin	ancial Ma	nagemen	t	4	3
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific (Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	1	3	1	3	3	3	1	1	2.2
CO2	3	3	3	3	0	3	3	3	3	0	2.4
CO3	3	3	3	3	0	3	3	3	3	0	2.4
CO4	3	3	3	3	0	3	3	3	3	0	2.4
CO5	3	3	3	3	1	3	3	3	3	1	2.6
•		•	•	•	•	•		M	ean Ove	rall Score	2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCD42CC11	Core Course-11:	2	2
	240CD43CC11	Machine Learning for Business Analytics	2	2

Course Objectives	
To understand the concept of machine learning algorithms	
To learn about various types of learning for decision making	
To understand different models and applications of machine learning	
To learn about unsupervised learning algorithm in analytics	
To understand the techniques of principal component analysis & factor analysis	

UNIT I: Conceptual Clarity on Machine Learning

(9 Hours)

Concept of Machine Learning-Importance and Scope of Machine Learning-Process of Machine Learning-Machine Learning Models (Supervised, Unsupervised, Semi-supervised and Reinforcement Learning), Machine Learning for Business Analytics; How does a Machine Learning Algorithm Works-Parametric and Non-Parametric Algorithms. AI and Automation with python, Blockchain technology and IoT.

UNIT II: Understanding Machine Learning

(9 Hours)

Types of Machine Learning - Overview - Supervised Learning - Classification, Regression and Image Segmentation- Unsupervised Learning - Clustering, Anomaly detection, Dimensionality reduction - Semi-supervised Learning - Recommendation Systems, Natural Language Generation-Reinforcement Learning

UNIT III Models and Applications of Machine Learning

(9 Hours)

Models in Machine Learning - Overview - Single Model -Traditional ML Models - Regression types, SVM, Decision Trees, Naïve Bayes, K-Nearest Neighbours, K-Means - an overview -Statistical Models -Neural Networks- Multi-Model - Stacking, Bagging, Boosting -Applications of Machine Learning in Data science -Dimensionality Reduction- Computer Vision -Anomaly Detection -Time series

UNIT IV: Unsupervised Learning Algorithm: Principal Component Analysis (PCA) & Factor Analysis (FA) (9 Hours)

Concept and Significance of Principal Component Analysis and Factor Analysis-Extraction of principal component, factor loading, eigen vector eigen value, PCA vs FA (extraction of factors), Interpretation of factors, Factor rotation, Bartlett test of sphericity communality

UNIT V: Unsupervised Learning Algorithm: Clustering Methods

(9 Hours)

Concept of Clustering-Properties of Clusters, Evaluation Metrics for Clustering - Inertia, Dunn Index-Concept of K-Means Clustering- choosing initial cluster centroids, choosing the right number of clusters, Application of k-means clustering; Hierarchical Clustering - Significance, Types of Hierarchical Clustering - (Agglomerative Hierarchical Clustering, Divisive Hierarchical Clustering)-Choosing the Number of Clusters in Hierarchical Clustering-Distance Measures - Euclidean, Manhattan

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

- 1. Alpaydin, E. (2010). *Machine Learning*. MIT Press.
- 2. Mueller, J., Massaron, L. (2016). Machine Learning for Dummies, John Wiley & Sons.

- 1. Pradhan, M., & Kumar, U. D. (2019). Machine Learning using Python. Wiley.
- 2. Raschka, S., & Mirjalili, V. (2017). Python Machine Learning. Packt Publishing.
- 3. VanderPlas, J. (2016). Python Data Science. Handbook. O'Reilly.
- 4. Grus, J. (2019). Data Science from Scratch: First Principles with Python (2nd Ed.). O'Reilly.

Course Outcomes							
CO No.	CO-Statements	Cognitive Levels					
	On successful completion of this course, the students will be able to	(K-Level)					
CO1	understand the concept of machine learning algorithms	K1					
CO ₂	explain the various types of learning for decision making	K2					
CO3	examine different models and applications of machine learning	К3					
CO4	describe unsupervised learning algorithm in analytics	K4					
CO5	apply the techniques of principal component analysis & factor analysis	K5					

					Relatio	nship M	atrix				
Semester	Cours	e Code	Title of the Course						Hours	Credits	
4 24UCB43CC11				Core Course-11: Machine Learning for Business Analytics						2	2
Course	Pr	ogramm	e Outco	Outcomes (POs) Programme Specific Outcomes (PSOs)							Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
								M	ean Ove	rall Score	2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24HCD42CD02	Core Practical - 3:	2	1
4	24UCB43CP03	Machine Learning for Business Analytics	2	1

Course Objectives
To understand the concept of machine learning algorithms
To learn about various types of learning for decision making
To adopt different models and applications of machine learning
To apply unsupervised learning algorithm in analytics
To comprehend the techniques of principal component analysis & factor analysis

UNIT I: Conceptual Clarity on Machine Learning

(6 Hours)

Concept of Machine Learning-Importance and Scope of Machine Learning-Process of Machine Learning-Machine Learning Models (Supervised, Unsupervised, Semi-supervised and Reinforcement Learning), Machine Learning for Business Analytics; How does a Machine Learning Algorithm Works-Parametric and Non-Parametric Algorithms. AI and Automation with python, Blockchain technology and IoT.

UNIT II: Understanding Machine Learning

(6 Hours)

Types of Machine Learning - Overview - Supervised Learning - Classification, Regression and Image Segmentation- Unsupervised Learning - Clustering, Anomaly detection, Dimensionality reduction - Semi-supervised Learning - Recommendation Systems, Natural Language Generation-Reinforcement Learning

UNIT III: Models and Applications of Machine Learning

(6 Hours)

Models in Machine Learning - Overview - Single Model -Traditional ML Models - Regression types, SVM, Decision Trees, Naïve Bayes, K-Nearest Neighbours, K-Means - an overview -Statistical Models -Neural Networks- Multi-Model - Stacking, Bagging, Boosting -Applications of Machine Learning in Data science -Dimensionality Reduction- Computer Vision -Anomaly Detection -Time series

UNIT IV: Unsupervised Learning Algorithm: Principal Component Analysis (PCA) & Factor Analysis (FA) (6 Hours)

Concept and Significance of Principal Component Analysis and Factor Analysis-Extraction of principal component, factor loading, eigen vector eigen value, PCA vs FA (extraction of factors), Interpretation of factors, Factor rotation, Bartlett test of sphericity communality

UNIT V: Unsupervised Learning Algorithm: Clustering Methods

(6 Hours)

Concept of Clustering-Properties of Clusters, Evaluation Metrics for Clustering - Inertia, Dunn Index-Concept of K-Means Clustering- choosing initial cluster centroids, choosing the right number of clusters, Application of k-means clustering; Hierarchical Clustering - Significance, Types of Hierarchical Clustering - (Agglomerative Hierarchical Clustering, Divisive Hierarchical Clustering)-Choosing the Number of Clusters in Hierarchical Clustering-Distance Measures - Euclidean, Manhattan

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

- 1. Alpaydin, E. (2010). *Machine Learning*. MIT Press.
- 2. Mueller, J., Massaron, L. (2016). Machine Learning for Dummies, John Wiley & Sons.

- 1. Pradhan, M., & Kumar, U. D. (2019). Machine Learning using Python. Wiley.
- 2. Raschka, S., & Mirjalili, V. (2017). Python Machine Learning. Packt Publishing.
- 3. VanderPlas, J. (2016). Python Data Science. Handbook. O'Reilly.
- 4. Grus, J. (2019). Data Science from Scratch: First Principles with Python (2nd Ed.). O'Reilly.

Course Outcomes							
CO No.	CO-Statements	Cognitive ————————————————————————————————————					
	On successful completion of this course, the students will be able to	(K-Level)					
CO1	understand the concept of machine learning algorithms	K1					
CO ₂	explain the various types of learning for decision making	K2					
CO3	examine different models and applications of machine learning	К3					
CO4	describe unsupervised learning algorithm in analytics	K4					
CO5	apply the techniques of principal component analysis & factor analysis	K5					

					Relatio	nship Ma	atrix				
Semester	Cours	e Code		Title of the Course					Hours	Credits	
4 24UCB43CP03				Core Practical - 3: Machine Learning for Business Analytics						2	1
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	Mean Score of				
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	COs
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
								M	ean Ove	rall Score	2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCB43AO02A	Allied Optional-2: Marketing Analytics	5	4

Course Objectives
To understand the concept of marketing analytics
To appreciate the need for marketing analytics in decision making
To learn about statistics for marketing analytics and its application in decision making
To analyse brand and customer analytics and its application
To apply the concept of marketing mix analytics and its significance and the elements of social
media analytics

UNIT I: Introduction to Marketing Analytics

(15 Hours)

Introduction to Marketing and Marketing Analytics - Overview of using data and types of Data - Week Summary - Decision making - Business analytics - Descriptive - Predictive and Prescriptive Analytics; Introduction to the Marketing Process, Strategic Challenge, Marketing Strategy with Data, Using Text Analytics, Utilizing Data to Improve Marketing Strategy, Improving the Marketing Process with Analytics

UNIT II: Statistics for Marketing Analytics

(15 Hours)

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

UNIT III: Brand and Customer analytics

(15 Hours)

Metrics for Measuring Brand Assets, Snapple and Brand Value, Developing Brand Personality, Developing Brand Architecture, Brand Pyramid, Measuring Brand Value, Revenue Premium as a Measure of Brand Equity, Calculating Brand Value-Brand Positioning-Brand Image -Trafficking Image-Profiling Perceptual Mapping-Customer analytics: What customer wants? Why customer wants Conjoint analysis? Customer lifetime value (CLV) -Customer churn and customer lifecycle analytics-propensity analytics- Analytics for customer segmentation and targeting Recommender system: Principles and methods- market basket analysis: Types and algorithms RFM analysis for customer segmentation Cross sell and Upsell models- Point-of-Sale Data - How to arrive at the right pricing approach- Managing Pricing to meet top line &bottom-line goals - Pricing plans

UNIT IV: Marketing Mix Analytics

(15 Hours)

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

UNIT V: Marketing and Social Media analytics

(15 Hours)

Social media analytics-Text mining and Sentiment Web analytics online traffic analytics conversion analytics-click analytics- Google analytics - Audience analytics Performance analytics Competitive analytics-influencer analytics-Sentiment Analytics-Customer service analytics-online social intelligence: Extracting signal from Noise-Case studies.; Recent Trends in Marketing Analytics.

Books for Study

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

- 3. Grigsby, M. (2018). *Marketing Analytics- A Practical Guide to Improving consumer Insights Using Data Techniques*. Kogan Page, Delhi.
- 4. Winston, W. Microsoft Excel (2019), Data analysis and Business Modelling. Microsoft, (6th Ed.).

Books for Reference

- 1. Hemann, C., & Burbary, K. (2013). *Digital Marketing Analytics: Making Sense of Consumer data in a digital world.* Que Publications.
- 2. Bonacchi, M., & Perego, P. (2019). Customer Accounting: Creating Value with Customer Analytics. Springer.
- 3. Jeffery, M. (2010). Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Hardcover.

Note: Latest Edition of Textbooks May be used.

