

# **B COM STRATEGIC FINANCE**

## **LOCF SYLLABUS 2025**



### **Department of Strategic Finance**

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 TANSCHE and other higher educational institutions, facilitates seamless credit transfers across diverse disciplines. This underscores the adaptability and uniqueness of the choice-based credit system.
4. Promotion of Human Excellence: Nurturing excellence in specialized areas through focused attention and resources, thus empowering individuals to excel in their respective fields.
5. Emphasis on Internships and Projects: Encouraging students to engage in internships and projects, serving as stepping stones toward research endeavors, thereby fostering a culture of inquiry and innovation.
6. Addressing Stakeholder Needs: The multi-disciplinary nature of the School System is tailored to meet the requirements of various stakeholders, particularly employers, by equipping students with versatile skills and competencies essential for success in the contemporary professional landscape.

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

### **Credit system**

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

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

For undergraduate (UG) courses, students are required to accumulate a minimum of 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	K1	K levels					Marks
		K2	K3	K4	K5	K6	
<b>A (compulsory)</b>	7						$7 \times 1 = 7$
<b>B (compulsory)</b>		5					$5 \times 3 = 15$
<b>C (either...or type)</b>			3				$3 \times 6 = 18$
<b>D (2 out of 3)</b>	Mid Sem			1(2)	1*		$2 \times 10 = 20$
	End Sem			1*	1(2)		
<b>Total</b>							<b>60</b>

\* Compulsory

### Question Paper Blueprint for Semester Examination

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

\* Compulsory

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

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

\* Compulsory

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

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

\* Compulsory

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

Title of the Course	CIA	Semester Examination	Final
• One credit Core Course (Sem 1) • Skill Enhancement Course (NCC and Department Specific)	25 + 25 = 50	50 (Department)	100
• Self - Learning Course (Dept Specific) • Comprehensive Examination	25 + 25 = 50	50 (CoE)	100
• Value Education • Environmental Studies	50	50 (CoE)	100
• Skill Enhancement Course: Soft Skills • Self - Learning Course (Common) • Self - Learning Online Course (NPTEL / SWAYAM) • Certificate Course • Internship	100	-	100
• Project / Industrial Visit / Field Visit	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<sub>i</sub>* - credit earned for the Course *i*

*Gp<sub>i</sub>* - Grade Point obtained for the Course *i*

*M<sub>i</sub>* - Marks obtained for the Course *i*

*n* - Number of Courses passed in that semester

## 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**

CGPA	Grade	Performance
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 imbibed 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:

Explain classical and contemporary concepts within multi-disciplines of commerce, Business, Accounting, Law, Finance, Marketing, and Auditing.

Apply the analytical skill acquired in Finance, Marketing and Human Resource domain to provide professional solutions to intricate business situations.

Employ effective communication, leadership, collaboration and networking skills to guide the decision process at individual and team levels.

Evaluate accounting, taxation, reporting, and compliance procedure of accounting firms as per industry requirements.

Illustrate ethical quotient and social responsibilities with respect for core human values in everyday activities.

<b>B.Com. Strategic Finance</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	19	81	55	
	1 - 6	Core Practical	2	3	2	
	1 & 2	Allied Course	2	12	8	
	1 & 2	Allied Practical	-	-	-	
	3 & 4	Allied Optional	2	12	8	
	3 & 4	Allied Optional Practical	-	-	-	
	5 & 6	Discipline Specific Elective	4	16	12	
	5	Internship	1	-	1	
	6	Project / Industrial Visit / Field Visit	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	6	3	
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>58</b>	<b>180</b>	<b>137 (15)</b>	

