

# **B COM BUSINESS ANALYTICS**

LOCF SYLLABUS 2025



## **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) UNDERGRADUATE COURSES**

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

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

The overarching objectives of these five schools are as follows:

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

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

### **Credit system**

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

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

For undergraduate (UG) courses, students are required to accumulate a minimum of 137 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.

**Skill Enhancement Course (SEC):** 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 (AECC):** 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 (DSE):** 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 DSE, a minimum of two courses of equal importance/weightage is a must. A department with two sections must offer two courses to the students.

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

**Self-Learning (SL):** A two-credit course designed to foster students' ability for independent and self-directed learning. There are Four Self-Learning Courses:

- Compulsory MOOC on NPTEL-SWAYAM in Semester I or II
- 'Artificial Intelligence' as a Self-Learning Course jointly offered by the Departments of CS, AI, IT and Data Science on JosTEL in Semester III
- A Department-Specific Self-Learning Course in Semester IV on JosTEL
- A Certificate Course in Semester V: Each department will offer ONE certificate Course (45 – 60 hours) that will be creditised in the curriculum.

**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. One of the Core Courses in Sem IV is offered as internship embedded course which contains content related to industry.

**Experiential Learning (EL):** In the sixth semester, students are required to undertake a one credit Project / Industrial visit / Field visit chosen by the department. This component is intended to foster learning by direct experience and application of acquired knowledge to practical settings.

**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:

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

#### Course Specific Initials

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

GE - General English

CC - Core Theory; CP- Core Practical

AC - Allied Course

AP - Allied Practical

SEC - 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

SL - Self-Learning

OE - Open Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

EL - Experiential Learning

OR - Outreach Programme

### EVALUATION PATTERN (UG)

#### Continuous Internal Assessment

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

Passing minimum: 40 marks

- \* The first component is a compulsory online test (JosTEL platform) for 15 marks comprising 7 questions (1 mark) at K1 level and 4 questions (2 marks) at K2 level; The second component is decided by the course in-charge in accordance with the prescribed K levels.

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

Duration: 2 Hours			Maximum Marks: 60						
Section			K levels					Marks	
			K1	K2	K3	K4	K5		K6
A (compulsory)			7						$7 \times 1 = 7$
B (compulsory)				5					$5 \times 3 = 15$
C (either...or type)					3				$3 \times 6 = 18$
D (2 out of 3)	Mid Sem					1(2)	1*		$2 \times 10 = 20$
	End Sem					1*	1(2)		
Total									60

\* Compulsory

### Question Paper Blueprint for Semester Examination

Duration: 3 Hours				Maximum Marks: 100			
Section	K levels						Marks
	K1	K2	K3	K4	K5	K6	
A (compulsory)	10						$10 \times 1 = 10$
B (compulsory)		10					$10 \times 3 = 30$
C (either...or type)			5				$5 \times 6 = 30$
D (3 out of 5)				2(3)	1(2)		$3 \times 10 = 30$
Total							100

\* Compulsory

### Question Paper Blueprint for Mid and End Semester Tests (for Quantitative Papers only)

Duration: 2 Hours				Maximum Marks: 60			
Section	K levels						Marks
	K1	K2	K3	K4	K5	K6	
A (compulsory)	7	5					$12 \times 1 = 12$
B (either...or type)			3				$3 \times 6 = 18$
C (2 out of 3)				1(2)	1*		$2 \times 15 = 30$
Total							60

\* Compulsory

### Question Paper Blueprint for Semester Examination (for Quantitative Papers only)

Duration: 3 Hours				Maximum Marks: 100			
Section	K levels						Marks
	K1	K2	K3	K4	K5	K6	
A (compulsory)	10						$10 \times 1 = 10$
B (either...or type)		2	3				$5 \times 6 = 30$
C (4 out of 5)				3(4)	1*		$4 \times 15 = 60$
Total							100

\* Compulsory

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

Title of the Course	CIA	Semester Examination	Final
<ul style="list-style-type: none"> <li>One credit Core Course (Sem 1)</li> <li>Skill Enhancement Course (NCC and Department Specific)</li> </ul>	$25 + 25 = 50$	50 (Department)	100
<ul style="list-style-type: none"> <li>Self - Learning Course (Dept Specific)</li> <li>Comprehensive Examination</li> </ul>	$25 + 25 = 50$	50 (CoE)	100
<ul style="list-style-type: none"> <li>Value Education</li> <li>Environmental Studies</li> </ul>	50	50 (CoE)	100
<ul style="list-style-type: none"> <li>Skill Enhancement Course: Soft Skills</li> <li>Self - Learning Course (Common)</li> <li>Self - Learning Online Course (NPTEL / SWAYAM)</li> <li>Certificate Course</li> <li>Internship</li> </ul>	100	-	100
<ul style="list-style-type: none"> <li>Project / Industrial Visit / Field Visit</li> </ul>	100	-	100



## Grading System

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

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

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

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

Where,

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

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

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

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

WAM - Weighted Average Marks

## Classification of Final Results

- For each of the first three parts in the UG Programme, there shall be separate classification on the basis of CGPA, as indicated in Table - 2.
- For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts / Science / Commerce / Management as Outstanding / Excellent / Very Good / Good / Above Average / Average, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in all the five Parts of the programme.
- Grade in Part IV and Part V shall be shown separately and it shall not be taken into account for classification.
- A pass in SHEPHERD will continue to be mandatory although the marks will not be counted for the calculation of the CGPA.
- Absence from an examination shall not be considered as an attempt.

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

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

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

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

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

### **Vision**

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

### **Mission**

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

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

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

Graduates will be able to uphold integrity and human values.

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

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

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

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

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

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

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

### **Programme Specific Outcomes (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.

<b>B. Com. Business Analytics</b>					
<b>Programme Structure</b>					
<b>Part</b>	<b>Semester</b>	<b>Specification</b>	<b>No. of Courses</b>	<b>Hours</b>	<b>Credits</b>
1	1 - 4	Languages (Tamil / Hindi / French / Sanskrit)	4	16	12
2	1 - 4	General English	4	20	12
3	1 - 6	Core Course	18	80	54
	1 - 6	Core Practical	2	4	2
	1 & 2	Allied Course	2	8	6
	1 & 2	Allied Practical	1	2	1
	3 & 4	Allied Optional	2	7	5
	3 & 4	Allied Optional Practical	2	5	3
	5 & 6	Discipline Specific Elective	4	16	12
	5	Internship	1	-	1
	6	Project / Industrial Visit / Field Visit	1	-	1
	6	Comprehensive Examination	1	-	2
4	1 - 4	Value Education	4	8	4
	1 & 2	Ability Enhancement Compulsory Course	2	2	3
	2 - 5	Self - Learning	4	-	8
	3 & 4	Skill Enhancement Course	2	4	2
	5 & 6	Open Elective	2	8	4
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Co-curricular and Extracurricular Activities	-	-	1
	2 - 6	Extra Credit Courses (MOOC) / Certificate Courses	5	-	(15)
<b>Total</b>			<b>61</b>	<b>180</b>	<b>137 (15)</b>

B. COM. BUSINESS ANALYTICS PROGRAMME PATTERN									
Course Details							Scheme of Exams		
Sem.	Part	Course Code	Course Type	Title of the Course	Hours	Credits	CIA	SE	Final
1	I	25UTA11GL01	GL	General Tamil – 1	4	3	100	100	100
		25UFR11GL01		Language French – 1					
		25UHI11GL01		Language Hindi – 1					
		25USA11GL01		Language Sanskrit – 1					
	II	25UEN12GE01A	GE	General English – 1: Pre-Intermediate Stream	5	3	100	100	100
		25UEN12GE01B		General English – 1: Intermediate Stream					
	III	25UCB13CC01	CC Major	Core Course - 1: Financial Accounting - 1	6	4	100	100	100
		25UCB13CC02		Core Course - 2: Business Organization & Management	4	3	100	100	100
		25UCB13CC03		Core Course - 3: Fundamentals of Business Analytics	4	3	100	100	100
		25UCB13AC01	AC Minor	Allied Course - 1: Excel for Business Intelligence	3	2	100	100	100
		25UCB13AP01		Allied Practical - 1: Lab on Excel for Business Intelligence	2	1	100	100	100
IV	25UHE14VE01	VE	Value Education – 1: Essentials of Humanity*	2	1	50	50	50	
	25UEN14AE01	AECC	Communicative English	-	2	100	-	100	
Total					30	22			
2	I	25UTA21GL02	GL	General Tamil – 2	4	3	100	100	100
		25UFR21GL02		Language French – 2					
		25UHI21GL02		Language Hindi – 2					
		25USA21GL02		Language Sanskrit – 2					
	II	25UEN22GE02A	GE	General English – 2: Pre-Intermediate Stream	5	3	100	100	100
		25UEN22GE02B		General English – 2: Intermediate Stream					
	III	25UCB23CC04	CC Major	Core Course - 4: Financial Accounting - 2	4	3	100	100	100
		25UCB23CC05		Core Course - 5: Marketing	3	2	100	100	100
		25UCB23CC06		Core Course - 6: Python Programming	3	2	100	100	100
		25UCB23CP01		Core Practical - 1: Lab on Python Programming	2	1	100	100	100
		25UCB23AC02	AC Minor	Allied Course - 2: Statistics for Business	5	4	100	100	100
	IV	25UHE24AE02	AECC	Environmental Studies*	2	1	50	50	50
		25UHE24VE02	VE	Value Education - 2: Fundamentals of Human Rights*	2	1	50	50	50
		25UCB24SL01	SL	Online Courses: (NPTEL / SWAYAM)	0	2	-	100	100
				Extra Credit Course:	0	(3)			
Total					30	22 (3)			
3	I	25UTA31GL03	GL	General Tamil – 3	4	3	100	100	100
		25UFR31GL03		Language French – 3					
		25UHI31GL03		Language Hindi – 3					
		25USA31GL03		Language Sanskrit – 3					
	II	25UEN32GE03C	GE	General English – 3: English for Management Studies - 1	5	3	100	100	100
	III	25UCB33CC07	CC Major	Core course - 7: Corporate Accounting	6	4	100	100	100
		25UCB33CC08		Core Course - 8: Accounts Assistant (NSQF Based Course)	5	4	100	100	100
		25UCB33AO01	AO Minor	Allied Optional - 1: Data Visualization	3	2	100	100	100
		25UCB33OP01		Allied Optional Practical - 1: Lab on Data Visualization	3	2	100	100	100
	IV	25UHE34VE03A	VE	Value Education - 3: Social Ethics – 1*	2	1	50	50	50
		25UHE34VE03B		Value Education - 3: Religious Doctrine – 1*					
		25UNC34SE01/	SEC	Skill Enhancement Course – 1: Introduction to NCC/	2	1	100	-	100
		25USS34SE01		Skill Enhancement Course – 1: Soft Skills					
25UAI34SL02		SL	Artificial Intelligence (Online)	0	2	100	-	100	
Total					30	22 (3)			
4	I	25UTA41GL04C	GL	General Tamil – 4 வணிகத்தமிழ் (Business Tamil)	4	3	100	100	100
		25UFR41GL04		Language French – 4					
		25UHI41GL04		Language Hindi – 4					
		25USA41GL04		Language Sanskrit – 4					
	II	25UEN42GE04C	GE	General English – 4: English for Management Studies - 2	5	3	100	100	100
	III	25UCB43CC09	CC	Core Course - 9: Cost Accounting	4	3	100	100	100

		25UCB43CC10	Major	Core Course - 10: Financial Management	4	3	100	100	100
		25UCB43CC11		Core Course - 11: Tally Prime (Internship Embedded Course)	3	2	100	100	100
		25UCB43AO02	AO Minor	Allied Optional - 2: Machine Learning for Business Analytics	4	3	100	100	100
	25UCB43OP02	Allied Optional Practical - 2: Lab on Machine Learning for Business Analytics		2	1	100	100	100	
	IV	25UHE44VE04A	VE	Value Education - 4: Social Ethics – 2*	2	1	50	50	50
		25UHE44VE04B		Value Education - 4: Religious Doctrine – 2*					
		25UNC44SE02 / 25UCB44SE02	SEC	Skill Enhancement Course – 2: NCC (Special Subject) / Skill Enhancement Course – 2: Entrepreneurship in Practice	2	1	100	-	100
		25UCB44SL03	SL	Self Learning: Cyber Laws and Digital Security*	0	2	50	50	50
				Extra Credit Course	0	(3)			
		Total				30	22 (3)		
5	III	25UCB53CC12	CC Major	Core Course - 12: Auditing and Corporate Governance	5	3	100	100	100
		25UCB53CC13		Core Course - 13: Data Visualization through Power BI	3	2	100	100	100
		25UCB53CP02		Core Practical - 2: Lab on Data Visualization through Power BI	2	1	100	100	100
		25UCB53CC14		Core Course - 14: Financial Analytics	4	3	100	100	100
		25UCB53CC15		Core Course - 15: Human Resource Management	4	2	100	100	100
		25UCB53ES01A	DSE	Discipline Specific Elective – 1: Marketing Analytics	4	3	100	100	100
		25UCB53ES01B		Discipline Specific Elective – 1: Consumer Behaviour					
		25UCB53ES02A		Discipline Specific Elective – 2: Goods and Services Tax	4	3	100	100	100
		25UCB53ES02B		Discipline Specific Elective – 2: Financial Reporting					
		25UCB53IS01	IS	Internship	0	1	100	-	100
	IV	25UCB54OE01	OE	Open Elective - 1 (WS): Personal Financial Management	4	2	100	100	100
		25UCB54SL04	SL	Certificate Course: Entrepreneurial Development	0	2	100	-	100
				Extra Credit Course	0	(3)			
		Total				30	22 (3)		
6	III	25UCB63CC16	CC Major	Core Course - 16: Income Tax	6	4	100	100	100
		25UCB63CC17		Core Course - 17: Artificial Intelligence in Business Practices	6	4	100	100	100
		25UCB63CC18		Core Course - 18: HR Analytics	6	3	100	100	100
		25UCB63ES03A	DSE	Discipline Specific Elective – 3: Strategic Management	4	3	100	100	100
		25UCB63ES03B		Discipline Specific Elective – 3: Organizational Behaviour					
		25UCB63ES04A	DSE	Discipline Specific Elective – 4: Management Accounting	4	3	100	100	100
		25UCB63ES04B		Discipline Specific Elective – 4: Performance Management					
		25UCB63EL01A	EL	Project /	0	1	100	-	100
		25UCB63EL01B		Industrial Visit /					
		25UCB63EL01C		Field Visit					
		25UCB63CE01	CE	Comprehensive Examination*	0	2	50	50	50
	IV	25UCB64OE02	OE	Open Elective – 2: Personal Investment Planning	4	2	100	100	100
				Extra Credit Course	0	(3)			
		Total				30	22 (3)		
	V	25UCW65OR01	OR CE	Outreach Programme	-	4			
		25UCW65EC01		Co-Curricular & Extra Curricular Activities		1			
1-6	TOTAL				180	137 (15)			

**\*For Grade Calculation:** Marks obtained out of 50 will be converted into 100 in the mark statements.

**Open Elective - 1 (WS): 5<sup>th</sup> Semester**

<b>School</b>	<b>Course Code</b>	<b>Title of the Course</b>
<b>SMS</b>		
BBA	25UBU54OE01A	Global Supply Chain Management
	25UBU54OE01B	Starts-ups and small Business Management
Commerce	25UCO54OE01A	Goods and Service Tax
	25UCO54OE01B	Personal Investment Planning
	25UCO54OE01C	Computerized Accounting
Commerce Business Analytics	25UCB54OE01	Personal Financial Management
Commerce Strategic Finance	25UCF54OE01	Strategic Business Leader
Commerce Computer Application	25UCC54OE01A	Innovation Management
	25UCC54OE01B	AI in Human Resource Management
Economics	25UEC54OE01	Principles of Economics



**Open Elective - 2: 6<sup>th</sup> Semester**  
**Offered to students from other Departments**

Department	Course Code	Title of the Course
Artificial Intelligence and Machine Learning	25UAI64OE02	Gen AI tools
Botany	25UBO64OE02	Landscape Designing and Waste Management
Biotechnology	25UBT64OE02	Food Science and Technology
BBA	25UBU64OE02A	Practical Stock trading
	25UBU64OE02B	Export Management
B Com Business Analytics	25UCB64OE02	Personal Investment Planning
B Com Computer Application	25UCC64OE02A	Social Media Marketing
	25UCC64OE02B	Basics of Banking
B Com Strategic Finance	25UCF64OE02	Personal Financial Management
Chemistry	25UCH64OE02	Food & Nutrition
B Com	25UCO64OE02A	Digital Marketing
	25UCO64OE02B	Digital Banking
	25UCO64OE02C	Stock Trading
Computer Science	25UCS64OE02	Design Thinking
BCA	25UBC64OE02	Web Design
Economics	25UEC64OE02	Economics for Competitive Exams
Electronics	25UEL64OE02A	CCTV and Smart Security Systems
	25UEL64OE02B	Entrepreneurial Electronics
English	25UEN64OE02	English for Employability
History	25UHS64OE02	Intellectual Revivalism in Tamil Nadu
Mathematics	25UMA64OE02	Mathematics for Competitive Examinations
Physics	25UPH64OE02A	Laser Technology and its Application
	25UPH64OE02B	Physics of Earth
Statistics	25UST64OE02	Applied Statistics
Tamil	25UTA64OE02	படைப்பிலக்கியம் (Creative writing)
Visual Communication	25UVC64OE02	Digital Media and Production

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UTA11GL01	பொதுத்தமிழ் - 1: General Tamil - 1	4	3

கற்றலின் நோக்கங்கள் (Course Objectives)	
புதிய இலக்கிய வடிவங்களை அறியும் திறனைப் பெறுதல்	
எழுத்து சொல் இலக்கணத்தில் இன்றியமையாமையை உணர்தல்	
புதுக்கவிதைகளின் கூறுகளை வாழ்வியலோடு பொருத்திப்பார்த்தல்	
தமிழ்க்கவிதைகளைப் பிறமொழிக் கவிதைகளோடு ஒப்பிட்டுப் பார்த்தல்	
புதுக்கவிதைகளைப் படைக்கும் திறன் பெறுதல்	

<b>அலகு-1</b>	<b>(12 மணி நேரம்)</b>
பாரதியார் கவிதைகள்	- பாஞ்சாலிசபதம்: சபதச் சருக்கம்
பாரதிதாசன் கவிதைகள்	- புரட்சிக்கவி : மன்னனின் சர்வாதிகாரம், கவிஞனின் எழுச்சியுரை, கவிஞனின் மொழிப்பற்று, மக்களாட்சி மலரும் விதம்
இலக்கிய வரலாறு	- இருபதாம் நூற்றாண்டுத் தமிழ்க்கவிஞர்கள்
உரைநடை	- முதல் மூன்று கட்டுரைகள்

<b>அலகு-2</b>	<b>(12 மணி நேரம்)</b>
வெ. இராமலிங்கனார்	- தமிழ், அரசியல்
முடியரசனார்	- தொழிலாளி, துறைதோறும் தமிழே காண்பீர், மொழியுணர்ச்சி
பெருஞ்சித்திரனார்	- என்னென்று சொல்வோம், இனியேனும் ஒன்றிணைவீர்
பட்டுக்கோட்டையார்	- என் விருப்பம், ஏட்டில் படித்ததோடு இருந்து விடாதே, அன்னசத்திரம் இருப்பதெனாலே?
இலக்கிய வரலாறு	- புதுக்கவிதை வடிவங்கள்
இலக்கணம்	- எழுத்து

<b>அலகு-3 : சமூகக் கவிதைகள்</b>	<b>(12 மணி நேரம்)</b>
சுரதா	- நெஞ்சில் நிறுத்துங்கள், பூம்புகார்
மு. மேத்தா	- உன்னுடைய கொடியை
கண்ணதாசன்	- ஆணவம் அழியும்
அப்துல் ரகுமான்	- பசி
தங்கம் மூர்த்தி	- கூடு திரும்புதல் எளிதன்று
ஜெயபாஸ்கரன்	- ஒற்றைக் கேள்வியுடன் ஒருவர்
இலக்கிய வரலாறு	- சிறுகதை- உரைநடை
சிறுகதை	- முதல் மூன்று கதைகள்

<b>அலகு-4 : அரசியல் கவிதைகள்</b>	<b>(12 மணி நேரம்)</b>
ஈரோடு தமிழன்பன்	- எட்டாவது சீர்
யுகபாரதி	- பழைய புத்தக வியாபாரி
கனிமொழி	- கருவறை வாசனை
அ. வெண்ணிலா	- நீரில் அலையும் முகம்
பெருமாள் முருகன்	- குழந்தைகளைத் தண்டித்தல்
சீனு ராமசாமி	- அகதி
கல்கி சுப்பிரமணியம்	- விதியை எழுதினேன்
இலக்கணம்	- சொல்

<b>அலகு-5 : அயலகக் கவிதைகள்</b>	<b>(12 மணி நேரம்)</b>
தஸ்லீமா நஸ்ரின்	- கல் உடைக்கும் பெண்
மாயா ஏஞ்சலு	- கைத்தட்டுங்கள் கொண்டாடுங்கள்
நானிலு கவிதைகள்	- 10 கவிதைகள்
உரைநடை	- நான்கு முதல் ஆறு வரை உள்ள கட்டுரைகள்
சிறுகதை	- நான்கு முதல் ஆறு வரை உள்ள கதைகள்

<b>கற்பித்தல் அணுகுமுறை</b> Teaching Methodology	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
<b>மதிப்பீட்டு முறைகள்</b> Assessment methods	நூல் நோக்குத் தேர்வு (Open Book Test), இயங்கலைத்தேர்வு (Online Test), ஒப்படைவு (Assignment), வினாடி வினா (Quiz), கருத்துரை (Seminar)

**பாடநூல்:**

பொதுத்தமிழ்-1(2025), தமிழாய்வுத்துறை, தூய வளனார் கல்லூரி

**Websites and eLearning Sources:**

- <https://www.tamilvu.org/library/nationalized/pdf/35-subbureddiyar/452-panjalisabatham.pdf>
- <https://www.annacentenarylibrary.org> - <https://shorturl.at/KWZx5>

- <https://eluthu.com/kavithai>
- <https://www.tamilvu.org/courses/degree/p103/p1032/html/p1032614.htm>
- <https://kavithaivaasal.blogspot.com/2017/11/blog-post.html>

**Course Outcomes**

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	இக்கால இலக்கிய வகைகளைக் கண்டறிவர்	K1
CO-2	எழுத்து, சொல்லிலக்கணங்களின் அடிப்படைகளை வகைப்படுத்தி அறிவர்.	K2
CO-3	அயலகக் கவிதை வடிவங்கள் குறித்த தெளிவான விளக்கங்களைப் பெறுவர்.	K3
CO-4	மொழிபெயர்ப்புக் கவிதைகளைக் கற்பதன் வாயிலாகத் திறனாய்வு செய்யும் திறனை வளர்த்தெடுப்பர்.	K4
CO-5	புதுக்கவிதை வாயிலாக வெளிப்படும் சமூக, அரசியல் விழுமியங்களை மதிப்பிடுவர்	K5

**Relationship Matrix**

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	25UTA11GL01		பொதுத்தமிழ் – 1: General Tamil - 1							4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	2	3	3	3	2	3	3	2.7
CO-2	2	2	3	2	2	3	2	3	2	3	2.4
CO-3	3	2	3	3	3	3	3	3	3	2	2.8
CO-4	2	2	2	2	1	2	2	3	2	2	2.0
CO-5	3	2	3	2	2	3	2	2	3	3	2.5
Mean Overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UFR11GL01	Language French – 1	4	3

### Course Objectives

Familiarize students with the French language through an exploration of francophone culture, traditions, and civilization.

Build fundamental knowledge in listening, speaking, reading, and writing (LSRW) as outlined by the Common European Framework of Reference for Languages (CEFR).

Enable students to understand and use basic grammatical structures and essential vocabulary in context.

Equip students with the skills needed to engage in simple, real-life conversations and interactions in French.

Foster a deeper connection to the language by integrating cultural elements, enhancing motivation and intercultural awareness.

### UNIT I

(12 Hours)

1. Titre - Je Suis
2. Lexique - L'alphabet, les salutations, les loisirs, les nombres
3. Grammaire - Les pronoms personnels sujets, les articles définis et indéfinis, les verbes auxiliaires, les adjectifs de nationalité, l'adjectif interrogatif 'quel'
4. Production orale- se présenter
5. Production écrite - Donner des informations personnelles

### UNIT II

(12 Hours)

6. Titre - Près de moi
7. Lexique – Les lieux, la famille, la situation familiale, les professions
8. Grammaire – les verbes en 'er' au présent, le masculin et le féminin des professions, les adjectifs possessifs
9. Production orale- Demander et dire le lieu d'habitation
10. Production écrite - Présenter et parler de sa famille

### UNIT III

(12 Hours)

11. Titre - Qu'est-ce qu'on mange ?
12. Lexique – les commerces, les commerçants, les aliments, les moyens de paiement
13. Grammaire – le singulier et le pluriel des noms, les prépositions de lieu, les verbes en 'ir'
14. Production orale- faire des courses alimentaires, demander et dire le prix
15. Production écrite - Donner une appréciation, commander au restaurant, créer un menu

### UNIT IV

(12 Hours)

16. Titre - C'est où
17. Lexique – la ville, les monuments, les transports
18. Grammaire – la fréquence, l'impératif, les connecteurs
19. Production orale- demander et indiquer le chemin, se déplacer des transports en commun
20. Production écrite - présenter une ville ou un quartier, créer un guide pour un monument

### UNIT V

(12 Hours)

21. Titre - C'est tendance
22. Lexique – les vêtements, les couleurs, les matières, les objets technologiques, la météo
23. Grammaire – le genre et le nombre des adjectifs, le futur proche, la place des adjectifs, l'adjectif démonstratif
24. Production orale- demander et dire l'utilité d'un produit, parler de la météo
25. Production écrite - Donner une appréciation sur un vêtement, décrire un objet
26. Indian knowledge system- Incorporating hand gestures and expressions to reinforce non-verbal communication in French and assimilating traditional Indian culinary knowledge while learning French food cultures (5%)

<b>Teaching Methodology</b>	Kinesthetic & Multi-Sensory Learning, Rhythm-Based Learning – ex. comptines, Deductive & Explicit Learning- structural approach, oral approach, blended learning, media integration
<b>Assessment Methods</b>	<p><i>Oral assessment:</i> Introduce Oneself – (Rubric –assessed on correct usage of vocabulary, personal pronouns and basic verbs)</p> <p><i>TPR activity:</i> Evaluate comprehension of oral commands like action words. (Rubric –assessed on comprehension, response and reaction time)</p> <p><i>Reading comprehension:</i> Read a simple passage like a personal description, and answer questions. (Rubric –assessed on accuracy of response)</p> <p><i>Written assessment:</i> Write simple structured texts on short personal introduction. (Rubric –Graded on correct grammar, sentence structure, and vocabulary usage)</p>

### Book for Study:

1. Mensdorff-Pouilly, L., Opatski, S., Petitmengin, V., Pons, S., Sperandio, C., Djimli, H., & Veldeman-Abry, J. (2022). *Édito A1: Méthode de français* (2nd ed.). Didier FLE, Hatier.(P.1-P.86)

### Book for Reference:

1. Dauda, P., Giachino, L., & Baracco, C. (2020). *Génération A1*. Didier.
2. Mérieux, R., & Loiseau, Y. (2012). *Latitudes A1*. Didier.