Websites and e-Learning Sources

- 1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts en.pdf
- 2. https://www.tutorialspoint.com/r/index.htm
- 3. https://www.guru99.com/r-tutorial.html
- 4. https://support.microsoft.com/en-gb/excel
- 5. https://www.excel-easy.com
- 6. https://www.wordstream.com/marketing-analytics
- 7. https://www.marketingevolution.com/marketing-essentials/marketing-analytics
- 8. https://www.demandjump.com/blog/what-are-marketing-analytics-tools

	Course Outcomes							
CO No.	CO-Statements	Cognitive Levels						
CO 140.	On successful completion of this course, the students will be able to	(K-Level)						
CO1	identify and describe the role of various types of marketing analytics.	K1						
CO2	relate 'r' language and excel skills and tools with marketing analytics.	K2						
CO3	employ analytical skills to determine the attitude and preferences of consumers	К3						
CO4	analyse data for designing Marketing and Advertising mix models.	K4						
CO5	examine the marketing strategies and models through social media analytics	K5						

Relationship Matrix											
Semester Course Code				Title of the Course					Hours	Credits	
4	24UCB	43AO02	A	Alli	ed Optio	onal-2: N	Iarketing	Analytics		5	4
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific (Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
Mean Overall Score									2.3 (High)		

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCB43AO02B	Allied Optional -2: Excel for Financial Decision	5	4

Course Objectives
To familiarize with formatting options in Excel
To construct formulas in Excel for financial calculations
To apply financial and statistical functions for the management of finance.
To use formulas and functions for financial data analysis.
To develop financial and investment modes using macros in Excel

UNIT I: Formatting and Validation options for Excel

(15 Hours)

MS Excel Introduction - Interface - Selecting Columns & Rows, Changing Column Width &Row Height - Auto fitting Columns & Rows - Hiding/Un-hiding Columns & Rows - Inserting& Deleting Columns & Rows - Cell address of a cell, Components of a cell - Format, value, formula, Use of paste and paste special - cell styles - Data types - Data Validation: - Name managers - Conditional formatting - Autofill-Format Painter

UNIT II: Formulas and functions for Finance

(15 Hours)

Excel Formula Basics - Constituents of Excel Formula, Operators in Formula - arithmetical - logical, Entering Formula, Editing Formula, Absolute/Relative Cell References, Copying/Pasting Formula - Formula Auditing and Debugging-Math Functions for financial management: ROUND, SUM, SUMIF, SUMIFS, SUMPRODUCT - POWER and SQRT.

Depreciation Functions: DB, DDB, VDB, SLN, SYD, AMORLINC - Designing Depreciation calculators using formulas and functions, Interest, Time value of money and cost of capital calculators using formulas- What if Analysis tools: Scenario Manager, Goal Seek and Data table

UNIT III: Financial Functions for Interest, loan, bonds, bills and Capital budgeting (15 Hours) Loan and Interest Functions: PMT, NPER, INTRATE, IPMT, ISPMT, PPMT, DURATION, EFFECT, NOMINAL, CUMIPMT, CUMPRINC, RATE, RECEIVED, RRI,

Bonds and Tbills Related Functions: - COUPDAYBS, COUPDAYS, COUPDAYSNC, COUPNCD, COUPNUM, COUPPCD, ODDFPRICE, ODDFYIELD, ODDLPRICE, ODDLYIELD, TBILLEQ, TBILLPRICE, TBILLYIELD Time Value Functions: PV, FV. FVSCHEDULE, Capital Budgeting Functions: NET PRESENT VALUE (NPV, XNPV) - INTERNAL RATE OF RETURN (IRR, MIRR, XIRR);

UNIT IV: Statistical Functions for Risk and Return management

(15 Hours)

Average functions: (AVERAGE, AVERAGEIF, AVERAGEIFS) - Standard deviation functions (STDDEV.P, STDEV.S, STDEVA, STDEVPA, STDEVP, DSTDEV, DSTDEVP) Variance functions (VARP, VARS, VARA, VARPA, VAR, VARP, DVAR, DVARP)-Correlation function: Correl - Covariance functions (COVARIANCE.P, COVARIANCE.S, COVAR) Trend analysis and forecasting functions (FORECAST.ETS,

FORECAST.ETS.CONFINT, FORECAST.ETS.SEASONALITY, FORECAST.ETS.STAT,

FORECAST. LINEAR, TREND) -- Construction of portfolios in Excel - Applying CAPM through Excel.

UNIT V: Macros for Financial statement analysis

(15 Hours)

Macros for Financial Modeling: Excel Macros - Macros Recording - Macro Hot keys - Running Macros - Dynamic Macros - Functions and Formulas in Macros - working with files - Macros for Financial statements and analysis.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and
	Creation of Models

Theory 50% & Practical 50%

Books for Study

- 1. Adam, R. (2019). Excel Formulas and Functions Step-by-Step guide with examples. Caprioru.
- 2. Lohani, S.K. (2023). Excel for Finance and Accounting. BPB publications.

Reference Books

- 1. Lalwani, L. (2019). Excel 2019 All-in-One: Master the new features of Excel 2019/Office 365, BPB Publications.
- 2. Mishra, N. (2019). Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel, Penman Books.
- 3. Mayes, T.R. (2017). Financial Analysis with Microsoft Excel, (6th Ed.). Cengage India Private Limited.

	Course Outcomes							
CO No.	CO-Statements	Cognitive Levels						
CO 110.	On successful completion of this course, the students will be able to	(K-Level)						
CO1	familiarise with the formatting options in excel	K1						
CO2	construct formulas for financial calculations.	K2						
CO3	apply financial and statistical functions for solving problems in financial management.	К3						
CO4	use excel functions and formulas for financial and investment data analysis.	K4						
CO5	evolve models using macros for financial and investment decisions.	K5						

					Relatio	nship M	atrix				
Semester	Cours	se Code			T	itle of the	e Course			Hours	Credits
4	4 24UCB43AO02B Allied Optional -2: Excel for Financial Decision					5	4				
Course	Pr	ogramm	e Outco	omes (Po	Os)	Prog	gramme S	Specific (Outcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	2	3	3	3	3	3	2	2	2.7
CO2	2	2	2	3	3	2	2	2	2	2	2.2
CO3	3	3	2	2	3	3	2	2	3	2	2.5
CO4	3	3	2	2	3	2	3	2	2	2	2.4
CO5	3	3	1	3	3	2	3	3	2	2	2.5
Mean Overall Score								2.5 (High			

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

Course Objectives

To understand the significance of natural resources and strive to coexist harmoniously with nature.

To implement strategies for disaster management within the community.

To evaluate the significance and distinctions between science and religion.

To recognize the importance of maintaining a healthy lifestyle.

To utilize counseling techniques to address and resolve individuals' issues.

UNIT I: Harmony with Nature

(6 Hours)

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

UNIT II: Issues Dealing with Science and Religion

(6 Hours)

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

UNIT III: Public Health (6 Hours)

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

UNIT IV: Disaster Management

(6 Hours)

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

UNIT V: Counselling for Adolescents

(6 Hours)

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

Books for Study

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

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

Websites and eLearning Sources

- 1. https://en.wikipedia.org/wiki/Disaster_management_in_India
- 2. https://ndma.gov.in/
- 3. https://talkitover.in/services/child-adolescent-counselling/
- 4. https://www.nipccd.nic.in/schemes/adolescent-guidance-centre-19#gsc.tab=0

	Course Outcomes							
CO No	CO-Statements	Cognitive Levels						
CO No.	On successful completion of this course, students will be able to	(K - Level)						
CO1	know the value of natural recourses and to live in a harmony with nature.	K1						
CO2	apply the plans of disaster management in the society.	К2						
CO3	analyse the importance and differences of science and religion.	К3						

Relationship Matrix													
Semester	Cour	se Code			Titl	e of the (Course			Hours	Credits		
4	23UHE44VE04A Value Educa					tion - 4:	Social Etl	nics - 2		2	1		
Course	P	rogramm	e Outco	mes (POs)	Progra	amme Sp	ecific Ou	tcomes (PSOs)	Mean		
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs		
CO1	3	3	3	3	2	3	3	2	3	3	2.8		
CO2	3	2	2	3	3	2	3	3	2	2	2.5		
CO3	2	3	3	3	2	3	3	3	3	3	2.8		
	Mean Overall Score												

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

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

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

Teaching Methodology	Chalk and Talk, Power point, assignment and Group discussion

Book for Study

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

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

	Course Outcomes								
	CO-Statements	Cognitive							
CO No.	On successful completion of this course, students will be able to	Levels (K - Level)							
CO1	understand the history of the Catholic Church	K1							
CO2	examine and grasp the Sacraments of the Catholic Church	K2							
CO3	apply the Christian Prayer to their everyday life	К3							

Relationship Matrix														
Semester	nester Course Code Title of the Course						Hours	Credits						
4	23UHE	44VE04I	3	Value E	ducation	- 4: Rel	igious Do	ctrine - 2		2	1			
Course	P	rogramn	ne Outco	mes (POs)	Progr	amme Sp	ecific Ou	itcomes ((PSOs)	Mean			
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs			
CO1	3	3	3	3	2	3	2	2	3	3	2.7			
CO2	3	2	2	2	3	3	3	3	2	2	2.5			
CO3	2	2	3	3	2	2	3	3	3	3	2.6			
	Mean Overall Score										2.6 (High)			

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24UCB44SE03	Skill Enhancement Course-3: Cyber Laws and Digital Security	2	1

Course Objectives
To get an exposure on cyber laws and digital security
To know about Common Forms of Cyber Crimes and the ways to mitigate it
To understand about cyber security and management
To become familiar with data security and privacy
To appreciate Intellectual Property Rights in Cyber Space

UNIT I: Cyber laws and Cyber Space

(6 Hours)

Cyber laws-EDI and cyber law-UNCITRAL Model Law-Electronic/Digital Signature Law of Major Countries - Cryptography Laws - Cyber Law's of Major Countries - Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Blockchain, Darknet and Social -media- Information Technology Act (IT) 2000 and its amendments, Cyber security in India, Cyber Space Jurisdiction - Jurisdiction issues under IT Act, 2000.

UNIT II: Common Forms of Cyber Crimes

(6 Hours)

Concept of Cyber Crime-EU Convention on Cyber Crime; Classification of cyber-crimes, Cyber-crime targeting computers and mobiles, Zero day and Zero click attacks, Data diddling attacks, Spyware, Logic bombs, DoS, DDoS, APTs, Virus, Trojans, Ransomware, Data breach, Online scams and frauds-email scams, Phishing, Vishing, Smishing, Online job fraud, Online sextortion, Debit/credit card fraud, Online payment fraud, Cyberbullying, Website defacement, Cyber-squatting, Pharming, Cyber espionage, Crypto jacking, Darknet- illegal trades; Social Media Scams & Frauds- impersonation, Identity theft, Cyber grooming, Child pornography, Cyber stalking; Social Engineering attacks; Cyber-crime against women, children and elderly, Cyber Police stations, Reporting and Legal perspective of cyber-crime in India; Ministry of Electronics and IT, Govt. of India and Cyber Laws; Prevention of Cyber Crimes in India

UNIT III: Cyber Security and Management

(6 Hours)

Concept of Cyber security, Cyber security terminologies- Cyberspace, attack, attack vector, attack surface, threat, risk, vulnerability, exploit, exploitation, hacker., non-state actors, Cyber terrorism; Cyber Security management and compliance- Cyber security Plan- cyber security policy, cyber crises management plan., Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy

UNIT IV: Data Privacy and Security

(6 Hours)

Defining data, meta-data, big data; Data protection, Data privacy and data security; Digital Personal Data Protection Act, 2023 and its compliance, Data protection principles, Big data security issues and challenges; General Data Protection Regulations (GDPR), 2016; Personal Information Protection and Electronic Documents Act (PIPEDA); Social media- data privacy and security issues.

UNIT V: Intellectual Property Rights (IPR) in Cyber Space Hours)

(6

Concept of IPR-Patents in Digital Technology, Copy Rights in Digital Space, WIPO Internet Treaties, Trademark Online; IP Related Cyber Crimes-Introduction, Essential Ingredients of Crime, Types of Internet Crimes, Cyber Crime and IPR; Internet and the Protection of Software Copyright-Open Source, Reverse Engineering; Trademark Issues in Cyber Space - Domain Name, ICANN, Uniform Domain Name Dispute Resolution Policy

Books for Study

- 1. Mishra, R.C. (2010). Cyber Crime Impact in the New Millennium. Authors Press. Edition.
- 2. Belapure, S., & Godbole, N. (2011). Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives, (1st Ed.). Wiley India Pvt. Ltd.

Books for Reference

- 1. Oliver, H.A. (2001). Security in the Digital Age: Social Media Security Threats and Vulnerabilities, Create Space Independent Publishing Platform. Pearson.
- 2. Ahmed, F. (2017). Cyber Law in India. New Era publications, New Delhi.
- 3. Kumar, K. (2011). *Cyber Laws: Intellectual Property & E-Commerce Security*. Dominant Publisher.
- 4. Mali, P. (2015). Cyber Law & Cyber Crimes. Snow White publications.