B.COM. STRATEGIC FINANCE PROGRAMME PATTERN										
Sem.	Part	Course Code	Course Type	Course Details		Scheme of Exams				
				Title of the Course	Hours	Credits	CIA	SE	Final	
1	1	25UTA11GL01	GL	General Tamil - 1	4	3	100	100	100	
		25UFR11GL01		Language French - 1						
		25UHI11GL01		Language Hindi - 1						
		25USA11GL01		Language Sanskrit - 1						
	2	25UEN12GE01A	GE	General English - 1: Pre-Intermediate Stream	5	3	100	100	100	
		25UEN12GE01B		General English - 1: Intermediate Stream						
	3	25UCF13CC01	CC Major	Core Course - 1: Financial Accounting	4	3	100	100	100	
		25UCF13CC02		Core Course - 2: Financial Planning and Performance	5	3	100	100	100	
		25UCF13CC03		Core Course - 3: Business Economics	4	3	100	100	100	
	4	25UCF13AC01	AC Minor	Allied Course - 1: Business Statistics	6	4	100	100	100	
	4	25UHE14VE01	VE	Value Education - 1: Essentials of Humanity*	2	1	50	50	50	
		25UEN14AE01	AECC	Ability Enhancement Compulsory Course - 1: Communicative English	0	2	100	-	100	
				<b>Total</b>	<b>30 (6)</b>	<b>22</b>				
2	1	25UTA21GL02	GL	General Tamil - 2	4	3	100	100	100	
		25UFR21GL02		Language French - 2						
		25UHI21GL02		Language Hindi - 2						
		25USA21GL02		Language Sanskrit - 2						
	2	25UEN22GE02A	GE	General English - 2: Pre-Intermediate Stream	5	3	100	100	100	
		25UEN22GE02B		General English - 2: Intermediate Stream						
	3	25UCF23CC04	CC Major	Core Course - 4: Corporate Accounting	4	3	100	100	100	
		25UCF23CC05		Core Course - 5: Principles of Marketing	3	2	100	100	100	
		25UCF23CC06		Core Course - 6: Financial Analytics and Control	4	4	100	100	100	
	4	25UCF23AC02	AC Minor	Allied Course - 2: Business Mathematics	6	4	100	100	100	
	4	25UHE24AE02	AECC	Ability Enhancement Compulsory Course- 2: Environmental Studies*	2	1	50	50	50	
		25UHE24VE02	VE	Value Education - 2: Fundamentals of Human Rights*	2	1	50	50	50	
		25UCF24SL01	SL	Online Courses: NPTEL/SWAYAM	0	2	-	100	100	
				Extra Credit Courses (MOOC/Certificate Course)	-	(3)				
				<b>Total</b>	<b>30</b>	<b>23 (3)</b>				
3	1	25UTA31GL03	GL	General Tamil - 3	4	3	100	100	100	
		25UFR31GL03		Language French - 3						
		25UHI31GL03		Language Hindi - 3						
		25USA31GL03		Language Sanskrit - 3						
	2	25UEN32GE03C	GE	General English - 3: English for Management Studies -1	5	3	100	100	100	
	3	25UCF33CC07	CC Major	Core Course - 7: Accounts Assistant (NSQF based course)	5	3	100	100	100	
		25UCF33CC08		Core Course - 8: Strategic Financial Management - 1	6	4	100	100	100	
	4	25UCF33AO01A	AO Minor	Allied Optional - 1: Financial Reporting	6	4	100	100	100	
		25UCF33AO01B		Allied Optional - 1: Customer Relationship Management						
	4	25UHE34VE03A	VE	Value Education - 3: Social Ethics - 1*	2	1	50	50	50	
		23UHE34VE03B		Value Education - 3: Religious Doctrine - 1*						
	4	25UNC34SE01 / 25USS34SE01	SEC	Skill Enhancement Course - 1: Introduction to NCC / Skill Enhancement Course - 1: Soft Skills	2	1	100	-	100	
		25UAI34SL02	SL	Artificial Intelligence (Online)	0	2	100	-	100	
				Extra Credit Courses (MOOC/Certificate Course)	-	(3)				
				<b>Total</b>	<b>30</b>	<b>21 (3)</b>				
4	1	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						
	2	25UEN42GE04C	GE	General English - 4: English for Management Studies - 2	5	3	100	100	100	
	3	25UCF43CC09	CC Major	Core Course - 9: Strategic Financial Management - 2	5	4	100	100	100	
		25UCF43CC10		Core Course - 10: Business Analytics (Internship Embedded Course)	2	2	100	100	100	
	3	25UCF43CP01		Core Practical - 1: Business Analytics	1	1	100	100	100	
		25UCF43CC11		Core Course - 11: Business Laws	3	2	100	100	100	
	4	25UCF43AO02A	AO Minor	Allied Optional - 2: Research Methodology	6	4	100	100	100	
		25UCF43AO02B		Allied Optional - 2 Labour Laws						
	4	25UHE44VE04A	VE	Value Education - 4: Social Ethics - 2*	2	1	50	50	50	
		25UHE44VE04B		Value Education - 4: Religious Doctrine - 2*						