### Websites and e-learning Sources:

1. <https://apprendre.tv5monde.com/en>
2. <https://www.thefrenchexperiment.com>
3. <https://www.iletaitunehistoire.com>
4. <https://www.francaisfacile.com>
5. <https://www.francaisauthentique.com>

CO No.	Course Outcomes	Cognitive Levels (K –Levels)
	CO–Statements	
	On successful completion of this course, students will be able to	
<b>CO1</b>	Recognize and use fundamental vocabulary including greetings, while constructing simple sentences with personal pronouns and basic verbs.	<b>K1</b>
<b>CO2</b>	Introduce themselves, ask and answer questions about personal details, express preferences, and engage in role-play conversations related to daily life	<b>K2</b>
<b>CO3</b>	Differentiate between definite and indefinite articles, form plural and singular nouns, conjugate regular verbs in the present tense, and use adjectives correctly	<b>K3</b>
<b>CO4</b>	Ask for and give directions, order food, discuss weather conditions, describe clothing and objects, and create simple structured texts such as menus, guides, and personal descriptions.	<b>K4</b>
<b>CO5</b>	Demonstrate awareness of Francophone culture through language use in real-world scenarios, such as public transport, shopping, dining, and professional settings.	<b>K5</b>

Relationship Matrix											
Semester	Course Code			Title of the Course					Hours	Credits	
1	25UFR11GL01			Language French – 1					4	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	1	3	2	1	1	2	3	1.9
CO2	3	2	3	3	1	3	2	3	3	3	2.6
CO3	2	2	2	2	2	2	1	2	2	2	1.9
CO4	3	3	3	3	2	3	2	2	2	3	2.6
CO5	3	2	2	3	3	3	3	2	3	3	2.7
Mean Overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UHI11GL01	Language Hindi - 1	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)

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

#### UNIT II (12 Hours)

5. Rishtom ke Naam
6. Gharelu Padartho ke Naam
7. Sangya
8. Hindi Ginthi

#### UNIT III (12 Hours)

9. Sapthah ke Din
10. Sarvanam
11. Vilom Shabd
12. Dr. Abdul Kalam

#### UNIT IV (12 Hours)

13. Sal ke Maheene
14. Shareer ke Ang
15. Visheshan
16. Batcheeth - Dookan mein

#### UNIT V (12 Hours)

17. Janvarom ke Naam
18. Rang
19. Dishayem
20. Adhikal (Introduction)

Teaching Methodology	Peer Instruction Exercise, Videos, PPT, Quiz, Group Discussion
Assessment Methods	Seminar, Quiz, Assignment

#### Books for Study:

1. *Prathamik Patya Pusthak*, Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Chennai, 2022.
2. M. Ravi Chandran, *Concise Trilingual Dictionary*, Lotus Publications, Madurai, 2021.
3. M. Kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.
4. *Madyama Patya Pusthak*, Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Chennai, 2022.

#### Books for Reference:

1. Dr. A. P. J. Abdul Kalam, *Mere sapnom ka Bharath*, Prabath Prakashan, Noida, 2020,
2. *Meri Pratham Hindi Sulekh Shabd Gyaan*, Wonder House Books, Noida, 2022.
3. Aravind Kumar, *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher, 2022.
4. *Adhunik Hindi Vyakaran our Rachana*, Bharati Bhavan Publishers & distributors, 2024.
5. Acharya Ramchandra Shukla, *Hindi Sahitya Ka Itihas*, Prabhat Prakashan, 2023.

#### Websites and e-Learning Sources:

1. <https://learningmole.com/hindi-alphabet-letters-pronunciation-guide/>
2. <https://www.careerpower.in/hindi-alphabet-varnamala.html>

3. <https://www.youtube.com/watch?v=b0UvXnIC8qc>
4. <https://www.importanceoflanguages.com/learn-hindi-language-guide/>
5. <https://parikshapoint.com/hindi-sahitya/>

Course Outcomes		
CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO1	Introduction to Hindi sounds.	K1
CO2	Acquisition of Hindi Vocabulary.	K2
CO3	Sentence formation in Hindi.	K3
CO4	Practical application of grammar.	K4
CO5	Justify the social & political conditions of Aadhi Kaal in Hindi Literature.	K5

Relationship Matrix											
Semester	Course code		Title of the Course				Hours/week		Credits		
1	25UHI11GL01		Language Hindi - 1				4		3		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scoreof Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	3	3	3	1	3	2	2.3
CO2	2	3	2	3	1	2	3	3	3	2	2.4
CO3	3	2	2	2	1	3	2	3	2	3	2.3
CO4	3	1	2	3	2	3	2	3	3	2	2.4
CO5	2	3	3	2	3	2	3	3	1	3	2.5
Mean overall Score											2.38 (High)



Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25USA11GL01	Language Sanskrit - 1	4	3

Course Objectives	
To improve knowledge in Sanskrit	
To train students in reading Sanskrit words	
To introduce the fundamental grammar	
To coach ethics and improve self-confident	
To train the students to use the tenses in Sanskrit	

**UNIT I (12 Hours)**

Introduction to Sanskrit

**UNIT II (12 Hours)**

Subhandha shabda vicaraha (akaara, aakaara, ikaara, iikaara)

**UNIT III (12 Hours)**

Vartamankala lat lakaara vakya prayogaha

**UNIT IV (12 Hours)**

Sanskrita sharala vakya paricayaha

**UNIT V (12 Hours)**

Selected verses from good saying in Sanskrit

<b>Teaching Methodology</b>	Videos, PPT, Blackboard, Demonstration, Exercises
<b>Assessment Methods</b>	Seminar, Quiz, Group Discussion.

**Books for Study:**

Shadhamanjari

**Books for Reference:**

1. Kulapathy, K.M., Sarala Samkrit Balabodh, Bharatiya Vidya Bhavan, Munushimarg Mumbai – 4000 007 2021
2. R.S. Vadhyar & Sons, Book – Sellers and publishers, Kalpathi. Palagahat 678003, Kerala, South Inida, Shabdha Manjari 2022
3. Balasubramaniam R, Samskrita Akshatra Siksha, Vangals Publications, 14<sup>th</sup> Main road, JP Nagar, Bangalore – 78 2020

**Websites and e-Learning Sources:**

1. <https://www.learnsanskrit.org/static/pdf/vyakarana.pdf>
2. <https://archive.org/details/in.ernet.dli.2015.382597>
3. <https://openpathshala.com/sanskrit-grammar-basic/3>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO-1	Remember and Recall words relating to objects.	K1
CO-2	Understand classified vocabulary.	K2
CO-3	Apply nouns and verbs	K3
CO-4	Analyze different forms of names and verbs	K4
CO-5	Appreciate the good saying of Sanskrit Improve the self-values.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	25USA11GL01		Language Sanskrit - 1							4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	1	1	3	2	3	2	3	2	2	2.2
CO-2	2	2	3	3	1	2	2	3	3	2	2.3
CO-3	3	2	2	2	2	2	2	3	3	2	2.3
CO-4	3	2	2	3	2	3	3	3	2	2	2.3
CO-5	3	2	3	2	3	2	2	3	3	3	2.6
Mean Overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UEN12GE01A	General English – 1: Pre-Intermediate Stream	5	3

Course Objectives (CO)				
To develop basic listening, speaking, reading, and writing skills				
To improve comprehension and fluency in both oral and written communication				
To learn language rules to create meaningful written and spoken communication				
To learn and integrate new vocabulary to expand language proficiency				
To construct grammatically correct sentences and engage in simple conversations				

UNIT I:		(15 Hours)
Listening:	(Skill) : Listening for familiar words in stories (Practice) : “The City Mouse and the Country Mouse”	
Reading:	(Skill) : Reading aloud (Practice) : “The Peacock and the Crane” “The Curious Monkey”	
Grammar:	(Practice) : Nouns: Types; Gender	
Vocabulary:	(Practice) : Kinship terms	
Speaking:	(Skill) : Repetition of Minimal Pairs (Practice) : Pronunciation of words	
Writing:	(Skill) : Using capital letters correctly in names, the pronoun ‘I,’ days, months, languages, nationalities, sentence beginnings, and book titles (Practice) : Capitalisation	

UNIT II:		(15 Hours)
Listening:	(Skill) : Listening to identify phrases and sentences (Practice) : “How to Be Happy in Every Situation”	
Reading:	(Skill) : Reading for main ideas (Practice) : “The World is a Mirror”	
Grammar:	(Practice) : Countable and Uncountable Nouns; Singular and Plural Nouns; Pronouns	
Vocabulary:	(Practice) : Human body vocabulary	
Speaking:	(Skill) : Responding to basic questions (Practice) : Simple conversations	
Writing:	(Skill) : Writing personal and academic information with correct spelling (Practice) : Using Correct Spelling in Writing	

UNIT III:		(15 Hours)
Listening:	(Skill) : Listening for main ideas (Practice) : “Magic Pot”	
Reading:	(Skill) : Identifying the message of the story (Practice) : Zen story: “Carry On” Zen story: “Harmony”	
Grammar:	(Practice) : Adjectives, Articles and Verbs	
Vocabulary:	(Practice) : Vegetables and Fruits	
Speaking:	(Skill) : Using ‘be’ verbs and adjectives to describe people, things and pictures (Practice) : Describing People, Things and Pictures	
Writing:	(Skill) : Practising correct punctuation in writing (Practice) : Punctuation	

UNIT IV:		(15 Hours)
Listening:	(Skill) : Listening for the main ideas in the story and expressing one’s views about them (Practice) : “A Glass of Milk”	
Reading:	(Skill) : Understanding the central idea of the story and sharing personal views	

	(Practice) :	“Birbal: The Wise Man”
<b>Grammar:</b>	(Practice) :	Simple Present Tense
<b>Vocabulary:</b>	(Practice) :	Plants, Trees and Flowers
<b>Speaking:</b>	(Skill) :	Describing daily routines using the simple present tense
	(Practice) :	Describing one’s own routine and a friend’s routine
<b>Writing:</b>	(Skill) :	<b>Writing simple sentences in response to questions and on a given topic</b>
	(Practice) :	Writing Simple Sentences

**UNIT V: (15 Hours)**

<b>Listening:</b>	(Skill) :	Listening to understand the sequence of ideas
	(Practice) :	A Father and His Son
<b>Reading:</b>	(Skill) :	Identifying the implicit idea of the story
	(Practice) :	“The Stone Cutter”
<b>Grammar:</b>	(Practice) :	Simple Past Tense
<b>Vocabulary:</b>	(Practice) :	Birds, Animals and Insects
<b>Speaking:</b>	(Skill) :	Narrating stories, events, or experiences using the simple past tense
	(Practice) :	Narrating a Familiar Story or Past Events
<b>Writing:</b>	(Skill) :	Writing a paragraph using a picture by answering questions or describing it.
	(Practice) :	Picture Composition

<b>Teaching Methodology</b>	Lectures, task-based activities, audio-visual listening tasks, guided reading and writing exercises, discussions
<b>Assessment Method</b>	Listening and reading comprehension exercises, verbal presentations, role plays and conversations, writing tasks

**Books for Study:**

*Seeds of English Skills* by Dr. M. John Britto, Dr. B. Sam Jerome Sharone, and Dr. S. Sajeev.

	<b>Course Outcomes</b>	
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
<b>CO-1</b>	Recognize basic sounds, words, and simple ideas through listening practice.	<b>K1</b>
<b>CO-2</b>	Understand and engage in simple conversations, improving fluency in both oral and written communication.	<b>K2</b>
<b>CO-3</b>	Apply grammatical rules to construct meaningful sentences in spoken and written forms.	<b>K3</b>
<b>CO-4</b>	Integrate new vocabulary into everyday communication to expand language proficiency.	<b>K4</b>
<b>CO-5</b>	Construct grammatically correct sentences and engage in simple conversations, expressing personal experiences and opinions.	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	25UEN12GE01A		General English – 1: Pre-Intermediate Stream							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	2	3	2	2	2.4
CO2	3	2	2	3	2	3	2	3	2	3	2.5
CO3	3	2	2	2	3	2	2	3	2	2	2.3
CO4	3	2	2	2	2	2	2	2	2	3	2.2
CO5	3	2	3	2	3	2	3	2	3	2	2.5
Mean Overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours/ Week	Credits
1	25UEN12GE01B	General English – 1: Intermediate Stream	5	3

### Course Objectives

To improve students' ability to listen, speak, read, and write in English through interactive and meaningful activities tailored to real-life contexts.

To enable students to use appropriate vocabulary, grammar, and pronunciation to introduce themselves, express opinions, describe people and places, and engage in conversations.

To equip students with reading strategies to comprehend texts, and apply structured writing methods to express ideas coherently.

To develop students' ability to use common grammar structures accurately and expand their vocabulary through word formation techniques.

To help students apply effective learning strategies to enhance their academic and professional success.

### Unit 1: What's in a Name?

(15 Hours)

- |                        |            |                                                                                                                           |
|------------------------|------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>1. Listening:</b>   | (Skill)    | Listening for gist                                                                                                        |
|                        | (Practice) | "Not Good with Names" by Cynthia Win (a TED talk)                                                                         |
| <b>2. Reading:</b>     | (Skill)    | Skimming                                                                                                                  |
|                        | (Practice) | "Eli, the Equation"                                                                                                       |
| <b>3. Grammar:</b>     | (Practice) | Nouns                                                                                                                     |
| <b>4. Vocabulary:</b>  | (Practice) | Forming compound nouns                                                                                                    |
| <b>5. Study Skill:</b> |            | Using online dictionaries                                                                                                 |
| <b>6. Speaking:</b>    | (Skill)    | Initiating conversations (Greeting – Starting a conversation with new people – Introducing and answering an introduction) |
|                        | (Practice) | Introducing oneself and others in conversations                                                                           |
| <b>7. Writing:</b>     | (Skill)    | Narrating a personal anecdote – Using capitals and end mark punctuations in sentences                                     |
|                        | (Practice) | Guided Composition: The story of my name                                                                                  |

### Unit 2: Family is Forever!

(15 Hours)

- |                        |            |                                                                                                                                        |
|------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Listening:</b>   | (Skill)    | Predicting topics                                                                                                                      |
|                        | (Practice) | "Tracing Roots, Telling Stories"                                                                                                       |
| <b>2. Reading:</b>     | (Skill)    | Scanning                                                                                                                               |
|                        | (Practice) | "Home Lost, Family Found"                                                                                                              |
| <b>3. Grammar:</b>     | (Practice) | Pronouns                                                                                                                               |
| <b>4. Vocabulary:</b>  | (Practice) | Words related to family and relationships                                                                                              |
| <b>5. Study Skill:</b> |            | Recognising your learning style                                                                                                        |
| <b>6. Speaking:</b>    | (Skill)    | Talking about your family (family members and relationships, their personalities and your attachment, family routines, and challenges) |
|                        | (Practice) | Talking about your family (in conversations)                                                                                           |
| <b>7. Writing:</b>     | (Skill)    | Narrating events in chronological order – Using punctuations in numbers                                                                |
|                        | (Practice) | Controlled Composition: My family history                                                                                              |

### Unit 3: Nothing is Better than a Good Friend

(15 Hours)

- |                        |            |                                                                                                                                                                                  |
|------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Listening:</b>   | (Skill)    | Listening for main idea                                                                                                                                                          |
|                        | (Practice) | "Nothing is better than a good friend"                                                                                                                                           |
| <b>2. Reading:</b>     | (Skill)    | Predicting                                                                                                                                                                       |
|                        | (Practice) | (Jigsaw reading) Fables about friends: (a) "The Hare with Many Friends" – (b) "The Two Fellows and the Bear" – (c) "The Fox and the Stork" – (d) "The Four Friends and a Hunter" |
| <b>3. Grammar:</b>     | (Practice) | Adjectives                                                                                                                                                                       |
| <b>4. Vocabulary:</b>  | (Practice) | Forming nouns, adjectives, verbs and adverbs using suffixes                                                                                                                      |
| <b>5. Study skill:</b> |            | Setting and prioritising language learning goals                                                                                                                                 |

- 6. Speaking:** (Skill) Talking about people (Describing people's appearance and their mannerism – Giving your opinion about people – Expressing what you like and dislike in a person)
- (Practice) Delivering a short talk about one's best friend
- 7. Writing:** (Skill) Describing people (What they wear, how they move and seem to feel, and where they are) Using comma in sentences.
- (Practice) Controlled composition: Describing people in given pictures

#### Unit 4: The Inner Me

(15 Hours)

- 1. Listening:** (Skill) Listening to understand pronunciation  
(Practice) "The bare necessities" from *The Jungle Book*
- 2. Reading:** (Skill) Previewing a text  
(Practice) "The Surprising Benefits of Being an Introvert"
- 3. Grammar:** (Practice) Articles and Quantifiers
- 4. Vocabulary:** (Practice) Forming words with different meanings using prefixes
- 5. Study skill:** Planning a study schedule
- 6. Speaking:** (Skill) Asking about feelings – Expressing one's feelings  
(Practice) Talking about feelings in different situations
- 7. Writing:** (Skill) Describing character traits (Writing about what characters would say or do)  
Using quotation marks and apostrophes in sentences  
(Practice) Controlled Composition: Cruel Cinderella

#### Unit 5: Hometown Appetite

(15 Hours)

- 1. Listening:** (Skill) Listening for supporting details  
(Practice) "The Village that Raised Me"
- 2. Reading:** (Skill) Questioning circles for active reading  
(Practice) "Homecoming"
- 3. Grammar:** (Practice) Prepositions of time, place and movement
- 4. Vocabulary:** (Practice) Changing words from one class to another
- 5. Study skill:** Tracking progress in learning
- 6. Speaking:** (Skill) Describing a place  
(Practice) Talking about your hometown
- 7. Writing:** (Skill) Describing objects – Using colon in sentences  
(Practice) Controlled Composition: Writing posts for social media, describing your college campus and classroom

<b>Teaching Methodology</b>	Lectures, Demonstrations, Discussions, Peer-Review Tasks, Role-plays, Pair and group activities
<b>Assessment Tools</b>	Listening and reading comprehension tasks, Individual talks, Role plays, Controlled and guided compositions

#### Books for Study:

M.S. Xavier Pradheep Singh, J. Amalaveenus, and A. Napoleon. *English and Me* by Viva Books, 2025.

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, the students will be able to	
<b>CO1</b>	Identify and recall common grammar structures, vocabulary, and pronunciation patterns used in everyday communication.	<b>K1</b>
<b>CO2</b>	Demonstrate comprehension of spoken and written texts by summarising key ideas, identifying main points, and making inferences.	<b>K2</b>
<b>CO3</b>	Use appropriate vocabulary, grammar, and pronunciation to introduce themselves, express opinions, describe people and places, and engage in meaningful conversations.	<b>K3</b>
<b>CO4</b>	Differentiate between various reading and writing strategies, such as skimming, scanning, and structured writing, to effectively interpret and construct texts.	<b>K4</b>
<b>CO5</b>	Critically review written and spoken texts for clarity, coherence, and correctness, providing constructive feedback for improvement.	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>	<b>Title of the Course</b>								<b>Hours</b>	<b>Credits</b>
<b>1</b>	<b>25UEN12GE01B</b>	<b>General English – 1: Intermediate Stream</b>								<b>5</b>	<b>3</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2.5	3	3	2.5	3	3	2.5	2.5	3	2.8
<b>CO2</b>	2.5	3	2.5	2.5	2.5	3	3	2.5	2.5	3	2.7
<b>CO3</b>	3	2.5	2.5	3	3	2.5	2.5	2.5	3	2.5	2.7
<b>CO4</b>	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.5	2.5	2.6
<b>CO5</b>	3	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.5	2.65
<b>Mean Overall Score</b>											<b>2.69 (High)</b>



Semester	Course Code	Title of the Course	Hours	Credits
1	25UCB13CC01	Core Course - 1: Financial Accounting – 1	6	4

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 Tally Prime
To understand of the concept of computerized accounting and inventory

#### **Unit–I: Non -Trading Organization (18 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: Ratios and Cash Flow Statement (18 Hours)**

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

#### **Unit–III: Insurance of Claims (18 Hours)**

Insurance, Fire insurance Claims, Computation Loss of stock and Loss of Profit- Calculation of Claim Amount-Average clause (Loss of Stock only)

#### **Unit–IV: Accounting Vouchers (18 Hours)**

Computerized 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 Masters and Vouchers (18 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Method</b>	Snap Test, Quiz, Open Book test and Group work Assignment

**Theory 20% and Problems 80%**

#### **Books for Study:**

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

#### **Books for Reference:**

1. Shukla M C, Grewal T S & Gupta S C, “*Advanced Accounts (Vol. I)*”(2022), S. Chand Company Ltd., New Delhi, 2016.
2. R. L. Gupta & M. Radhaswamy, “*Advanced Accountancy*”, Vol. I, Sultan Chand & Sons, New Delhi, 2017.
3. S.P. Jain & K. L. Narang, “*Advanced Accountancy*”, Volume I, Kalyani Publishers, New Delhi, 2015.
4. Reddy T S and Murthy, *Financial Accounting (2020)*, Margham Publications, Chennai, 2020.

#### **Websites and e- Learning Sources:**

1. <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
2. <https://www.slideshare.net/ramusakha/basics-of-financial-accounting>

<b>Course Outcomes</b>		
<b>CO. No</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, the students will be able to	
<b>CO1</b>	Remember the concept of preparing final accounts under profit and Non-profit organizations.	<b>K1</b>
<b>CO2</b>	Apply the knowledge in interpretation of financial statements using ratio analysis and cash flow statement.	<b>K2</b>
<b>CO3</b>	Analyze the various methods of calculating fire insurance claims for the loss of stock and loss of profit.	<b>K3</b>
<b>CO4</b>	Prepare books of accounts using accounting software-Tally Prime.	<b>K4</b>
<b>CO5</b>	Effectively maintain records in accounts and Inventory mode using Tally Prime.	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>	<b>Title of the Course</b>								<b>Hours/week</b>	<b>Credits</b>
<b>1</b>	<b>25UCB13CC01</b>	<b>Core Course - 1: Financial Accounting – 1</b>								<b>6</b>	<b>4</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	3	2	2	2	2	2	2	<b>2.2</b>
<b>CO2</b>	3	2	2	2	2	2	3	2	3	3	<b>2.4</b>
<b>CO3</b>	2	3	2	3	2	3	2	3	3	3	<b>2.6</b>
<b>CO4</b>	2	2	2	1	2	2	2	1	2	2	<b>1.8</b>
<b>CO5</b>	3	2	3	3	1	3	1	3	2	1	<b>2.2</b>
<b>Mean Overall Score</b>											<b>2.2 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credit
1	25UCB13CC02	Core Course - 2: Business Organization 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 Organization (12 Hours)**

Forms of Business Organization – Sole Trader – Partnership – Joint Stock Companies – Public Utilities – Public Enterprises – The Cooperative Organization – LLP and One person Company

#### **Unit III: Management functions and Principles (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 and Organizing (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, Co-ordination and Control (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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ and Group work Assignment

#### **Books for Study:**

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

#### **Books for Reference:**

1. MC Shukla (2016), *Business Organization and Management*, S. Chand and Co Ltd, New Delhi.,
2. Dinkar Pagare (2017), *Business Management*, Sultan Chand & Sons, New Delhi.
3. Tapash Ranjan Saha (2017), *Business Organization*, Tata McGraw, Hill, New Delhi.
4. Prasad LM (2017), *Principles & Practice of Management*, Sultan Chand & Sons New Delhi.
5. Drucker Peter F (2017), *Practice of Management*, Harper Collins Publishers of India Ltd., New Delhi.

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

1. <http://www.universityofcalicut.info/syl/management>
2. <https://www.managementstudyguide.com/manpower,planning.htm>
3. <https://www.businessmanagementideas.com/notes/managementnotes/coordination/coordination/213>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, the students will be able to	
<b>CO1</b>	Understand the concept of business in a professional setting.	<b>K1</b>
<b>CO2</b>	Paraphrase the various forms of business organizations.	<b>K2</b>
<b>CO3</b>	Explain the traditional and modern theories of business management	<b>K3</b>
<b>CO4</b>	Analyze the processes involved in decision making and organizing	<b>K4</b>
<b>CO5</b>	Demonstrate the different principles of management and its application in a business setting	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credit</b>
<b>1</b>	<b>25UCB13CC02</b>		<b>Core Course - 2: Business Organization and Management</b>							<b>4</b>	<b>3</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	3	3	3	3	3	2	2	1	<b>2.5</b>
<b>CO2</b>	3	3	2	2	2	3	2	2	2	1	<b>2.3</b>
<b>CO3</b>	3	3	3	2	2	2	2	2	2	2	<b>2.3</b>
<b>CO4</b>	2	3	3	3	3	2	3	2	3	2	<b>2.6</b>
<b>CO5</b>	2	2	2	2	2	3	2	2	3	2	<b>2.2</b>
<b>Mean Overall Score</b>											<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credits
1	25UCB13CC03	Core Course - 3: Fundamentals of Business Analytics	4	3

Course Objectives
To describe the concepts and functions of business analytics.
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.

#### **Unit I: 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 Analytics**

**(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: Kinds of Analytics**

**(12 Hours)**

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

#### **Unit IV: Data analysis and introduction to R Programming, 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Case Study Analysis

#### **Books for Study:**

1. Kumar, U. D. (2021). *Business Analytics - The Science of Data-Driven Decision Making* (2nd ed.). Wiley.
2. Prasad, RN, 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.

**Websites and eLearning Sources:**

1. [https://cran.r-project.org/doc/contrib/Paradis-rdebuts\\_en.pdf](https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf)
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	Understand the concepts and functions of Business Analytics	K1
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.	K3
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	Course Code		Title of the Course					Hours	Credits		
1	25UCB13CC03		Core Course - 3: Fundamentals of Business Analytics					4	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	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	25UCB13AC01	Allied Course - 1: Excel for Business Intelligence	3	2

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 Business data analysis.				
To develop financial and investment models using macros in Excel				

#### **UNIT – I Introduction to MS Excel (9 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, Auto fill, Format Painter

#### **UNIT – II Excel Formula (9 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 Business: ROUND, SUM, SUMIF, SUMIFS, SUM PRODUCT, 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 and functions: Time Value Functions: PV, FV, FVSCCHEDULE; Capital Budgeting Functions: NET PRESENT VALUE (NPV, XNPV), INTERNAL RATE OF RETURN (IRR, MIRR, XIRR).

#### **UNIT – III Loan and Interest Functions (9 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. What if Analysis tools: Scenario Manager, Goal Seek and Data table

#### **UNIT – IV Average Functions (9 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 Modeling (9 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
Assessment Method	Snap Test, Quiz, Open Book test, Data Analysis

#### **Books for Study:**

1. Ramirez Adam (2019,) *Excel Formulas and Functions Step-by-Step guide with examples*, Caprioru.

2. Suraj Kumar Lohani (2023), *Excel for Finance and Accounting*, BPB publications.

### Books for Reference:

1. Lokesh Lalwani (2019), *Excel All-in-One: Master the new features of Excel 2019/ Office 365*, BPB Publications.
2. Naveen Mishra (2019), *Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel*, Penman Books.
3. Timothy R. Mayes (2017), *Financial Analysis with Microsoft Excel*, Cengage India Private Limited; Seventh edition.

### Websites and eLearning Sources:

1. [https://www.udemy.com/course/learn-financial-modelling-in-ms-excel/?utm\\_source=chatgpt.com&couponCode=ST13MT80425G3](https://www.udemy.com/course/learn-financial-modelling-in-ms-excel/?utm_source=chatgpt.com&couponCode=ST13MT80425G3)
2. [https://www.datacamp.com/courses/financial-modeling-in-excel?utm\\_source=chatgpt.com](https://www.datacamp.com/courses/financial-modeling-in-excel?utm_source=chatgpt.com)
3. [https://www.educba.com/finance/finance-resources/financial-modeling-tutorials/?utm\\_source=chatgpt.com](https://www.educba.com/finance/finance-resources/financial-modeling-tutorials/?utm_source=chatgpt.com)

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	Familiarize with formatting options in Excel	K1
CO2	Construct formulas in Excel for financial calculations	K2
CO3	Apply financial and statistical functions for the management of finance.	K3
CO4	Use formulas and functions for Business data analysis.	K4
CO5	Develop financial and investment models using macros in Excel	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours/Week	Credits
1	25UCB13AC01		Allied Course - 1: Excel for Business Intelligence							3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	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	25UCB13AP01	Allied Practical - 1: Lab on Excel for Business Intelligence	2	1

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 Business data analysis.
To develop financial and investment models using macros in Excel

1. Basic Excel Operations and Cell Formatting & Styles
2. Enter text, numbers, and formulas in cells.
3. Apply cell styles, borders, background colors, and number formats.
4. Data Validation & Conditional Formatting
5. Working with Formulas & Cell References
6. Loan & Interest Calculations
7. What-If Analysis Tools
8. Macros & Automation in Excel

Teaching Methodology	Demo
Assessment Methods	Record note, test

#### Books for Study:

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

#### Books for Reference:

1. Lokesh Lalwani, Excel 2019 All-in-One: Master the new features of Excel 2019/ Office 365, BPB Publications, 2019.
2. Naveen Mishra, Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel, Penman Books, 2019.
3. Timothy R. Mayes, Financial Analysis with Microsoft Excel, Cengage India Private Limited; Seventh edition, 2017.