Course Outcomes								
CO No.	CO-Statements	Cognitive Levels						
	On successful completion of this course, the students will be able to	(K-Level)						
CO1	get an exposure on cyber laws and digital security	K1						
CO2	examine the common forms of cybercrimes and the ways to mitigate it	K2						
CO3	describe cyber security and management	К3						
CO4	apply the knowledge on data security and privacy	K4						
CO5	explain Intellectual property rights in cyber space	K5						

Relationship Matrix											
Semester	Cours	e Code	Code Title of the Course				Hours	Credits			
4	24UC	B44SE0	3	Skill Enhancement Course-3: Cyber Laws and Digital Security		_			2	1	
Course	Pr	ogramn	e Outco	mes (Po	Os)	Prog	gramme S	Specific C	Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
	Mean Overall Score										

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24HCD52CC12	Core Course-12:		2
	24UCB53CC12	Auditing and Corporate Governance	5	3

Course Objectives				
To know about the concepts, principles and techniques of auditing				
To learn various auditing procedures and its application				
To become familiar with the fundamental principles and internal audit				
To understand the concept of EDP auditing				
To comprehend the implication of corporate governance and failures of major corporates.				

UNIT I: Introduction to Auditing

(15 Hours)

Auditing - Meaning - Objects - Basic Principles and Techniques - Auditing and investigation - Classification of Audit - Audit Planning - Qualities of an auditor - Advantages and limitations of audit

UNIT II: Auditing procedures

(15 Hours)

Audit Procedures: Vouching - Definition - Features - Examining vouchers - Vouching of cash book - Vouching of trading transactions - Verification and valuation of assets and liabilities: Meaning - Definition and objects - Vouching v/s verification - Verification and Valuation of different assets and liabilities. Audit Trial

UNIT III: Internal Audit

(15 Hours)

Internal Control - Internal Check - Internal Audit --Definitions - Necessity - Difference between internal check and internal control - Fundamental Principles of internal check - Difference between internal check and internal audit - Special Areas of Audit: Tax audit and Management Audit - Recent trends in auditing - Relevant Auditing and Assurance Standards (AASs) - Rights duties and liabilities of auditor - Audit committee - Auditor's Report - Contents and types - Auditors certificate.

UNIT IV: EDP Auditing

(15 Hours)

Audit of joint stock companies - qualifications and - disqualification appointment, rotation, and removal of auditor - remuneration and expenses of an auditor' - powers and duties of an auditor - liabilities of an auditor under Companies Act law of agency - liability of an auditor to third parties. EDP Auditing - definition - Need for Control - Effects of EDP Auditing - Foundations of EDP Auditing - steps in EDP Audit - International Federation of Accountants (IFAC) code of ethics for professional accountants - American Institute of Certified Public Accountants (AICPA code of professional conduct.

UNIT V: Corporate Governance

(15 Hours)

Conceptual Framework of Corporate Governance: Meaning, Theories, Models and Benefits of Corporate Governance; Board Committees and their Functions; Insider Trading; Rating Agencies; Green Governance/E-governance; Major Corporate governance failures - BCCI (UK) - Maxwell Communication (UK) - Enron (USA - Satyam Computer Services Ltd - TATA Finance - Kingfisher Airlines - Common Governance Problems Noticed in various Corporate Failures - Codes and Standards on Corporate Governance.

Teaching Methodology Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Tandon, B.N. (2018). Principles of Auditing, S.Chand & Company, New Delhi.

- 1. Rani, G. D., & Mishra, R.K. Corporate Governance- Theory and Practice, Excel Books, New Delhi
- 2. Tricker, B. *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.

- 3. Kumar, R., & Sharma, V.(2017). *Auditing Principles and Practice*, PHI learning Pvt. Ltd. Revised Edition, New Delhi.
- 4. Sharma, J.P. (2017). *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd, New Delhi.

	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
CO No.	On successful completion of this course, the students will be able to	(K-Level)
CO1	outline the concepts, principles and techniques of Auditing.	K1
CO2	apply the procedures involved in vouching and valuation of assets and liabilities.	K2
CO3	appraise the significant features of auditing and assurance standards	К3
CO4	discuss the rights, power, duties and liabilities of an auditor.	K4
CO5	evaluate the EDP environment of auditing and professional ethical code of conduct.	К5

					Relatio	nship M	atrix				
Semester	Cours	se Code			T	itle of th	e Course			Hours	Credits
5	24UC	B53CC1	2	Core Course-12: Auditing and Corporate Governance				5	3		
Course	Pr	ogramm	ogramme Outcomes (POs) Programme Specific Outcomes							(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	2	3	3	3	3	3	2	2	2.7
CO2	2	2	2	3	3	2	2	2	2	2	2,2
CO3	3	3	2	2	3	3	2	2	1	2	2.3
CO4	3	3	2	2	3	2	3	2	2	2	2.4
CO5	3	3	1	3	3	2	3	3	2	2	2.5
Mean Overall Score							2.4 (High)				

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCD52CC12	Core Course-13:	4	2
	24UCB53CC13	Data Visualization through Power BI		

To understand the art of story-telling and different visualization techniques.

To articulate and implement Data Transformation and M-Query Design under Power BI.

To implement and employ the use of different Data Models and Relationships under Power BI.

To prepare, Deploy and Publish Stories, Dashboards based on Analytical Cases.

To understand and use Power BI software for creating visual charts and plots for easy Data Analysis and Interpretation.

UNIT I: Introduction to Power BI

(12 Hours)

Power BI Deployment Modes, Project Discovery and Ingestion, Power BI Project Roles, Admin and Project Role Collaboration, Power BI Licenses, Data Warehouse Bus Matrix, Dataset Design Process, Data Profiling, Dataset Planning, Data Transformations, Import Mode and Direct Query Mode.

UNIT II: Data Transformation & M Query Design

(12 Hours)

Query Design per Dataset Mode, Data Sources, Authentication, Privacy Levels, Power BI Desktop Options, M Queries, Data Source Parameters, Staging Queries, Fact and Dimension Queries, M Query Summary, Data Types, Bridge Table Queries, Parameter and Security Tables, M Editing Tools.

UNIT III: Direct Query Data Models

(12 Hours)

Relationships View, Data View, Report View, Fact Tables, Dimension Tables, Relationships, Single Direction Relationships, Bidirectional Relationships, Cross Filter Function, Model Metadata, Optimizing Performance, Columnar Compression, Memory Analysis, Column Store and HTAP.

UNIT IV: Creating and Formatting Reports

(12 Hours)

Report Planning, Live Connections to Power BI Datasets, Choosing the Visual, Visual Interactions, Slicers, Report Filter Scopes, Report Filter Conditions, Visual-Level Filtering, Visualization Formatting, Line and Column Charts, Tooltips, Scatter Charts, Column and Line Chart Conditional Formatting, Table and Matrix, Map Visuals.

UNIT V: Custom Visuals and Dashboards

(12 Hours)

Drill through Report Pages, Bookmarks, Analytics Pane, Quick Insights, Custom Visuals, Dashboard Design, Multi-Dashboard Architectures, Dashboard Tiles, Live Report Pages, Application Workspaces, Dashboard Data Classifications, Metadata Management.

Teaching Methodology Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Webinar, J. (2022). Microsoft Power BI for Beginners 2022: A to Z Mastery Guide on Microsoft Business Intelligence Tool for Data Modeling, Analysis and Visualization. Amazon.

- 1. O'Connor, E. (2020). Microsoft Power BI Dashboards Step by Step. Microsoft.
- 2. Low, G. (2021). Implementing Power Bi in the Enterprise. SQL Down Under Pty Ltd.
- 3. Sinha, C. (2021). Mastering Power BI: Build Business Intelligence Applications Powered with DAX Calculations, Insightful Visualizations, and Loads of Data Sources. BPB.
- 4. Deckler, G. (2021). *Microsoft Power BI Cookbook: Gain Expertise in Power BI with over 90 Hands-on Recipes, Tips and Use Cases.* Packt.

Course Outcomes					
CO No.	CO-Statements On successful completion of this course, the students will be able to	Cognitive Levels			
CO1	understand the art of story-telling and different visualization techniques.	(K-Level) K1			
CO2	articulate and implement Data Transformation and M-Query Design under Power BI.	K2			
CO3	implement and employ the use of different Data Models and Relationships under Power BI.	К3			
CO4	prepare, Deploy and Publish Stories, Dashboards based on Analytical Cases.	K4			
CO5	apply Power BI software for creating visual charts and plots for easy Data Analysis and Interpretation.	K5			

					Relatio	nship M	atrix				
Semester	Cours	se Code			T	itle of th	e Course			Hours	Credits
5	24UC	B53CC1	3	Core Course-13: Data Visualization through Power BI					4	2	
Course	Pr	ogramm	e Outco	itcomes (POs) Programme Specific Outcomes (PSOs)						Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
Mean Overall Score							2.3 (High)				

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCD52CD04	Core Practical - 4:	•	1
5	24UCB53CP04	Data Visualization through Power BI	2	1

Course Objectives
To understand the art of story-telling and different visualization techniques.
To articulate and implement Data Transformation and M-Query Design under Power BI.
To apply different Data Models and Relationships under Power BI.
To prepare, Deploy and Publish Stories, Dashboards based on Analytical Cases.
To apply Power BI software for creating visual charts and plots for easy Data Analysis and
Interpretation.

UNIT I: Introduction to Power BI

(6 Hours)

Power BI Deployment Modes, Project Discovery and Ingestion, Power BI Project Roles, Admin and Project Role Collaboration, Power BI Licenses, Data Warehouse Bus Matrix, Dataset Design Process, Data Profiling, Dataset Planning, Data Transformations, Import Mode and Direct Query Mode.

UNIT II: Data Transformation & M Query Design

(6 Hours)

Query Design per Dataset Mode, Data Sources, Authentication, Privacy Levels, Power BI Desktop Options, M Queries, Data Source Parameters, Staging Queries, Fact and Dimension Queries, M Query Summary, Data Types, Bridge Table Queries, Parameter and Security Tables, M Editing Tools.

UNIT III: Direct Query Data Models

(6 Hours)

Relationships View, Data View, Report View, Fact Tables, Dimension Tables, Relationships, Single Direction Relationships, Bidirectional Relationships, Cross Filter Function, Model Metadata, Optimizing Performance, Columnar Compression, Memory Analysis, Column Store and HTAP.

UNIT IV: Creating and Formatting Reports

(6 Hours)

Report Planning, Live Connections to Power BI Datasets, Choosing the Visual, Visual Interactions, Slicers, Report Filter Scopes, Report Filter Conditions, Visual-Level Filtering, Visualization Formatting, Line and Column Charts, Tooltips, Scatter Charts, Column and Line Chart Conditional Formatting, Table and Matrix, Map Visuals.

UNIT V: Custom Visuals and Dashboards

(6 Hours)

Drill through Report Pages, Bookmarks, Analytics Pane, Quick Insights, Custom Visuals, Dashboard Design, Multi-Dashboard Architectures, Dashboard Tiles, Live Report Pages, Application Workspaces, Dashboard Data Classifications, Metadata Management.

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

1. Webinar, J. (2022). *Microsoft Power BI for Beginners 2022: A to Z Mastery Guide on Microsoft Business Intelligence Tool for Data Modeling, Analysis and Visualization.* Amazon.

Books for Reference

- 5. O'Connor, E. (2020). Microsoft Power BI Dashboards Step by Step. Microsoft.
- 6. Low, G. (2021). Implementing Power Bi in the Enterprise. SQL Down Under Pty Ltd.
- 7. Sinha, C. (2021). Mastering Power BI: Build Business Intelligence Applications Powered with DAX Calculations, Insightful Visualizations, and Loads of Data Sources. BPB.
- 8. Deckler, G. (2021). *Microsoft Power BI Cookbook: Gain Expertise in Power BI with over 90 Hands-on Recipes, Tips and Use Cases.* Packt.