	25UNC44SE02 / 25UCF44SE02 25UCF44SL03	SEC SL	<u>Skill Enhancement Course – 2: NCC (Special Subject)</u> / <u>Skill Enhancement Course – 1: Quantitative Aptitude</u> <u>Self Learning: Basics of Excel*</u>	2 0 -	1 2 (3)	100 50 50	- 50 50	100 100 100
			Extra Credit Courses (MOOC/Certificate Course)	-	(3)			
					<b>Total</b>	<b>30</b>	<b>23 (3)</b>	
5	25UCF53CC12 25UCF53CC13 25UCF53CC14 25UCF53CP02 25UCF53CC15	CC Major	<b>Core Course - 12: Income Tax</b> <b>Core Course - 13: Human Resource Management</b> <b>Core Course - 14: Tally Prime</b> <b>Core Practical - 2: Tally Prime</b> <b>Core Course - 15: Audit and Assurance</b>	5 4 3 2 4	3 2 2 1 3	100 100 100 100 100	100 100 100 100 100	100 100 100 100 100
	25UCF53ES01A 25UCF53ES01B		<b>Discipline Specific Elective - 1: Marketing Analytics</b> <b>Discipline Specific Elective - 1: Digital Banking</b>	4	3	100	100	100
	25UCF53ES02A 25UCF53ES02B		<b>Discipline Specific Elective - 2: Data Visualization</b> <b>Discipline Specific Elective - 2: Goods and Services Tax</b>		4	3	100	100
	25UCF53IS01	IS	Internship	-	1	100	-	100
	25UCF54OE01 25UCF54SL04	DSE SL	<b>Open Elective – 1 (WS): Strategic Business Leader</b> <b>Certificate Course: Excel for Finance</b>	4 0	2 2	100 100	100 -	100
	-		Extra Credit Courses (MOOC / Certificate Course)	-	(3)			
					<b>Total</b>	<b>30</b>	<b>22 (3)</b>	
6	25UCF63CC16 25UCF63CC17 25UCF63CC18 25UCF63CC19	CC Major	<b>Core Course - 16: Company Law</b> <b>Core Course - 17: Business and Professional Ethics</b> <b>Core Course - 18: Investment Management</b> <b>Core Course - 19: Business Management</b>	5 5 5 5	3 3 3 3	100 100 100 100	100 100 100 100	100 100 100 100
	25UCF63ES03A 25UCF63ES03B		<b>Discipline Specific Elective - 3: HR Analytics</b> <b>Discipline Specific Elective - 3: Introduction to SPSS</b>		4	3	100	100
	25UCF63ES04A 25UCF63ES04B		<b>Discipline Specific Elective - 4: Entrepreneurship Development</b> <b>Discipline Specific Elective - 4: Strategic Management</b>		4	3	100	100
	25UCF63EL01A 25UCF63EL01B 25UCF63EL01C		<b>Project / Industrial Visit / Field Visit</b>		-	2	100	-
	25UCF64OE02	EL OE	<b>Project / Industrial Visit / Field Visit</b> <b>Open Elective – 2: Personal Financial Management</b>		2	1	100	100
	-		Extra Credit Courses (MOOC/Certificate Course)	-	(3)			
					<b>Total</b>	<b>30</b>	<b>21 (3)</b>	
2 - 5	25UCW65OR01	OR	Outreach Programme (SHEPHERD)		-	4		
	25UCW65EC01	EC	Co-Curricular & Extra Curricular Activities		-	1		
<b>1 - 6</b>						<b>180</b>	<b>137 (15)</b>	

**\*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>		
<b>BBA</b>	25UBU54OE01A	Global Supply Chain Management
	25UBU54OE01B	Starts-ups and small Business Management
<b>Commerce</b>	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**

<b>Department</b>	<b>Course Code</b>	<b>Title of the Course</b>
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	

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

அலகு-2	(12 மணி நேரம்)
வெ.இராமலிங்கனார்	- தமிழ், அரசியல்
முடியரசனார்	- தொழிலாளி, துறைதோறும் தமிழே காண்பீர், மொழியணர்ச்சி
பெருஞ்சித்திரனார்	- என்னென்று சொல்வோம், இனியேனும் ஒன்றினைவீர்
பட்டுக்கோட்டையார்	- என் விருப்பம், ஏட்டில் படித்ததோடு இருந்து விடாதே, அன்னசத்திரம் இருப்பதெதனாலே?
இலக்கிய வரலாறு	- புதுக்கவிதை வடிவங்கள்
இலக்கணம்	- எழுத்து

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

அலகு-4 : அரசியல் கவிதைகள்	(12 மணி நேரம்)
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

அலகு-5 : அயலகக் கவிதைகள்	(12 மணி நேரம்)
தல்லீமா நல்ஸின்	- 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

கற்பித்தல் அனுகுழுறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
தீவிர்த்தி முறைகள்	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>

CO No.	Course Outcomes	Cognitive Levels (K -Levels)
	CO-Statements	
	<b>இப்பாடத்தின் நிறைவில் மாணவர்கள்</b>	
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											
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>

#### 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.1-P.86)

#### 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 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			
CO1	Recognize and use fundamental vocabulary including greetings, while constructing simple sentences with personal pronouns and basic verbs.		K1	
CO2	Introduce themselves, ask and answer questions about personal details, express preferences, and engage in role-play conversations related to daily life		K2	
CO3	Differentiate between definite and indefinite articles, form plural and singular nouns, conjugate regular verbs in the present tense, and use adjectives correctly		K3	
CO4	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.		K4	
CO5	Demonstrate awareness of Francophone culture through language use in real-world scenarios, such as public transport, shopping, dining, and professional settings.		K5	