#### Websites and eLearning Sources:

1. [https://www.udemy.com/course/learn-financial-modelling-in-ms-excel/?utm\\_source=chatgpt.com&couponCode=ST13MT80425G3](https://www.udemy.com/course/learn-financial-modelling-in-ms-excel/?utm_source=chatgpt.com&couponCode=ST13MT80425G3)
2. [https://www.datacamp.com/courses/financial-modeling-in-excel?utm\\_source=chatgpt.com](https://www.datacamp.com/courses/financial-modeling-in-excel?utm_source=chatgpt.com)
3. [https://www.educba.com/finance/finance-resources/financial-modeling-tutorials/?utm\\_source=chatgpt.com](https://www.educba.com/finance/finance-resources/financial-modeling-tutorials/?utm_source=chatgpt.com)

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	Familiarize with formatting options in Excel	K1
CO2	Construct formulas in Excel for financial calculations	K2
CO3	Apply financial and statistical functions for the management of finance.	K3
CO4	Use formulas and functions for Business data analysis.	K4
CO5	Develop financial and investment models using macros in Excel	K5

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours/Week</b>	<b>Credits</b>
<b>1</b>	<b>25UCB13AP01</b>		<b>Allied Practical - 1: Lab on Excel for Business Intelligence</b>							<b>2</b>	<b>1</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	3	3	3	3	3	2	2	1	<b>2.5</b>
<b>CO2</b>	3	3	2	2	2	3	2	2	2	1	<b>2.3</b>
<b>CO3</b>	3	3	3	2	2	2	2	2	2	2	<b>2.3</b>
<b>CO4</b>	2	3	3	3	3	2	3	2	3	2	<b>2.6</b>
<b>CO5</b>	2	2	2	2	2	3	2	2	3	2	<b>2.2</b>
<b>Mean Overall Score</b>											<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UHE14VE01	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 holistic development
To assimilate human values comprehensively

#### **UNIT I: 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: Human Personality (6 Hours)**

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

#### **UNIT III: Human Development (6 Hours)**

Areas of Development: Physical, Intellectual, Emotional, Social Development, Moral & Spiritual development – Practical Sessions on Health and Wellness

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

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

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

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

<b>Teaching Methodology</b>	Power point
<b>Assessment Methods</b>	Seminars, Reports, Group Discussion, Online Tests, Assignments

#### **Book for Study:**

1. Department of Human Excellence. (2023). *Essentials of Humanity*. St. Joseph's College.

#### **Books for Reference:**

1. Alex, K. (2009). *Soft Skills*. S. Chand.
2. Norman Vincent Peale (1952). *The Power of Positive Thinking* Norman Vincent Peale. New York Times
3. Kalam, A.A. P. J. (2012). *You Are Unique*. Punya Publishing.

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

1. <http://livingvalues.net>. Accessed 05 March 2021.
2. <https://www.psychologytoday.com/us/basics/defense-mechanisms>. Accessed 12 March 2025.
3. <http://www.apa.org/topics/personality#>. Accessed 05 March 2021.
4. <http://www.peacecorps.gov/educators/resources/global-issues-gender-equaligy-and-womens-empowerment/>. Accessed 05 March 2021.
5. <https://www.nextias.com/blog/women-empowerment/> Accessed 12 March 2025.

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours/Week	Credits
1	25UHE14VE01		Value Education - 1: Essentials of Humanity							2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	2	3	3	2.8
CO2	3	2	2	3	3	2	3	3	2	2	2.5
CO3	2	3	3	3	2	3	3	3	3	3	2.8
Mean Overall Score											2.7 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UTA21GL02	பொதுத்தமிழ் - 2: General Tamil - 2	4	3

கற்றலின் நோக்கங்கள் (Course Objectives)				
காப்பியங்களின் தோற்றம், வரையறை, வகைகள் ஆகியவற்றை அறிந்து கொள்ளல்				
பெருங்காப்பியம், சிறுகாப்பியம் இடையேயான வேறுபாட்டைக் கண்டறிதல்				
சைவ வைணவ சமயப் பாடல்களில் சிறப்பினை ஒப்பிடுதல்				
காப்பியங்கள் வெளிப்படுத்தும் விழுமியங்களையும் உணர்தல்				
சமூகத்திற்கும், காப்பியத்திற்குமான பிணைப்புகள் குறித்துத் தெரிந்துகொள்ளுதல்				

#### அலகு-1

(12 மணி நேரம்)

சிலப்பதிகாரம் - ஆய்ச்சியர் குரவை  
மணிமேகலை - ஊர் அலர் உரைத்த காதை  
இலக்கிய வரலாறு - சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய  
இலக்கணம் - அகப்பொருள் இலக்கணம்

#### அலகு-2

(12 மணி நேரம்)

திருநாவுக்கரசர் - திருவதிகை வீரட்டானம்  
(கூற்றாயினவாறு எனத் தொடங்கும் முதல் 10 பாடல்கள்)  
திருவாசகம் - அடைக்கலப்பத்து  
(செழுக்கமலத் திரளனநின் எனத் தொடங்கும் முதல் 10 பாடல்கள்)  
திருமந்திரம் - மாகேசுர பூசை (11 பாடல்கள்)  
சிவவாக்கியர் பாடல்கள் (15 பாடல்கள்)  
பாடல் எண்கள் - 16,22,27,33,34,35,37,38,47,81,91,225,237,242,495

#### அலகு-3

(12 மணி நேரம்)

பெரியாழ்வார் திருமொழி - திருப்பல்லாண்டு - தாலப்பருவம் (10 பாடல்கள்)  
திருமங்கையாழ்வாரின் பெரிய திருமொழி - திருவரங்கம் -1 (10 பாடல்கள்)  
கம்பராமாயணம் - கங்கை காண் படலம் - (தேர்ந்தெடுக்கப்பட்ட 35 பாடல்கள்)  
பாடல் எண்கள்: 1, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16, 22, 24, 25, 26, 27, 29, 30, 32,33,35,39,40,41,42,43,47,62,64,65,67,69,70  
நற்றமிழ்க் கோவை - முதல் மூன்று கட்டுரைகள்.

#### அலகு-4

(12 மணி நேரம்)

சீறாப்புராணம் - நதி கடந்த படலம் - 1 முதல் 31 முடிய உள்ள பாடல்கள்  
கள்வரை நதிமறித்த படலம் - 1 முதல் 16 முடிய உள்ள பாடல்கள்  
இலக்கணம் - புறப்பொருள் இலக்கணம்  
இலக்கிய வரலாறு - தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய

#### அலகு-5

(12 மணி நேரம்)

வீரமாமுனிவரின் தேம்பாவணி - (காசா) காசை சேர் படலம்  
(1 முதல் 50 முடிய உள்ள பாடல்கள்)  
சீனயி (சீனாய்) - மாமலை காண்படலம் - (1 முதல் 56 முடிய உள்ள பாடல்கள்)  
நற்றமிழ்க் கோவை - இறுதி மூன்று கட்டுரைகள்.

கற்பித்தல் முறை (Teaching Methods)	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
மதிப்பீட்டு முறைகள் (Assessment Pattern)	இயங்கலைத்தேர்வு (Online Test), நூல் நோக்குத் தேர்வு (open book test) ஒப்படைவு (Assignment), வினாடி வினா (Quiz), கருத்துரை (Seminar)

#### பாடநூல்கள்:

1. பொதுத்தமிழ் (2025), தமிழாய்வுத்துறை, தூய வளனார் கல்லூரி
2. நற்றமிழ்க் கோவை - கட்டுரைத்தொகுப்பு (2025), தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி

#### Websites and eLearning Sources:

1. <https://www.tamiluniversity.ac.in/english/library2-/digital-library/>
2. <https://www.tamilvu.org/ta/library-l3100-html-l3100pl1-132372>
3. <https://www.tamilvu.org/ta/courses-degree-p202-p2021-html-p202121-28011>
4. <https://www.chennaiLibrary.com/vaishnava/naalayiradivayaprabhandham.html>
5. <https://www.tamilvu.org/ta/library-l4310-html-l4310por-141616>
6. <https://www.tamilvu.org/slet/l4100/l4100pd2.jsp?bookid=80&pno=287>

**Course Outcomes**

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	பழந்தமிழர் வாழ்வியலையும் பன்முக ஆளுமைகளையும் அறிவர்	K1
CO-2	தமிழரின் பல்துறை அறிவு, மரபு போன்றவற்றை அறிந்து கொள்வர்.	K2
CO-3	பெருங்காப்பிய மரபிற்குள் வரும் இலக்கியங்களை அடையாளம் காண்பதோடு அவற்றை விளக்கும் திறனையும் பெறுவர்.	K3
CO-4	புராண இதிகாச மரபுகளிலிருந்து, காப்பியம் என்னும் புதிய இலக்கிய வடிவம் உருவான விதத்தை மதிப்பிடுவர்.	K4
CO-5	இலக்கிய வரலாறு, இலக்கணம், காப்பியங்கள் ஆகியவற்றைக் கற்பதன் வழி போட்டித் தேர்வுகளை எதிர்கொள்ளும் திறன் பெறுவர்	K5

**Relationship Matrix**

Semester	Course Code	Title of the Course									Hours	Credits
2	25UTA21GL02	பொதுத்தமிழ் – 2: General Tamil - 2									4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	3	2	3	3	3	3	3	3	3	2.8	
CO-2	3	2	2	2	2	3	3	3	2	2	2.4	
CO-3	2	3	1	3	1	3	3	3	1	2	2.2	
CO-4	3	3	2	3	1	3	3	3	1	3	2.5	
CO-5	3	3	2	2	3	3	3	2	2	2	2.5	
Mean Overall Score											2.48	(High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UFR21GL02	Language French – 2	4	3

Course Objectives
Develop Communicative Competence in French enabling students to engage in simple, real-life conversations and interactions
Master Fundamental Grammar and Vocabulary by understanding and applying essential grammatical structures in context
Explore Francophone Culture and Civilization by integrating cultural elements of French-speaking regions
Enhance Practical Language Use in Everyday Situations
Express Ideas in Different Contexts Using Appropriate Tenses

#### **UNIT I (12 Hours)**

1. Titre - Qu'est-ce qu'on fait aujourd'hui ?
2. Lexique –l'heure, les activités quotidiennes, la description physique
3. Grammaire –les verbes pronominaux au présent, le passé récent, la fréquence
4. Production orale- demander l'heure, proposer une sortie
5. Production écrite - présenter ses activités quotidiennes, décrire une personne

#### **UNIT II (12 Hours)**

6. Titre - Chez -moi
7. Lexique – le logement, les meubles, les pièces, l'équipement
8. Grammaire – le passe compose avec avoir, les pronoms COD
9. Production orale- s'informer sur un logement
10. Production écrite - expliquer un problème domestique, écrire une annonce pour un logement

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

11. Titre - En forme
12. Lexique – les parties du corps, les maladies, les médicaments, les sports
13. Grammaire –Le passé composé avec être, le pronom 'y',
14. Production orale- parler de sa santé, exprimer une émotion positive
15. Production écrite - Donner un conseil, exprimer son accord ou son désaccord

#### **UNIT IV (12 Hours)**

16. Titre - Bonne vacances
17. Lexique – les destinations, l'hébergement, la réservation, la nature
18. Grammaire – la comparaison, les verbes impersonnels à l'imparfait comme c'était
19. Production orale- réserver une chambre a l'hôtel, décrire une ville ou un paysage
20. Production écrite - réaliser une brochure touristique, écrire une carte postale

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

21. Titre - Au travail
22. Lexique – les études, les disciplines, les lieux de travail, les taches
23. Grammaire – la durée, les pronoms relatifs
24. Production orale- parler de ses études et son projet professionnel
25. Production écrite - comparer le système scolaire français et indien
26. Indian knowledge system–Highlighting on Gurukulam Education System that focuses on traditional teacher-student relationships, oral learning methods, and holistic education while discussing education systems in India vs. France (5%)

<b>Teaching Methodology</b>	Visual-Linguistic Learning, Descriptive & Interpretative Learning, experiential learning, The Lexical Approach, Differentiated Instruction
<b>Assessment Methods</b>	<p><i>Role -play:</i> A mock phone call on hotel reservation, discuss daily routines, housing, and health. (Rubric – graded on grammatical accuracy, and use of appropriate vocabulary)</p> <p><i>Picture description activity:</i> Describe a landscape or travel destination shown in a picture. (Rubric – Assessed on descriptive abilities and vocabulary use)</p> <p><i>Experimental learning task:</i> Doctor-patient conversation about a health issue, Conduct a mock interview about career plans. (Rubric – Assessed on real-life application of language skills)</p> <p><i>Project based assessment:</i> Create a travel brochure for a French-speaking destination, make a poster comparing education in France and India (Rubric – Assessed on Application of language skills in a creative way)</p> <p><i>Written assessment:</i> Write a short daily routine using time expressions, write a postcard describing a recent trip (Rubric – Assessed on ability to write structured texts related to themes)</p>

### Books for Study:

1. Mensdorff - Pouilly, L., Opatski, S., Petitmengin, V., Pons, S., Sperandio, C., Djimli, H., & Veldeman - Abry, J. (2022). *Édito A1: Méthode de français* (2nd ed.). Didier FLE, Hatier. (p.87-p.165)

### Books for Reference:

1. Dauda, P., Giachino, L., & Baracco, C. (2020). *Génération A1*. Didier.
2. Mérieux, R., & Loiseau, Y. (2012). *Latitudes A1*. Didier.

### Websites and eLearning Sources:

1. <https://www.podcastfrançaisfacile.com>
2. <https://www.flevideo.com>
3. <https://savoirs.rfi.fr/fr>
4. <https://www.french4me.net/>
5. <https://apprendre.tv5monde.com/en>

Course Outcomes		
CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
<b>CO1</b>	Talk about daily routines, tell the time, describe people, and propose social outings using appropriate vocabulary and verb structures.	<b>K1</b>
<b>CO2</b>	Inquire about housing, describe household items, explain domestic issues, and write advertisements or announcements for accommodations.	<b>K2</b>
<b>CO3</b>	Describe body parts, discuss health conditions, give advice, express emotions, and use past tense structures to narrate past experiences.	<b>K3</b>
<b>CO4</b>	Make hotel reservations, describe destinations and landscapes, compare experiences, and write postcards or travel brochures.	<b>K4</b>
<b>CO5</b>	Discuss education, career plans, and workplace responsibilities while comparing educational systems in France and India.	<b>K5</b>



Relationship Matrix											
Semester	Course Code		Title of the Course					Hours		Credits	
2	25UFR21GL02		Language French – 2					4		3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	1	1	2	2	2	3	2	2	1.9
CO2	2	2	2	3	1	3	3	2	3	3	2.4
CO3	2	3	2	1	2	2	1	3	2	1	1.9
CO4	3	2	2	2	2	3	2	1	2	3	2.2
CO5	3	3	3	2	3	2	3	2	3	2	2.6
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UHI21GL02	Language 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)

1. Moun hi Manthra Hay
2. Letter Writing - Chutti Patra
3. Bakthikal - Namakarn
4. Sarkari Kariyalayom Ka Naam

#### UNIT II (12 Hours)

5. Baathcheeth - Aspathal Mein
6. Letter Writing - Rishthedarom ko Patra
7. Bakthikal - Samajik Paristhithiyam
8. Kriya

#### UNIT III (12 Hours)

9. Premchand
10. Kriya visheshan
11. Letter Writing - Naukari Keliye Avedan Patra
12. Bakthikal - Sahithyik Paristhithiyam

#### UNIT IV (12 Hours)

13. Kabeer ke Dohae
14. Samas
15. Letter Writing - Kitab Maangne Keliye Patra
16. Bakthikal - Salient Features, Main Division

#### UNIT V (12 Hours)

17. Anuvad
18. Sandhi
19. Bakthikal - Visheshathayem
20. Apathit Gadyansh

<b>Teaching Methodology</b>	Peer Instruction Exercise, Videos, PPT, Quiz, Group Discussion
<b>Assessment Methods</b>	Group Discussion, Seminar, Snap Test

#### Books for Study:

1. Viswanath Tripathy. (2021). *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd.
2. Kamathaprasad Gupth, M. (2020). *Hindi Vyakaran*. Anand Prakashan.
3. Dr. Sadananth Bosalae. (2020). *kavya sarang*, Rajkamal Prakashan.

#### Books for Reference:

1. Acharya Ramchandra Shukla. (2021). *Hindi Sahitya Ka Itihas*. Prabhat Prakashan.
2. Krishnakumar Gosamy. (2023). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.
3. Aravind Kumar. (2022). *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher.
4. Lakshman Prasad Singh. (2021). *Kavya ke sopan*. Bharathy Bhavan Prakashan.

#### Websites and e-Learning Sources:

1. <https://hindigrammar.in/sandhi.html>
2. <https://www.successcds.net/class10/hindi/samas-in-hindi>

3. <https://mycoaching.in/kriya-ke-bhed-verb-in-hindi>
4. <https://namastesensei.in/adverb-in-hindi-examples/>
5. <https://viahindi.in/hindi-vyakaran/sandhi-paribhasha-prakar-or-udaharan>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of the course, the student will acquire the listed skills	
CO1	Find out the Terms & Expressions related to letter writing.	K1
CO2	Providing knowledge of Letter writing in Hindi.	K2
CO3	Complete the sentences in Hindi using basic grammar.	K3
CO4	Analyze the social & political conditions of Devotional period in Hindi Literature.	K4
CO5	Justify the human values stressed on the works of Hindi writers	K5

Relationship Matrix											
Semester	Course Code		Title of the Course				Hours/ week		Credits		
2	25UHI21GL02		Language Hindi – 2				4		3		
Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
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	25USA21GL02	Language 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) sarva naama sabdaha

**UNIT II (12 Hours)**

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

**UNIT III (12 Hours)**

Lang lakaarah Kriyapadaani Prayoga Vivaranam

**UNIT IV (12 Hours)**

Raguvamsaha Pratama sargaha (1 –15 slokas)

**UNIT V (12 Hours)**

Suvacanani Vakya Prayoga Vivaranam

<b>Teaching Methodology</b>	Videos, PPT, Blackboard, Demonstration, Exercises
<b>Assessment Methods</b>	Seminar, Quiz, Group Discussion.

**Books for Study:**

1. Saralasamkritham Siksha ,2021
2. Dhaatu Rupa Manjari ,2021

**Books for Reference:**

1. Paindrapuram Ashram, Srirangam – 620 006 Gopalavimshanthi 2021
2. R.S.Vadhyar & Sons book – Seller and Publishers, Kalpathi, Palghat – 678003, Kerala, South Inida, shabdha manjari
3. Kulapthy, K.M Saral sankrit Balabodh, Bharathiys Vidya Bhavan, Munshimarg Mumbai – 400007, 2020

**Websites and eLearning Sources:**

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

Course Outcomes		
CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	Remembering names of different objects, remembering different verbal forms and sandhi	K1
CO–2	Contrast different verbal forms Explain good sayings, Relate good saying to life.	K2
CO–3	Apply and build small sentences	K3
CO–4	Analyze different forms of Verbs and nouns	K4
CO–5	Appreciate subhashitas and Sanskrit poetry	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	25USA21GL02		Language Sanskrit - 2							4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	1	3	2	2	2	3	3	2	1	2.1
CO-2	3	2	3	2	2	3	2	3	3	2	2.5
CO-3	2	2	3	2	2	2	2	3	3	1	2.1
CO-4	3	2	3	3	1	2	3	3	3	1	2.4
CO-5	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	25UEN22GE02A	General English – 2: Pre-Intermediate Stream	5	3

Course Objectives (CO)				
To strengthen listening and speaking skills for identifying key ideas and details				
To improve reading comprehension and analyze different texts				
To express ideas clearly in conversations and presentations, using correct grammatical structures.				
To develop writing skills by creating clear and structured texts				
To assess and improve language use in both spoken and written communication				

**UNIT I: (15 Hours)**

<b>Listening:</b>	(Skill)	: Listening to respond to story-based questions
	(Practice)	: “The Hare and His Friends”
<b>Reading:</b>	(Skill)	: Understanding and interpreting proverbs
	(Practice)	: “Necessity is the Mother of Invention”
<b>Grammar:</b>	(Practice)	: Present Continuous Tense; Past Continuous Tense
<b>Vocabulary:</b>	(Practice)	: Weather and Seasons
<b>Speaking:</b>	(Skill)	: Describing on-going actions in the present and the past to describe real-life situations and activities
	(Practice)	: Ongoing Actions: Present & Past
<b>Writing:</b>	(Skill)	: Writing a biography of a famous personality using given details
	(Practice)	: Writing a Biography

**UNIT II: (15 Hours)**

<b>Listening:</b>	(Skill)	: Listening to identify factual details
	(Practice)	: Recycling
<b>Reading:</b>	(Skill)	: Reading to convert a story into a meaningful dialogue
	(Practice)	: The Shepherd and the Stranger
<b>Grammar:</b>	(Practice)	: Future Expressions: Simple Future & ‘Going to’; Simple Present, Present Continuous and Future Continuous Tenses
<b>Vocabulary:</b>	(Practice)	: Groceries
<b>Speaking:</b>	(Skill)	: Developing conversational fluency by practising conversations on familiar and everyday topics
	(Practice)	: Conversations on Familiar and Everyday Topics
<b>Writing:</b>	(Skill)	: Writing clear, respectful and relevant online comments
	Practice	: Writing Online Comments

**UNIT III: (15 Hours)**

<b>Listening:</b>	(Skill)	: Listening for specific information
	(Practice)	: Telephonic Conversation
<b>Reading:</b>	(Skill)	: Reading a news report
	(Practice)	: Iron Age in Tamil Nadu Began 5,300 Years Ago
<b>Grammar:</b>	(Practice)	: Present Perfect Tense; Past Perfect Tense
<b>Vocabulary:</b>	(Practice)	: Kitchen Utensils and Household Appliances
<b>Speaking:</b>	(Skill)	: Using polite expressions in conversations to request, seek permission, grant or refuse permission, and apologise
	(Practice)	: Polite Expressions in Conversations
<b>Writing:</b>	(Skill)	: Expressing short reflective ideas in writing
	(Practice)	: Thought for the Day

**UNIT IV: (15 Hours)**

<b>Listening:</b>	(Skill)	: Predicting content and vocabulary before listening
	(Practice)	: Our Earth
<b>Reading:</b>	(Skill)	: Identifying direct and indirect speech
	(Practice)	: Birbal story: “Hot Iron Test”

<b>Grammar:</b>	<b>(Practice) :</b>	Active and Passive Voice
<b>Vocabulary:</b>	<b>(Practice) :</b>	Human Diseases
<b>Speaking:</b>	<b>(Skill) :</b>	Using polite expressions in conversations to interrupt, make suggestions, and agree or disagree
	<b>(Practice) :</b>	Polite Expressions in Conversations
<b>Writing:</b>	<b>(Skill) :</b>	Writing a report on a given topic
	<b>(Practice) :</b>	Report Writing

**UNIT V: (15 Hours)**

<b>Listening:</b>	<b>(Skill) :</b>	Listening to understand formal speeches
	<b>(Practice) :</b>	“A Tryst with Destiny” by Jawaharlal Nehru
<b>Reading:</b>	<b>(Skill) :</b>	Reading to understand an essay
	<b>(Practice) :</b>	“Secularism”
<b>Grammar:</b>	<b>(Practice) :</b>	Adverbs; Prepositions
<b>Vocabulary:</b>	<b>(Practice) :</b>	<b>Occupations</b>
<b>Speaking:</b>	<b>(Skill) :</b>	Delivering a short prepared speech on a familiar or inspiring topic
	<b>(Practice) :</b>	Delivering a Short Speech
<b>Writing:</b>	<b>(Skill) :</b>	Writing a clear and well-structured essay on a given topic
	<b>(Practice) :</b>	Essay Writing

<b>Teaching Methodology</b>	Lectures, task-based activities, audio-visual listening tasks, guided reading and writing exercises, discussions
<b>Assessment Method</b>	Listening and reading comprehension exercises, verbal presentations, role plays and conversations, writing tasks

**Books for Study:**

Dr. M. John Britto, Dr. B. Sam Jerome Sharone, and Dr. S. Sajeev. *Nurturing English Skills*. Emerald Publishers, 2025.

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, the students will be able to	
<b>CO1</b>	Recognize key ideas and details in spoken and written texts, demonstrating effective listening and comprehension skills.	<b>K1</b>
<b>CO2</b>	Understand and interpret different types of texts, enhancing reading comprehension and critical thinking abilities.	<b>K2</b>
<b>CO3</b>	Apply correct grammatical structures to express ideas clearly in conversations and presentations.	<b>K3</b>
<b>CO4</b>	Analyze and organize ideas to write clear, coherent, and well-structured texts for various purposes.	<b>K4</b>
<b>CO5</b>	Evaluate and improve language use, refining both spoken and written communication.	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	25UEN22GE02A		General English – 2: Pre-Intermediate Stream							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	2	3	2	2	2.4
CO2	3	2	2	3	2	3	2	3	2	3	2.5
CO3	3	2	2	2	3	2	2	3	2	2	2.3
CO4	3	2	2	2	2	2	2	2	2	3	2.2
CO5	3	2	3	2	3	2	3	2	3	2	2.5
Mean Overall Score											2.38 (High)



Semester	Course Code	Title of the Course	Hours/ Week	Credits
2	25UEN22GE02B	General English – 2: Intermediate Stream	5	3

Course Objectives
To develop students' ability to listen, speak, read, and write effectively in English through interactive and contextualised activities.
To improve students' understanding and application of essential grammar concepts, including verb usage, auxiliary verbs, modals, adverbs, and sentence structures.
To equip students with strategies to deduce meanings of unfamiliar words using contextual clues.
To foster students' ability to brainstorm, organise information using graphic organisers, and structure written communication effectively for academic and professional contexts.
To enable students to engage in discussions, express opinions, seek and provide information, and navigate real-life situations confidently through role plays.