	Course Outcomes								
CO No.	CO-Statements	Cognitive Levels							
	On successful completion of this course, the students will be able to	(K-Level)							
CO1	understand the art of story-telling and different visualization techniques.	K1							
CO2	articulate and implement Data Transformation and M-Query Design under Power BI.	K2							
CO3	implement and employ the use of different Data Models and Relationships under Power BI.	К3							
CO4	prepare, Deploy and Publish Stories, Dashboards based on Analytical Cases.	K4							
CO5	apply Power BI software for creating visual charts and plots for easy Data Analysis and Interpretation.	K5							

					Relatio	nship M	atrix				
Semester	Cours	se Code		Title of the Course							Credits
5	24UC	B53CP04	Cor	e Practi	cal - 4: l	Data Vist	alization	through P	ower BI	2	1
Course	Pr	ogramm	e Outco	omes (Po	Os)	Prog	gramme S	Specific C	Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
	Mean Ove										

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCB53CC14	Core Course-14: Financial Analytics	5	3

Course Objectives
To understand the concept of financial analytics for financial decision making
To learn about financial modeling and its application.
To learn about costing, cost control and cost reduction analytics
To understand about various types of financial performance comparative analysis
To learn about implication of financial analytics in business excellence

UNIT I: Introduction to Financial Analytics

(15 Hours)

Overview of financial analytics: why, when, and how to apply financial analytics in real-world situations, techniques to analyze time series data, evaluate the risk-reward trade off expounded in modern portfolio theory on the prices, returns, and risks of corporate stocks analysis and Fixed Income Securities, Analysis of Common Stocks, Futures and Options, Risk, Uncertainty, Utility and Portfolio Theory, Capital Market Theory, Efficiency, and Imperfections, the analytical techniques in leveraged in other domains. A short introduction to algorithmic trading.

UNIT II: Financial Modeling

(15 Hours)

Concept of Financial Modeling-Types of Financial Models, Financial Modeling Best Practices, Financial Modeling Skills, Financial Mathematics, Financial Statement Analysis, Forecasting Techniques, Cash Flow concepts: Cash flow statement - Prepare and Analyze, Modeling and forecasting of financial statements, Capital budgeting: NPV, IRR - Concept, application, and issues, Use of real options for better financial outcomes, Predicting stock prices using machine learning, Credit risk modeling, News analytics (accessing news using web scrapping) and sentiment analysis in finance - Use of R and Excel in Financial Modeling.

UNIT III: Costing, Cost control and Cost reduction Analytics

(15 Hours)

Costing methods - job-costing, unit - costing, process-costing, contract costing, operating costing, Cost-techniques - forecasting, budgeting and budgeting control, marginal costing, - fixed cost, variable cost, break-even analysis, standard costing - use of excel and database management system in cost-management.

UNIT IV: Types of financial performance comparative analysis

(15 Hours)

Financial performance Analytics - Horizontal analysis (side-by side comparison of organization performance), Vertical analysis, and Short-term analysis provides a detailed review of working capital, involving the calculation of turnover rates for accounts receivable, inventory and accounts payable. Multi-company comparison entails tallying and comparing major financial ratios of two organizations, usually in the same industry sector, Industry comparison contrasts the results of a specific business and the average results of an entire industry

UNIT V: Sales Analytics

(15 Hours)

Predictive sales analytics: use of correlation analysis or past trends to forecast corporate sales, Product-wise profitability analytics, Value-driven analytics assesses a business' value drivers, or the key "levers" the organization needs to pull to achieve its goals, Shareholder value analytics, which is used to tally the value of a company by examining the returns it provides to shareholders, is used concurrently with profit and revenue analytics

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

- 1. Jeet, P., & Vats, P. (2017). Learning Quantitative Finance with R. Packt.
- 2. Ren, K. (2016). *Learning R Programming: Language, tools and Practical Techniques*. PACKT Publishing Ltd.
- 3. Wurtz, D. et al. (2010). Basic R for Finance. R metrics eBook Series.
- 4. Edward, E.W., & John, A.D. (2018). *Quantitative Financial Analytics: The path to Investments*. World Scientific Publishing Co. Pte. Ltd (Unit 3, 4, 5)

Books for Reference

- 1. Raj, V., (2019). Business Analytics & Financial Planning. CNBC TV18
- 2. Mitra, G., & Mitra, L. (2011). *The Hand Book of News Analytics in Finance*, (1st Ed.). John Wiley & Sons.
- 3. Mark, J. D., & Hugen, D.L. (2016). Financial Analytics with R: Building a Laptop Laboratory for Data Science, (1st Ed.). Cambridge University Press.
- 4. Victoria Lemieux Editor. (2013). Financial Analysis & Risk Management Data Governance, Analytics and Life cycle. Springer.
- 5. Pandit, K., & Marmanis. (2008). *Spend Analysis: The Window into Strategic Sourcing*. J. Ross Publishing
- 6. Agarwal, P. (2006). E-Business: Measurements & Analytics .iUniverse, Inc.
- 7. Davidson, W. (2020). Financial Statement Analysis: Basis for Management Advice. Wiley

Note: Latest Edition of Textbooks May be used.

Web and eLearning resources

- 1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
- 2. https://www.tutorialspoint.com/r/index.htm
- 3. https://www.guru99.com/r-tutorial.html
- 4. https://www.cimaglobal.com/Documents/ImportedDocuments/cid_mag_financial_risk_jan09.pdf
- 5. https://www.wallstreetmojo.com/beneish-m-score/

	Course Outcomes							
CO No.	CO-Statements	Cognitive Levels						
CO No.	On successful completion of this course, the students will be able to	(K-Level)						
CO1	identify and discuss the concepts and tools of R language from financial analytics perspective.	K1						
CO2	relate 'R' language built in functions with financial analytics	K2						
CO3	explore appropriate tools to forecast risk and return for constructing portfolios.	К3						
CO4	analyse the returns and risks associated with portfolio investment and derivatives Using R language.	K4						
CO5	evaluate the efficiency in Working capital Management and fix manipulations in financial statements.	K5						

					Relatio	nship Ma	atrix				
Semester	Cours	se Code		Title of the Course						Hours	Credits
5	24UC	B53CC1	4	Co	re Cour	se-14: F	nancial A	nalytics		5	3
Course	Pr	ogramm	e Outco	Outcomes (POs) Programme Specific Outcomes (PSOs)							Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	1	3	2	1	2	1	1.8
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	1	3	3	3	2	1	2.4
CO5	3	3	2	2	1	3	3	2	2	1	2.2
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCB53ES01A	Discipline Specific Elective-1:	4	3
3	240 CD33ES01A	Human Resource Management	7	3

Course Objectives
To gain exposure on the principles and practices of Human resource management.
To understand various aspects of recruitment and selection.
To assimilate various dimensions of training and development.
To knows significant features of Job evaluation techniques and compensation policies and
procedures

To familiarize themselves with various factors influencing motivation and different mechanisms for grievance handling

UNIT I: Introduction to Human Resource Management

(12 Hours)

Human Resource Management an Introduction - Meaning and -Objectives of Human resource management (HRM) - scope - Functions of Human Resource Management - Qualities of HR Manager-Human resource management as a Profession - Strategic HRM- an overview-Human Resource Information System (HRIS).

UNIT II: HR Planning and Recruitment

(12 Hours)

HR- Procurement - Job Analysis-meaning and process-Job Design- Human Resource Planning (HRP) - meaning and significance-factors affecting HRP Steps in HRP process Recruitment - process and sources - Selection- phases of selection process - Placement, Orientation and Socialization. Labour Laws

UNIT III: Training and Development

(12 Hours)

HR -Development- Career Planning- meaning and benefits-Employee Training- meaning and significance- methods of employee training - Management Development programme.

UNIT IV: HR Evaluation and Compensation

(12 Hours)

HR- Evaluation and Compensation- Performance Evaluation meaning and objectives- process and methods of performance evaluation-Job Evaluation- an overview Compensation Administration- Factors Influencing Wages and Salary Administration - Components of Wage and Salary Administration-Incentives and Benefits- elements.

UNIT V: HR Practices and Accounting

(12 Hours)

HR - Maintenance - Employee Safety and health- Essential of an effective safety programme-Discipline and Disciplinary Action- Employee Grievance-Human Resources Audit- Human Resources Accounting- International Human Resource Management practices - HR Practices in India. - trade unions. Payroll management.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Pravin, D. (2020), Human Resource Management, 2e, Pearson Education, New Delhi

Books for Reference

1. Mamoria, C. B., & Gankar S. V. (2008). *Human Resource Management*. Himalaya Publishing House New Delhi

- 2. Monappa, A., & Saiyadain, M. (2001). *Personnel management*. Mc-Graw Hill Education, New Delhi.
- 3. DeCenzo, D.A., & Robbins, S.P. (2001). *Fundamentals of Human Resource Management*. John Wiley and Sons, New Delhi.

Course Outcomes								
CO No.	CO-Statements	Cognitive Levels						
	On successful completion of this course, the students will be able to	(K-Level)						
CO1	describe the principles and practices of human resource management.	K1						
CO2	explain the features of job evaluation techniques, compensation policies and procedures.	К2						
CO3	illustrate various methods of recruitment, training and development.	К3						
CO4	analyze the factors influencing employee relations and grievance handling Mechanisms	K4						
CO5	recognize the Employee empowerment in Indian and Global Scenario.	K5						

					Relatio	nship Ma	atrix				
Semester	Cours	se Code			T	itle of the	e Course			Hours	Credits
5	24UCB53ES01A Discipline Specific Elective-1: Human Resource Management						4	3			
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific C	Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	3	2	3	3	2	3	3	2	2.7
CO2	3	3	3	2	2	3	3	3	2	2	2.6
CO3	3	3	3	3	2	3	3	2	3	3	2.8
CO4	3	3	2	3	2	3	3	2	2	2	2.5
CO5	3	3	3	2	2	3	3	3	2	3	2.7
	•	•			•	•		M	ean Ove	rall Score	2.5 (High

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCB53ES01B	Discipline Specific Elective -1: Consumer Behavior	4	3

Course Objectives
To Understand the concept of consumer behaviour.
To gain knowledge about the marketing strategy.
To create awareness of the theories of motivation, Personality and perception as applied in consumer
behaviour.
To learn the methods of market innovation.
To analyze the current trends in consumer behaviour

UNIT I: Consumer Behaviour and Decision making

(12 Hours)

Consumer Behavior - Concept and Implications; Integration of consumer behaviour in the marketing concept; Consumer Decision Making Process; Levels of consumer decision making; Types of Consumer Decision Making. Role, Classes and influences on consumer behaviour,

UNIT II: Market Segmentation and Marketing Strategies

(12 Hours)

Consumer Behaviour and Marketing Strategy - Key Determinants Providing Customer Value and Retention; Market segmentation: Concept, Bases and Significance; How market segmentation operates; Criteria for effective targeting of market segments; Target Marketing strategies.

UNIT III: Consumer Motivation, Perception and Attitude

(12 Hours)

Consumer Motivation -Dynamics of Motivation, type and systems of needs; Personality and theories of personality (relevant to marketing); Consumer diversity; Self and self-image; Consumer Perception; Dynamics of perception and consumer imagery; Consumer Learning; Behavioural and cognitive learning theories; Consumer Attitude; Attitude formation and behaviour; Communication and consumer behaviour. Consumer Rights.

UNIT IV: Consumer Satisfaction

(12 Hours)

Consumer Influence and Market Innovations- Consumer Opinion and its influence on productlaunch and innovation. New consumers; Managing Consumer Dynamics; Consumer decision making and beyond; Consumer Satisfaction and Dissatisfaction: Mechanism; Managing Post-purchase behaviour.

UNIT V: Marketing Research

(12 Hours)

Marketing Research-Role of Marketing Research, Marketing intelligence Vs Marketing Research, Applications of Marketing Research, Type of Marketing research - concept research, product research, pricing research, distribution research, advertising research. Who does the marketing research, When to do marketing research and limitations of marketing research. - Recent trends and developments in OB.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Book for Study

1. Schiffman, L.G., & Kanuk, L.L. (2017). Consumer Behavior, Prentice Hall, New Delhi.

- 1. Loudon, D.L., & Bitta, A.J.D. (2015). *Consumer Behaviour Concepts and Applications*, TMHPublications, New Delhi, 2015.
- 2. Solomon, Michael, R. (2013). Consumer Behaviour, Prentice Hall, New Delhi.