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. Batches - 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. *Prathamic 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 Guptha, *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 Bhawan 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	
<b>CO1</b>	Introduction to Hindi sounds.	<b>K1</b>
<b>CO2</b>	Acquisition of Hindi Vocabulary.	<b>K2</b>
<b>CO3</b>	Sentence formation in Hindi.	<b>K3</b>
<b>CO4</b>	Practical application of grammar.	<b>K4</b>
<b>CO5</b>	Justify the social & political conditions of Aadhi Kaal in Hindi Literature.	<b>K5</b>

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)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
<b>CO1</b>	3	2	2	1	3	3	3	1	3	2	2.3
<b>CO2</b>	2	3	2	3	1	2	3	3	3	2	2.4
<b>CO3</b>	3	2	2	2	1	3	2	3	2	3	2.3
<b>CO4</b>	3	1	2	3	2	3	2	3	3	2	2.4
<b>CO5</b>	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, iiakaara)

**UNIT III** (12 Hours)

Vartamankala lat lakaara vakya prayogaha

**UNIT IV** (12 Hours)

Samskrita sharala vakya paricayaha

**UNIT V** (12 Hours)

Selected verses from good saying in Sanskrit

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises
Assessment Methods	Seminar, Quiz, Group Discussion.

#### Books for Study:

Shadhamanjari

#### Books for Reference:

1. Kulapathy, K.M., Sarala Samkrit Balabodh, Bharatiya Vidyabhavan, Munushimarg Mumbai – 4000 007 2021
2. R.S. Vadhyar & Sons, Book – Sellers and publishers, Kalpathi. Palaghat 678003, Kerala, South India, Shabda 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>

CO No.	Course Outcomes	
	CO-Statements	Cognitive Levels (K – Levels)
CO-1	On successful completion of this course, students will be able to 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
Course Outcomes↓	25USA11GL01					Language Sanskrit - 1				
	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Scores of COs
CO-1	3	1	1	3	2	3	2	3	2	2.2
CO-2	2	2	3	3	1	2	2	3	3	2.3
CO-3	3	2	2	2	2	2	2	3	3	2.3
CO-4	3	2	2	3	2	3	3	3	2	2.3
CO-5	3	2	3	2	3	2	2	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)

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

**UNIT II:** (15 Hours)

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

**UNIT III:** (15 Hours)

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

**UNIT IV:** (15 Hours)

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

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

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

<b>Listening:</b>	<b>(Skill) :</b>	Listening to understand the sequence of ideas
	<b>(Practice) :</b>	A Father and His Son
<b>Reading:</b>	<b>(Skill) :</b>	Identifying the implicit idea of the story
	<b>(Practice) :</b>	“The Stone Cutter”
<b>Grammar:</b>	<b>(Practice) :</b>	Simple Past Tense
<b>Vocabulary:</b>	<b>(Practice) :</b>	Birds, Animals and Insects
<b>Speaking:</b>	<b>(Skill) :</b>	Narrating stories, events, or experiences using the simple past tense
	<b>(Practice) :</b>	Narrating a Familiar Story or Past Events
<b>Writing:</b>	<b>(Skill) :</b>	Writing a paragraph using a picture by answering questions or describing it.
	<b>(Practice) :</b>	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>CO No.</b>	<b>Course Outcomes</b>	<b>Cognitive Levels (K-Level)</b>
	<b>CO-Statements</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)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	2	3	2	3	2	2
CO2	3	2	2	3	2	3	2	3	2	3
CO3	3	2	2	2	3	2	2	3	2	2
CO4	3	2	2	2	2	2	2	2	2	3
CO5	3	2	3	2	3	2	3	2	3	2
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>	<b>(Skill)</b>	Listening for gist
	<b>(Practice)</b>	“Not Good with Names” by Cynthia Win (a TED talk)
<b>2. Reading:</b>	<b>(Skill)</b>	Skimming
	<b>(Practice)</b>	“Eli, the Equation”
<b>3. Grammar:</b>	<b>(Practice)</b>	Nouns
<b>4. Vocabulary:</b>	<b>(Practice)</b>	Forming compound nouns
<b>5. Study Skill:</b>		Using online dictionaries
<b>6. Speaking:</b>	<b>(Skill)</b>	Initiating conversations (Greeting – Starting a conversation with new people – Introducing and answering an introduction)
	<b>(Practice)</b>	Introducing oneself and others in conversations
<b>7. Writing:</b>	<b>(Skill)</b>	Narrating a personal anecdote – Using capitals and end mark punctuations in sentences
	<b>(Practice)</b>	Guided Composition: The story of my name