#### Unit 1: My College & Studies

15 Hours

- |                        |            |                                                                                                                                    |
|------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Listening:</b>   | (Skill)    | Distinguishing between main ideas and supporting details                                                                           |
|                        | (Practice) | "A Day in the Life of a College Student" (A conversation)                                                                          |
| <b>2. Reading:</b>     | (Skill)    | Recognising the structure of written texts                                                                                         |
|                        | (Practice) | "Enter to learn, leave to serve"                                                                                                   |
| <b>3. Grammar:</b>     | (Practice) | Main Verb                                                                                                                          |
| <b>4. Vocabulary:</b>  | (Practice) | Using synonyms as contextual clues to guess the meaning of unfamiliar words                                                        |
| <b>5. Study skill:</b> |            | Brainstorming to gather ideas in a group                                                                                           |
| <b>6. Speaking:</b>    | (Skill)    | Asking for, giving and refusing permission – Requesting – Communication repair: Finding about pronunciation, spelling and meaning. |
|                        | (Practice) | Role Play                                                                                                                          |
| <b>7. Writing:</b>     | (Skill)    | Writing an outline                                                                                                                 |
|                        | (Practice) | Controlled composition: Writing an outline for a given passage                                                                     |

#### Unit 2: Travel

15 Hours

- |                        |            |                                                                             |
|------------------------|------------|-----------------------------------------------------------------------------|
| <b>1. Listening:</b>   | (Skill)    | Listening for specific details                                              |
|                        | (Practice) | "A Perfect Vacation" (A conversation)                                       |
| <b>2. Reading:</b>     | (Skill)    | Identifying main ideas and supporting details                               |
|                        | (Practice) | "An Unforgettable Ride"                                                     |
| <b>3. Grammar:</b>     | (Practice) | Auxiliary Verbs                                                             |
| <b>4. Vocabulary:</b>  | (Practice) | Using antonyms as contextual clues to guess the meaning of unfamiliar words |
| <b>5. Study skill:</b> |            | Mind mapping to visually organise information                               |
| <b>6. Speaking:</b>    | (Skill)    | Asking for and giving directions – Asking for and giving information        |
|                        | (Practice) | Role Play                                                                   |
| <b>7. Writing:</b>     | (Skill)    | Writing effective paragraphs                                                |
|                        | (Practice) | Free-writing composition: An adventurous journey                            |

#### Unit 3: My Social Network

15 Hours

- |                        |            |                                                                                                      |
|------------------------|------------|------------------------------------------------------------------------------------------------------|
| <b>1. Listening:</b>   | (Skill)    | Understanding the sequence of ideas                                                                  |
|                        | (Practice) | "My Virtual Friends" (A conversation)                                                                |
| <b>2. Reading:</b>     | (Skill)    | Comprehending infographics                                                                           |
|                        | (Practice) | "Social Media Etiquette"                                                                             |
| <b>3. Grammar:</b>     | (Practice) | Modal Auxiliary Verbs                                                                                |
| <b>4. Vocabulary:</b>  | (Practice) | Using definitions and restatements as contextual clues to guess the meaning of unfamiliar words      |
| <b>5. Study skill:</b> |            | Using graphic organisers (sequence of events chain, timeline, and storyboard)                        |
| <b>6. Speaking:</b>    | (Skill)    | Asking for and giving advice – Asking if someone agrees – Agreeing and disagreeing – Warning someone |
|                        | (Practice) | Role Play                                                                                            |

- 7. Writing:** (Skill) Developing stories from hints  
 (Practice) Controlled composition: Developing a story from given hints

#### Unit 4: Shopping

**15 Hours**

- 1. Listening:** (Skill) Detecting signposts  
 (Practice) “Let’s go shopping!” (A conversation)
- 2. Reading:** (Skill) Recognising transition of ideas  
 (Practice) “Adventures of the Grocery Store”
- 3. Grammar:** (Practice) Adverbs and WH Question Words
- 4. Vocabulary:** (Practice) Using examples and illustrations as contextual clues to guess the meaning of unfamiliar words
- 5. Study skill:** Using graphic organisers (Venn diagram, and cause-and-effect map)
- 6. Speaking:** (Skill) Offering and accepting help – Asking for and giving opinions – Asking for and saying one’s preference – Suggesting – Complaining  
 (Practice) Role Play
- 7. Writing:** (Skill) Describing actions in a story  
 (Practice) Guided composition: Narrating a story in a comic strip

#### Unit 5: Ceremonies

**15 Hours**

- 1. Listening:** (Skill) Listening to intonations  
 (Practice) “Happy Birthday to You!” (A conversation)
- 2. Reading:** (Skill) Understanding moods in a reading passage  
 (Practice) “The Light has Gone out” by Jawaharlal Nehru
- 3. Grammar:** (Practice) Sentences
- 4. Vocabulary:** (Practice) Using root words as clues to guess the meaning of words
- 5. Study skill:** Using graphic organisers (idea wheel, idea web, and concept map)
- 6. Speaking:** (Skill) Using intonations for different types of sentences – Expressing your feelings and emotions – Congratulating and wishing someone – Expressing sympathy  
 (Practice) Role Play
- 7. Writing:** (Skill) Expressing emotions in narrative writing  
 (Practice) Controlled composition: Describing emotions and feelings conveyed in a picture story

<b>Teaching Methodology</b>	Lectures, Demonstrations, Discussions, Peer-Review Tasks, Role-plays, Pair and group activities
<b>Assessment Tools</b>	Listening and reading comprehension tasks, Individual talks, Role plays, Controlled and guided compositions

#### Books for Study:

M.S. Xavier Pradheep Singh, Amalaveenus, and A. Napoleon. English and My World, 2025.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	Identify key ideas, supporting details, and organisational patterns in spoken and written texts.	K1
CO2	Explain the meaning of conversations and passages by recognising their structure, tone, and purpose.	K2
CO3	Use appropriate language functions such as requesting, suggesting, and expressing opinions effectively in real-life interactions.	K3
CO4	Compare different communication styles and linguistic features in various types of texts and conversations.	K4
CO5	Assess the effectiveness of spoken and written communication, providing constructive feedback for improvement.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	25UEN22GE02B		General English – 2: Intermediate Stream							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	2.5	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.65
CO-2	2.5	3	2.5	2.5	2.5	3	3	2.5	2.5	3	2.7
CO-3	3	2.5	2.5	3	2.5	2.5	2.5	2.5	3	2.5	2.65
CO-4	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.5	2.5	2.6
CO-5	3	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.5	2.65
Mean Overall Score											2.65 (High)

Semester	Course Code	Title of the Course	Hours	Credits
2	25UCB23CC04	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 of a Partner (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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Written Test, Snap Test, MCQ

**Theory 20% and Problem 80%**

#### **Books for Study:**

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

#### **Books for Reference:**

1. Reddy T S and Murthy (2018), *Financial Accounting*, Margham Publications, Chennai.
2. Shukla MC, Grewal TS & Gupta SC (2016), *Advanced Accounts (Vol. I)*, S. Chand Company Ltd., New Delhi.
3. R. L. Gupta & M. Radhaswamy (2017), *Advanced Accountancy, Vol. I*, Sultan Chand & Sons, New Delhi.
4. S P. Jain & K. L. Narang (2015). *Advanced Accountancy, Volume I*, Kalyani Publishers, New Delhi.

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

1. <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
2. <https://www.slideshare.net/ramusakha/basics-of-financial-accounting>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, the students will be able to	
<b>CO1</b>	Analyze the various methods of providing depreciation	<b>K1</b>
<b>CO2</b>	Recognize the purpose of bills of exchange	<b>K2</b>
<b>CO3</b>	Prepare the financial statements of hire purchase companies	<b>K3</b>
<b>CO4</b>	Recognize the accounting methods and procedures of various forms of business	<b>K4</b>
<b>CO5</b>	Demonstrate the concepts of Partnership Accounts	<b>K5</b>

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
2	25UCB23CC04			Core Course - 4: Financial Accounting - 2						4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	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
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
2	25UCB23CC05	Core Course - 5: Marketing	3	2

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: 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: Pricing

(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: Communication and 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.
Assessment Methods	Seminar, Snap Test, MCQ, Group Work Assignment.

#### Books for Study:

1. Gupta C.B., Nair Rajan, Marketing Management, Sultan Chand & Sons, New Delhi (2018)
2. R.S.N. Pillai & Bagavathi, Modern Marketing: Principles and Practices: S. Chand & Co Ltd, New Delhi, (2016)
3. Kotler Philip et al. "Principles of Marketing" (17e), Pearson Education, New Delhi, (2018)

#### Books for Reference:

1. Philip, K & Keller, K. L. *Marketing Management*, (15<sup>th</sup> Ed.). Pearson Education.
2. Gupta, C. B., & Rajan, N. (2016). *Marketing Management*. Sultan Chand & Sons.
3. Jayasankar, J. *Marketing*. Margham Publication
4. William J Stanton, Michael J Etzel, Bruce J Walker, Fundamentals of Marketing, Tata McGraw Hill, (2014)

#### Websites and eLearning sources:

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
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.	K3
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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	25UCB23CC05		Core Course - 5: Marketing							3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	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
2	25UCB23CC06	Core Course - 6: Python Programming	3	2

Course Objectives
To make students understand the concepts of Python programming
To impart knowledge on functions Function Arguments, Python Strings, Modules
Discover the relationship among the numerical data using Numpy for doing statistical analysis.
Build Data Frames using pandas for Business Solutions that require Data Analytics.
Interpret the data through Matplotlib for visualization to give possible solutions

#### UNIT I: Introduction to Python

(9 Hours)

History of Python, Features of Python, Literal, Constants Variables, Identifiers, Keywords-Built-in Data Types, Output Statements, Input Statements, Comments, Indentation, Operators, Expressions, Type conversions. Python Arrays: Defining and Processing Arrays-Array methods. Control Statements: Selection/Conditional Branching statements: if, if else, nested if and if-else statements. Iterative Statements: while loop, for loop, else suite in loop and nested loops. Jump Statements: break, continue and pass statements.

#### UNIT II: Functions

(9 Hours)

Functions: Function, Definition, Function Call, Variable Scope and its Life time Return Statement. Function Arguments: Required Arguments, Keyword Arguments, Default Arguments and Variable Length Arguments Recursion. Python Strings: String operations, Immutable Strings, Built-in String Methods and Functions, String Comparison. Modules: import statement, The Python module, dir () function, Modules and Name Space-Defining our own modules. Fruitful Functions: Return values, Incremental Development, Composition, Boolean Functions, More Recursion, Leap of faith.

#### UNIT III: Lists, Dictionaries and Tuples

(9 Hours)

Len, Traversal, String Slices, Strings are immutable, searching, Looping and Counting, String methods, the in operator, string Operation. Lists: A List is a sequence, lists are mutable, traversing a List, List Operations, List slices, List methods, Map, filter and Reduce, Deleting Elements, Lists and strings, Objects and values, Aliasing, List arguments. Dictionaries: A Dictionary is a Mapping, Dictionary as a collection of counters, Looping and Dictionaries, Reverse Lookup, Dictionaries and Lists, Memos, Global Variables. Tuples: Tuples Are Immutable, Tuple Assignment, Tuples as Return Values, Tuples as Return Values, Variable-Length Argument Tuples, Lists and Tuples, Dictionaries and Tuples.

#### UNIT IV: Numpy and Pandas

(9 Hours)

Numpy a Little History and array, The Heart of the library, Basic Operations, Indexing, Slicing and Iterating, Conditional and Boolean Arrays, Shape Manipulation, Array Manipulation, General Concepts, Structured Arrays, Reading and Writing Array Data on Files. PANDAS LIBRARY, An Introduction: Introduction to Pandas Data Structures, Functionalities on Indexes, Operation between Data Structures Function Application and mapping, Sorting and Ranking, Correlation and Covariance, Not a Number, Hierarchical indexing and Levelling.

#### UNIT V: Matplotlib and Charts

(9 Hours)

Matplotlib Library, Architecture, pyplot, The Plotting Window, kwargs Adding Elements to The Chart, Saving Charts, Handling Date Values, Chart Typology, Line Charts, Histograms, Bar Charts, Pie Charts, Advanced Charts, 3D Toolkit, Multi Panel Plots.

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Snap Test, MCQ, Code Debugging

#### Books for Study:

1. Thareja, R. (2017). Python Programming using problem solving approach, (1st Ed.). Oxford University Press
2. Allen B. Downey, *Think Python*, 2<sup>nd</sup> Edition, Published by O'Reilly Media Inc., USA, 2015.



3. Fabio Nelli, *Python Data Analytics with Pandas, NumPy, and Matplotlib*, (2<sup>nd</sup> Ed.), Apress, UK, 2018.

#### Books for Reference:

1. Lambert, K. A. (2017). Fundamental soft Python - First Programs. CENGAGE Publication.
2. Kurama, V. (2017). Python Programming: A Modern Approach. Pearson Education.
3. Michael Minelli (2014), Michele chambers, Ambiga Dhiraj, *Big Data Analytics- Emerging Business Intelligence and Analytic Trends for Today's Business*, Wiley CIO Series, New Jersey, USA,
4. Jake VanderPlas (2016), *Python Data Science Handbook*, O'Reilly Media Publishers, USA.

#### Websites and eLearning Sources

1. <https://www.programiz.com/python-programming>
2. <https://www.programiz.com/python-programming>
3. [http://www.w3schools.com/python/python\\_intro.asp](http://www.w3schools.com/python/python_intro.asp)
4. [https://assets.openstax.org/oscms-prodcms/media/documents/Introduction\\_to\\_Python\\_Programming\\_-\\_WEB.pdf](https://assets.openstax.org/oscms-prodcms/media/documents/Introduction_to_Python_Programming_-_WEB.pdf)
5. [https://bugs.python.org/file47781/Tutorial\\_EDIT.pdf](https://bugs.python.org/file47781/Tutorial_EDIT.pdf)

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	Learn the basics of python, do simple programs on python, learn how to use an array.	K1
CO2	Develop program using selection statement, work with looping and jump statements, do programs on loops and jump statements.	K2
CO3	Analyze the relationship among the numerical data using Numpy for doing statistical analysis.	K3
CO4	Build Data Frames using pandas for Business Solutions that require Data Analytics.	K4
CO5	Interpret the data through Matplotlib for visualization to give possible solutions.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours/Week	Credits
2	25UCB23CC06		Core Course - 6: Python Programming							3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	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	Credits
2	25UCB23CP01	Core Practical - 1: Lab on Python Programming	2	1

Course Objectives
To understand the Basics of Python
To become familiar with variuos 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

#### List of Exercises:

1. Variables, Data Types
2. Strings
3. Arrays
4. Loops, Control Structure.
5. Functions
6. Strings
7. Dictionaries, Lists and Tuples.
8. Multidimensional Data.
9. Array Function using Numpy
10. Aggregation function using Numpy
11. Pandas – Series
12. Pandas – Data Frame
13. Data Visualization –Matplotlib

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Understand the basic of Python.	K1
CO2	Describe the various operators and its control structures	K2
CO3	Articulate NumPy and pandas functions	K3
CO4	Apply the different modules and functions in python	K4
CO5	Practice python programming for business analytics.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
2	25UCB23CP01	Core Practical - 1: Lab on Python Programming								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	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	25UCB23AC02	Allied course – 2: Statistics for Business	5	4

Course Objectives
To understand the meaning and applications of statistics in business.
To understand the measures of Central tendency and measures of dispersion.
To know the concept of Skewness, Correlation and Fitting a Straight line.
To understand the Concept of Probability and its application, Normal Distribution and its application in business.
To know the meaning of Index numbers, types and their application to business.

#### **Unit I: Introduction to Statistics and Representation of Data (15 Hours)**

Definition, Need for Statistics, Limitations, Types of Data, Primary and Secondary Data: Qualitative, Quantitative, Cross Sectional, Time Series, Variables and Attributes – Population and sample – Sampling Techniques, Representation of Data using Diagrams and Graphs, Simple, Sub, Divided, Percentage Bar, Multiple Bar Diagram, Pie Diagram, Histogram, Smoothed Frequency Curve - Frequency Polygon.

#### **Unit II: Central Tendency and Dispersion (15 Hours)**

Meaning of Central Tendency, Definition, Types of Averages – Arithmetic Mean. Median, Mode (excluding missing frequency problems), Quartiles, Deciles – Percentiles – Relation between Mean, Median, Mode. Measures of Dispersion – Absolute and Relative, Range, Quartile Deviation, Mean Deviation from Mean, Standard Deviation, Variance, Coefficient of Variation Combined Mean and Standard Deviation (simple problems & business applications only).

#### **Unit III: Skewness and Correlation (15 Hours)**

Measures of Skewness, computation of Karl Pearson's & Bowley's coefficient of skewness, Correlation analysis, Coefficient of correlation– Karl – Pearson's – Spearman's rank correlation without tie in ranks – Fitting a Straight-Line Trend (simple problems & business applications only)

#### **Unit IV: Probability (15 Hours)**

Probability, concepts, applications of addition theorem & multiplication theorem (no proof), Normal distribution – properties, Standard Normal Distribution (simple problems & business applications only).

#### **Unit V: Index and indices (15 Hours)**

Index numbers, simple aggregate method, Weighted indices, Laspeyre's, Paasche's, Bowley's & Fisher's ideal method, weighted aggregate indices, quantity & value indices, test of adequacy of indices, time reversal test, factor reversal test, family budget method (simple problems & business applications only)

<b>Teaching Methodology</b>	Chart, PPT, chalk and talk
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Books for study:**

- S.P. Gupta, “*Statistical Methods*”, 33<sup>rd</sup> revised edition, Sultan Chand & Sons, New Delhi, 2021.  
**Unit-I** Chapter 1(Vol. I), Pages 1-22, Chapter 4(Vol. I), Pages 64- 80. Chapter 6 (Vol I), Pages 130-150, 164-170  
**Unit-II** Chapter 7(Vol. I), Pages 180-220, Chapter 8 (Vol. I), Pages 270-285,  
**Unit-III** Chapter 9(Vol. I), Pages 330-334, Chapter 10 (Vol I) Pages 378-389, 404-411, Chapter 14(Vol. I), Pages 613- 619.  
**Unit-IV** Chapter 1(Vol. II), Pages 751-765, 774-792. Chapter 2 (Vol II) Pages 836 – 852  
**Unit-V** Chapter 13(Vol I) Pages 515-540, 550-560

#### **Books for Reference:**

- Vijaya Krishnan and Sivathanu Pillai, “*Statistics for Beginners*”, Atlantic Books, 2011.
- Croxtan F.E., Cowden, D.J., & Kelin, S. (1973): *Applied General Statistics*., PHI.
- Black, K. *Business Statistics*, Wiley.

4. Goon A.M., Gupta, M.K., Gupta, D. B. (1991). *Fundamentals of Statistics Vol. I*, World Press, Calcutta.
5. Medhi, J (1992), *Statistical Methods: An introductory text*. New Age.

#### Websites and eLearning Sources:

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

Course Outcomes		
CO No.	CO–Statements	Cognitive Levels (K–Levels)
	On successful completion of this course, students will be able to	
CO1	Acquire knowledge of measures of central tendency, measures of skewness, time series, probability, normal distribution, basic statistical concepts.	K1
CO2	Understand the concept of averages, correlation, index numbers, addition theorem and multiplication in probability.	K2
CO3	Apply measure of dispersion, curve fitting, index number theory and normal distribution to find the solution of real-life problems in business.	K3
CO4	Compare measures of central tendency, accuracy of the given data using correlation analysis and analyze Laspeyres, Paasche's, Bowley's and Fisher's ideal method.	K4
CO5	Evaluate the various measures of central tendency and measures of disbursement and measures of skewness, different indices and problems based on addition and multiplication theorem of probability and normal distribution.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours/Week	Credits	
2	25UCB23AC02		Allied Course – 2: Statistics for Business						5	4	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	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)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UHE24AE02	Ability Enhancement Compulsory Course - 2: Environmental Studies	2	1

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

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

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

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

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

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

Kinds of Ecosystem - General structure of ecosystem - Functions of Ecosystem - Energy flow and Ecological pyramids - Levels of Biodiversity - Biodiversity at Global Level- 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

<b>Teaching Methodology</b>	Power point and Field visit
<b>Assessment Methods</b>	Seminar, Group Discussion.

#### **Books for Study:**

1. Department of Human Excellence, (2025). *Environmental Studies*.

#### **Books for Reference:**

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

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

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
<b>2</b>	<b>25UHE24AE02</b>		<b>Ability Enhancement Compulsory Course - 2:</b> Environmental Studies							<b>2</b>	<b>1</b>
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2	<b>2.1</b>
<b>CO2</b>	3	2	1	2	2	3	2	2	2	2	<b>2.1</b>
<b>CO3</b>	3	2	2	2	2	2	3	2	1	2	<b>2.1</b>
<b>Mean Overall Score</b>											<b>2.1 (Medium)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UHE24VE02	Value Education - 2: Fundamentals of Human Rights	2	1

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

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

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

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

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

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

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

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

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

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

Human Rights Violations - Human Rights Violations in India - the Human Rights Watch Report - Human Rights Organizations - NHRC - SHRC.

<b>Teaching Methodology</b>	Power point, Handouts and Group discussion
<b>Assessment Methods</b>	Seminars, Group Discussion, Assignments.

#### **Books for Study:**

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

#### **Books for Reference:**

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

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

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	25UHE24VE02		Value Education - 2: Fundamentals of Human Rights							2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	2	2	2	2.1
CO2	3	2	1	2	2	3	2	2	2	2	2.1
CO3	3	2	2	2	2	2	3	2	1	2	2.1
Mean Overall Score											2.1 (Medium)



Semester	Course Code	Title of the Course	Hours/ Week	Credits
3	25UTA31GL03	பொதுத்தமிழ் – 3: General Tamil - 3	4	3

### கற்றலின் நோக்கங்கள் (Course Objectives)

சங்க இலக்கியங்களின் இன்றியமையாமையை அறிந்து கொள்ளுதல்
இலக்கியத்தினை நுட்பமாக அறிதலின் வழியாக ஆற்றுப்படுத்தும் திறன் பெறுதல்
இலக்கிய அறநெறிகளைத் தற்கால வாழ்வியலில் பயன்படுத்தும் திறன் பெறுதல்
திணை, துறைகளைப் பகுத்தாராயும் அறிவு பெறுதல்
இலக்கிய இலக்கண நுட்பங்களை வாழ்வியலோடு ஒப்பிடுதல்

#### அலகு – 1 :

(12 மணி நேரம்)

**குறுந்தொகை:** குறிஞ்சித் திணை - பரணர் பாடல் (199), முல்லை - ஓளவையார் பாடல் (99), மருதம் - கொல்லிக்கண்ணனார் பாடல் (34), நெய்தல் - கச்சிப்பேட்டு நன்னாகையார் பாடல் (172), பாலை - வெண்பூதி பாடல் (174)

**நற்றிணை:** குறிஞ்சி - கபிலர் பாடல் (194), முல்லை - இடைக்காடனார் பாடல் (142), மருதம் - உறையூர் கதுவாய்ச் சாத்தனார் பாடல் ( 370), நெய்தல் - அறிவுடைநம்பி பாடல் (15), பாலை - கணக்காயனார் பாடல் (24)

**ஐங்குறுநூறு:** குறிஞ்சி - அன்னாய் வாழிப் பத்து - அன்னாய் வாழி வேண்டன்னை நம் படப்பை (203), முல்லை - செவிலி கூற்றுப் பத்து - மறியிடைபடுத்த மான்பிணைபோல ( 401), மருதம் - வேட்கைப் பத்து - வாழி ஆதன் வாழி அவினி (01), நெய்தல் - வெள்ளாங்குருகுப் பத்து - வெள்ளாங் குருகின் பிள்ளை ( 157), பாலை - உடன்போக்கின் கண் இடைச் சுரத்து உரைத்த பத்து - அறம்புரி அருமறை நவின்ற ( 387)

**புறநானூறு:** பிசிராந்தையார் (67), அரிசில் கிழார் ( 146), காக்கைப்பாடினி (278), அள்ளூர் நன்முல்லையார் (306), பரணர் ( 352)

#### அலகு – 2 :

(12 மணி நேரம்)

சிறுபாணாற்றுப்படை

இலக்கணம் - யாப்பு

#### அலகு – 3 :

(12 மணி நேரம்)

**கலித்தொகை:** குறிஞ்சிக்கலி - திருந்திழாய்! கேளாய் எனத் தொடங்கும் பாடல் (64), முல்லைக்கலி - கண் அகன் இரு விசம்பில் எனத் தொடங்கும் பாடல் (101), மருதக்கலி - நறவினை வரைந்தார்க்கும் எனத் தொடங்கும் பாடல் (98), நெய்தல்கலி - இவர்திமில் எறிதிரை எனத் தொடங்கும் பாடல் (135) பாலைக்கலி - அறனின்றி அயல்தூற்றும் எனத் தொடங்கும் பாடல் (2)

**பதிற்றுப்பத்து:** குமட்டுருக் கண்ணனாரின் புண் உமிழ் குருதி (11), பாலைக் கௌதமனாரின் கயிறு குறு முகவை (22)

**இலக்கிய வரலாறு:** சங்க இலக்கியங்கள், சங்க இலக்கியங்களின் தனித்தன்மைகள்

#### அலகு – 4 :

(12 மணி நேரம்)

**அகநானூறு:** அளிநிலை பொறாது அமரிய முகத்தள் எனத் தொடங்கும் பாடல் ( 5) , திதலை மாமை தளிர்வனப்பு எனத் தொடங்கும் பாடல் (135), திருந்துஇழை நெகிழ்ந்து எனத் தொடங்கும் பாடல் ( 387)

**தனிப்பாடல் திரட்டு:-** பிறவிக் குணமும் பழக்கமும் (196), கொடியது (242), பெரியது (244),

அரியது (245), இதுவே நலம் ( 223)

**இலக்கிய வரலாறு:** பதினெண்கீழ்க்கணக்கு நூல்கள்

#### அலகு – 5 :

(12 மணி நேரம்)

**திருக்குறள்:** இனியவை கூறல் (10), நட்பு ஆராய்தல் (80)

**பழமொழி நானூறு:** ஆற்றவும் கற்றார் அறிவுடையார் எனத் தொடங்கும் பாடல் ( 40), வைத்தனை வைப்பென்று எனத் தொடங்கும் பாடல் ( 95), உடைப்பெருஞ் செல்வத்து எனத் தொடங்கும் பாடல் ( 154), தத்தமக்குக் கொண்ட எனத் தொடங்கும் பாடல் (276), நோக்கி அறிகல்லா எனத் தொடங்கும் பாடல் (337)

**இனியவை நாற்பது:-** முதல் பத்து பாடல்கள் ( 1-10)

**இலக்கணம் - அணி**

**நாடகம் - விந்தனின் வாழப்பிறந்தவன்**

கற்பித்தல் அணுகுமுறை (Teaching Methodology)	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
மதிப்பீட்டு முறைகள் (Assesment methods)	சுருத்துரை(Seminar), குழுக் கலந்துரையாடல் (Group Discussion), உடனடித்தேர்வு (Snap Test), ஒப்படைவு (Assignment)

**பாடநூல் :**

1. பொதுத்தமிழ்-3(2025), தமிழாய்வுத்துறை, தூய வளனார் கல்லூரி

**பார்வை நூல்கள்:**

1. சுப்பிரமணியன். ச. வே (உ.ஆ.), (2003), சங்க இலக்கியம் , கோவிலூர் மடாலயம்
2. கன்னியப்பன். சிவ (உ.ஆ.), (2004), தனிப்பாடல் திரட்டு, முல்லை நிலையம்

**Websites and eLearning Sources:**

- <https://learnsangamtamil.com/>
- <https://www.tamilvu.org/library/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	சங்க இலக்கியத்தின் தனித்தன்மைகளை அறிவர்	K1
CO2	ஆற்றுப்படை இலக்கியங்களைக் கற்பதன் வழி ஆற்றுப்படுத்தும் முறையை இனங்காண்பர்	K2
CO3	இலக்கிய நெறிகளை நடப்பியலில் பயன்படுத்துவர்	K3
CO4	திணை துறைகளை நன்கு கற்பதன் வாயிலாகப் பாடல்களைப் பகுப்பாய்வர்	K4
CO5	யாப்பு, அணியைக் கற்பதன் வாயிலாகப் புதிய இலக்கிய வடிவங்களைப் படைக்கும் திறன் பெறுவர்.	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
3	25UTA31GL03		பொதுத்தமிழ் - 3: General Tamil - 3								4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	2	2	1	3	3	2	3	2	2.1	
CO2	3	2	1	3	2	3	2	2	3	1	2.2	
CO3	3	2	1	3	2	3	2	2	3	2	2.3	
CO4	1	3	2	1	2	3	2	2	2	3	2.1	
CO5	2	3	2	2	1	3	2	2	2	2	2.1	
Mean Overall Score											2.16 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UFR31GL03	Language French – 3	4	3

Course Objectives	
1	Remember and Construct Narratives applying the <i>passé composé</i> with time indicators to recount past events
2	Understand and express personal memories using the <i>imparfait</i> in spoken and written communication to articulate likes, dislikes, and past events.
3	Analyze and interpret different housing options and engage in role-play scenarios to negotiate effectively.
4	Describe physical appearance and personality traits using appropriate adjectives, possessives, and comparatives to describe oneself
5	Evaluate future possibilities in science and communication, expressing hopes and possibilities using the <i>futur simple</i> and <i>conditionnel</i>

#### UNIT – I (12 Hours)

1. Titre - Nouvelles vies
2. Lexique – Parcours de vie, la vie personnelle, scolaire et professionnelle
3. Grammaire – le passé composé -formation, la phrase négative, les indicateurs de temps
4. Production orale- exprimer son intention de faire quelque chose
5. Production écrite - organiser une activité de loisir

#### UNIT – II (12 Hours)

6. Titre - Je me souviens
7. Lexique – le souvenir : la mémoire, les paysages : à la mer, à la montagne
8. Grammaire – l'imparfait -formation, les pronoms 'y' et 'en', la place de l'adjectif
9. Production orale- exprimer le fait d'aimer et de ne pas aimer
10. Production écrite - raconter un souvenir