·	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
CO No.	On successful completion of this course, the students will be able to	(K-Level)
CO1	describe the application of theories on consumer behavior in Marketing	K1
CO2	examine and discuss the factors which influence consumer behavior	K2
CO3	apply appropriate research approaches including sampling, data Collection and questionnaire design for specific marketing situation	К3
CO4	analyze the internal dynamics such as personality, perception, Learning motivation and attitude to the choices consumers make	K4
CO5	evaluate a research report on consumer behaviour within a specific Context.	K5

					Relatio	nship M	atrix				
Semester	Course Code			T	Title of the Course				Hours	Credits	
5	24UCB53ES01B Discipline Specific				c Elective -1: Consumer Behavior			havior	4	3	
Course	Pr	ogramm	e Outc	omes (P	Os)	Prog	gramme S	Specific (Outcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
								M	ean Over	rall Score	2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCB53ES02A	Discipline Specific Elective -2: Financial Reporting	4	3

Course Objectives
To identify the source of information used in financial statement analysis
To describe the significance of financial reporting and financial statement analysis
To relate the importance of financial statement notes and supplementary information.
To analyse and interpret the financial statements
To summarize the steps in the financial statement analysis framework.

UNIT I: Indian Accounting Standards

(12 Hours)

Application of Accounting standards - Standards related to Incomes Taxes, cash flows, Government Grants, effects of changes in foreign exchange rates, investments in associates & Asset Management Plan (AMP); joint ventures, earnings per share, investment property, non- current assets held for sale and fair value measurement - Recent trends and development

UNIT II: Preparation of financial statements

(12 Hours)

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

UNIT III: Group Financial Statements-I

(12 Hours)

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

UNIT IV Group Financial Statements-II

(12 Hours)

Group Financial Statements-II: Computation of group reserves on date of consolidation - fair value adjustments on consolidation - effects of intra-group trading on consolidation - effect of disposal of parent's investment in subsidiary in parent's individual financial statements and in consolidated financial statements

UNIT V: Leases and Financial Instruments

(12 Hours)

Standards on specific transactions Accounting for Leases (including right-of-use assets, exemption criteria, sale & amp; leaseback transactions), Financial instruments (excludinghedge accounting & amp; impairment of financial assets) including recognition & amp; measurement of financial assets, financial liabilities & amp; equity

Theory: 20% | Problem80%

Teaching Methodology	Lecturing, PPT, Case study discussions, and	flipped learning,

Book for Study

1. Kieso, D.E., Weygandt, J.J., & Warfield, J.D. (2018). *Intermediate A counting*, Wiley, New Delhi.

Books for Reference

1. Hoyle, J.B., Schaefer, T., & Doupnik, T. (2018). *Advanced Accounting*. McGrawHill, New Delhi.

2. Nikolai, L., Bazley, J., & Jones, J. (2016). *Intermediate Accounting*, South-WesternCengage Learning, New Delhi.

Note: Latest Edition of Textbooks May be used.

Websites and eLearning Sources

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

	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
CO No.	On successful completion of this course, the students will be able to	(K-Level)
CO1	identify the sources of information used in financial statement Analysis.	K1
CO2	describe the significance of financial reporting and financial Statement analysis	K2
CO3	relate the importance of financial statement notes and supplementary Information.	К3
CO4	analyse and interpret the financial statements.	K4
CO5	summarize the steps in the financial statement analysis framework.	K5

					Relatio	nship Ma	atrix				
Semester	Course Code			Title of the Course					Hours	Credits	
5	24UCB53ES02A Discipline Specific			Specifi	c Electiv	e -2: Fina	ncial Rep	orting	4	3	
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific C	Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	3	2	3	2	2	2	3	2	2.5
CO2	3	2	3	2	2	2	3	3	2	2	2.4
CO3	3	2	3	3	3	3	3	3	2	1	2.6
CO4	3	2	2	2	2	2	1	2	2	1	1.9
CO5	3	2	3	3	3	3	2	1	2	1	2.3
								M	ean Ove	rall Score	2.3 (High)

Semes	ter	Course Code	Title of the Course	Hours/Week	Credits
5	2	4UCB53ES02B	Discipline Specific Elective -2: E-Commerce	4	3

Course Objectives
To understand the concept of E-Commerce and its application
To learn about the techniques of mobile commerce
To know about the concept of encryption in E-Commerce
To understand the concept of net commerce and its implication
To know about electronic payments and its benefits

UNIT I: Introduction to E-Commerce

(12 Hours)

What is E-Commerce, Forces behind E-Commerce Industry Framework, Brief history of E-Commerce, Inter Organizational E -Commerce Intra Organizational E-Commerce, and Consumer to Business Electronic Commerce, Architectural framework - Network Infrastructure for E-Commerce Network Infrastructure for E-Commerce, Market forces behind I Way, Component of I way Access Equipment, Global Information Distribution Network, Broad band Telecommunication.

UNIT II: Net Commerce

(12 Hours)

EDA, EDI Application in Business, Legal requirement in E -Commerce, Introduction to supply Chain Management, CRM, issues in Customer Relationship Management.

UNIT III: Encryption

(12 Hours)

World Wide Web & Security, Encryption, Transaction security, Secret Key Encryption, Public Key Encryption, Virtual Private Network (VPM), Implementation Management Issues.

UNIT IV: Mobile Commerce

(12 Hours)

Introduction to Mobile Commerce, Mobile Computing Application, Wireless Application Protocols, WAP Technology, Mobile Information Devices, Web Security Introduction to Web security, Firewalls & Transaction Security, Client Server Network, Emerging Client Server Security Threats, firewalls & Network Security.

UNIT V: Electronic Payments

(12 Hours)

Overview of Electronics payments, Digital Token based Electronics payment System, Smart Cards, Credit Card I Debit Card based EPS, Emerging financial Instruments, Home Banking, and Online Banking.

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

1. Greenstein, & Feinman. E-Commerce. TMH

Book for Reference

- 1. Kalakota, R., & Whinston, A. Frontiers of Electronic Commerce. Addision Wesley
- 2. Amor, D. The E-Business Revolution. Addision Wesley
- 3. Sharma, D. E-Commerce. Excel
- 4. Bajaj & Nag, E-Commerce: The Cutting Edge of Business, TMH

	Course Outcomes						
CO No.	CO-Statements	Cognitive Levels					
CO 140.	On successful completion of this course, the students will be able to	(K-Level)					
CO1	understand the concept of E-Commerce and its application	K1					
CO2	describe the techniques of mobile commerce	K2					
CO3	explain the concept of encryption in E-Commerce	К3					
CO4	apply the concept of net commerce and its implication	K4					
CO5	assess electronic payments and examine its benefits	K5					

					Relatio	nship Ma	atrix				
Semester	Cours	e Code		Title of the Course					Hours	Credits	
5	24UCB53ES02B		В	Discipline Specific Elective -2: E-Commerce				4	3		
Course	Programme Outcomes (POs) Programme Specific Outcomes (PSOs)						Mean				
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	2	3	2	3	2	1	2	1	2.1
CO2	3	2	3	3	2	3	2	2	2	1	2.3
CO3	3	2	3	2	1	3	3	3	3	1	2.4
CO4	3	2	3	2	2	3	3	3	2	1	2.4
CO5	3	2	2	3	1	3	3	3	3	1	2.4
								M	ean Over	rall Score	2.3 (High)

Semester	Course Code	Title of the Course	Hours/week	Credits
5	24UCB53SP01	Self-paced Learning:		2
3	240CD555P01	Innovation Management	-	2

Course Objectives
To understand the basic concepts of innovation management.
To learn the creativity and innovation thought in management.
To familiarize the different theories of innovation.
To explore the innovation process for new product development.
To generate the successful innovation ideas for business.

UNIT I: Innovation and Competitive Advantage

Innovation -Introduction, meaning, definition, concepts, nature, importance, early stage of innovation-identifying opportunities-Discovering new points of differentiation, Innovation drivers-State-Technology-Types of Innovations; Descriptions of Technological, Marketing and organization.

UNIT II: Innovation and Creativity:

Creativity-Meaning, definition, need for and importance of creativity-Factors influencing creativity. Individual-Self evaluation of individual-SWOT analysis-Team-Group dynamics-Meaning, Characteristics, Stages, Types, Factors affecting group behavior and team building- Leadership - meaning and nature-creating Breakthroughs in Innovation. Perception - Meaning, Definition, Perceptual process, Factors affecting perception and techniques to improve perception.

UNIT III: Innovation Theories

Major Contemporary theories: Disruptive -Networked-Open; Alternative theories: Evolutionary - Uncontested - Adaptive -Green Initiatives

UNIT IV: Innovation Process

New product development - Criticality of the value proposition, differentiation - paths to market - systems of ideation - Experimentation and Proto typing - Innovation lapse

UNIT V: Success and Innovation

Transformation of Business - Business processes - Recognition - execution strategies - designing winning innovative culture - Design thinking - - Patents - Intellectual properties - successful innovation case studies (any two).

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and
	Creation of Models

Book for Study

1. Prahalad, C. K., & Krishna. (2017). The New Age of Innovation: Driving Concreted Value through Global Networks. MS McGraw hill.

- 1. Joe, T., & John, B. (2017). Managing Innovation. John Wiley And Sons, Chichester.
- 2. Westland, J.C. (2016). Global Innovation Management: A strategic approach. Palgrave Macmillian.
- 3. Moore, G. A. (2017). Dealing With Darwin: How Great Companies Innovate at Every Phase of Their Evolution. Capstone.
- 4. Collins, J. (2018). *How The Mighty Fall: And Why Some Companies Never Give In*. Random House.

	Course Outcomes					
CO No.	CO-Statements	Cognitive Levels				
CO No.	On successful completion of this course, students will be able to	(K-Level)				
CO1	recognize the basics of innovation	K1				
CO2	explain the value of creativity and innovative thoughts	K2				
CO3	exposure to different theories of innovation	К3				
CO4	analysis the process involved in innovation	K4				
CO5	explain the nuances of innovation for the success of business	K5				

	Relationship Matrix										
Semester	Course Code Title of the Course							Hours	Credits		
5	24UCB	53SP01	P01 Self-paced Learning: Innovation Management						-	2	
Course	Prog	gramme	Outcor	nes (PC	Os)	Progra	mme Sp	ecific O	utcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	2	2	3	3	3	3	2	2	2	2	2.4
CO2	2	2	2	2	2	2	2	2	2	2	2.0
CO3	2	2	2	2	2	2	2	2	2	1	1.9
CO4	2	2	3	3	2	2	2	2	3	2	2.3
CO5	2	2	2	2	2	2	2	2	1	1	1.8
Mean Overall Score								2.08 (Medium)			

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCB54EG01	Generic Elective 1: TallyPrime	4	4

Course Objectives
To describe the concepts of accounting and tally.
To discuss the uses of TallyPrime to maintain records in accounts and Inventory mode.
To apply tools in TallyPrime for receivable and payable management.
To figure out payroll and cost centre models for business organisations.
To formulate models for GST and TDS using TallyPrime.

UNIT I: Introduction to TallyPrime:

(12 Hours)

TallyPrime: Introduction - Data Path - Company Menus (F3): Creation, alteration, deletion, select company and shut company: F11 Features & F12 Configurations - Accounts only Company- Menus in Gateway of Tally (Accounts only Mode) Masters: (Create, alter and Chart of accounts Groups): Primary and Secondary Groups in TallyPrime: Creation, alteration and deletion of User Defined Groups; Ledger: Default ledgers - Creation, alteration and deletion of ledgers - Extraction of Financial statements and ratios for given ledger balances and adjustments - Recording Day to Day Transactions in TallyPrime.

UNIT II: Accounting Vouchers and Receivable & Payable Management: (12 Hours)

Accounting Vouchers Introduction - Business Transactions - Receipt Vouchers, Contra Vouchers, Payment Vouchers, Purchase Vouchers, Sales Vouchers, Debit Note, Credit Note, Journal - Activation of inactive vouchers - Altering and deleting voucher - Extraction of Day Book and Trial Balance. Accounts Receivable and Payable Management in TallyPrime - Maintenance of Bill wise details and activation of interest calculation in TallyPrime - Enabling Features and Configurations - activating Bill - Wise maintenance and Interest calculation for Ledgers - Method of adjustments in Bill - Wise details in Recording transactions - Extracting Reports on Outstanding and Interest Calculations - Recording interest payable/receivable through credit note/debit note voucher.