### Unit 2: Family is Forever! (15 Hours)

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

### Unit 3: Nothing is Better than a Good Friend (15 Hours)

<b>1. Listening:</b>	<b>(Skill)</b>	Listening for main idea
	<b>(Practice)</b>	“Nothing is better than a good friend”
<b>2. Reading:</b>	<b>(Skill)</b>	Predicting
	<b>(Practice)</b>	(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>	<b>(Practice)</b>	Adjectives
<b>4. Vocabulary:</b>	<b>(Practice)</b>	Forming nouns, adjectives, verbs and adverbs using suffixes
<b>5. Study skill:</b>		Setting and prioritising language learning goals
<b>6. Speaking:</b>	<b>(Skill)</b>	Talking about people (Describing people's appearance and their mannerism – Giving your opinion about people – Expressing what you like and dislike in a person)

<b>7. Writing:</b>	(Practice)	Delivering a short talk about one's best friend
	(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)**

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

#### **Unit 5: Hometown Appetite** **(15 Hours)**

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

<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.

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

Relationship Matrix											
Semester	Course Code	Title of the Course					Hours	Credits			
1	25UEN12GE01B	General English – 1: Intermediate Stream					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	2.5	3	3	2.5	3	3	2.5	2.5	3	2.8
CO2	2.5	3	2.5	2.5	2.5	3	3	2.5	2.5	3	2.7
CO3	3	2.5	2.5	3	3	2.5	2.5	2.5	3	2.5	2.7
CO4	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.5	2.5	2.6
CO5	3	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.5	2.65
Mean Overall Score										2.69 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UCF13CC01	Core Course - 1: Financial Accounting	4	3

Course Objectives
To understand the purposes of Financial Statements
To post journal entries and prepare ledger accounts
To learn the concepts of double entry system and various business documents
To understand and prepare the statement of profit and loss
To know the principles of financial reporting including GAAP and IFRS

### **UNIT I: Fundamentals of Financial Accounting (12 Hours)**

Define financial accounting – purposes of financial statements for the users – main elements of financial reports – conceptual framework – definitions of asset, liability, equity, income & expenses- Concepts of relevance, faithful presentation, materiality, substance over form, going concern, business entity, accruals, consistency, comparability, verifiability, understandability and timeliness. **Medieval Indian Bookkeeping.**

### **UNIT II: Accounting records & double entry accounting system Double entry bookkeeping**

**(12 Hours)**

Main data sources for accounting – different business documents such as sales order, purchase order, goods received note, quotation, goods despatched note, invoice, credit & debit notes, receipt, remittance advice, cash vouchers – understand the double entry accounting & duality concept – types of transactions such as sales, purchases, payments & receipts. **Comparison of double-entry accounting with traditional Indian accounting and its relevance in modern finance.**

### **UNIT III: Recording Transactions**

**(12 Hours)**

Recording into journals – ledger accounts – balancing of ledger accounts – accounting for discounts, sales tax – recording cash transactions – accounting & valuation of inventories – accruals & prepayments – tangible & non-tangible assets – depreciation & amortisation accounting – receivables & payables – provisions & contingencies – rectification of errors – bank reconciliation statements.

### **UNIT IV: Financial Statements**

**(12 Hours)**

Statements of profit or loss and other comprehensive income, balance sheet – events after reporting period.

### **UNIT V: Interpretation of Financial Statements**

**(12 Hours)**

Interpretation of financial statements – use of basic ratios related to profitability, liquidity, activity and optimal resource utilisation - cash flow statements - Principles of financial reporting including GAAP and IFRS.

<b>Teaching Methodology</b>	Lectures, Videos, PPTs, Demonstration and Creation of Models, Flipped Classes, and LMS based online classes.
<b>Assessment Methods</b>	MCQs, Snap Test, Peer Work, Group Work.

Theory 20% & Problem 80%

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

1. David Spiceland, Wayne Thomas and Don Herrmann. (2025), Financial Accounting. McGraw Hill.

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

1. Richard G. Schroeder, Myrtle W. Clark, Jack M. Cathey. (2022), Financial Accounting Theory and Analysis: Text and Cases. Wiley.
2. Shukla, M. C., Grewal, T. C. & Gupta, S. C. (2020). *Advanced Accounts*. (Vol. I). S. Chand Company Ltd.
3. Radhaswamy, M. & Gupta, R. L. (2021). Advanced Accountancy. (Vol. I). Sultan Chand & Sons. New Delhi

4. Jain, S. P. & Narang, K. L. (2025). *Advanced Accountancy*. (Vol I). Kalyani Publishers.

**Websites and eLearning Sources:**

1. <https://cma.mileseducation.com>
2. [www.accountingcoach.com](http://www.accountingcoach.com)
3. [www.myaccountingcourse.com](http://www.myaccountingcourse.com)
4. [www.accountingtools.com](http://www.accountingtools.com)