#### UNIT – III (12 Hours)

11. Titre - Comme à la maison
12. Lexique – le logement et la location, les frais et les services, le cadre de vie
13. Grammaire – les pronoms relatifs, la comparaison, la condition
14. Production orale- jeu de rôle – louer un logement
15. Production écrite - Décrire un logement

#### UNIT – IV (12 Hours)

16. Titre - Tous pareils, tous différents
17. Lexique – l'apparence physique, les traits de caractère
18. Grammaire – les adjectifs indéfinis, les pronoms possessifs, la comparaison
19. Production orale- faire un compliment
20. Production écrite - faire le portrait physique de quelqu'un

#### UNIT – V (12 Hours)

21. Titre - En route vers le futur
22. Lexique – les sciences et les techniques, les technologies de communication
23. Grammaire – le futur simple, la condition avec 'si', le pronom 'on'
24. Production orale- exprimer un espoir – imaginer à l'avenir
25. Production écrite - Décrire l'utilité d'un objet
26. Indian knowledge system - Analyzing narrative structures in Indian epics vs. French literature by comparing the Mahabharata's moral stories especially the Panchatantra stories to French fables. Practicing French future tense by making simple predictions about personal life by referencing Indian astrology (5%)

<b>Teaching Methodology</b>	Project-Based Chronological Learning (PBL), Digital Media Integration, Genre-Specific Writing Approach, Scenario-based learning (SBL)
<b>Assessment Methods</b>	<p><i>Podcast creation:</i> Students record a short podcast episode on “Childhood Memory”. (Rubric – assessed on ability to construct narratives using past tenses and expressing experiences.)</p> <p><i>Debate:</i> Debate on "Apartment vs. House: Students must compare housing options, rental costs, and services. (Rubric – evaluated on analytical skills through structured argumentation)</p> <p><i>Timeline narrative activity:</i> Create a timeline about "A Typical College Day" (Rubric – Assessed on the ability to recall and construct a chronological narrative using past)</p> <p><i>Letter writing:</i> Write a letter to a friend describing personal experiences. Write a formal inquiry to a landlord about an apartment (Rubric – Assessed on formal and informal written communication skills)</p>

### Books for Study:

1. Fafa, C., Gajdosova, F., Horquin, A., Pasquet, A., Perrard, M., Petitmengin, V., Sperandio, C., Dodin, M., & Veldeman-Abry, J. (2022). *Édito A2: Méthode de français* (2nd ed.). Didier FLE, Hatier. (p.13 – p.77)

### Books for Reference:

1. Dauda, P., Giachino, L., & Baracco, C. (2016). *Génération A2*. Didier.
2. Girardet, J., & Pecheur, J. (2017). *Écho A2* (2nd ed.). CLE International

### Websites and eLearning Sources:

1. <https://www.bbc.co.uk/bitesize/subjects/zc7xpv4>
2. <https://conjuguemos.com/>
3. <https://www.busuu.com/en/course/learn-french-online>
4. <https://www.duolingo.com/learn>
5. <https://www.newsinslowfrench.com/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
<b>CO1</b>	Recall using vocabulary related to personal, academic, and professional life, and compose narratives using the <i>passé composé</i> and time indicators.	<b>K1</b>
<b>CO2</b>	Express experiences and preferences using <i>imparfait</i> to recount memories, express likes and dislikes accurately in spoken and written communication.	<b>K2</b>
<b>CO3</b>	Compare different housing options and interpret rental-related expenses and services, and engage in role-play scenarios to negotiate accommodations.	<b>K3</b>
<b>CO4</b>	Characterise personal traits by describing physical appearance and personality traits, apply possessive and indefinite adjectives, and formulate comparisons effectively.	<b>K4</b>
<b>CO5</b>	Discuss advancements in science and communication, express hopes and possibilities using the <i>futur simple</i> and <i>conditionnel</i> structures.	<b>K5</b>

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	25UFR31GL03	Language French – 3								4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	1	3	3	3	2.5
CO2	3	2	3	3	1	2	2	2	2	2	2.2
CO3	3	1	3	3	2	2	2	2	1	1	2.0
CO4	2	2	2	2	2	1	2	1	1	1	1.6
CO5	2	3	3	2	2	2	3	3	3	3	2.6
Mean Overall Score											2.18 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UHI31GL03	Language 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)

1. Tera Sneh na Khovoom
2. Samband Bodak
3. Reethikal - Namakarn
4. Chitra Varnan (Basic)

#### UNIT II (12 Hours)

5. Paribakshik Shabdavali
6. Smuchaya Bodak
7. Reethikal - Samajik Paristhithiya
8. Vachan Badalo

#### UNIT III (12 Hours)

9. Vismayadi Bodak
10. Reethikal - Sahithyik Paristhithiyam
11. Beerbal ki Chadurai
12. Patra-Patrikao mein Prakashit Gadyansho ka Patan(Basic)

#### UNIT IV (12 Hours)

13. Avikary Shabdh
14. Reethikal - Main Divisions
15. Ling Badalo
16. Karak

#### UNIT V (12 Hours)

17. Reethikal - Visheshathayem
18. Anuvad
19. Bahu Ki Vidha (One Act Play)
20. Bathcheeth - Kaksha mein

Teaching Methodology	Videos, PPT, Quiz, Group Discussion, Case Based Problem Solving
Assessment Methods	Quiz, Seminar, Assignment

#### Books for Study:

1. Dr. Sanjeev Kumar Jain. (2023). *Anuwad: Siddhant Evam Vyavhar*. Kailash Pustak Sadan.
2. Kamathaprasad Gupth, M. (2021). *Hindi Vyakaran*, Anand Prakashan.
3. Dr. Sadananth Bosalae. (2020). *kavya sarang*. Rajkamal Prakashan.

#### Books for Reference:

1. Ramdev. (2021). *Vyakaran Pradeep*. Hindi Bhavan.
2. Lakshman Prasad Singh. (2022). *Kavya Ke Sopan*. Bharathy Bhavan Prakashan.
3. Acharya Ramchandra Shukla. (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.
4. Krishnakumar Gosamy. (2023). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.

#### Websites and eLearning Sources:

1. <https://www.hindwi.org/poets/jaishankar-prasad/all>
2. <https://youtu.be/e9wK-pYfVPc>

3. <https://www.amarujala.com/kavya/sahitya/sumitrnandan-pant-best-hindi-poems>
4. <https://mycoaching.in/samuchchay-bodhak-kya-hai>
5. <https://www.subhshiv.in/2021/06/avikari-shabd.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of the course, the student will acquire the listed skills	
CO1	Categorize the poetics in some selective poems.	K1
CO2	Practical application of grammar.	K2
CO3	Justify the social & political conditions of Riti Kaal in Hindi Literature.	K3
CO4	Find out the dialects of Hindi language.	K4
CO5	Illustrate the importance given to family ethics by the youth in the modern period according to “Bahoo Ki vidha” One Act play.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25UHI31GL03		Language Hindi - 3							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	3	2	1	3	2	2.4
CO2	3	2	3	2	2	3	2	3	2	3	2.5
CO3	3	2	2	3	1	3	2	3	2	3	2.4
CO4	2	3	3	2	3	2	3	3	2	1	2.4
CO5	3	2	2	3	3	2	1	3	2	3	2.4
Mean Overall Score											2.42 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25USA31GL03	Language Sanskrit - 3	4	3

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

**UNIT I (12 Hours)**

Ramodantam, Balakandam (1-15 verses)

**UNIT II (12 Hours)**

Ramodantam, Balakandam (15-30 verses)

**UNIT III (12 Hours)**

Vedas – Vedangas vivaranam

**UNIT IV (12 Hours)**

Asta dasha Purana and Dashopanishads

**UNIT V (12 Hours)**

Upasargas and Bhavishyat Kaalah Vakya Prayoga

<b>Teaching Methodology</b>	Videos, PPT, Blackboard, Demonstration, Exercises
<b>Assessment Methods</b>	Seminar, Quiz, Group Discussion.

**Books for Study:**

1. VEDIC LITERATURE
2. RAMODANTAM

**Books for Reference:**

1. Parameshwara, Ramodantam, LIFCO Chennai 2020
2. R. S. Vadhyar & Sons, Book – sellers and publishers, Kalpathu, Palaghat – 678003, Kerala, south India, History of Sanskrit Literature 2021
3. Kulapathy, K.M Saral Sanskrit Balabodh, Bharathita vidya bhavan, Munshimarg Mumbai – 400 007 2020

**Websites and eLearning Sources:**

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



Course Outcomes		
CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
<b>CO1</b>	Remember Characters and events of Ramayana	<b>K1</b>
<b>CO2</b>	Understand social ethics and moral duties.	<b>K2</b>
<b>CO3</b>	Apply the values learnt, in day-to-day life	<b>K3</b>
<b>CO4</b>	Appreciate the Vedic Philosophy	<b>K4</b>
<b>CO5</b>	Evaluate and create new words with upasargas	<b>K5</b>

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
3	25USA31GL03			Language Sanskrit - 3						4	3
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	2	2	3	3	3	3	3	2	1	2.3
CO2	3	3	2	3	3	2	2	3	3	3	2.7
CO3	3	3	1	3	3	1	1	3	3	3	2.4
CO4	2	2	1	2	3	2	2	3	2	1	2.0
CO5	3	3	2	3	2	2	3	3	3	2	2.6
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UEN32GE03C	General English – 3: English for Management Studies - 1	5	3

Course Objectives
To familiarize students with professional vocabulary knowledge in key topics connected with commerce and management.
To help the students develop academic English skills.
To improve business communication skills, including report writing, presentations, and discussions.
To apply language and business concepts in real-world academic and professional contexts.
To demonstrate creative and critical thinking skills in analysing business case studies and emerging business trends.

#### **UNIT I: Business Communication (15 Hours)**

- Themes:**
1. Forms of Business Communication
  2. Business Meetings and Discussions
  3. Negotiation Skills in Business English
  4. Cross-Cultural Communication in Business
  5. Business Communication in the Digital Age

**Skill-Focus:** *Agenda preparation, Note-taking, Preparing minutes of the meeting, Handling cross-cultural interactions, Drafting emails, Discussing financial strategies, Conducting meetings, Listening to key ideas, Writing business letters*

#### **UNIT II: Entrepreneurship and Startups (15 Hours)**

- Themes:**
6. Emerging Trends in Entrepreneurship
  7. Case Studies of Successful Entrepreneurs
  8. Entrepreneurship in India
  9. Government Initiatives and Support
  10. Startup Ecosystem in India

**Skill-Focus:** *Pitching business ideas, Report writing, Research-based Writing, Creating a Business Model Canvas,*

#### **UNIT III: Financial Management (15 Hours)**

- Themes:**
11. Personal Financial Management
  12. Sources of Finance
  13. Behavioural Finance
  14. Budgeting and Forecasting
  15. Ethics in Financial Management

**Skill-Focus:** *Comprehending & summarizing financial reports, Drafting financial reports & proposals, Explaining financial Concepts to Clients, Channel conversion, Regulatory writing*

#### **UNIT IV: Marketing Strategies (15 Hours)**

- Themes:**
16. Segmentation, Targeting and Positioning
  17. Marketing and Consumer Behaviour
  18. Digital Marketing
  19. Branding Strategies
  20. Customer Relationship Management

**Skill-Focus:** *Writing marketing plans, conducting group discussions on market strategies, Summarising and synthesizing data, Expressing and supporting opinions, Ad. writing, Storytelling in business contexts*

#### **UNIT V: Human Resource Management (15 Hours)**

- Themes:**
21. Recruitment & Employee Development

22. Leadership and Management
23. Performance Management
24. Employee Relations and Conflict Management
25. Diversity and Inclusion in the Workplace

**Skill-Focus:** *Interviewing Techniques, Giving constructive feedback, Writing SMART goals, Listening to understand team concerns and provide appropriate solutions, Using inclusive language*

<b>Teaching Methodology</b>	Lectures, Case Studies, Discussions, Reading Tasks, Writing Exercises, Workshops, Role-Playing, Group Projects, Debates, Storytelling Sessions
<b>Assessment Methods</b>	Seminars, Reports, Exhibits

**Book for Study:**

- Joy, J.L. (in progress). *English for management studies - I*. St. Joseph's College.

**Books for Reference:**

1. Allen, D. (2017). *Business communication: A hands-on approach*. Cengage Learning.
2. Bovee, C. L., & Thill, J. V. (2017). *Business communication today* (13th ed.). Pearson Education.
3. Chatterjee, S. (2020). *Entrepreneurship and startup in India: Evolution, challenges and opportunities*. Springer.
4. Ferrell, O. C., & Hartline, M. (2017). *Marketing strategy* (7th ed.). Cengage Learning.
5. Lencioni, P. (2002). *The five dysfunctions of a team: A leadership fable*. Jossey-Bass.
6. Stimpson, P., & Farquharson, A. (2014). *Cambridge International AS and A Level Business Coursebook with CD-ROM* (3rd ed.). Cambridge University Press.

**Websites and eLearning Sources:**

1. <https://learnenglish.britishcouncil.org/business-english>
2. [https://www.businessenglishresources.com/#google\\_vignette](https://www.businessenglishresources.com/#google_vignette)
3. [https://elt.oup.com/learning\\_resources/subjects/businessenglish/](https://elt.oup.com/learning_resources/subjects/businessenglish/)
4. The Power of Purpose in Business | Ashley M. Grice | TED
5. <https://www.youtube.com/watch?v=j4QIG5jKpio>
6. 6 Tips on Being a Successful Entrepreneur | John Mullins | TED
7. <https://www.youtube.com/watch?v=eHJnEHyyN1Y>
8. How to Take the BS Out of Business Speak | Bob Wiltfong | TED
9. <https://www.youtube.com/watch?v=41fjuqBaUt4>
10. Think Like A Grand Master Entrepreneur- 2019 Driven Keynote

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	Understand key professional vocabulary related to commerce and management.	K1
CO2	Demonstrate an understanding of academic English skills through reading, writing, and listening tasks.	K2
CO3	Apply business communication skills in real-world scenarios, including report writing, presentations, and discussions.	K3
CO4	Analyse business case studies and emerging trends by applying language and business concepts to academic and professional contexts.	K4
CO5	Develop creative and critical thinking by evaluating and synthesizing business trends and case study information.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25UEN32GE03C		General English – 3: English for Management Studies - 1							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	2	3	2	3	2	2.4
CO2	2	3	2	3	2	2	3	3	3	3	2.6
CO3	3	2	2	3	1	3	2	2	3	3	2.4
CO4	2	3	3	3	2	3	3	2	3	2	2.6
CO5	2	2	3	2	2	3	2	3	2	3	2.4
Mean Overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours	Credits
3	25UCB33CC07	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 good will, 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: Final Accounts (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 as per AS-14 (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 III: Valuation of Goodwill and Shares (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: Consolidated Balance Sheet of Holding Company and its subsidiaries (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 of Company (18 Hours)**

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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Open Book Test and Group work Assignment

**Theory 20% and Problem 80%**

#### **Books for Study:**

1. Shukla MC, Grewal TS & Gupta SC, Advanced Accounts, Volume II, S. Chand & Company Ltd., New Delhi, 2017.

#### **Books for Reference:**

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

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

1. <https://www.investopedia.com>
2. <https://www.accountingtools.com>
3. <https://www.geektonight.com/corporate-accounting-notes>
4. <https://www.coursera.org>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
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	K3
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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25UCB33CC07		Core Course - 7: Corporate Accounting							6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	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	25UCB33CC08	Core Course - 8: Accounts Assistant (NSQF Based Course)	5	3

Course Objectives
To Analyze different types of tax liabilities, evaluate tax compliance documents, and prepare tax challans to execute accurate tax payments.
To learn to Collect and verify income tax declarations from employees, compute net salaries after deductions, and prepare detailed salary statements showing earnings and deductions.
To Examine receipt and payment documents, record financial transactions systematically in the books of accounts, prepare reconciliation statements, and implement effective cash and inventory management practices.
To Prepare provisions under various accounting heads, calculate depreciation, and summarize financial results through simple statements such as the Profit and Loss Account and Balance Sheet.
To Demonstrate effective communication with customers, superiors, and colleagues; maintain a strong service orientation; and ensure customer satisfaction in all professional interactions.

#### **UNIT I: Introduction to Accounts Assistant (15 Hours)**

Objective of Accounts Assistant – Duties and Responsibilities of Accounts Assistant – Requirement of Accounts Assistant

#### **UNIT II: Financial Accounting and Reporting (15 Hours)**

Discuss Basic Accounting concepts and Accounting Terminologies – Explain Book Keeping – Discuss the Elements of Financial Statement – Explain Bank Reconciliation Statement – Narrate Trail Balance – Describe Trading and Profit and Loss Account – Cash flow and Fund Flow statement – Ratio Analysis – Discuss Balance sheet **and practical on:** Preparation of receipts and payment accounts with the Help of Online Practical Tool – Preparation of Income and expenditure statements with the Help of Online Practical Tool – Preparation of Income Statement – Prepare Balance sheet with the Help of Online Practical Tool – Prepare Cash Flow Statement – Preparation of Equity statement with the Help of Online Practical Tool – Calculation of Ratios

#### **UNIT III: Labor Laws and Payroll Accounting (15 Hours)**

Explain Contract Act – Law of Payment of Wages Act and Minimum Wages Act – Law of Employees' State Insurance Act – Discuss Applicability of ESIC – Explain Provident Fund Act – Identify Applicability of EPFO – Discuss Payment of Bonus Act – Describe Payment Gratuity Act – Explain Payroll Accounting **and practical on:** Preparation of Employees Register – Computation of Salary – Computation of Deduction from salary – Registration of ESIC – Registration of EPFO – Online PAN application

#### **UNIT IV: Income under Income Tax act 1961 (15 Hours)**

Discuss Overview of Income Tax – Identify the Steps for Computing Total Income – Discuss the Tax Rate – Narrate the Residential Status – Discuss the Heads of Income – Explain the Clubbing of Income – Describe set off losses and carryforward losses – Narrate TDS, TCS and Advance Tax – Over view of Chapter VI A – Discuss the Deductions U/S 80C to 80U – Describe PAN – Explain steps of Income Tax Return – Discuss Assessment Procedure – Narrate Interest and Penalty – Identify the Steps for Income Tax Refund – Explain Presumptive Tax **and Practical on:** Computation of Total Income – Calculation of Tax Liability – Calculations and Computations of Deductions – Online PAN registration for ITR filing – Filing of ITR1, ITR2, ITR3, ITR4, ITR5, ITR6, ITR7

#### **UNIT V: Employability Skills (15 Hours)**

Discuss employability skills required for jobs in various industries – Explain ways to explore learning and employability portals – Discuss the significance of legal values, including civic rights and duties, citizenship, responsibility towards society etc. And personal values and ethics such as honesty, integrity, caring and respecting others, etc. – Explain the significance of 21st century skills for employment – Describe the benefits of the continuous learning – Explain how to read and understand routine information, notes, instructions, mails, letters etc. Written in English – List the difference between job and career – Communicate and behave appropriately with all genders and pwd – Discuss how to escalate any issues related to sexual harassment at workplace according to poish act – List common components of salary and

compute income, expenses, taxes, investments etc – Discuss relevant rights and laws and use legal aids to fight against legal exploitation – Identify and list different types of entrepreneurship and enterprises and assess opportunities for potential business through research – Identify and list sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity – Explain how to identify different types of customers – Identify and list apprenticeship opportunities and register for it as per guidelines and requirements **and Practical on:** Demonstrate how to follow environmentally sustainable practices – Role play the 21st century skills such as self-awareness, behaviour skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. In personal and professional life – Practice the use basic English for everyday conversation in different contexts, in person and over the telephone – Write short messages, notes, letters, e-mails etc. In English – Prepare a sample career development plan with short- and long-term goals, based on aptitude – Practice following verbal and non-verbal communication etiquette and active listening techniques in various settings – Roleplay how to work collaboratively with others in a team – Roleplay how to escalate any issues related to sexual harassment at workplace according to poish act – Show how to select financial institutions, products and services as per requirement – Practice how to carry out offline and online financial transactions, safely and securely – Operate digital devices and carry out basic internet operations securely and safely – Demonstrate the use of e- mail and social media platforms and virtual collaboration tools to work effectively – Practice the of use basic features of word processor, spreadsheets, and presentations – Develop a sample business plan and a work model, considering the 4ps of marketing product, price, place and promotion – Role play how to respond to customer requests and needs in a professional manner – Show how to follow appropriate hygiene and grooming standards – Create a sample professional curriculum vitae (résumé) – Practice how to search for suitable jobs using reliable offline and online sources such as employment exchange, recruitment agencies, newspapers etc. And job portals, respectively – Show how to apply to identified job openings using offline /online methods as per requirement – Demonstrate how to answer questions politely, with clarity and confidence, during recruitment and selection.

### Classroom Aids

Training kit (Trainer guide, Presentations), White board, Marker, Projector screen, Power Point – Presentation Laptop with charger, Participant Handbook and Related Standard Operating – Procedures, 2.1 Laptop External Speakers

### Tools, Equipment and Other Requirements:

Sample customer portfolio, Customer's FAQ, NFO (New Fund Offering), Sample comparative analysis report, PPE, Basic Stationary, digital devices as per the requirement

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	Understand the Objective of Accounts Assistant and Duties and Responsibilities of Accounts Assistant.	K1
CO2	Understanding the techniques of preparing the financial statements	K2
CO3	Apply the knowledge of Labor Laws and Payroll Accounting in business.	K3
CO4	Evaluate the various concepts of Tax Planning, Tax Management, Tax Evasion, carry forward loss and setoff loss, Deduction calculation techniques, computation of total received income, PAN and Registration, calculate Penalty and Refund and various features of Presumptive tax.	K4
CO5	Develop employability skills, Constitutional values, Career development & goal setting, Communication skills, Getting ready for apprenticeship & jobs Essential digital skills, and Entrepreneurship.	K5



<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>	<b>Title of the Course</b>								<b>Hours</b>	<b>Credits</b>
<b>3</b>	<b>25UCB33CC08</b>	<b>Core Course - 8: Accounts Assistant (NSQF Based Course)</b>								<b>5</b>	<b>3</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	3	2	3	2	1	2	1	<b>2.1</b>
<b>CO2</b>	3	2	3	3	2	3	2	2	2	1	<b>2.3</b>
<b>CO3</b>	3	2	3	2	3	3	3	3	3	3	<b>2.6</b>
<b>CO4</b>	3	2	3	2	2	3	3	3	2	1	<b>2.6</b>
<b>CO5</b>	3	2	2	3	3	3	3	3	3	1	<b>2.6</b>
<b>Mean Overall Score</b>											<b>2.6 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credits
3	25UCB33AO01	Allied Optional - 1: Data Visualization	3	2

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

(9 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

(9 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

(9 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.

### Unit IV: Visualization using Pandas / Matplotlib

(9 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

(9 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. 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,
Assessment Methods	Seminar, Snap Test, MCQ

### Books for Study:

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

### Books for Reference:

1. "Mastering Tableau", Packt Publishing, David Baldwin Nore (2016)

2. DT Editorial Services. 2016. Big Data Black Book. Dream tech Press.
3. Shai Vain Gast. 2014. Beginning Python Visualization Crafting Visual Transformation Scripts. 2<sup>nd</sup> Edition. 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.

### Websites and eLearning Sources

1. <https://www.coursera.org>
2. <https://www.udemy.com>
3. <https://www.ez.com>

### Course Outcomes

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO-1	Understand the concept of data visualization in analytics	K1
CO-2	Describe the basic concept of tableau and its application	K2
CO-3	Apply the Techniques Used for Visual Data Representation	K3
CO-4	Explain the Dashboard Interactivity and Mapping	K4
CO-5	Enumerate the nuances of Visualization using Pandas / Matplotlib	K5

### Relationship Matrix

Semester	Course Code		Title of the Course							Hours	Credits
3	25UCB33AO01		Allied Optional - 1: Data Visualization							3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	2	2	2	3	3	2	2	3	2.3
CO-2	2	3	2	2	3	2	2	2	2	3	2.3
CO-3	2	2	2	2	2	3	2	2	2	2	2.1
CO-4	2	2	2	2	2	2	3	2	2	3	2.2
CO-5	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	Credits
3	25UCB33OP01	Allied Optional Practical - 1: Lab on Data Visualization	3	2

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

#### List of Exercises:

1. Exploring Tableau Interface and Components
2. Performing Joins, Unions, and Data Blending
3. Creating Dashboards and Stories
4. Creating Basic Visualizations (Bar, Line, Scatter, Pie)
5. Creating Maps with Geographic Data
6. Creating Plots using Pandas (Line, Bar, Histogram, Scatter, Pie)
7. Implementing Logical and Aggregate Functions
8. Developing Advanced Charts (Gantt, Waterfall, Pareto, Funnel)

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
Assessment Methods	Seminar, Snap Test, MCQ

#### Books for Study:

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

#### Books for Reference:

1. "Mastering Tableau", Packt Publishing, David Baldwin Nore (2016)
2. DT Editorial Services. 2016. Big Data Black Book. Dream tech Press.
3. Shai Vain Gast. 2014. Beginning Python Visualization Crafting Visual Transformation Scripts. 2<sup>nd</sup> Edition. 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.

#### Websites and eLearning Sources

1. <https://www.coursera.org>
2. <https://www.udemy.com>
3. <https://www.ey.com>

Course Outcome		
CO No.	CO-Statements	Cognitive Levels (K–Levels)
	On successful completion of this course, students will be able to	
CO-1	Understand the concept of data visualization in analytics	K1
CO-2	Describe the basic concept of tableau and its application	K2
CO-3	Apply the Techniques Used for Visual Data Representation	K3
CO-4	Explain the Dashboard Interactivity and Mapping	K4
CO-5	Enumerate the nuances of Visualization using Pandas / Matplotlib	K5

Relationship matrix											
Semester	Course Code		Title of the Course					Hours		Credits	
3	25UCB33OP01		Allied Optional Practical - 1: Lab on Data Visualization					3		2	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	2	2	2	3	3	2	2	3	2.3
CO-2	2	3	2	2	3	2	2	2	2	3	2.3
CO-3	2	2	2	2	2	3	2	2	2	2	2.1
CO-4	2	2	2	2	2	2	3	2	2	3	2.2
CO-5	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	25UHE34VE03A	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

Teaching Methodology	Lecture, PPT, Power point
Assessment Methods	Online Test, Group Discussions

#### Books for Study:

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

#### Books for Reference:

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

#### Websites and eLearning Sources:

1. <https://cybercrime.gov.in/>
2. <https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/>
3. <https://www.esv.org/resources/esv-global-study-bible/social-ethics/>
4. [https://en.wikipedia.org/wiki/Political\\_system](https://en.wikipedia.org/wiki/Political_system)

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours/Week	Credits
3	25UHE34VE03A		Value Education - 3: Social Ethics - 1							2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	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	25UHE34VE03B	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** (6 Hours)

God of salvation

**UNIT II** (6 Hours)

Life & Mission of Jesus Christ

**UNIT III** (6 Hours)

The Holy Spirit

**UNIT IV** (6 Hours)

Gospel Values

**UNIT V** (6 Hours)

Mary, the mother of God

<b>Teaching Methodology</b>	Power point, Assignment and Group discussion
<b>Assessment Methods</b>	Online Test, Group Discussions

**Books for Study:**

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

**Books for Reference:**

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

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

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours/Week	Credits
3	25UHE34VE03B			Value Education - 3: Religious Doctrine - 1						2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	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	25USS34SE01	Skill Enhancement Course - 1: 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 u discussions

#### UNIT I Communication Skills

(6 Hours)

*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

(6 Hours)

*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

(6 Hours)

*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

(6 Hours)

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

#### UNIT V

(6 Hours)

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

Teaching Methodology	Chart, PPT, chalk and talk, Video Presentation
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#### Books for Study:

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

#### Books for Reference:

1. Aggarwal, R.S. (2010). A Modern Approach to Verbal and Non-Verbal Reasoning, S. Chand.
2. Balaiah, J. & Joy, J. L. (2018). Winners in the Making: A primer on soft skills. St. Joseph's College, Tiruchirappalli.
3. Covey S. R. (2004). The 7 Habits of Highly Effective People: Restoring the Character Ethic (Rev. ed.). Free Press.
4. Egan, G. (1994). The Skilled Helper (5th Ed.). Pacific Grove, Brooks/Cole.
5. Khera, S. (2014). You Can Win. Macmillan Books.
6. Martin, Y. (2005). Hiring the Best: A Manager 's Guide to Effective Interviewing and Recruiting, (5th Ed.). Adams Media.
7. Sankaran, K., & Kumar, M. (2010). Group Discussion and Public Speaking, (5th Ed.). M.I. Publishers.
8. Trishna. (2012). How to do well in GDS & Interviews, (3rd Ed.). Pearson Education.