UNIT III: Cost Center & Category, Budgets and Payroll:

(12 Hours)

Maintenance of Cost Centres - Enabling Features and Configurations Creation of Cost Categories, Cost Centres and Cost Centre Class Recording Transactions with cost centre allocations. Extracting Cost Category Summary and Cost Centre Breakups - Creation of Group - wise and ledger - wise budgets - Viewing variances in financial statements and Trial Balance. Maintenance of Payroll: Creation of Payroll Masters: Employee Group - Employee - Units -Attendance/Production type - Pay heads: Payroll Statutory details - Creation of Payroll vouchers for payroll transactions: Attendance and Payroll

UNIT IV: Inventory Masters and Vouchers and Order Processing: (12 Hours)

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

UNIT V: TDS, TCS and GST:

(12 Hours)

Activation of TDS in TallyPrime - TDS & TCS Masters - Configuring TDS and TCS at Group level and Ledger level - Recording TDS related Expenses and TCS related sales in Accounting Vouchers - TDS Report - Form 26Q export to IT portal for TDS return filing.

Introduction and Enabling GST in Tally - Recording GST transactions - Accounting intrastate Supply of Goods and Services - Accounting interstate Supply of Goods and Services - Purchase and Sales Returns of Goods and Services - Input Tax Credit - GSTR - 1 - GSTR - 2 - GSTR - 3B - GSTR - 4 and

E-Way Bill Report - Tally Audit - Banking Reconciliation Statement. Split of Company Data - Backup and Restore of Data. Transactions related to Multiple Currencies.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and
	Creation of Models

Book for Study

1. John, G. (2023). Tally Primer, Joseph's Institute of tally Education, Trichy.

Books for Reference

- 1. Behera, S.R. (2020). Learn Tally ERP 9, B.K. Publication Pvt Ltd, Bhubaneswar.
- 2. Singh, S., & Mehra, N. (2020). Tally ERP 9 Power of simplicity, V & S Publishers, New Delhi.
- 3. Sarthi, T. (2020). GST & Taxation in TallyPrime, Notion Press, Chennai.

Websites and eLearning Sources

- 1. https://tallysolutions.com/accounting/accounting-software-india/
- 2. https://tallysolutions.com/tally/how-to-create-business-invoices-on-tallyprime/
- 3. https://tallysolutions.com/tally/easy-analysis-of-business-reports-with-tallyprime/
- 4. https://tallysolutions.com/features/banking/

https://tallysolutions.com/gst/gst-return/

Course Outcomes					
CO No.	CO-Statements	Cognitive Levels			
CO 110.	On successful completion of this course, the students will be able to	(K-Level)			
CO1	describe the fundamental concepts of accounting and TallyPrime.	K 1			
CO2	effectively maintain records in accounts and Inventory mode using TallyPrime.	K2			
CO3	utilize features and configurations in TallyPrime for managing receivables and payables, including the activation of interest calculations and maintenance of Bill wise details.	К3			
CO4	create and manage payroll masters, employee groups, units, and pay heads, as well as record transactions with cost center allocations.	K4			
CO5	activate, configure and record TDS, TCS and GST at group and ledger levels, and pass the transactions in accounting vouchers.	K5			

Relationship Matrix											
Semester	Cours	e Code		Title of the Course						Hours	Credits
5	24 UC	B54EG0	1	Generic Elective 1: TallyPrime							4
Course	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs					Mean Score of
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	COs
CO1	2	2	3	2	2	3	3	2	1	2	2.2
CO2	3	2	2	2	1	2	3	3	2	3	2.3
CO3	2	2	3	2	3	2	3	3	3	2	2.5
CO4	2	2	3	3	2	3	3	3	3	3	2.7
CO5	3	2	3	3	3	3	3	3	3	2	2.8
Mean Overall Score										2.5 (High)	

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

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

UNIT I: Communication Skills

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

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

UNIT II: Resume Writing & Interview Skills

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

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

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

UNIT III: Personal Effectiveness

Self-Discovery: Characteristics of Personality, Kinds of Self, Who am I?, Personality Inventory Table *Goal Setting*: Why do Goal Setting?, Goal Setting Process, Smart Goals

UNIT IV: Numerical Ability

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

UNIT V: Test of Reasoning

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

Book for Study

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

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

- 5. Khera, S. (2014). You Can Win. Macmillan Books.
- 6. Martin, Y. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*, (5th Ed.). Adams Media.
- 7. Sankaran, K., & Kumar, M. (2010). *Group Discussion and Public Speaking*, (5th Ed.). M.I. Publishers.
- 8. Trishna. (2012). How to do well in GDs & Interviews, (3rd Ed.). Pearson Education.

Course Outcomes							
CO No.	CO-Statements	Cognitive					
	On successful completion of this course, students will be able to	Levels (K - Level)					
CO1	analyse problems directed at testing their cognitive abilities	К3					
CO2	present the best of themselves as job seekers and communicate effectively in all contexts	K4					
CO3	assess themselves, set goals, and manage conflicts that are expected of a good leader	K5					

Relationship Matrix											
Semester	Cou	rse Code		Title of the Course							Credits
5	23US	S54SE0	1	Skill l	kill Enhancement Course - 2: Soft Skills						1
Course	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	COs
CO1	3	3	3	2	2	2	2	3	2	3	2.5
CO2	2	3	3	2	3	3	2	3	2	2	2.5
CO3	2	2	3	3	2	3	3	3	2	2	2.5
Mean Overall Score										2.5(High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCB63CC15	Core Course-15: Income Tax	6	4

Course Objectives
To understand the concept of income tax law
To know about the concept of taxability of salary and allowances
To understand the concept of GAV and NAV
To learn about basic principles for computing business income
To get know about the concepts of cost of acquisition and cost improvement

UNIT I: Residential status and Incidence of Tax

(18 Hours)

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

UNIT II: Income from salary

(18 Hours)

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

UNIT III: Income from House Property

(18 Hours)

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

UNIT IV: Income from Business and Profession

(18 Hours)

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

UNIT V: Income from other sources

(18 Hours)

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

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. Singhania, V.K. *Students Guide to Income Tax*, Taxman Publications Pvt. Ltd., New Delhi, (Latest Edition).

Books for Reference

- 1. Prasad, B. Income Tax Law and Practice, Wishwa Prakashan, New Delhi. (Latest Edition).
- 2. Hariharan. (Latest Edition). *Income Tax Law and Practice*, McGraw- Hill Management, New Delhi.
- 3. Reddy, T.S., & Prasad, Y.H., & Reddy (Latest edition). *Income Tax Law and Practice*, Margham Publications, Chennai.
- 4. Srinivasan, T. *Income Tax Law and Practice*. Vijay Nicole Imprint Limited. (Relevant Assessment Year)

Note: Latest Edition of Textbooks May be used.

	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
CO No.	On successful completion of this course, the students will be able to	(K-Level)
CO1	outline the fundamentals of IncomeTaxAct,1961and its amendments	K1
CO2	describe the elements of capital gains and compute income from the other Sources	K2
CO3	assess taxable income from salary	К3
CO4	calculate taxable income from different types of house properties	K4
CO5	determine taxable income from business and profession	K5

Relationship Matrix											
Semester	Cours	e Code			T	itle of th	e Course			Hours	Credits
6	24 UC	B63CC1	5		Core C	e Course-15: Income Tax				6	4
Course	Pr	Programme Outcomes (POs) Programme Specific Outcomes (PSOs)								Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	2	3	2	2	2	2	2	2	2.2
CO2	3	2	2	2	2	2	3	2	3	3	2.4
CO3	2	3	2	3	2	3	2	3	3	3	2.6
CO4	2	2	2	1	2	2	2	1	2	2	1.8
CO5	3	2	3	3	1	3	1	3	2	1	2.2
Mean Overall Score									2.2 (High)		

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCB63CC16	Core Course-16: Artificial Intelligence in Business	5	3
		Practices		

Course Objectives
To Know about the application of artificial intelligence in business practices
To Understand the techniques of chatbots and speech recognition
To Know about robot process automation and its application
To Learn about machine learning in accounting and auditing
To Appreciate the role of artificial intelligence and automation technology for in accounting,
auditing and banking

UNIT I: Introduction to Artificial Intelligence

(15 Hours)

Meaning of Artificial Intelligence - Need and importance of AI in Accounting and Auditing, Origin of Artificial Intelligence - Applications of AI, Future of AI in Business/Accounting/Auditing - Challenges and Ethical considerations of AI

UNIT II: Chatbots and Speech Recognition

(15 Hours)

Chatbots applications in Accounting and Auditing - Overview of IBM Watson in Auditing - Overview of Speech recognition software - Applications in Accounting and Auditing

UNIT III: Robot Process Automation

(15 Hours)

Introduction - Automated Inherent Risk Assessment - Automating Internal Controls Assessment - Automated procedures - Reporting and Post-audit management - Intelligent Automation of Fraud Detection and Forensic Accounting

UNIT IV: Machine Learning in Accounting and Auditing

(15 Hours)

Machine Learning: Introduction to ML, Applications of ML, Cloud Accounting - Meaning, Types, Tools used in ML (RapidMiner), IoT: Introduction to IoT and its applications in Accounting/Auditing, Smart Analytics: Introduction, Need of Smart Analytics tool for Accounting/Auditing. Audit Software Overview and Features of audit software

UNIT V: Artificial Intelligence (AI) and Automation Technology for Accountants, Auditors and Bankers (15 Hours)

AI as a game changer and accounting tool for accountants-Accounting activities that AI can perform-How accountants and auditors can stand out against AI-AI and the future of Accountancy, Auditing and Finance-AI based Decision making in Accounting and Auditing-Data-driven Audit-AI in Banking and Financial Services Industry-Enhancing banking security with Machine Learning

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Books for Study

1. Cory Ng., & Alarcon, J. (2020). *Artificial Intelligence in Accounting*, (1st Ed.). Publisher: Taylor & Francis Ltd.

- 1. Al Naqvi. (2020). Artificial Intelligence for Audit, Forensic Accounting, and Valuation: A Strategic Perspective, (1st Ed.). Publisher: Wiley, USA.
- 2. Boobier, T. (2020). AI and the Future of Banking. Wiley ISBN: 9781119596127
- 3. Clifton, B. (2010). Advanced Web Metrics with Google Analytics, (2nd Ed.). Wiley Publishing.

- 4. Kaushik, A. (2009). Web Analytics 2.0, The Art of Online Accountability and Science of Customer Centricity, (1st Ed.). Wiley Publishing, Inc
- 5. Sterne, J. (2002). Web Metrics: Proven methods for measuring web site success, John Wiley and Sons.