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, the students will be able to			
<b>CO1</b>	To understand the purposes of financial statements		<b>K1</b>	
<b>CO2</b>	Comprehend the qualitative characteristics of financial statements		<b>K2</b>	
<b>CO3</b>	Exhibit the use of double entry system in recording transaction		<b>K3</b>	
<b>CO4</b>	Prepare of financial statements and the interpretation thereof		<b>K4</b>	
<b>CO5</b>	Rectify the errors and post alternative entries in the financial statements		<b>K5</b>	

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	<b>25UCF13CC01</b>		<b>Core Course - 1: Financial Accounting</b>							<b>4</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	2	1	3	3	3	3	1	<b>2.4</b>
<b>CO2</b>	3	3	2	2	1	3	3	3	2	1	<b>2.3</b>
<b>CO3</b>	3	3	3	3	2	3	3	3	2	1	<b>2.6</b>
<b>CO4</b>	3	3	3	2	1	3	3	3	2	1	<b>2.4</b>
<b>CO5</b>	3	3	3	2	1	3	3	2	2	1	<b>2.3</b>
<b>Mean Overall Score</b>										<b>2.4 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UCF13CC02	Core Course - 2: Financial Planning and Performance	5	3

Course Objectives				
To understand strategic planning and methodologies to develop successful plan that help in achieving the long-term mission of the organisation.				
To relate to the various budgeting concepts and methodologies to successfully prepare budgetary statement.				
To apply forecasting techniques and interpret annual profit plan to better provide projections.				
To understand and compare the budgeted costs with the actual performance and analyse the variances.				
To know the purpose of allocation of costs and profits to responsibility centres and various organizational segments.				

### UNIT I: Strategic Planning and Performance (15 Hours)

Analysis of external and internal factors affecting strategy - Long-term mission and goals – Alignment of tactics with long-term strategic goals - Strategic planning models and analytical techniques - Characteristics of successful strategic planning process

### UNIT II: Budgeting Methodologies (15 Hours)

Operations and performance goals - Characteristics of a successful budget process - Resource allocation- Annual business plans (master budgets) - Project budgeting - Activity-based budgeting - Zero-based budgeting - Continuous (rolling) budgets - Flexible budgeting - Annual profit plan and supporting schedules - Operational budgets - Financial budgets - Capital budgets - Pro forma income - Financial statement projections - Cash flow projections.

### UNIT III: Forecasting Techniques (15 Hours)

Simple Regression Equation – Multiple Regression Equation and use in forecasting – Calculation of result of simple regression equation - Learning curve analysis – Cumulative average time learning model – Benefits and Shortcomings of Regression analysis and Learning Curve Analysis - Expected Value of Random Variables – Benefits and Shortcomings of Expect value techniques – Probability values to estimate future cash flows

### UNIT IV: Cost and Variance Measures (15 Hours)

Comparison of actual to planned results - Use of flexible budgets to analyse performance - Management by exception - Use of standard cost systems - Analysis of variation from standard cost expectations

### UNIT V: Performance Measures and Responsibility Centres (15 Hours)

Types of responsibility centres - Transfer pricing - Reporting of organizational segments – Product profitability analysis - Business unit profitability analysis - Customer profitability analysis - Return on investment - Residual income - Investment base issues – Key performance indicators (KPIs) - Balanced scorecard

Teaching methodology	Chalk & talk, videos, ppt, demonstration and Creation of models, flipped learning, and LMS based online classes.
Assessment methods	MCQs, quiz, snap test, peer work, group work.

Theory 20% & Problem 80%

#### Books for Study:

1. Financial Planning, Performance and Analytics. Hock International: Part 1.
2. Financial Planning, Performance and Analytics. Miles Education Pvt. Ltd.

#### Books for Reference:

1. Thomas, L., Wheelen, J., David, H., Alan, N., Hoffman, & Charles, E. (2023). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*. Pearson.
2. Blocher, E., Stout, D., Juras, P., & Cokins, G. (2024). *Cost Management: A Strategic Emphasis*. McGraw Hill.

3. Anderson, D., Sweeney, D., Williams, T., Camm, J., & Cochran, J. (2023). *Quantitative Methods for Business*. Cengage Learning.
4. Horngren, C., Datar, S., & Rajan, M. (2017). *Cost Accounting: A Managerial Emphasis*. Pearson.