**Websites and eLearning Sources:**

1. <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>
2. <https://www.seek.com.au/career-advice/article/50-communication-skills-for-the-workplace-your-resume>
3. <https://southeast.iu.edu/career/files/power-phrases.pdf>
4. [https://dese.ade.arkansas.gov/Files/20201209124449\\_Professional-Communication.docx](https://dese.ade.arkansas.gov/Files/20201209124449_Professional-Communication.docx)
5. <https://www.dol.gov/sites/dolgov/files/ETA/publications/00-wes.pdf>
6. [https://www.tmu.ac.in/other\\_websites/cdoe.tmu.ac.in.old/study-material/28-08-2024/COMMON/SEMESTER\\_2/MAIN\\_SOFT\\_SKILLS.pdf](https://www.tmu.ac.in/other_websites/cdoe.tmu.ac.in.old/study-material/28-08-2024/COMMON/SEMESTER_2/MAIN_SOFT_SKILLS.pdf)
7. <https://byjus.com/maths/profit-and-loss-questions/>
8. <https://www.indiabix.com/>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, the students will be able to	
<b>CO1</b>	Analyse problems directed at testing their cognitive abilities	<b>K1</b>
<b>CO2</b>	Present the best of themselves as job seekers and communicate effectively in all contexts	<b>K2</b>
<b>CO3</b>	Assess themselves, set goals, and manage conflicts that are expected of a good leader	<b>K3</b>
<b>CO4</b>	Enhance numerical ability required for the employees for various transactions	<b>K4</b>
<b>CO5</b>	Develop aptitude skills required by the employers	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>3</b>	<b>25USS34SE01</b>		<b>Skill Enhancement Course - 1: Soft Skills</b>							<b>2</b>	<b>1</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	2	2	2	2	3	2	3	2.5
<b>CO2</b>	2	3	3	2	3	3	2	3	2	2	2.5
<b>CO3</b>	2	2	3	3	2	3	3	3	2	2	2.5
<b>CO4</b>	2	2	3	3	2	3	3	3	2	2	2.5
<b>CO5</b>	2	2	3	3	2	3	3	3	2	2	2.5
<b>Mean Overall Score</b>											<b>2.5 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UTA41GL04C	General Tamil – 4: வணிகத்தமிழ் (Business Tamil)	4	3

#### கற்றலின் நோக்கங்கள் (Course Objectives)

இலக்கியங்களில் காணலாகும் வணிகச் செய்திகளை அறிதல்
பண்டைய தமிழர்களின் வணிக மேலாண்மையைத் தெரிந்துகொள்ளல்
பழந்தமிழரின் பண்பாட்டுச் செழுமையை உணர்தல்
நிகழ்கால வணிக நிகழ்வுகளைத் திறனாய்வுநோக்கில் ஆராய்தல்
வணிகக் கடிதங்கள், கட்டுரைகள் ஆகியன எழுதும் திறன் பெறுதல்

#### அலகு-1 : இலக்கியமும் வணிகமும்

(12 மணி நேரம்)

**பட்டினப்பாலை:** சேவடிச் செறிசுறங்கின் (146 - 158)- செல் கதிர் நுழையாச்செழுநகர் (183 - 193) - வான் முகந்தநீர் மலை (126 - 141) - மாஅ காவிரி மணம் கூட்டும் (116 - 125) - நெடுநுகத்துப் பகல் போல (206 - 218)

**பண்டமாற்று:** நள்ளிருள் விடியல் புள்ளெழப் -(பெரும்பாணாற்றுப்படை 155-163), நெய் விலைக் காட்டிப் பசும்பொன் 164 - 166)- கானுறை வாழ்க்கைக் கதநாய் (புறநானூறு 33: 1 - 8) - முள் எயிற்றுப் பாண்மகள் (ஐங்குறுநூறு 47-49) - கதழ்கோல் உமணர்- (அகநானூறு 140:5-8)

**உரைநடைக்கட்டுரை:** சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

**பயன்முறைக் கற்றல்:** வணிக மடல்கள் வரைதல் (பதவிக்கு விண்ணப்பித்தல், புகார்க் கடிதம், வங்கி மடல்கள், கணக்கு தொடங்க விண்ணப்பித்தல், ஆணையுருக்கள்)

#### அலகு-2 : சங்க கால மக்களின் வாழ்வியல்

(12 மணி நேரம்)

**அவரோ வாரார்,** முல்லையும் பூத்தன (குறுந்தொகை - 221) - முள்ளெயிற்றுப்பாண்மகள் (ஐங்குறுநூறு- புலவிப்பத்து (47)- கான் உறைவாழ்க்கை (புறநானூறு 33-1-7) சிறுகுழை துயல்வரும் காதில், பணைத்தோள் (பெரும்பாணாற்றுப்படை, (161-168) - தேனெய்யொடு கிழங்கு மாறியோர் (பொருநராற்றுப்படை, (214 - 221)

**போக்குவரத்துச் சாதனங்கள்:** கொடுநுகம் நுழைந்த கணைக்கால் அத்தரி, (அகநானூறு 120:10-11, 350:6-7) - கழிச்சேறு ஆடிய கணைக்கால் அத்தரி (நற்றிணை 278: 7-9) - விளரி பரந்த கன்னெடு மருங்கின் (அகநானூறு 89:9-14)- அணங்குடை முந்நீர் பரந்த செருவின் (அகநானூறு 207:1-6)-சரிகை நுழைந்த சுற்றுவிங்கு செறிவுடை (பெரும்பாணாற்றுப்படை 73 - 82)

**உரைநடைக்கட்டுரை:** திருக்குறளில் வணிக மேலாண்மை

**பயன்முறைக் கற்றல்:** வணிகப் பதிவேடுகள் பராமரிப்பு - வணிகவியல் கலைச்சொல்லாக்கம்

#### அலகு-3 : தமிழர் வணிக மேலாண்மை

(12 மணி நேரம்)

**சிலப்பதிகாரம்:** மதுரைக்காண்டம் - ஊர்காண் காதை (முழுவதும்) - திருக்குறள் (2 அதிகாரங்கள்) வினைத்திட்டம், பொருள் செயல்வகை.

**உரைநடைக்கட்டுரை:** பண்டைய தமிழர்களின் பிறநாட்டு வணிகத் தொடர்பும், துறைமுகங்களும்

**பயன்முறைக் கற்றல்:** வணிகக்கட்டுரை எழுதுதல் - வணிகக் கட்டுரைகளை மொழிபெயர்த்தல்

#### அலகு-4 : தமிழர் துறைமுகங்கள்

(12 மணி நேரம்)

**ஓங்குநிலை யொட்டகம் துயில்** (சிறுபாணாற்றுப்படை 154 - 155)- : புரவியொடு வடவளம் தரும் (பெரும்பாணாற்றுப்படை 320-323), வானம் ஊன்றிய மதலைபோல , (346-3350)- உலகுகிளர்ந்தன்ன உருகெழுவங்கம் (அகநானூறு 255:1-6) - யவனர் நன்கலம் தந்ததண் கமழ்தேறல் , (புறநானூறு 255:1-6) , மீப்பாய் களையாது மிசைப்பரந்தோண்டாது (30)

**புதினம் - உப்பு வயல், ஸ்ரீதர கணேசன்**

**உரைநடைக்கட்டுரை:** காப்பியங்களில் வணிக மேலாண்மை

**பயன்முறைக் கற்றல்:** வணிக நிறுவன அறிக்கைகள் தயாரித்தல், வலைப்பூ உருவாக்கல்

#### அலகு-5 : பழங்காலத் துறைமுகப் பட்டினங்கள்

(12 மணி நேரம்)

**நீரின் வந்த நிமிர் பரிப்புரவி** (பட்டினப்பாலை 185)- கொண்டலோடு குருஉத் திரை (அகநானூறு 10:8-13)- அகலங்காடி யசை நிழற் (நற்றிணை 258:7-10) - வான் இயைந்த இகுமுந்நீர்ப் (மதுரைக்காஞ்சி 75-88), முழங்கு கடல் தந்த விளங்குகதிர் முத்தம் -(76-73)

**உரைநடைக்கட்டுரை:** பன்முகநோக்கில் உலகமயமாக்கல்

**பயன்முறைக் கற்றல்:** வணிக நிகழ்வைத் திறனாய்வு செய்தல்

கற்பித்தல் முறை (Teaching methodology)	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
மதிப்பீட்டு முறைகள் (Assessment methods)	இயங்கலைத்தேர்வு (Online Test), ஒப்படைவு (Assignment), வினாடி வினா (Quiz), கருத்துரை (Seminar)

**பாடநூல்கள்:**

1. வணிகத்தமிழ் (2025), தமிழாய்வுத்துறை, தூயவளனார் கல்லூரி
2. ஸ்ரீதர கணேசன், (2016), உப்பு வயல், நியூ செஞ்சுரி புக் ஹவுஸ்

**பார்வை நூல்கள்:**

1. கிருஷ்ணன். எஸ் (மொ. பெ), (2015), பழந்தமிழர் வணிகர்கள், கிழக்குப்பதிப்பகம்.
2. கணியன் பாலன், (2016), பழந்தமிழர் சமுதாயமும் வரலாறும், எதிர் வெளியீடு
3. நரசய்யா. (2005), கடல் வழி வணிக வரலாறு, பழனியப்பா பிரதர்ஸ்
4. வேங்கடசாமி. மயிலை சீனி., (2011), பழங்காலத் தமிழர் வாணிகம், நியூ செஞ்சுரி புக் ஹவுஸ்

**Websites and eLearning Sources**

- <https://www.sjctni.edu/Department/>
- <https://www.successcds.net/learn-english/writing-skills/business-letter-format.html>
- <https://ta.wikipedia.org/>
- <https://www.hindutamil.in/news/business/>
- <https://ta.wikisource.org>

**Course Outcomes**

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	பண்டைத் தமிழர்களிடம் மேலோங்கியிருந்த வணிகவியல் சிந்தனைகளை அறிந்து கொள்வர்	K1
CO-2	வணிகத்தின் அவசியத்தையும், இன்றியமையாமையையும் உணர்வர்	K2
CO-3	வணிகமடல்கள், பொது அமைப்பு மற்றும் படிவங்கள், பதிவேடுகளை உருவாக்குதல், பராமரித்தல் ஆகியவற்றைக் கற்றுக்கொள்வர்	K3
CO-4	தமிழருக்கும் பிற நாட்டாருக்குமான வணிகப் பயன்பாட்டினை அறிவர்	K4
CO-5	நிகழ்கால வணிக நிகழ்வுகளைத் திறனாய்வு செய்யும் திறன் பெறுவர்	K5

**Relationship Matrix**

Semester	Course Code	Title of the Course									Hours	Credits
4	25UTA41GL04C	General Tamil – 4: வணிகத்தமிழ் (Business Tamil)									4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	3	2	2	1	3	3	2	3	3	2.4	
CO-2	2	2	3	3	2	2	3	3	2	2	2.4	
CO-3	2	3	1	3	1	3	3	3	1	2	2.2	
CO-4	3	2	2	2	1	3	2	3	2	3	2.3	
CO-5	2	2	2	2	2	2	3	2	2	2	2.1	
Mean Overall Score											2.28	(High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UFR41GL04	Language French – 4	4	3

Course Objectives
Express preferences and opinions with precision using quantity expressions, and pronouns to convey satisfaction or dissatisfaction.
Describe Health Conditions and provide medical advice using appropriate grammatical structures to engage in meaningful discussions
Communicate Effectively in Social and Professional Settings by expressing desires and requests and using polite expressions
Exchange Travel Information and construct well-structured narratives to recount journeys
Enhance communication through structured language with contextually appropriate statements across various topics

#### **UNIT – I (12 Hours)**

1. Titre - En cuisine
2. Lexique – les aliments, la restauration, les goûts et les sensations
3. Grammaire – les quantités et le pronom ‘en’, la restriction ‘ne...que’, l’obligation
4. Production orale- communiquer au restaurant
5. Production écrite - exprimer sa satisfaction et son insatisfaction

#### **UNIT – II (12 Hours)**

6. Titre - A votre sante
7. Lexique – les corps et la sante, la médecine et les urgences
8. Grammaire – les pronoms COD et COI, le superlatif, les pronoms interrogatifs
9. Production orale- parler des problèmes de santé
10. Production écrite - Donner un conseil pour une condition médicale

#### **UNIT – III (12 Hours)**

11. Titre - Dans les médias
12. Lexique – les médias audios et les réseaux sociaux
13. Grammaire – la cause et la conséquence, le subjonctif, la place des pronoms
14. Production orale- exprimer son intérêt et sa préférence
15. Production écrite - faire une critique positive et négative

#### **UNIT – IV (12 Hours)**

16. Titre - Consommer responsable
17. Lexique – la consommation, les catégories de produits, le travail manuel
18. Grammaire – le conditionnel présent – formation et emploi, le gérondif
19. Production orale- demander et proposer un service
20. Production écrite - exprimer un souhait ou un désir

#### **UNIT – V (12 Hours)**

1. Titre - Envies d’ailleurs
2. Lexique – le voyage, l’hébergement, le séjour, le tourisme
3. Grammaire – le passé composé et l’imparfait dans le récit, les pronoms démonstratifs
4. Production orale- demander des renseignements sur un voyage
5. Production écrite - parler d’une visite touristique
6. Indian knowledge system - Writing travel narratives based on ancient Indian pilgrimage sites and comparing with French monuments. Using French quantity expressions and pronouns to describe Ayurvedic food portions and dietary balance and offering Ayurvedic-based medical advice. (5%)

<b>Teaching Methodology</b>	L'approche communicative (Communicative Language Teaching -CLT), Genre-Based Approach, Experimental learning, Flipped Classroom Approach
<b>Assessment Methods</b>	<p><i>Role-Play:</i> Restaurant Experience: waiter and customer ordering food and expressing opinions on the meal. (Rubric – graded on usage of expressions related to food and grammatical accuracy)</p> <p><i>Written assessment:</i> Write a short critique of a social media platform, movie, or advertisement. (Rubric – assessed on ability to express opinions and logical argumentation)</p> <p><i>Travel Blog or Postcard Writing:</i> Write a blog post or postcard describing a recent travel experience, using descriptive language (Rubric – assessed on structured narrative writing in a travel context and usage of past tenses)</p> <p><i>Group Debate:</i> Media &amp; Society: Debate the impact of social media on education. (Rubric – graded on critical thinking, Argument clarity and participation)</p>

### Books for Study:

1. Fafa, C., Gajdosova, F., Horquin, A., Pasquet, A., Perrard, M., Petitmengin, V., Sperandio, C., Dodin, M., & Veldeman-Abry, J. (2022). *Édito A2: Méthode de français* (2nd ed.). Didier FLE, Hatier. (p.83 – p.152)

### Books for Reference:

1. Dauda, P., Giachino, L., & Baracco, C. (2016). *Génération A2*. Didier.
2. Girardet, J., & Pecheur, J. (2017). *Écho A2* (2nd ed.). CLE International

### Websites and eLearning Sources:

1. <https://cuisine-facile.com/>
2. <https://www.france.fr/en/>
3. <https://www.sncf-connect.com/>
4. <https://www.routard.com/>
5. <https://sante.lefigaro.fr/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
<b>CO1</b>	Apply vocabulary related to food by using quantity expressions and pronoun to communicate satisfaction or dissatisfaction in oral and written contexts.	<b>K1</b>
<b>CO2</b>	Identify and describe health conditions, construct superlative forms, and formulate medical advice using appropriate grammatical structures.	<b>K2</b>
<b>CO3</b>	Express opinions, preferences, and critiques about various media platforms, apply cause-and-consequence structures	<b>K3</b>
<b>CO4</b>	Utilize vocabulary related to consumption, express desires and requests effectively in professional and social interactions.	<b>K4</b>
<b>CO5</b>	Request and provide travel-related information and describe tourist experiences using demonstrative pronouns and structured narratives.	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
4	25UFR41GL04		Language French – 4						4	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	2	2	1	3	2	1	2	2	1.8
CO2	2	2	2	3	1	2	2	2	2	2	2.0
CO3	2	3	2	3	3	2	2	3	1	1	2.2
CO4	3	3	3	2	3	3	1	2	2	2	2.4
CO5	3	2	2	3	2	2	2	1	1	2	2.0
Mean Overall Score											2.08 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UHI41GL04	Language 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)

1. Prathyay
2. Char Bhai
3. Adhunik Kaal - Introduction
4. Adhunik Kal – Namakarn

#### UNIT II (12 Hours)

5. Chitra Varnan(Advanced)
6. Paryayvachy Shabdh
7. Bathcheeth - Hotel mein
8. Adhunik Kal - Samajik Paristhithiyam

#### UNIT III (12 Hours)

9. Upasarg
10. Thulsi ke Dhoe
11. Apathit Gadyansh
12. Adhunik Kal – Sahithyakar

#### UNIT IV (12 Hours)

13. Review- Book/Film
14. Paryavaran Pradookshan
15. Adhunik Kal - Main Divisions
16. Anuvad

#### UNIT V (12 Hours)

17. Kaal
18. Patra-Patrikao mein Prakashit Gadyansho ka Patan (Advanced)
19. Sapnom Kee Home Delivery (Novel)
20. Adhunik Kal - Visheshathayem

Teaching Methodology	Debate Participation, Videos, PPT, Quiz, Project Work
Assessment Methods	Quiz, Snap Test, Group Discussion

#### Books for Study:

1. Dr. Sadanant Bosalae. (2022). *kavya sarang*. Rajkamal Prakashan.
2. Kamathaprasad Gupth, M. (2021). *Hindi Vyakaran*. Anand Prakashan.
3. Dr. Sanjeev Kumar Jain. (2022). *Anuwad: Siddhant Evam Vyavhar*. Kailash Pustak Sadan.

#### Books for Reference:

1. Rajeswar Prasad Chaturvedi. (2021). *Hindi vyakarana*. Upakar Prakashan.
2. Ramdev. (2021). *Vyakaran Pradeep*. Hindi Bhavan.
3. Krishnakumar Gosamy. (2023). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.
4. Acharya Ramchandra Shukla. (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.
5. Mamta Kaliya. (2022). *Sapno Ki Home Delivery*. Lokbharti Prakashan.



**Websites and eLearning Sources:**

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

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K –Levels)</b>
	On successful completion of the course, the student will acquire the listed skills.	
<b>CO1</b>	List out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	<b>K1</b>
<b>CO2</b>	Discuss the dialects of Hindi language.	<b>K2</b>
<b>CO3</b>	Illustrate the works of some eminent Hindi Writers related to society.	<b>K3</b>
<b>CO4</b>	Evaluate the film & Literary works in Hindi.	<b>K4</b>
<b>CO5</b>	Analyze the human values expressed in life and literature of Hindi Novelist “Mamatha Kaliya”.	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours / week		Credits
4	25UHI41GL04		Language Hindi – 4						4		3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
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	25USA41GL04	Language Sanskrit - 4	4	3

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

**UNIT I (12 Hours)**

Sanskrita 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)**

Sanskrita Racanani Vubhavoga

<b>Teaching Methodology</b>	Videos, PPT, Blackboard, Demonstration, Exercises
<b>Assessment Methods</b>	Seminar, Quiz, Group Discussion.

**Books for Study:**

1. Karnabhavam & Literature Language
2. Dhaatu Manjari
3. Sanskrita Vyavahara Sahasri (A Collection of One Thousand Sentences), Sanskrita Bharati, Delhi, 2021

**Books for Reference:**

1. R. S. Vadhyar & Sons, Book – sellers and publishers, Kalpathu, Palghat – 678003, Kerala, south India, History of Sanskrit Literature 2021
2. Kulapathy, K. M Saral Sanskrit Balabodh, Bharathita vidya bhavan, Munshimarg Mumbai – 400 007 2020
3. Sanskrita Bharathi, Aksharam 8 th cross, 2<sup>nd</sup> phase Giri nagar Bangalore Vadatu sanskritam – Samaskara Binduhu 2021

**Websites and eLearning Sources:**

1. [https://sanskritdocuments.org/doc\\_z\\_misc\\_major\\_works/daily.pdf](https://sanskritdocuments.org/doc_z_misc_major_works/daily.pdf)
2. <https://www.learn Sanskrit.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-gokuldassanskrit](https://archive.org/details/oafI_karna-bharam-karnas-burden-of-bhasa-with-dr.-sudhakar-malaviya-gokuldassanskrit)
5. <https://sanskritwisdom.com/composition/essays/sanskrit-language/>

Course Outcomes		
CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
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	K3
CO4	Appreciate ancient Sanskrit dramas	K4
CO5	Create new conversational sentences and to Improve self-character (Personality Development)	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	25USA41GL04		Language Sanskrit - 4							4	3
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
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											2.48 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UEN42GE04C	General English – 4: English for Management Studies – 2	5	3

Course Objectives				
To help students enhance communication skills for business economics analysis.				
To facilitate effective cross-cultural and global business communication among students.				
To improve students' persuasive communication and decision-making skills in business contexts.				
To introduce business communication to students for technological advancements.				
To equip students with the skills to write formal documents professionally.				

#### **UNIT I: Business Economics (15 Hours)**

- Themes:**
1. Microeconomics vs. Macroeconomics in Business
  2. Demand and Supply Analysis
  3. Market Structures and Competition
  4. Cost-Production and Profit Maximization
  5. Monopolies and Oligopolies: Implications for Business

**Skill-Focus:** *Listening attentively and providing appropriate feedback, Telephonic greeting, Persuading colleagues/clients, Communicating findings or progress to stakeholders*

#### **UNIT II: Globalization and Its Impact on Business (15 Hours)**

- Themes:**
6. Globalization: Trends and Emerging Markets
  7. The Role of Multinational Corporations in Globalization
  8. Globalization and Market Expansion Strategies
  9. Global Labor Markets: Outsourcing and Offshoring
  10. Globalization and the Rise of E-Commerce

**Skill-Focus:** *Listening for intent, Making predictions, Communicating professionally and empathetically with customers, Reviewing and revising text to correct errors, Writing in active voice*

#### **UNIT III: Corporate Social Responsibility (15 Hours)**

- Themes:**
11. Corporate Social Responsibility (CSR) in the Age of Social Media
  12. Philanthropy and Social Impact
  13. CSR and Stakeholder Engagement
  14. Global CSR Practices: Differences Across Cultures and Regions
  15. The Role of CSR in Crisis Management and Reputation Recovery

**Skill-Focus:** *Recognizing supporting details, Selecting appropriate words for the context, Crafting social media posts, Handling difficult conversations with stakeholders*

#### **UNIT IV: Technology and Business (15 Hours)**

- Themes:**
16. The Impact of Artificial Intelligence on Business Operations
  17. Digital Transformation and Its Role in Business Growth
  18. Cybersecurity Challenges in the Digital Age
  19. The Future of E-Commerce and Digital Business Models
  20. Technology-Driven Innovation in Product Development

**Skill-Focus:** *Highlighting key information, Writing executive summaries of data insights, Offering brief recaps of key points, Using narratives to make complex ideas more relatable and memorable*

#### **UNIT V: Sustainability and Green Business (15 Hours)**

- Themes:**
21. The Role of Sustainable Practices in Business Strategy
  22. Green Business Models: Integrating Sustainability into Profitability
  23. Corporate Environmental Responsibility: Best Practices
  24. Circular Economy: Redefining Waste and Resource Use in Business
  25. The Future of Sustainable Innovation in Business Practices

**Skill-Focus:** *Instructional writing, Questioning to gather more information or gain deeper understanding, Tailoring language, Tone and style, Evaluating and comparing best practices from different companies, Describing and explaining green business practices*

<b>Teaching Methodology</b>	Lectures, Case Studies, Discussions, Reading Tasks, Writing Exercises, Workshops, Role-Playing, Group Projects, Debates, Storytelling Sessions
<b>Assessment Methods</b>	Seminars, Reports, Exhibits

**Book for Study:**

- Joy, J.L. (in progress). *English for management studies - 1*. St. Joseph's College.

**Books for Reference:**

- Chaffey, D. (2019). *Digital business and e-commerce management* (7th ed.). Pearson.
- Guffey, M. E., & Loewy, D. (2016). *Business communication: Process and product* (9th ed.). Cengage
- Nunan, D. (2003). *Practical English language teaching: Listening* (1st ed.). McGraw-Hill.
- Scott, S. (2010). *The art of customer service: A guide to achieving excellent customer service*. McGraw-Hill.
- Vester, M. (2021). *Writing for business: Communication strategies for success* (4th ed.). Routledge.

**Websites and eLearning Sources:**

- Environmental economics: Principles, practices, and FAQs
- [https://www.youtube.com/watch?v=0njo-\\_b6yHw](https://www.youtube.com/watch?v=0njo-_b6yHw)
- Market-based approaches to environmental policy  
<https://www.youtube.com/watch?v=3dBgmgsS6RA>
- <https://www.udemy.com/course/business-communication-for-technical-professionals>
- Green Business: The Path to Zero Carbon Capitalism | Nyleve Henry | TEDxCrenshaw  
<https://www.youtube.com/watch?v=FM6DXMWuNQ8>
- A Disruptive New Model for Corporate Sustainability and ESG | Georgia Elliott-Smith  
<https://www.youtube.com/watch?v=HyDteUfamMQ>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
<b>CO1</b>	List techniques and strategies for effective communication in business settings.	<b>K1</b>
<b>CO2</b>	Describe the impact of cultural differences on communication and business practices in a global context.	<b>K2</b>
<b>CO3</b>	Utilize digital communication tools and platforms to deliver business insights and data in a professional manner.	<b>K3</b>
<b>CO4</b>	Analyze business sustainability practices and present findings in a clear, structured report format.	<b>K4</b>
<b>CO5</b>	Critically assess the quality of business writing in sustainability and innovation reports, considering clarity, structure, and impact.	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours		Credits
4	25UEN42GE04C		General English – 4: English for Management Studies – 2						5		3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	2	3	3	2	3	2	2.6
CO2	3	3	2	3	3	2	3	2	3	2	2.6
CO3	3	2	2	3	3	3	2	2	3	3	2.6
CO4	3	2	3	2	2	2	3	2	3	2	2.4
CO5	2	2	3	2	2	3	2	3	2	3	2.4
Mean Overall Score											2.52 (High)

Semester	Course Code	Title of the Course	Hours	Credits
4	25UCB43CC09	Core Course - 9: Cost Accounting	4	3

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 contract, Recording of costs of contracts, Profit on contracts, Cost Plus Contracts, Escalation Clause.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Method</b>	MCQs Test, Snap Test, Problem Solving, Assignment, Seminar.

#### **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.

#### **Books for Reference:**

1. Jain & Narang, (2016), *Cost Accounting Principles and Practices*, Kalyani Publishers, New Delhi.
2. Banerjee, B. (2014). *Cost Accounting Theory and Practices* (14th edition). PHI Learning Pvt Ltd
3. Polimeni. (1991). *Cost Accounting: Concepts and Applications for Managerial Decision Making*. McGraw-Hill.
4. Jawaharlal. *Cost Accounting*, (4thEd.). (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.