	Course Outcomes	
CO No.	CO-Statements	Cognitive Levels
CO 110.	On successful completion of this course, the students will be able to	(K-Level)
CO1	understand the application of artificial intelligence in business practices	K1
CO2	identify the techniques of chatbots and speech recognition	K2
CO3	describe the robot process automation and its application	К3
CO4	explain the concept of machine learning in accounting and auditing	K4
CO5	articulate the role of artificial intelligence and automation technology for in accounting, auditing and banking	К5

					Relatio	nship Ma	atrix				
Semester	Cours	se Code			T	itle of the	e Course			Hours	Credits
6	24UC	B63CC1	6	Core Course-16: Artificial Intelligence in Business Practices					5	3	
Course	Programme Outcomes (POs)					Prog	gramme S	Specific (Outcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	2	3	2	2	2	2	2	2	2,2
CO2	3	2	2	2	2	2	3	2	3	3	2.4
CO3	2	3	2	3	2	3	2	3	3	3	2.6
CO4	2	2	2	1	2	2	2	1	2	2	1.8
CO5	3	2	3	3	1	3	1	3	2	1	2.2
								M	ean Over	all Score	2.2 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	24UCB63CC17	Core Course-17: HR Analytics	5	3

Course Objectives
To Acquire knowledge on the fundamentals of HR analytics
To Know about the concept of DEI analytics
To Learn about the techniques of recruitment and selection analytics
To Understand the concept of performance analysis and its implication in HR analytics
To Comprehend the impact of HR analytics on business process

UNIT I: Introduction to HR Analytics

(15 Hours)

Traditional HRM, Changing trends in HRM and emergence of strategic HRM, Introduction to HR Analytics- Evolution of HR Analytics -Importance & Challenges of HR Analytics-, HR information systems and data sources, HR Metric and HR Analytics, Intuition versus analytical thinking in Analytics; HRMS/HRIS and data sources for Business Analytics; Analytics frameworks like LAMP, HCM:21(r)Model; The Analytics Process Model (APM) and Its Phases; Approaches for Designing HR Metrics--The Inside-Out Approach--The Outside-In Approach-- Align HR Metrics with Business Strategy, Goals and Objectives--Link HR to the Strategy Map-Key Areas for HR Analytics

UNIT II: Diversity Analysis

(15 Hours)

Diversity Analysis: Diversity, Equity and inclusion (DEI analytics), measuring diversity and inclusion, testing the impact of diversity, Workforce segmentation and search for critical job roles

UNIT III: Recruitment and Selection Analytics

(15 Hours)

Recruitment and Selection Analytics: Evaluating Reliability and validity of selection models, Finding out selection bias, Predicting the performance and turnover; conducting a purposeful workforce analytics

UNIT IV: Performance Analytics

(15 Hours)

Performance Analytics: Predicting employee performance, Training requirements, evaluating training and development, optimizing selection and promotion decisions;

UNIT V: Impact of HR Analytics

(15 Hours)

Impact of HR Analytics on the Organizational Performance, Efficiency, Employee Engagement, HRM and World of Work; HR Analytics and its future-Emerging Trends in HR Analytics

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

- 1. Winston, W., Microsoft Excel. (2019). *Data analysis and Business Modelling*, (6th Ed.). Microsoft. (Unit 1)
- 2. Ren, K. (2016). *Learning R Programming: Language, tools and Practical Techniques*. PACKT Publishing Ltd. (Unit 2)
- 3. Edwards, M., & Edwards, K. (2019). *Predictive HR analytics: Mastering the HR Metric*. Kogan Page. (Unit 3)

- 1. Edwards, M., Edwards, K., Kogan Page. (2019). *Predictive HR Analytics: Mastering the HR Metric*, (2nd Ed.).
- 2. Walsh, M. (2021). HR Analytics Essentials You Always Wanted To Know (Self-Learning Management Series), Vibrant Publishers.
- 3. Venkatesh, A.N., Saxena, R., Burbure, P., & Pardeshi, B. (2023). *HR Analytics*. Good Writers Publishing.
- 4. Uppal, N. (2020). Human Resource Analytics: Strategic Decision Making, Pearson Publishers.

- 5. Yadav, R.S., & Maheswari, S. (2020), HR Analytics: Connecting Data and Theory, Wiley Publisher.
- 6. Bannerjee, P., Pandey, J., & Gupta, M. (2019). *Practical Applications of HR Analytics a step-by-step guide*. Sage Publications
- 7. Harvey, G. (2018). Microsoft Excel 2019 for dummies. Wiley. New Jercy.

Note: Latest Edition of Textbooks May be used.

Websites and e-Learning Sources

- 1. https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
- 2. https://www.tutorialspoint.com/r/index.htm
- 3. https://www.guru99.com/r-tutorial.html
- 4. https://support.microsoft.com/en-gb/excel
- 5. https://www.excel-easy.com
- 6. https://www.questionpro.com/blog/hr-analytics-and-trends/
- 7. https://www.vskills.in/certification/blog/a-beginners-guide-to-hr-analytics/
- 8. https://splashbi.com/pdf/Workforce-Analytics-PDF.pdf
- 9. https://waterbearlearning.com/learning-analytics/
- 10. https://www.analyticsinhr.com/blog/what-is-hr-analytics/

	Course Outcomes					
CO No.	CO-Statements	Cognitive Levels				
CO No.	On successful completion of this course, the students will be able to	(K-Level)				
CO1	identify and discuss the concepts and functions of HR Analytics from Human Resource Management perspective	K1				
CO2	relate 'R' language and Excel skills and tools with HR analytics	K2				
CO3	employ analytics for analyzing data relating to HR Planning and Recruitment.	К3				
CO4	analyse talent management and performance appraisal data.	K4				
CO5	predict the future trends of HR analytics.	K5				

Relationship Matrix											
Semester	Cours	e Code			T	itle of the	e Course			Hours	Credits
5	24UC	B63CC1	7		Core Co	ourse-17	: HR Ana	lytics		5	3
Course	Pr	ogramm	e Outco	mes (Po	Os)	Prog	gramme S	Specific C	Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	1	2	2	3	2	1	2	1	1.9
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	1	3	3	3	2	1	2.4
CO5	3	3	2	2	2	3	3	2	2	1	2.3
	Mean Overall Score									2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCB63ES03A	Discipline Specific Elective -3 Strategic Management	4	3

Course Objectives
To Comprehend the objectives and scope of strategic management.
To Inherit skills required for industry analysis
To Acquire nuances of company analysis
To Acquaint different forms of strategies
To Respond to the internal and external changes with a view to retain competitive advantage

UNIT I: Introduction to Strategic Management

(12 Hours)

Strategic Management - Meaning and definition, Strategic Management Process - Forming Vision, setting objectives, Crafting a Strategy, Implementation and Evaluation, Characteristics, Benefits of strategic management, Dysfunctions of strategic management.

UNIT II: Industry Analysis

(12 Hours)

Industry analysis and competitive environment. The macro environment -Demographic, political, social, cultural, technological and global environment - Assessing the impact of general environment. The Micro environment - The competitive environment - The five forces of competition, new entrants, direct competition, buyers, suppliers and substitutes -Rivalry in the industry.

UNIT III: Company Analysis

(12 Hours)

Evaluating company resources - Competitive capabilities - Identifying company's strengths and resource capabilities - Identifying company's weaknesses and resource deficiencies, identifying company's competencies and capabilities, identifying a company's market opportunities, identifying threat to a company's future profitability (SWOT Analysis). Strategic options for achieving cost competitiveness. The value chain - Primary and support activities.

UNIT IV: Strategy and its types

(12 Hours)

Strategy and competitive advantage - Low-Cost Leadership strategies, differentiation Strategies and Focus strategies. Merger and acquisition -Vertical integration strategies. First-Mover advantages and disadvantages. Strategy and competitive advantage over the Life Cycle.

UNIT V: Change Management (OOC based learning)

(12 Hours)

Responding to shifts in competitive advantages - New developments affecting competitive advantage - New technology - New distribution channel, Economic shifts - Change in the neighboring industries and change in government regulations. Response options -Prospecting, Defending, and Harvesting. Uncertainty - Impact of environmental development, ability to adjust.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
T	

Books for Study

1. Pitts, R.A., & Lei, D. (2007), *Strategic Management- Building and Sustaining Competitive Advantage*. South - Western, Thomas Learning Inc. New Delhi.

Books for Reference

- 1. Thompson, A.A Jr., &Strickland, J.J. 111, (2003). *Strategic Management Concepts and cases*, Tata McGraw Hill Co., New Delhi.
- 2. Pearce, J.A., 11 Robinson, R.B. Jr, (2008). *Strategic Management- Strategy Formulation and implementation*, Tata McGraw Hill Co., New Delhi.
- 3. Varahan., & Rinky. (2014). *Strategic Management*. Himalaya publication house Pvt. Ltd, New Delhi

Note: Latest Edition of Textbooks May be used.

Course Outcomes					
CO No.	CO-Statements	Cognitive Levels			
CO No.	On successful completion of this course, the students will be able to	(K-Level)			
CO1	comprehend the objectives and scope of strategic management.	K1			
CO2	inherit skills required for industry analysis	K2			
CO3	acquire nuances of company analysis	К3			
CO4	acquaint different forms of strategies	K4			
CO5	respond to the internal and external changes with a view to retain competitive advantage	К5			

					Relatio	nship Ma	atrix				
Semester	Cours	se Code			T	itle of the	e Course			Hours	Credits
6	24UCB63ES03A		A	Discipline Specific Elective -3 Strategic Management				4	3		
Course Programme Outcomes (POs) Programme Specific Outco					Outcomes	(PSOs)	Mean				
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	2	3	2	2	2	2	2	2	2.2
CO2	3	2	2	2	2	2	3	2	3	3	2.4
CO3	2	3	2	3	2	3	2	3	3	3	2.6
CO4	2	2	2	1	2	2	2	1	2	2	1.8
CO5	3	2	3	3	1	3	1	3	2	1	2.2
Mean Overall Score									2.2 (High		

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCB63ES03B	Discipline Specific Elective -3 Organisational Behaviour	4	3

Course Objectives						
To describe the concepts, elements and applications of organization						
To clarify the role and relevance of Individual and group behavior in						
To demonstrate interpersonal effectiveness, perception management,						
To apply behavior modification techniques to effective handle resistance						
To select appropriate leadership traits/styles to deal with individuals and Groups in organization						

UNIT I: Introduction to Organisational Behaviour

(12 Hours)

Basics of Organisational Behaviour: Definition - Importance and Applications of Organizational Behaviour - Organizational Behaviour in a global context - Hofstede's findings. New Development in OB

UNIT II: Individual and Group Behaviour

(12 Hours)

Individual Behaviour: Biographical characteristics - Ability - Learning - Group Behaviour: Group behaviour and group decision making - Classification of groups - stages of group development - group decision making - Difference between groups and teams - Types of teams - creating an effective team. Group Dynamics - Functions and Features

UNIT III: Personality and Behaviour modification

(12 Hours)

Personality - Definition, Meaning, Importance, determinants, theories, personality traits influencing OB - Behaviour modification-participative management -stress: meaning, stress Factors and coping strategies - management Strategies.

UNIT IV: Perception and Organisational conflicts

(12 Hours)

Perception - factors influencing perception - values - types of values- sources of attitudes - cognitive dissonance theory - Motivation Concepts - Organisational Conflicts: Definitions, Meaning, Sources and types of conflicts, conflicts management approaches - Organisational Culture: managing culture and cultural diversity

UNIT V: Leadership and organisational culture

(12 Hours)

Leadership: Leadership and power - sources of power - tactics - coalitions - organizational politics - conflict process - power and politics: power and its two faces - sources of power - organizational politics - Organizational culture: creating and sustaining culture - forces of organizational change-resistance-implementation of change-Organizational Development interventions.

Teaching Methodology Lecturing, PPT, Case study discussions, and flipped learning,

Book for Study

- 1. Robbins, S.P. (2017). Organizational Behaviour. Pearson Education, New Delhi.
- 2. Agarwal, S. (2020). Organisational Behaviour, SBPD Publishing House, UttarPradesh.

- 1. Gupta, C.B. A Books for Study of Organisational Behaviour. S. Chand Publication, New Delhi
- 2. Aswathappa, *Organisational Behaviour*, Himalaya Publishing House, New Delhi **Note: Latest Edition of Textbooks May be used.**

	Course Outcomes				
CO No.	CO-Statements	Cognitive Levels			
CO 110.	On successful completion of this course, the students will be able to	(K-Level)			
CO1	describe the concepts, elements and applications of organization Behavior	K 1			
CO2	clarify the role and relevance of Individual and group behavior in Different decision	K2			
CO3	demonstrate interpersonal effectiveness, perception management, Conflict resolution and cultural diversity management skills	К3			
CO4	apply behavior modification techniques to effective handle resistance to changes in stress causing situations	K4			
CO5	select appropriate leadership traits/styles to deal with individuals and Groups in organization	К5			

Relationship Matrix											
Semester	Cours	e Code			T	itle of the	e Course			Hours	Credits
6	24UCE	363ES03	В	Discipline Specific Elective -3 Organisational Behaviour							3
Course	Pr	ogramm	e Outco	mes (P	Os)	Prog	gramme S	Specific (Outcomes	s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	2	2	2	3	1	2	1	1	2	1.9
CO2	3	3	2	2	2	3	2	2	1	2	2.2
CO3	3	2	3	2	3	2	2	1	2	3	2.3
CO4	2	3	2	1	3	3	1	2	1	2	2
CO5	3	3	3	2	3	3	2	2	1	2	2.4
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCB63ES04A	Discipline Specific Elective -4:	4	3
U	240CD03ES04A	Management Accounting	7	3

Course Objectives
To Acquire knowledge on management accounting practices
To Learn about the significance of cashflow statement
To Understand the concept of marginal and absorption costing
To Know about standard costing and variance analysis
To Acquire knowledge on the benefits of Budgeting for profit planning and control

UNIT I: Ratio Analysis

(12 Hours)

Management Accounting: Meaning- nature scope and functions of management accounting- role of management accounting in decision making. Financial statements analysis - classification and calculation of ratios-profitability ratios-turnover ratios -liquidity ratios - Solvency ratios - preparing comparative and common size statements.