#### Websites and eLearning Sources:

1. <https://cma.mileseducation.com/>
2. <https://www.imanet.org/ima-certifications/cma-certification/prepare/resources>
3. <https://www.udemy.com/course/cma-part-1-exam-support-package-2020-2024>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, the students will be able to			
CO1	Understand strategic planning and methodologies to develop successful plan that help in achieving the long-term mission of the organization. Identify the characteristics of successful strategic plans as well as the factors (both internal And external) effecting strategy. Develop an understanding of long-term mission and goals, and the various strategic planning models and analytical techniques.		K1	
CO2	Develop an awareness and understanding of the various budgeting concepts and Methodologies so as to successfully prepare budgetary statement.		K2	
CO3	Comprehend forecasting techniques and interpret annual profit plan to provide projections of cash flow and financial statements.		K3	
CO4	Analyse performance against operational goals using measures based on Revenue, manufacturing costs, nonmanufacturing costs, and profit depending on the type of centre or unit being measured		K4	
CO5	Identify and understand different types of responsibility centres and the Allocation of costs among various organizational segments.		K5	

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
1	25UCF13CC02		Core Course - 2: Financial Planning and Performance						5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2	3	2	1	2	1
CO2	3	2	3	3	2	3	2	2	2	1
CO3	3	2	3	2	3	3	3	3	3	2.6
CO4	3	2	3	2	2	3	3	3	2	1
CO5	3	2	2	3	3	3	3	3	3	1
Mean Overall Score										2.6 (High)
Mean Score of COs										

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UCF13CC03	Core Course - 3: Business Economics	4	3

Course Objectives
Recognise various economic theories, concepts and their contribution to managerial functions
Explain inflation and international business environment
Interpret economic environment, policies and reforms
Differentiate existing market structure and their pricing strategies
Compare Income and consumer demand

### **UNIT I: Introduction to Business Economics (12 Hours)**

Business economics: Meaning – Definition - Scope and Nature - Concepts applied in Business Economics- Contribution of Economics to managerial functions - Micro and Macroeconomics applied to business environment – Role and responsibilities of business economists

### **UNIT II: Demand Analysis (12 Hours)**

Analysis of demand: Meaning of demand – the basis of consumer demand – Utility – Total Utility - Marginal Utility - Law of Diminishing Marginal Utility – Cardinal and Ordinal Concept of Utility – Law of Demand - Shift in demand curve - Meaning and nature of indifference curve - Shift in indifference curve and properties of indifference curve - Consumer equilibrium - Effect of change in price & consumption - Income & Consumer demand and substitution & Price changes.

### **UNIT III: Supply and Pricing (12 Hours)**

Supply and Production : Meaning of Supply – Determinants - Law - Schedule and supply curve – Elasticity of supply - Production – Production - Function- Laws of Production – Iso-Quant's – Pricing - Market structure and pricing decision – Pricing under perfect competition – Characteristic and Price determination – Monopoly – Kinds – Causes - Price Output Decision and price discrimination - Monopolistic competition – Price output decision in short and Long run – Equilibrium - Oligopoly – Definition - Sources and characteristics -Price rigidity and Price Leadership.

### **UNIT IV: Macro-Economic Environment (12 Hours)**

Inflation - Business Cycle and Economic Linkages – Inflation and Deflation – Meaning and Index and application of Index -Causes and Measures - Business Cycle – Phases – Characteristics and various theories - Balance of Trade and Balance of Payment – Meaning – Causes - Kinds and Measures. International Trade – Foreign Exchange rates – Foreign Economic Institutions.

### **UNIT V: Economic Systems and Policies (12 Hours)**

The Economic System - Capitalism and mixed economic system - Monetary Policy – Meaning – Scope - Limitations and Instruments – Fiscal policy – Definition – Objectives - Taxation Policy - Formulation and its reforms - Monetization and demonetization of currency – impacts of Indian economy.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

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

1. Sundaram, K. P. M., & Sundaram, E. N. (2022). *Business Economics*. Sultan Chand and sons. New Delhi.

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

1. Dr. Anju Agarwal Dr. Anupam Agarwal (2023). *Business Economics*. SBPD Publications.
2. Dr. V.C. Sinha, Dr. Ritika Sinha (2024). *Business Economics*. SBPD Publications
3. Cherunilam, F. (2005). *Business Environment*. Himalaya Publishing House.