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

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>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, students will be able to	
<b>CO 1</b>	Remember and recall the various concepts of cost accounting	<b>K1</b>
<b>CO 2</b>	Demonstrate the preparation and reconciliation of cost sheet.	<b>K2</b>
<b>CO 3</b>	Analyse the various valuation methods of issue of materials.	<b>K3</b>
<b>CO 4</b>	Examine the different methods of calculating labour cost.	<b>K4</b>
<b>CO 5</b>	Critically evaluate the apportionment of Overheads.	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>4</b>	<b>25UCB43CC09</b>		<b>Core Course - 9: Cost Accounting</b>							<b>4</b>	<b>3</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of Cos</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	2	3	3	3	2	3	<b>2.8</b>
<b>CO2</b>	3	3	3	3	1	3	3	3	2	1	<b>2.5</b>
<b>CO3</b>	3	3	3	3	2	3	3	3	3	3	<b>2.9</b>
<b>CO4</b>	2	2	3	3	3	3	3	3	3	2	<b>2.7</b>
<b>CO5</b>	2	2	3	3	3	3	3	3	3	1	<b>2.6</b>
<b>Mean Overall Score</b>											<b>2.7 (High)</b>



Semester	Course Code	Title of the Course	Hours	Credits
4	25UCB43CC10	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: Fundamentals of Financial Management (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: Capital Budgeting (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 5: Dividend Policy (12 Hours)**

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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Books for Study:**

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

#### **Books for Reference:**

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

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

Course Outcomes		
CO. No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
<b>CO1</b>	Describe and Explain functions of finance, time value of money and cost of capital	<b>K1</b>
<b>CO2</b>	Compute working capital requirement and its different components	<b>K2</b>
<b>CO3</b>	Relate theories of capital structure and Leverages to finance decisions	<b>K3</b>
<b>CO4</b>	Examine the relevance of Dividend & Capital Structure in business context	<b>K4</b>
<b>CO5</b>	Estimate cost of capital and capital budgets using different methods taking into consideration is element	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
4	25UCB43CC10		Core Course - 10: Financial Management						4	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	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
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
4	25UCB43CC11	Core Course - 11: Tally Prime (Internship Embedded Course)	3	2

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 organizations.
To formulate models for GST and TDS using TallyPrime.

#### **Unit I: Introduction to Tally Prime**

**(9 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 Tally Prime.

#### **Unit II: Accounting Vouchers and Receivable & Payable Management**

**(9 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**

**(9 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**

**(9 Hours)**

Maintenance of Accounts with Inventory: Inventory Features: Inventory Masters: Creation of Units of measure, Stock Group, Stock Category, Stock Item with or without opening balances. Maintenance of Multiple Godowns: Creation of Godowns, Multiple Price Levels, 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**

**(9 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.

<b>Teaching Methodology</b>	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Written Test, Internship Report Preparation and Viva

#### Books for Study:

1. Dr. G. John, Tally Primer (2023), Joseph's Institute of tally Education, Trichy.

#### Books for Reference:

1. Soumya Ranjan Behera, Learn Tally ERP 9 (2020), B.K. Publication Pvt Ltd, Bhubaneswar.
2. Shraddha Singh and Navneet Mehra, Tally ERP 9, Power of simplicity (2020), V & S Publishers, New Delhi.
3. Tax Sarthi, GST & Taxation in TallyPrime (2020), 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/>
5. <https://tallysolutions.com/gst/gst-return/>

CO. No	CO Statements	Cognitive Levels (K Level)
On Successful completion of this course, students will be able to:		
CO1	Describe the fundamental concepts of accounting and TallyPrime.	K1
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.	K3
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	Course Code		Title of the Course						Hours	Credits	
4	25UCB43CC11		Core Course - 11: Tally Prime (Internship Embedded Course)						3	2	
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	3	2	2	3	3	2	1	2	2.2
CO-2	3	2	2	2	1	2	3	3	2	3	2.3
CO-3	2	2	3	2	3	2	3	3	3	2	2.5
CO-4	2	2	3	3	2	3	3	3	3	3	2.7
CO-5	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	Credits
4	25UCB43AO02	Allied Optional - 2: Machine Learning for Business Analytics	4	3

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: Introduction to Machine Learning (12 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: Types of Machine Learning (12 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 in Machine Learning (12 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: Component Analysis and Factor Analysis (12 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: Clustering (12 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).

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Group Work Assignment

#### **Books for Study:**

1. E. Alpaydin, "Machine Learning", MIT Press, 2010.
2. John Mueller and Luca Massaron, "Machine Learning for Dummies ", John Wiley & Sons, 2016.

#### **Books for Reference:**

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.

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

1. <https://www.coursera.org/specializations/deep-learning>
2. <https://link.springer.com/book/9780387310732>
3. <https://www.fast.ai/>
4. <https://towardsdatascience.com/>

CO No.	CO Statements	Cognitive Levels (K Levels)
	On successful completion of this course, students will be able to	
CO 1	Understand the concept of machine learning algorithms	K1
CO 2	Explain the various types of learning for decision making	K2
CO 3	Examine different models and applications of machine learning	K3
CO 4	Describe unsupervised learning algorithm in analytics	K4
CO 5	Apply the techniques of principal component analysis & factor analysis	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
4	25UCB43AO02		Allied Optional - 2: Machine Learning for Business Analytics						4	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	2	1	2	2	3	2	1	2	2	2.0
CO 2	3	3	3	2	2	2	3	3	2	1	2.4
CO 3	3	3	3	2	1	2	3	3	2	1	2.3
CO 4	3	3	3	2	2	3	3	3	2	1	2.5
CO 5	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	Credits
4	25UCB43OP02	Allied Optional Practical - 2: Lab on Machine Learning for Business Analytics	2	1

Course Objectives
To understand the concept of pandas
To learn about various types of data 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

1. Load and display a dataset using Pandas
2. Identify different data types in a dataset using Pandas
3. Train a Decision Tree model to classify flowers (Iris dataset)
4. Train a Support Vector Machine (SVM) model on a small dataset
5. Perform a basic Factor Analysis using Scikit-Learn
6. Implement K-Means clustering on a small dataset
7. Visualize clusters using Matplotlib and Seaborn

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
Assessment Methods	Seminar, Snap Test, MCQ, Group Work Assignment

#### Books for Study:

1. E. Alpaydin, "Machine Learning", MIT Press, 2010.
2. John Mueller and Luca Massaron, "Machine Learning for Dummies ", John Wiley & Sons, 2016.

#### Books for Reference:

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.

#### Websites and eLearning Sources:

1. <https://www.coursera.org/specializations/deep-learning>
2. <https://link.springer.com/book/9780387310732>
3. <https://www.fast.ai/>
4. <https://towardsdatascience.com/>

CO No.	CO Statements	Cognitive Levels (K, Levels)
	On successful completion of this course, students will be able to	
CO 1	Understand the concept of machine learning algorithms	K1
CO 2	Explain the various types of learning for decision making	K2
CO 3	Examine different models and applications of machine learning	K3
CO 4	Describe unsupervised learning algorithm in analytics	K4
CO 5	Apply the techniques of principal component analysis & factor analysis	K5

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
4	25UCB43OP02			Allied Optional Practical - 2: Lab on Machine Learning for Business Analytics						2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	2	1	2	2	3	2	1	2	2	2.0
CO 2	3	3	3	2	2	2	3	3	2	1	2.4
CO 3	3	3	3	2	1	2	3	3	2	1	2.3
CO 4	3	3	3	2	2	3	3	3	2	1	2.5
CO 5	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	25UHE44VE04A	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: Counseling for Adolescents

(6 Hours)

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

Teaching Methodology	Power point, Assignment and Group discussion
Assessment Methods	Online Test, Group Discussions, Seminar, Assignment

#### Books for Study:

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

#### Books for Reference:

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

**Websites and eLearning Sources:**

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

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

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>4</b>	<b>25UHE44VE04A</b>		<b>Value Education - 4: Social Ethics - 2</b>							<b>2</b>	<b>1</b>
<b>Course Outcome</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Scores of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	2	3	3	2	3	3	<b>2.8</b>
<b>CO2</b>	3	2	2	3	3	2	3	3	2	2	<b>2.5</b>
<b>CO3</b>	2	3	3	3	2	3	3	3	3	3	<b>2.8</b>
<b>Mean Overall Score</b>											<b>2.7 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UHE44VE04B	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)

<b>Teaching Methodology</b>	Power point, assignment, and Group discussion
<b>Assessment Methods</b>	Seminars, Group Discussion, Online Tests, Assignments

#### Books for Study:

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

#### Books for Reference:

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	25UHE44VE04B		Value Education - 4: Religious Doctrine - 2							2	1
Course Outcome	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	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	Credits
4	25UCB44SE02	Skill Enhancement Course - 2: Entrepreneurship in Practice	2	1

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 to Entrepreneurship

(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: Sustainability of Entrepreneurship

(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 Mobilization

(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 Reports

(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,
Assessment Methods	Seminar, Snap Test, MCQ

#### Books for Study:

1. Michael H. Morris, ET. A, Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2009.
2. Anil Kumar, S., ET.al., (2011) *Entrepreneurship Development* New Age, International Publishers, New Delhi.

#### Books for Reference:

1. Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
2. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.
4. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.

**Websites and eLearning Sources:**

1. <https://entrepreneurs.com>
2. <https://eonetnetwork.org>
3. <https://www.digitalentrepreneur.com>
4. <https://www.charity.entrepreneurship.com>
5. <https://www.forentrepreneur.com>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, students will be able to	
<b>CO 1</b>	Describe the various concepts, features and kinds of entrepreneurship	<b>K1</b>
<b>CO 2</b>	Explain the various dimensions of entrepreneurship	<b>K2</b>
<b>CO 3</b>	Apply skills to tap various forms of assistance provided by the government and its Nodal agencies.	<b>K3</b>
<b>CO 4</b>	Analyze business plans and assess the feasibility of projects	<b>K4</b>
<b>CO 5</b>	Evaluate the schemes of various funding agencies from entrepreneurial perspectives	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>4</b>	<b>25UCB44SE02</b>		<b>Skill Enhancement Course - 2: Entrepreneurship in Practice</b>							<b>2</b>	<b>1</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Scores of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO 1</b>	3	2	2	2	2	3	2	2	2	2	<b>2.2</b>
<b>CO 2</b>	2	2	3	3	2	2	3	2	2	2	<b>2.3</b>
<b>CO 3</b>	3	3	3	2	2	2	2	3	3	2	<b>2.5</b>
<b>CO 4</b>	2	2	3	2	3	2	3	2	3	2	<b>2.4</b>
<b>CO 5</b>	2	3	2	2	2	2	3	2	2	3	<b>2.3</b>
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours	Credits
4	25UCB44SL03	Self Learning: Cyber Laws and Digital Security	0	2

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: Introduction to Cyber laws

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: Cyber Crime

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

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

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: IPR

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

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
Assessment Methods	Seminar, Snap Test, MCQ

### Books for Study:

1. Cyber Crime Impact in the New Millennium, by R. C Mishra, Authors Press. Edition 2010.
2. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)

**Books for Reference:**

1. Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson, 13th November 2001)
2. Farouq Ahmed, Cyber Law in India, New Era publications, New Delhi (2017)
3. Cyber Laws: Intellectual Property & E-Commerce Security by Krishna Kumar, Dominant Publisher (2011)
4. Cyber Law & Cyber Crimes by Advocate Prashant Mali; Snow White publications, Mumbai (2015)

**Websites and eLearning Sources:**

1. <https://cybercrime.gov.in/>
2. [https://r.search.yahoo.com/\\_ylt=Awr1VTaQ\\_PRn.wEA51m7HAX.;\\_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1745318288/RO=10/RU=https%3a%2f%2fwww.icsi.edu%2fmedia%2fwebmodules%2fpublications%2fCyber Crime Law and Practice.pdf/RK=2/RS=C6VZ9DX9jKUzPhG.xJzoe6E9fvU-](https://r.search.yahoo.com/_ylt=Awr1VTaQ_PRn.wEA51m7HAX.;_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1745318288/RO=10/RU=https%3a%2f%2fwww.icsi.edu%2fmedia%2fwebmodules%2fpublications%2fCyber%20Crime%20Law%20and%20Practice.pdf/RK=2/RS=C6VZ9DX9jKUzPhG.xJzoe6E9fvU-)
3. [https://r.search.yahoo.com/\\_ylt=Awr1VTaQ\\_PRn.wEA6Fm7HAX.;\\_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1745318288/RO=10/RU=https%3a%2f%2ftspa.gov.in%2fCourse\\_Materials%2fCYBER%2520CRIME\\_Practical%2520Guide.pdf/RK=2/RS=DF2iBxEamCAaqhAyn2tqXkzrK\\_4-](https://r.search.yahoo.com/_ylt=Awr1VTaQ_PRn.wEA6Fm7HAX.;_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1745318288/RO=10/RU=https%3a%2f%2ftspa.gov.in%2fCourse_Materials%2fCYBER%2520CRIME_Practical%2520Guide.pdf/RK=2/RS=DF2iBxEamCAaqhAyn2tqXkzrK_4-)

Course Outcomes		
CO. No	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Get an exposure on cyber laws and digital security	K1
CO2	Examine the Common Forms of Cyber Crimes and the ways to mitigate it	K2
CO3	Describe cyber security and management	K3
CO4	Apply the knowledge on data security and privacy	K4
CO5	Explain Intellectual Property Rights in Cyber Space	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4	25UCB44SL03	Self Learning: Cyber Laws and Digital Security								0	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	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	Credits
5	25UCB53CC12	Core Course - 12: 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: Audit 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 Control (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: Audit of Joint Stock Companies (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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Group work assignment.

#### **Books for Study:**

1. B.N. Tandon, Principles of Auditing, S.Chand & Company, New Delhi, 2018.
2. Rani, Geeta D., and R.K. Mishra, Corporate Governance- Theory and Practice, Excel Books, New Delhi.

#### **Books for Reference:**

1. Bob Tricker, Corporate Governance-Principles, Policies, and Practice (Indian Edition), Oxford University Press, New Delhi.
2. Ravinder Kumar and Virender Sharma, Auditing Principles and Practice, PHI learning Pvt. Ltd. Revised Edition, New Delhi, 2017.



3. Sharma, J.P., Corporate Governance, Business Ethics, and CSR, Ane Books Pvt Ltd, New Delhi, 2017.

#### Websites and eLearning Sources:

1. [https://onlinecourses.swayam2.ac.in/cec25\\_cm11/preview](https://onlinecourses.swayam2.ac.in/cec25_cm11/preview)
2. [https://iica.nic.in/cid\\_Courses.aspx](https://iica.nic.in/cid_Courses.aspx)
3. <https://www.classcentral.com/course/swayam-auditing-and-corporate-governance-387731>

Course Outcomes		
CO. No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
<b>CO1</b>	Outline the concepts, principles and techniques of Auditing.	<b>K1</b>
<b>CO2</b>	Apply the procedures involved in vouching and valuation of assets and liabilities.	<b>K2</b>
<b>CO3</b>	Appraise the significant features of Auditing and Assurance standards	<b>K3</b>
<b>CO4</b>	Discuss the rights, power, duties and liabilities of an auditor.	<b>K4</b>
<b>CO5</b>	Evaluate the EDP environment of auditing and professional ethical code of conduct.	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
<b>5</b>	<b>25UCB53CC12</b>		<b>Core Course - 12: Auditing and Corporate Governance</b>							<b>5</b>	<b>3</b>
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	3	2	3	3	3	3	3	2	2	<b>2.7</b>
<b>CO2</b>	2	2	2	3	3	2	2	2	2	2	<b>2.2</b>
<b>CO3</b>	3	3	2	2	3	3	2	2	1	2	<b>2.3</b>
<b>CO4</b>	3	3	2	2	3	2	3	2	2	2	<b>2.4</b>
<b>CO5</b>	3	3	1	3	3	2	3	3	2	2	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.4 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credits
5	25UCB53CC13	Core Course - 13: Data Visualization Through Power BI	3	2

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 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

(9 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: Query Design

(9 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: Relationships View

(9 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: Report

(9 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: Dashboard

(9 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,
Assessment Methods	Seminar, Snap Test, MCQ

#### Books for Study:

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

#### Books for Reference:

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

#### Websites and eLearning Sources

1. [https://www.tutorialspoint.com/power\\_bi/index.htm](https://www.tutorialspoint.com/power_bi/index.htm)
2. <https://radacad.com/download-free-power-bi-book-pdf-format>

3. [https://r.search.yahoo.com/\\_ylt=Awr1UYp7\\_RnHQIA8a.7HAX.;\\_ylu=Y29sbwNzZzMEcG9zAzUEdnRpZAMEc2VjA3Ny/RV=2/RE=1745319035/RO=10/RU=https%3a%2f%2fdownload.microsoft.com%2fdownload%2f0%2f8%2f1%2f0816F8D1-D1A5-4F60-9AF5-BC91E18D6D64%2fMicrosoft Press ebook Introducing Power BI PDF mobile.pdf/RK=2/RS=7g6snudFvvNxxaYHf\\_1R0394FHo-](https://r.search.yahoo.com/_ylt=Awr1UYp7_RnHQIA8a.7HAX.;_ylu=Y29sbwNzZzMEcG9zAzUEdnRpZAMEc2VjA3Ny/RV=2/RE=1745319035/RO=10/RU=https%3a%2f%2fdownload.microsoft.com%2fdownload%2f0%2f8%2f1%2f0816F8D1-D1A5-4F60-9AF5-BC91E18D6D64%2fMicrosoft%20Press%20ebook%20Introducing%20Power%20BI%20PDF%20mobile.pdf/RK=2/RS=7g6snudFvvNxxaYHf_1R0394FHo-)

CO No.	CO Statements	Cognitive Levels (K Levels)
	On successful completion of this course, students will be able to	
CO 1	Understand the art of story-telling and different visualization techniques.	K1
CO 2	Articulate and implement Data Transformation and M-Query Design under Power BI.	K2
CO 3	Implement and employ the use of different Data Models and Relationships under Power BI.	K3
CO 4	Prepare, Deploy and Publish Stories, Dashboards based on Analytical Cases.	K4
CO 5	Apply Power BI software for creating visual charts and plots for easy Data Analysis and Interpretation.	K5

Relationship Matrix											
Semester	Course Code			Title of the Course					Hours	Credits	
5	25UCB53CC13			Core Course - 13: Data Visualization Through Power BI					3	2	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	2	1	2	2	3	2	1	2	2	2.0
CO 2	3	3	3	2	2	2	3	3	2	1	2.4
CO 3	3	3	3	2	1	2	3	3	2	1	2.3
CO 4	3	3	3	2	2	3	3	3	2	1	2.5
CO 5	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	Credits
5	25UCB53CP02	Core Practical - 2: Lab on 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.

#### List of Exercises:

1. Exploring Power BI Interface and Deployment Modes
2. Creating and Managing Datasets in Power BI
3. Working with Fact and Dimension Tables
4. Defining and Managing Relationships in Power BI
5. Designing and Formatting Reports with Different Visuals
6. Creating Line, Column, and Scatter Charts with Conditional Formatting
7. Designing Dashboards with Custom Visuals
8. Managing Dashboard Tiles, Workspaces, and Data Classifications

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
Assessment Methods	Record note and Test

#### Books for Study:

1. Joe Webinar (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:

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

#### Websites and eLearning Sources

1. [https://www.tutorialspoint.com/power\\_bi/index.htm](https://www.tutorialspoint.com/power_bi/index.htm)
2. <https://radacad.com/download-free-power-bi-book-pdf-format>
3. [https://r.search.yahoo.com/\\_ylt=Awr1UYp7\\_RnHQIA8a.7HAX.;\\_ylu=Y29sbwNzZzMEcG9zAzUEdnRpZAMEc2VjA3Ny/RV=2/RE=1745319035/RO=10/RU=https%3a%2f%2fdownload.microsoft.com%2fdownload%2f0%2f8%2f1%2f0816F8D1-D1A5-4F60-9AF5-BC91E18D6D64%2fMicrosoft\\_Press\\_ebook\\_Introducing\\_Power\\_BI\\_PDF\\_mobile.pdf/RK=2/RS=7g6snudFvvNxxaYHf\\_1R0394FHo-](https://r.search.yahoo.com/_ylt=Awr1UYp7_RnHQIA8a.7HAX.;_ylu=Y29sbwNzZzMEcG9zAzUEdnRpZAMEc2VjA3Ny/RV=2/RE=1745319035/RO=10/RU=https%3a%2f%2fdownload.microsoft.com%2fdownload%2f0%2f8%2f1%2f0816F8D1-D1A5-4F60-9AF5-BC91E18D6D64%2fMicrosoft_Press_ebook_Introducing_Power_BI_PDF_mobile.pdf/RK=2/RS=7g6snudFvvNxxaYHf_1R0394FHo-)

CO No.	CO Statements	Cognitive Levels (K Levels)
	On successful completion of this course, students will be able to	
CO 1	Understand the art of story-telling and different visualization techniques.	K1
CO 2	Articulate and implement Data Transformation and M-Query Design under Power BI.	K2
CO 3	Implement and employ the use of different Data Models and Relationships under Power BI.	K3
CO 4	Prepare, Deploy and Publish Stories, Dashboards based on Analytical Cases.	K4
CO 5	Apply Power BI software for creating visual charts and plots for easy Data Analysis and Interpretation.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
5	25UCB53CP02		Core Practical - 2: Lab on Data Visualization Through Power BI					2	1		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	2	1	2	2	3	2	1	2	2	2.0
CO 2	3	3	3	2	2	2	3	3	2	1	2.4
CO 3	3	3	3	2	1	2	3	3	2	1	2.3
CO 4	3	3	3	2	2	3	3	3	2	1	2.5
CO 5	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	Credits
5	25UCB53CC14	Core Course - 14: Financial Analytics	4	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 (12 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 (12 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 Methods (12 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: Financial Performance Analysis (12 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: Predictive Sales Analytics (12 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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **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*.  
a. 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*  
a) *Investments*. World Scientific Publishing Co. Pte. Ltd (Unit 3, 4, 5)

**Books for Reference:**

1. Vikash Raj , Business Analytics & Financial Planning, 2019; CNBC TV18
2. Goutam Mitra, Leela Mitra , The Hand Book of News Analytics in Finance; John Wiley & Sons; 1st edition (13 April 2011)
3. Mark J. D. & Dirk. L Hugen. , Financial Analytics with R: Building a Laptop Laboratory for Data Science, 2016; Cambridge University Press; 1st edition (6 October 2016)
4. Victoria Lemieux Editor , Financial Analysis & Risk Management , Data Governance, Analytics and Life cycle , Springer, 2013
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

**Websites and eLearning resources:**

1. [https://cran.r-project.org/doc/contrib/Paradis-rdebuts\\_en.pdf](https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf)
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. [https://www.cimaglobal.com/Documents/ImportedDocuments/cid\\_mag\\_financial\\_risk\\_jan09.pdf](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 (K-Level)
	On successful completion of this course, students will be able to	
CO 1	Identify and discuss the concepts and tools of R language from financial analytics perspective.	K1
CO 2	Relate 'R' language built in functions with financial analytics	K2
CO 3	Explore appropriate tools to forecast risk and return for constructing portfolios.	K3
CO 4	Analyze the returns and risks associated with portfolio investment and derivatives Using R language.	K4
CO 5	Evaluate the efficiency in Working capital Management and fix manipulations in Financial statements.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	25UCB53CC14		Core Course - 14: Financial Analytics							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	2	1	2	1	3	2	1	2	1	1.8
CO 2	3	3	3	2	2	2	3	3	2	1	2.4
CO 3	3	3	3	2	1	2	3	3	2	1	2.3
CO 4	3	3	3	2	1	3	3	3	2	1	2.4
CO 5	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	Credits
5	25UCB53CC15	Core Course - 15: Human Resource Management	4	2

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 know 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: Recruitment, Selection and Induction (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: Compensation Administration and Performance Appraisal (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: Employee Relations and Empowerment (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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Books for Study:**

1. Durai Pravin (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 and 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.

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

1. [https://onlinecourses.swayam2.ac.in/cec21\\_mg06/preview](https://onlinecourses.swayam2.ac.in/cec21_mg06/preview)
2. [https://onlinecourses.nptel.ac.in/noc20\\_hs48/preview](https://onlinecourses.nptel.ac.in/noc20_hs48/preview)
3. [https://onlinecourses.nptel.ac.in/noc25\\_mg05/preview](https://onlinecourses.nptel.ac.in/noc25_mg05/preview)
4. <https://www.careers360.com/courses-certifications/swayam-human-resource-management-courses-brp-org>
5. [https://ugcmoocs.inflibnet.ac.in/index.php/courses/view\\_ug/240](https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/240)



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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	25UCB53CC15		Core Course - 15: Human Resource Management							4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	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
Mean Overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
5	25UCB53ES01A	Discipline Specific Elective - 1: Marketing Analytics	4	3

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 (12 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: Data in Decision Making (12 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 (12 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 Modelling (12 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: Social Media Analytics (12 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Books for Study:**

1. Winston, W. *Microsoft Excel 2019 Data analysis and Business Modelling*, (6<sup>th</sup> Ed). Microsoft.
2. Kun Ren (2016), *Learning R Programming: Language, tools and Practical Techniques*, PACKT Publishing Ltd.
3. Mike Grigsby (2018), *Marketing Analytics- A Practical Guide to Improving consumer Insights Using Data Techniques*, Kogan Page, Delhi
4. Wayne Winston, *Microsoft Excel (2019), Data analysis and Business Modelling*, Microsoft, Sixth Edition

**Books for Reference:**

1. Chuck Hemann & Ken Burbary (2013), Digital Marketing Analytics: Making Sense of Consumer data in a digital world, Que Publications.
2. Massimiliano Bonacchi & Paolo Perego (2019), Customer Accounting: Creating Value with Customer Analytics, Springer
3. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Hardcover , February 8, 2010 by Mark Jeffery (Author)

**Websites and e-Learning Sources:**

1. [https://cran.r-project.org/doc/contrib/Paradis-rdebuts\\_en.pdf](https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf)
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
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>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, students will be able to	
<b>CO1</b>	Identify and describe the role of various types of marketing analytics.	<b>K1</b>
<b>CO2</b>	Relate 'R' language and Excel skills and tools with marketing analytics.	<b>K2</b>
<b>CO3</b>	Employ analytical skills to determine the attitude and preferences of consumers	<b>K3</b>
<b>CO4</b>	Analyse data for designing Marketing and Advertising mix models.	<b>K4</b>
<b>CO5</b>	Examine the marketing strategies and models through social media analytics	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>5</b>	<b>25UCB53ES01A</b>		<b>Discipline Specific Elective - 1: Marketing Analytics</b>							<b>4</b>	<b>3</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO 1</b>	3	2	1	2	2	3	2	1	2	2	<b>2.0</b>
<b>CO 2</b>	3	3	3	2	2	2	3	3	2	1	<b>2.4</b>
<b>CO 3</b>	3	3	3	2	1	2	3	3	2	1	<b>2.3</b>
<b>CO 4</b>	3	3	3	2	2	3	3	3	2	1	<b>2.5</b>
<b>CO 5</b>	3	3	2	2	2	3	3	2	2	2	<b>2.4</b>
<b>Mean Overall Score</b>											<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credits
5	25UCB53ES01B	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: Introduction to Consumer Behaviour (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: Consumer Behaviour and Market Segmentation (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 and Perception (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: New Product Innovations (12 Hours)**

Consumer Influence and Market Innovations- Consumer Opinion and its influence on product launch 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Book for Study:**

1. Schiffman, L.G. and Kanuk, L.L., *Consumer Behavior*, Prentice Hall, New Delhi, 2017

#### **Books for Reference:**

1. Loudon, D.L. and Bitta, A.J.D. *Consumer Behaviour Concepts and Applications*, TMH Publications, New Delhi, 2015.
2. Solomon, Michael R, *Consumer Behaviour*, Prentice Hall, New Delhi, 2013.