UNIT II: Cash Flow Statement

(12 Hours)

Cash flow statement - significance-preparation of cash flow statement as per Ind AS3

UNIT III: Marginal costing

(12 Hours)

Marginal costing-Basic Concepts-Marginal and Absorption costing-CVP - Analysis-BE analysis and charts-Limitation and application-Differential cost - analysis-Relevant cost analysis-Applications for management decision making.

UNIT IV: Standard costing and variance analysis

(12 Hours)

Introduction to standard, standard cost and standard costing - standard costing and budgetary control - standard cost and estimated cost - applicability of standard costing. Standard costing system - basis for standards - setting standards - standard for direct material, direct labour and overheads. Computation of variance analysis - overhead variances - sales variances.

UNIT V: Budgetary Control

(12 Hours)

Budgeting for profit planning and control: meaning of budget and budgetary control; Objectives Merits and Limitations of budgets; - Functional Budgets-Production budget- sales budget - purchase budget - cash budget- control ratios- Fixed and Flexible budgets; Zero base budgeting.

Teaching Methodology	Lecturing,	PPT,	Case	study	discussions,	and	flipped	learning,
reaching Methodology	comparativ	e analy	sis of	two or	more compan	ies.		

Books for Study

- 1. Khan M. Y., & Jain P. K. (2018). *Management Accounting*, Tata McGraw Hill Company Ltd., New Delhi.
- 2. Jain, S. P, & Narang, K. L. (2018). Cost and Management Accounting. Kalyani Publications.
- 3. Pillai. R. S. N., & Bagavathi, V. Management Accounting, Sultan Chand Company Ltd., New Delhi, 2017.
- 4. Gupta, S.K., & Sharma, R.K. (2015). *Management Accounting Principles and Practices*, New Delhi.
- 5. Reddy, T.S., & Reddy, Y.H.P.(2017). *Management Accounting*. Margham Publications, Chennai.

- 1. Chadwick. *The Essence of Management Accounting*. Financial Times Publications.
- 2. Charles, T.H., & Gary, N. S. Introduction to Management Accounting. Pearson.
- 3. Murthy, A., & Gurusamy, S. Management Accounting-Theory & Practice. Vijay Nicole

- Imprints Pvt. Ltd.
- 4. Hansen., & Mowen. Cost Management Accounting and Control. South Western College.
- 5. Srinivasan, N. P. Management Accounting. New Age publishers.

Note: Latest Edition of Textbooks May be used.

Websites and e-Learning sources

- 1. https://www.accountingnotes.net/companies/fund-flow-analysis/fund-flow-analysis-accounting/13300
- 2. https://accountingshare.com/budgetary-control/
- 3. https://www.investopedia.com/terms/m/marginalcostofproduction.asp

Course Outcomes							
CO No.	CO-Statements	Cognitive Levels					
	On successful completion of this course, the students will be able to	(K-Level)					
CO1	remember and recall basics in management accounting	K1					
CO2	apply the knowledge of preparation of Financial Statements	K2					
CO3	analyse the concepts relating to fund flow and cashflow	К3					
CO4	evaluate techniques of budgetary control	K4					
CO5	formulate criteria for decision making using principles of marginal costing.	K5					

					Relatio	nship M	atrix				
Semester	Cours	se Code			T	itle of th	e Course			Hours	Credits
6	24UCI	363ES04	A	Discipline Specific Elective - 4: Management Accounting							3
Course	Programme Outcomes (POs)					Prog	gramme S	Specific C	Outcomes	(PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	2	3	2	2	3	3	2	2	3	2	2.4
CO2	3	3	3	2	2	3	3	2	3	2	2.5
CO3	2	2	2	3	2	3	3	2	3	3	2.6
CO4	2	2	3	3	3	3	2	3	2	1	2.5
CO5	2	2	2	3	2	3	3	2	2	2	2.3
Mean Overall Score									2.4 (High		

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	24UCB63ES04B	Discipline Specific Elective - 4: Performance Management	4	3

Course Objectives
To use modern techniques in performance management in private and not-for profit organisations.
To understand budgeting and various analysis towards better management.
To apply decision making techniques in the context of resource optimization.
To understand the divisional performance, transfer pricing and behavioural considerations in
performance management.
To understand the risk analysis in business decisions and behavioural considerations.

UNIT I: Information system, data analytics and management accounting techniques (12 Hours)

Sources of information, Information systems - Transaction Processing System, Management Information System, Executive Information System, Expert System - Uses and benefits of big data and data analytics for planning, costing, decision-making and performance management - Challenges and risks of implementing and using big data and data analytics in an organization - Activity-based-costing - cost drivers, calculation of costs per driver & per unit - Target costing - derive a target cost in manufacturing & service industry Life cycle costing - costs involved at different stages of life cycle.

UNIT II: Advanced budgetary control and standard costing

(12 Hours)

Budgetary systems such as top-bottom, bottom-up, rolling, zero based, activity based, incremental budgets, flexed budgets - Quantitative analysis using high-low method - Applying learning curve model - Advanced variance analysis with material mix & yield variances, sales mix & quantity variances, planning & operational variances -Performance analysis with variances.

UNIT III: Pricing and decision-making techniques

(12 Hours)

Concept of relevant costs - determination of relevance with regard to a contextual decision - opportunity costs - Cost-volume-profit (CVP) relationship -Break-even point and margin of safety - estimation of target profit in single & multi-product scenario - Resource optimization in light of limiting factors - single or multiple factors -

UNIT IV: Performance analysis and divisional performance

(12 Hours)

Understand & apply financial & non-financial performance indicators (KPIs) - Using Norton's Balanced Scorecard model and Fitzgerald & Moon's Building Block model for performance measurement - Using Value-for-money approach for not-for-profit organizations - Economy, efficiency & effectiveness approach - Mechanism for evaluating the performance of a business division and the divisional managers - tools such as Return on Investment (ROI), Residual Income (RI).

UNIT V: Risk analysis in business decisions and behavioural considerations (12 Hours)

Understand the risk & uncertainty in short term and their impact on business decisions - Apply techniques of Maximax, maximin and minimax regret - Use of expected value technique - Decision tree - Value of perfect & imperfect information - Need to factor external considerations in performance management such as environment, market conditions and stakeholder impact - Illustrate how behavioural aspects affect the performance of an organization - External considerations and the impact on performance.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,

Books for Study

1. (2016). *Performance Management*, Becker Educational Development Corp.

Books For Reference

- 1. (2016). Performance Management, Kaplan Publishing.
- 2. (2016). Performance Management, BPP Learning Media LTD
- 3. Marr, B. (2015). Big data: using, Wiley.
- 4. Kandula, S. (2006). Performance, phi.

Note: Latest Edition of Textbooks May be used.

	Course Outcomes							
CO No.	CO-Statements	Cognitive Levels						
CO 110.	On successful completion of this course, the students will be able to	(K-Level)						
CO1	understand the role of advanced performance management.	K 1						
CO2	analyze different Concepts of APM through strategic management accounting techniques and to develop conceptual understanding of towards APM that how to evaluate performance of the organization related to its strategic development.	K2						
CO3	address the impact of developments in technology that will be on the Performance management and measurement systems used by organizations.	К3						
CO4	understand the importance of theories and models in the process of performance management.	K4						
CO5	address the importance and impact of application of professional skills in the values of APM	К5						

	Relationship Matrix											
Semester	Cours	e Code			Ti	itle of the	e Course			Hours	Credits	
6	24UCI	Discipline Specific Elective - 4: Performance Management							4	3		
Course	Programme Outcomes (POs)					Prog	gramme S	Specific C	Outcomes	s (PSOs)	Mean	
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs	
CO1	2	2	2	2	2	3	3	2	2	3	2.3	
CO2	3	3	3	2	3	2	2	2	2	3	2.5	
CO3	2	2	3	3	2	3	3	2	3	2	2.5	
CO4	2	2	2	2	2	2	3	3	2	3	2.3	
CO5	3	3	3	3	2	2	2	3	2	3	2.6	
	Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits	
6	24UCB64EG02	Generic Elective - 2	4	1	
U	24UCB04EG02	Personal Investment Planning	4		

Course Objectives

To enable the students to understand the importance of investment.

To create an awareness regarding the investment and to introduce the concepts associated with investment.

To explain the process of investment.

To understand the functioning of securities market.

To evaluate the risk involved in the investment process and to explain the schemes associated with it.

UNIT I: Introduction to Investment

(12 Hours)

Investment: Meaning, Objectives and Characteristics - Financial Goals - Time Value of Money- Power of Compounding - Inflation - steps in financial planning. Importance of investing, Types of investment avenues. Financial discipline - Benefits of savings , management of spending, Budgeting, Saving and Responsible Borrowing.

UNIT II: Investment Process

(12 Hours)

Investment Process, Concept and measurement of return & risk for various assets class, Portfolio - Meaning - Construction of portfolio - Measurement of portfolio risk and return, Diversification & Portfolio formation. Real estate, financial derivatives & Commodity market in India.

UNIT III: Securities Market

(12 Hours)

Securities Market: Primary market, Secondary Market, IPO, the market participants and trading of securities, security market indices, Stock exchanges in India, DEMAT, Online trading. Fundamentals of Derivatives - Futures and Options. Fixed Income Securities - Bond features, types of bonds, estimating bond yields, types of bond risks. Mutual funds - Meaning -Mutual fund schemes including SIP - Myths about mutual funds.

UNIT IV: Loans and Credit

(12 Hours)

Loans and Credits: Types of Loans - Benefits and Risks, Credit Score. Tax Structure in India for personal taxation, Steps of Personal tax planning, Exemptions and deductions for individuals, tax avoidance versus tax evasion.

UNIT V: Risk Management

(12 Hours)

Managing Risk - Need for Protection planning, Types of insurance schemes. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes. Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme. Will: Writing of will, Common mistakes while writing a will.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and
	Creation of Models

Book for Study

1. (2017). *Introduction to Financial Planning*, (4th Ed.). Indian Institute of Banking & Finance.

- 1. Pandit, A. *The Only Financial Planning Book that You Will Ever Need*, Network 18 Publications Ltd (CNBC TV 18).
- 2. Kapoor, J.R., Dlabay, L.R. & Hughes , R.J. *Personal Finance with Connect Plus*, (10th Ed.). TMH.

Course Outcomes							
CO No.	CO-Statements	Cognitive Levels (K-Level)					
	On successful completion of this course, the students will be able to						
CO1	describe the concepts and process involved in developing a personal investment plan.	K1					
CO2	identify the major types of investment alternatives.	K2					
CO3	figure out the roles of savings, cash management, tax planning, risk management, retirement planning and writing of will	К3					
CO4	examine the risks associated with personal investment planning	K4					
CO5	construct a portfolio based on personal investment objectives.	K5					

Relationship Matrix											
Semester	Cours		Title of the Course							Credits	
6	24UC	B64EG0	2	Generic Elective - 2 Personal Investment Planning							4
Course	Programme Outcomes (POs)					Programme Specific Outcomes				s (PSOs)	Mean
Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Score of COs
CO1	3	3	3	2	2	2	1	2	2	1	2.1
CO2	3	2	2	3	2	2	3	2	2	2	2.3
CO3	2	3	3	2	1	1	2	2	1	2	1.9
CO4	3	3	3	2	2	2	3	2	2	2	2.4
CO5	3	3	3	3	1	1	2	3	2	2	2.3
Mean Overall Score											2.2 (High)