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

1. [https://onlinecourses.nptel.ac.in/noc22\\_mg47/preview](https://onlinecourses.nptel.ac.in/noc22_mg47/preview)
2. [https://onlinecourses.nptel.ac.in/noc24\\_mg134/preview](https://onlinecourses.nptel.ac.in/noc24_mg134/preview)
3. [https://onlinecourses.swayam2.ac.in/cec25\\_mg10/preview](https://onlinecourses.swayam2.ac.in/cec25_mg10/preview)
4. [https://onlinecourses.swayam2.ac.in/imb24\\_mg124/preview](https://onlinecourses.swayam2.ac.in/imb24_mg124/preview)
5. <https://nptel.ac.in/courses/110105029>

6. <https://archive.nptel.ac.in/courses/110/105/110105074/>

7. <https://nptel.ac.in/courses/110105054>

### Course Outcomes

CO No.	CO Statements	Cognitive Levels (K Levels)
	On successful completion of this course, students will be able to	
CO 1	Describe the application of theories on consumer behavior in Marketing	K1
CO 2	Examine and discuss the factors which influence consumer behavior	K2
CO 3	Apply appropriate research approaches including sampling, data Collection and questionnaire design for specific marketing situation	K3
CO 4	Analyze the internal dynamics such as personality, perception, Learning motivation and attitude to the choices consumers make	K4
CO 5	Evaluate a research report on consumer behaviour within a specific Context.	K5

### Relationship Matrix

Semester	Course Code		Title of the Course						Hours	Credits	
5	25UCB53ES01B		Discipline Specific Elective - 1: Consumer Behavior						4	3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	2	1	2	2	3	2	1	2	2	2.0
CO 2	3	3	3	2	2	2	3	3	2	1	2.4
CO 3	3	3	3	2	1	2	3	3	2	1	2.3
CO 4	3	3	3	2	2	3	3	3	2	1	2.5
CO 5	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	Credits
5	25UCB53ES02A	Discipline Specific Elective - 2: Goods and Services Tax	4	3

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

(12 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

(12 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

(12 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

(12 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

(12 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,
Assessment Methods	Seminar, Snap Test, MCQ

#### Books for Study:

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

#### Books for Reference:

1. Datt 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](https://www.icai.org/post.html?post_id=14121)
2. <https://idtc.icai.org/>
3. <https://icmai.in/studentswebsite/studymat.php>
4. <https://www.gst.gov.in/>

### Course Outcomes

CO No.	CO Statements	Cognitive Levels (K Levels)
	On successful completion of this course, students will be able to	
<b>CO 1</b>	Define the various terms in goods and services tax act 2017.	<b>K1</b>
<b>CO 2</b>	Examine the different sections involved in Levy and Collection of Tax under GST Act2017.	<b>K2</b>
<b>CO 3</b>	Prepare the CGST, SGST and IGST returns with time and place of supply.	<b>K3</b>
<b>CO 4</b>	Assess tax liability under GST for different scenarios	<b>K4</b>
<b>CO 5</b>	Identify the provisions for GST registrations.	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours		Credits
5	25UCB53ES02A		Discipline Specific Elective - 2: Goods and Services Tax						4		3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	2	2	2	2	2	3	3	2	2	3	2.3
CO 2	2	3	2	2	3	2	2	2	2	3	2.3
CO 3	2	2	2	2	2	3	2	2	2	2	2.1
CO 4	2	2	2	2	2	2	3	2	2	3	2.2
CO 5	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	Credits
5	25UCB53ES02B	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 analyze and interpret the financial statements
To summarize the steps in the financial statement analysis framework.

#### **Unit – I Application of 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: Single Entity 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 (12 Hours)**

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

#### **Unit IV: Group Financial Statements II (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: Accounting for Leases (12 Hours)**

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

Theory: 20% | Problem 80%

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Books for Study:**

1. *Intermediate Accounting*; Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield; Wiley, New Delhi, 2018.

#### **Books for Reference:**

1. *Advanced Accounting*; Joe Ben Hoyle, Thomas Schaefer, Timothy Doupnik; McGrawHill, New Delhi, 2018.
2. *Intermediate Accounting*; Loren Nikolai, John Bazley, Jefferson Jones; South-Western Cengage Learning, New Delhi, 2016

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

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



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

### Course Outcomes

CO No.	CO Statements	Cognitive Levels (K Levels)
	On successful completion of this course, students will be able to	
CO 1	Identify the sources of information used in financial statement Analysis.	K1
CO 2	Describe the significance of financial reporting and financial Statement analysis	K2
CO 3	Relate the importance of financial statement notes and supplementary Information.	K3
CO 4	Analyze and interpret the financial statements.	K4
CO 5	Summarize the steps in the financial statement analysis framework.	K5

### Relationship Matrix

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
5	25UCB53ES02B		Discipline Specific Elective - 2: Financial Reporting					4	3		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score ofCos
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO 1	3	3	3	2	3	2	2	2	3	2	2.5
CO 2	3	2	3	2	2	2	3	3	2	2	2.4
CO 3	3	2	3	3	3	3	3	3	2	1	2.6
CO 4	3	2	2	2	2	2	1	2	2	1	1.9
CO 5	3	2	3	3	3	3	2	1	2	1	2.3
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
5	25UCB54OE01	Open Elective - 1 (WS): Personal Financial Management	4	2

Course Objectives
During the course of teaching student will be provided with the importance of personal financial planning
To make understand risk and inflation which affect investment and savings
To make them to prepare their retirement planning
To provide knowledge about insurance, credit and borrowings
To provide knowledge on various modes of investment

#### **UNIT I Personal Financial Planning & Risk in Investment (12 Hours)**

Personal Financial Planning-Steps of Financial Planning-Importance of Investment. Life and Financial goals. Factors affecting financial planning, and Financial Goals. Saving Vs. Investment. Opportunity cost associated with personal financial decisions. Risk related to investments: inflation risk, Interest rate risk, income risk, personal risk, liquidity risk. Risk Vs. Return. Inflation Effects on Investments. Time value of money-Simple and compound interest-Power of compounding- Rule of 72.

#### **UNIT II: Investment plans (12 Hours)**

Saving Vs. Investment. Three pillars of investment: safety, Liquidity and Return. Types of Asset Classes: Cash, Equity, Fixed Income, Real Estate, and Commodities. Equity-Direct Equity and Equity Mutual Funds. Systematic Investment Plan - benefits of a systematic investment plan. Steps/Process in starting SIP. Using a Systematic Investment Plan Calculator.

#### **Unit III: Investment avenues (12 Hours)**

Fixed Income Avenues: PPF, EPF/VPF, Fixed Deposits, Small Savings Investments, Debt Mutual Funds, Tax Free Bonds. Gold, Physical Gold, Gold ETF, Gold Mutual Funds. Real Estate, Physical, Real Estate Mutual Funds. Relative merits and demerits of each avenue of investment. Participation in Securities Market-Trading and Demat account-eKYC-IPV. Due Diligence in investing.

#### **UNIT IV: Retirement Planning & Writing will (12 Hours)**

Managing Money- Budgeting, steps in preparing personal monthly budget, Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage. Will: Writing of will, Common mistakes while writing a will.

#### **UNIT V: Managing Loans and Insurance Policies (12 Hours)**

Managing Loans and Borrowing: secured and unsecured loans and their features. Risk Management-Protection, Life insurance, Health/Medical Insurance. Identity Protection and Confidentiality. Career in in Personal Finance-Wealth manager-investment advisor-insurance advisor-tax planner, financial planner

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Group Work Assignment

#### **Books for Study:**

1. Introduction to Financial Planning, Indian Institute of Banking & Finance (2018)

#### **Books for References:**

1. Personal Finance with Connect Plus, 10th Edition, Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, TMH (2017)
2. Jack Kapoor and Les Dlabay and Robert J. Hughes and Melissa Hart, Personal Finance, Tata McGraw Hill Publications (2019)

#### **Websites and eLearning Resources**

1. <https://www.coursera.org/courses?query=personal%20finance>
2. <https://www.khanacademy.org/college-careers-more/personal-finance>
3. <https://www.nism.ac.in/financial-literacy-course-for-bharat/>

CO. No.	CO Statements	Cognitive Level (K- level)
After completing the course, students will be able to:		
CO-1	Recall and define various personal investment vehicles	K1
CO-2	Explain and contrast risks associated with various personal investment vehicles	K2
CO-3	Compute return on investments of various classes of assets	K3
CO-4	Analyse different features of investment vehicles	K4
CO-5	Evaluate and select a suitable investment option according risk profile of individuals	K5

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
5	25UCB54OE01			Open Elective - 1 (WS): Personal Financial Management						4	2
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	3	3	3	3	3	3	3	3	3.0
CO-2	3	2	3	3	2	3	2	2	3	3	2.6
CO-3	3	3	3	3	3	3	3	3	3	3	3.0
CO-4	3	3	3	3	3	3	3	3	2	3	2.9
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.9 High

Semester	Course Code	Title of the Course	Hours/ Week	Credits
5	25UCB54SL04	Certificate Course: Entrepreneurial Development	0	2

Course Objectives
To know the meaning and characteristics of entrepreneurship
To identify the various business opportunities
To understand the Process of setting up an enterprise
To gain knowledge in the aspects of legal Compliance of setting up of an enterprise
To develop an understanding of the role of MSME in economic growth

#### UNIT – I Introduction to Entrepreneurship

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 Entrepreneurship Opportunities

Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Innovation – Innovation Methods – Opportunity Recognition – Steps in tapping opportunities –Startup methodologies.

#### UNIT – III Project Reports

Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques – economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

#### UNIT – IV Financial Institutions

National level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

#### UNIT – V Government Policy

Government Policy for SSIs - tax Incentives and Concessions – Non-tax Concessions –Rehabilitation and Investment Allowances

Teaching Methodology	Journal Review and Creation of Models
Assessment Method	Snap Test, Quiz, Open Book test

#### Books for Study:

1. Anil Kumar, S., ET.al., (2011) *Entrepreneurship Development* New Age, International Publishers, New Delhi.
2. Dr. Sangeetha Sharma 2022 Edition, *Entrepreneurship Development* –Eurospan, publishers

#### Books for Reference:

1. E.Gordon, Dr. k. Natarajan 2019 Edition, *Entrepreneurship Development*-Himalaya Publish house
2. Gupta CB, Dr. Srinivasan N.P 2023 Edition, *Entrepreneurship Development*-Sultan Chand &Sons.
3. Dr. S. Shalini 2023 Edition *Entrepreneurship Development*-MPP Publish house
4. Dr. Anna Maria 2023 Edition *Entrepreneurship Essentials*- Bliven Vibrant Publishers
5. Robert D Hisrig 11<sup>th</sup> Edition 2022, *Entrepreneurship* – MC Grawhill- Publishers

#### Websites and eLearning Sources:

1. <https://entrepreneurs.com>
2. <https://eonetwork.org>
3. <https://www.digitalentrepreneur.com>
4. <https://www.charity.entrepreneurship.com>
5. <https://www.forentrepreneur.com>

Course Outcomes		
CO No.	CO – Statements	Cognitive Levels (K – Level)
	On successful completion of this course, students will be able to	
<b>CO1</b>	Describe various concepts, features and kinds of entrepreneurship	<b>K1</b>
<b>CO2</b>	Explain the procedures for project drafting and evaluation	<b>K2</b>
<b>CO3</b>	Apply skills to tap various forms of assistances provided by the Government and its nodal agencies	<b>K3</b>
<b>CO4</b>	Analyse the sources and techniques of entrepreneurial ideas	<b>K4</b>
<b>CO5</b>	Evaluate the schemes of various funding agencies from entrepreneurial perspectives	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
<b>5</b>	<b>25UCB54SL04</b>		<b>Certificate Course: Entrepreneurial Development</b>							<b>0</b>	<b>2</b>
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO 1</b>	2	3	3	3	2	2	3	3	2	2	<b>2.5</b>
<b>CO 2</b>	3	2	2	3	3	3	2	2	3	2	<b>2.5</b>
<b>CO 3</b>	2	3	2	2	2	2	2	3	3	3	<b>2.4</b>
<b>CO 4</b>	2	3	3	2	1	2	2	2	3	3	<b>2.3</b>
<b>CO 5</b>	3	2	3	2	2	2	3	2	2	3	<b>2.4</b>
<b>Overall Mean Score</b>											<b>2.4 High</b>

Semester	Course Code	Title of the Course	Hours	Credits
6	25UCB63CC16	Core Course - 16: 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: Fundamentals of Income 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: Taxable Income from Salary and House Properties (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: Taxable income from House properties (18 Hours)**

Meaning of GAV and NAV, Types of House Property - Deduction inv/s 24, Computation of Income from House Property.

#### **UNIT IV: Taxable 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: Capital Gains and 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Written Test, Snap Test, MCQ, Peer Group Work etc.

**Theory 20% & Problem 80%**

#### **Books for Study:**

1. Dr. Vinod K Singhania, "Students Guide to Income Tax", Taxman Publications Pvt. Ltd., New Delhi, (Latest Edition).
2. Singhania, V.K. Direct taxes law & practice, Taxmann Publications Pvt. Ltd. (Latest Edition).

#### **Books for Reference:**

1. Bagavathi Prasad, "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. T.S. Reddy & y. Hari Prasad & 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)

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

1. [https://www.icai.org/post.html?post\\_id=14466](https://www.icai.org/post.html?post_id=14466)
2. [https://www.icai.org/post.html?post\\_id=17843](https://www.icai.org/post.html?post_id=17843)
3. <https://www.incometax.gov.in/iec/foportal/>
4. [https://onlinecourses.swayam2.ac.in/ini25\\_cm01/preview](https://onlinecourses.swayam2.ac.in/ini25_cm01/preview)
5. <https://www.classcentral.com/course/swayam-income-tax-law-and-practice-380854>

Course Outcomes		
CO. No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
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	K3
CO4	Calculate taxable income from different types of house properties	K4
CO5	Determine taxable income from business and profession	K5

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
6	25UCB63CC16			Core Course - 16: Income Tax						6	4
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
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	Credits
6	25UCB63CC17	Core Course - 17: Artificial Intelligence in Business Practices	6	4

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 (18 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 other softwares (18 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: Automation (18 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 (18 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: AI in Accounting and Finance (18 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

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Books for Study:**

1. Cory Ng and John Alarcon, Artificial Intelligence in Accounting, Publisher: Taylor & Francis Ltd, First Edition, December 2020, ISBN: 9780367431778.

#### **Books for References:**

1. Al Naqvi, Artificial Intelligence for Audit, Forensic Accounting, and Valuation: A Strategic Perspective, Publisher: Wiley, USA, 1st edition, September 2020, ISBN-10: 1119601886, ISBN13: 978-1119601883
2. AI and the Future of Banking by Tony Boobier (2020), Publisher(s): Wiley ISBN: 9781119596127
3. Clifton B., Advanced Web Metrics with Google Analytics, Wiley Publishing, Inc. 2nd ed, Sybex; 2nd edition, 2010
4. Kaushik A., Web Analytics 2.0, The Art of Online Accountability and Science of Customer Centricity, Wiley Publishing, Inc. 1st ed., Sybex; 2009
5. Sterne J., Web Metrics: Proven methods for measuring web site success, John Wiley and Sons, 2002



**Websites and eLearning Sources:**

1. [https://cbseacademic.nic.in/web\\_material/curriculum21/publication/srsec/AI\\_Curriculum](https://cbseacademic.nic.in/web_material/curriculum21/publication/srsec/AI_Curriculum)
2. [https://cse.iitk.ac.in/users/cs365/2013/materials.html&ved=2ahUKEwigpt\\_VvMiMAxXnZWwGHTD\\_NooQFnoECGMQAQ&usg=AOvVawLiYNBRMnwdbsCDfzyMnixm](https://cse.iitk.ac.in/users/cs365/2013/materials.html&ved=2ahUKEwigpt_VvMiMAxXnZWwGHTD_NooQFnoECGMQAQ&usg=AOvVawLiYNBRMnwdbsCDfzyMnixm)

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, students will be able to	
<b>CO1</b>	Understand the application of artificial intelligence in business practices	<b>K1</b>
<b>CO2</b>	Identify the techniques of chatbots and speech recognition	<b>K2</b>
<b>CO3</b>	Describe the robot process automation and its application	<b>K3</b>
<b>CO4</b>	Explain the concept of machine learning in accounting and auditing	<b>K4</b>
<b>CO5</b>	Articulate the role of artificial intelligence and automation technology for in accounting, auditing and banking	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
6	25UCB63CC17		Core Course - 17: Artificial Intelligence in Business Practices							6	4
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
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	Credits
6	25UCB63CC18	Core Course - 18: HR Analytics	6	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 (18 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 (18 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 (18 Hours)**

Recruitment and Selection Analytics: Evaluating Reliability and validity of selection models, finding out selection bias, Predicting the performance and turnover; conducting purposeful workforce analytics.

#### **Unit IV: Performance Analytics (18 Hours)**

Performance Analytics: Predicting employee performance, training requirements, evaluating training and development, optimizing selection and promotion decisions.

#### **Unit V: Impact of HR Analytics (18 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Books for Study:**

1. Winston, W. Microsoft Excel. (2019). *Data analysis and Business Modelling*, (6<sup>th</sup> 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)

#### **Books for Reference:**

1. Predictive HR Analytics: Mastering the HR Metric by Martin Edwards and Kirsten Edwards, Kogan Page, 2<sup>nd</sup> Edition, 2019
2. *HR Analytics Essentials You Always Wanted To Know (Self-Learning Management Series)*, Vibrant Publishers by Michael Walsh, 2021.
3. HR Analytics by A. Narasima Venkatesh, Ritu Saxena, Pranita Burbure, Bhushan Pardeshi (2023), Good Writers Publishing
4. Human Resource Analytics: Strategic Decision Making (2020), Nishant Uppal, Pearson Publishers
5. HR Analytics: Connecting Data and Theory, Rama Shankar Yadav & Sunil Maheswari (2020), 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 Jersey.

#### Websites and e-Learning Sources:

1. [https://cran.r-project.org/doc/contrib/Paradis-rdebuts\\_en.pdf](https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf)
2. <https://www.tutorialspoint.com/r/index.htm>
3. <https://www.guru99.com/r-tutorial.html>
4. <https://support.microsoft.com/en-gb/excel>
5. <https://www.excel-easy.com>
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 (K-Level)
	On successful completion of this course, students will be able to	
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.	K3
CO4	Analyse talent management and performance appraisal data.	K4
CO5	Predict the future trends of HR analytics.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
6	25UCB63CC18		Core Course - 18: HR Analytics						6	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	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	Credits
6	25UCB63ES03A	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 with different forms of strategies
To respond to the internal and external changes with a view to retain competitive advantage

#### **Unit I: Strategy and Process**

**(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: Competitive Advantage**

**(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: Dimensions of Strategies and Strategic 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: Strategies and Competitive advantage**

**(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 : Managing technology**

**(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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Group work assignment.

#### **Books for Study:**

1. Robert A. Pitts and David Lei, (2007), Strategic Management- Building and Sustaining Competitive Advantage, Published by South - Western, Thomas Learning Inc. New Delhi.

#### **Books for Reference:**

1. Arthur A. Thompson, Jr. and A.J Strickland 111, (2003), Strategic Management - Concepts and cases, Tata McGraw Hill Co., New Delhi.
2. John A Pearce 11 and Richard B. Robinson, 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.

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

1. <https://archive.nptel.ac.in/courses/110/108/110108047/>
2. <https://www.wallstreetmojo.com/strategic-management/>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, students will be able to	
<b>CO1</b>	Comprehend the objectives and scope of strategic management.	<b>K1</b>
<b>CO2</b>	Inherit skills required for industry analysis	<b>K2</b>
<b>CO3</b>	Acquire nuances of company analysis	<b>K3</b>
<b>CO4</b>	Acquaint different forms of strategies	<b>K4</b>
<b>CO5</b>	Respond to the internal and external changes with a view to retain competitive advantage	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>6</b>	<b>25UCB63ES03A</b>		<b>Discipline Specific Elective – 3: Strategic Management</b>							<b>4</b>	<b>3</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (PO)</b>					<b>Programme Specific Outcomes (PSO)</b>					<b>Mean Score of Cos</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	3	2	2	2	2	2	2	<b>2.2</b>
<b>CO2</b>	3	2	2	2	2	2	3	2	3	3	<b>2.4</b>
<b>CO3</b>	2	3	2	3	2	3	2	3	3	3	<b>2.6</b>
<b>CO4</b>	2	2	2	1	2	2	2	1	2	2	<b>1.8</b>
<b>CO5</b>	3	2	3	3	1	3	1	3	2	1	<b>2.2</b>
<b>Mean Overall Score</b>											<b>2.2 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credits
6	25UCB63ES03B	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 effectively 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: Behaviour of Individual and Groups (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 Stress (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, Organisational politics - Organizational culture: creating and sustaining culture, forces of organizational change, resistance, implementation of change, Organizational Development interventions.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning,
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Group Work Assignment

#### **Books for Study:**

1. Stephen P. Robbins (2017), *Organizational Behaviour*, Pearson Education, New Delhi
2. Saurabh Agarwal (2020), *Organisational Behaviour*, SBPD Publishing House, UttarPradesh
3. Books for Reference
4. Gupta C B, *A Books for Study of Organisational Behaviour*, S. Chand Publication, New Delhi
5. Aswathappa, *Organisational Behaviour*, Himalaya Publishing House, New Delhi

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

1. [https://onlinecourses.nptel.ac.in/noc20\\_mg51/preview](https://onlinecourses.nptel.ac.in/noc20_mg51/preview)
2. <https://www.coursera.org/courses?query=organizational%20behavior>
3. <https://www.mygreatlearning.com/academy/learn-for-free/courses/organizational-behaviour>

### Course Outcomes

CO No.	CO Statements	Cognitive Levels (K Levels)
	On successful completion of this course, students will be able to	
CO 1	Describe the concepts, elements and applications of organization Behavior	K1
CO 2	Clarify the role and relevance of Individual and group behavior in Different decision	K2
CO 3	Demonstrate interpersonal effectiveness, perception management, Conflict resolution and cultural diversity management skills	K3
CO 4	Apply behavior modification techniques to effective handle resistance to changes in stress causing situations	K4
CO 5	Select appropriate leadership traits/styles to deal with individuals and Groups in organization	K5

### Relationship Matrix

Semester	Course Code		Title of the Course							Hours	Credits
6	25UCB63ES03B		Discipline Specific Elective - 3: Organisational Behaviour							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	
CO 1	3	2	2	2	3	1	2	1	1	2	1.9
CO 2	3	3	2	2	2	3	2	2	1	2	2.2
CO 3	3	2	3	2	3	2	2	1	2	3	2.3
CO 4	2	3	2	1	3	3	1	2	1	2	2
CO 5	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	Credits
6	25UCB63ES04A	Discipline Specific Elective - 4: Management Accounting	4	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: Introduction to Management Accounting (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 statements (12 Hours)**

Cash flow statement - significance-preparation of cash flow statement as per Ind AS3

#### **UNIT III: Marginal costing and Decision Making (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 (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: Budgeting and 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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning, comparative analysis of two or more companies.
<b>Assessment Methods</b>	Written Test, Snap Test, MCQ, Peer Group Work

**Theory 20% and Problem 80%**

#### **Books for Study:**

1. Khan M. Y. and Jain P. K. Management Accounting, Tata McGraw Hill Company Ltd., New Delhi. 2018.
2. Jain, S. P, & Narang, K. L. (2018). *Cost and Management Accounting*. Kalyani Publications
3. Pillai. R. S. N. and Bagavathi V, Management Accounting, Sultan Chand Company Ltd., New Delhi, 2017.
4. Shashi K. Gupta, Sharma R.K, Management Accounting Principles and Practices, New Delhi, 2015.
5. T.S. Reddy & Y. Hari Prasad Reddy, Management Accounting, Margham Publications, Chennai, 2017.

#### **Books for Reference:**

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.



**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>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO-Statements</b>	<b>Cognitive Levels (K-Level)</b>
	On successful completion of this course, students will be able to	
<b>CO1</b>	Remember and recall basics in management accounting	<b>K1</b>
<b>CO2</b>	Apply the knowledge of preparation of Financial Statements	<b>K2</b>
<b>CO3</b>	Analyse the concepts relating to fund flow and cashflow	<b>K3</b>
<b>CO4</b>	Evaluate techniques of budgetary control	<b>K4</b>
<b>CO5</b>	Formulate criteria for decision making using principles of marginal costing.	<b>K5</b>

<b>Relationship Matrix</b>											
<b>Semester</b>	<b>Course Code</b>		<b>Title of the Course</b>							<b>Hours</b>	<b>Credits</b>
<b>6</b>	<b>25UCB63ES04A</b>		<b>Discipline Specific Elective - 4: Management Accounting</b>							<b>4</b>	<b>3</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	2	3	2	2	3	3	2	2	3	2	<b>2.4</b>
<b>CO2</b>	3	3	3	2	2	3	3	2	3	2	<b>2.5</b>
<b>CO3</b>	2	2	2	3	2	3	3	2	3	3	<b>2.6</b>
<b>CO4</b>	2	2	3	3	3	3	2	3	2	1	<b>2.5</b>
<b>CO5</b>	2	2	2	3	2	3	3	2	2	2	<b>2.3</b>
<b>Mean Overall Score</b>											<b>2.4 (High)</b>

Semester	Course Code	Title of the Course	Hours	Credits
6	25UCB63ES04B	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 Costing (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: Budgetary systems and Variance analysis (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: Opportunity costs (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: Financial and Non-Financial Performance Indicators (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: Performance and Consideration (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.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ

#### **Books for Study:**

1. Performance Management, Becker Educational Development Corp.,2016

#### **Books for Reference:**

1. Performance Management, Kaplan Publishing,2016
2. Performance Management, BPP Learning Media LTD,2016
3. Big data: using, Bernard Marr, Wiley, january2015
4. Performance, Srinivas Kandula, phi2006

**Websites and eLearning Sources:**

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f5/technical-articles.html>
2. <https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f5.html>

**Course Outcomes**

CO No.	CO Statements	Cognitive Levels (K Levels)
	On successful completion of this course, students will be able to	
CO 1	To understand the role of advanced performance management.	K1
CO 2	To 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
CO 3	To address the impact of developments in technology that will be on the Performance management and measurement systems used by organizations.	K3
CO 4	To understand the importance of theories and models in the process of performance management.	K4
CO 5	To address the importance and impact of application of professional skills in the values of APM	K5

Relationship matrix											
Semester	Course Code			Title of the Course					Hours	Credits	
6	25UCB63ES04B			Discipline Specific Elective – 4: Performance Management					4	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	2	2	2	2	2	3	3	2	2	3	2.3
CO 2	3	3	3	2	3	2	2	2	2	3	2.5
CO 3	2	2	3	3	2	3	3	2	3	2	2.5
CO 4	2	2	2	2	2	2	3	3	2	3	2.3
CO 5	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	25UCB64OE02	Open Elective - 2: Personal Investment Planning	4	2

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.

<b>Teaching Methodology</b>	Chalk & Talk, Videos, PPTs, Demonstration, Journal Review and Creation of Models
<b>Assessment Methods</b>	Seminar, Snap Test, MCQ, Peer Group Assignment

#### **Books for Study:**

1. Introduction to Financial Planning (4th Edition 2017), Indian Institute of Banking & Finance

#### **Books for Reference:**

1. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd (CNBC TV 18)
2. Personal Finance with Connect Plus, 10th Edition, Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, TMH
3. Personal Finance and Investment Planning 2023 Edition, Dr. Chandra Booshan Singh and Dr. Nidhi Goenka: Publisher- Pencil
4. Personal Finance Planning 2024 Edition, CS.Monika Saini and Dr. Neerza(Scholar Tech Press)
5. Five ways of Financial Planning 2021 Edition Dr. Vimal Krishna Rajput (Notion Press Media Pvt Ltd)

**Websites and eLearning Sources:**

1. <https://investyadnya.in>
2. <https://ifinanceco.in>
3. <https://groww.in>
4. <https://www.congage.co.in>

CO No.	CO-Statements	Cognitive Level (K Level)
On successful completion of this course, students will be able to:		
CO-1	Describe the concepts and process involved in developing a personal investment plan.	K1
CO-2	Identify the major types of investment alternatives.	K2
CO-3	Figure out the roles of savings, cash management, tax planning, risk management, retirement planning and writing of will	K3
CO-4	Examine the risks associated with personal investment planning	K4
CO-5	Construct a portfolio based on personal investment objectives.	K5

Relationship matrix												
Semester	Course Code			Title of the Course						Hours/Week		Credits
6	25UCB64OE02			Open Elective - 2: Personal Investment Planning						4		2
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	2	2	2	1	2	2	1	2.1	
CO-2	3	2	2	3	2	2	3	2	2	2	2.3	
CO-3	2	3	3	2	1	1	2	2	1	2	1.9	
CO-4	3	3	3	2	2	2	3	2	2	2	2.4	
CO-5	3	3	3	3	1	1	2	3	2	2	2.3	
Mean Overall Score											2.2 High	