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

1. [https://www.icci.edu/media/website/Business%20Economics%20\(FndProg\).pdf](https://www.icci.edu/media/website/Business%20Economics%20(FndProg).pdf)
2. [https://icai.org/post.html?post\\_id=13831](https://icai.org/post.html?post_id=13831)

3. <https://dea.gov.in/>
4. <https://www.rbi.org.in/>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, the students will be able to			
<b>CO1</b>	Appreciate the basic principles and concepts of business economics		<b>K1</b>	
<b>CO2</b>	Gain exposure on economic theories related consumer behaviour		<b>K2</b>	
<b>CO3</b>	Acquaint with theories related to supply, production and competition		<b>K3</b>	
<b>CO4</b>	Understand the nuances of monetary and fiscal policies of government		<b>K4</b>	
<b>CO5</b>	Compare income and consumer demand		<b>K5</b>	

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	25UCF13CC03		Core Course - 3: Business Economics							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	
<b>CO1</b>	3	2	2	2	2	2	3	2	2	2	<b>2.2</b>
<b>CO2</b>	2	2	2	2	3	3	2	2	2	2	<b>2.2</b>
<b>CO3</b>	2	2	3	2	2	2	2	3	2	3	<b>2.3</b>
<b>CO4</b>	2	3	2	2	3	2	3	2	2	3	<b>2.4</b>
<b>CO5</b>	3	2	2	2	2	2	3	2	2	3	<b>2.3</b>
Mean Overall Score										<b>2.2 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UCF13AC01	Allied Course - 1: Business Statistics	6	4

Course Objectives	
To acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts, and SPSS.	
To understand the concepts of averages, correlation, index numbers, addition theorem, and multiplication in probability, particularly in the context of SPSS.	
To apply measures of dispersion, curve fitting, and index number theory to find solutions to real-life problems in terms of business.	
To compare measures of central tendency, assess the accuracy of given data through correlation analysis, and analyze Laspeyre's, Paasche's, Bowley's, and Fisher's ideal methods, as well as research in behavioural sciences using SPSS.	
To evaluate various measures of central tendency and measures of skewness using the SPSS package, different indices, and problems based on addition and multiplication theorems.	

**UNIT I: Measures of Central Tendency** (18 Hours)  
 Measures of central tendency - arithmetic mean, median & mode – correction of incorrect values - Open end classes - median for unequal intervals - quartiles, deciles & percentiles – relation between AM, median & mode - Measures of dispersion - Range – Quartile deviation -Mean deviation - standard deviation – relation between QD, MD & SD - coefficient of variation (simple problems & business applications only).

**UNIT II: Measures of Dispersion, Correlation and Regression Analysis** (18 Hours)  
 Measures of Skewness - computation of Karl Pearson's & Bowley's co-efficient of skewness - Correlation analysis - types of correlation – calculation - rank correlation without tie in ranks - Regression Analysis – Differences between Correlation and Regression – Methods of studying Regression. Association of two attributes – types of association - consistency of data - Comparison of observed and expected frequencies – Yule's coefficient of association (simple problems & business applications only)

**UNIT III: Index Numbers** (18 Hours)  
 Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyres's, Paasche's, Bowley's & Fisher's ideal method - weighted aggregative indices - quantity & value indices - test of adequacy of indices - time reversal test- factor reversal test - family budget method - method of least squares - fitting a straight-line trend only (simple problems & business applications only)

**UNIT IV: Probability** (18 Hours)  
 Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

**UNIT V: SPSS** (18 Hours)  
 SPSS - introduction - Basic statistical concepts - Research in behavioural sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

Theory 20% & Problem 80%

#### Books for Study:

1. Gupta, S. P. (2005). *Statistical Methods* (33rd revised ed.), Sultan Chand & Sons. New Delhi  
**Unit-I** Chapter 7(Vol. I), Pages 177-189, 196-222, **Chapter 8(Vol. I)**, Pages 268-289, 293-301.  
**Unit-II** Chapter 9(Vol. I), Pages 330-341, **Chapter 10 (Vol.I)**, Pages 377-382, 386-393, 404-408, **Chapter 12(Vol. I)**, Pages 478-488.  
**Unit-III** Chapter 13(Vol. I), Pages 515-545, 557-560, **Chapter 14(Vol. I)**, Pages 613-619.  
**Unit-IV** Chapter 1(Vol. II), Pages 751-765, 774-792.

2. Gaur, A. S., & Gaur, S. S. (2009). *Statistical Methods for Practice and Research – A Guide to Data Analysis Using SPSS*, (2nd Ed.). Sage Publications Pvt. Ltd. **Unit – V Chapter 1, Chapter 2, (Sections 2.1-2.3), Chapter 3, (Sections 3.1,3.2)**.

**Books for Reference:**

1. Krishnan, V., & Pillai, S. (2011). *Statistics for Beginners*. Atlantic Books.
2. Huizingh, E. (2007). *Applied Statistics with SPSS*. SAGE Publications Pvt. Ltd.

**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/>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, the students will be able to			
CO1	Acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.		K1	
CO2	Understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.		K2	
CO3	Apply measure of dispersion, curve fitting, index number theory to find the solution of real-life problems in terms of business.		K3	
CO4	Compare measures of central tendency, accuracy of the given data using correlation analysis and analyse laspeyre's, paasche's, bowley's and fisher's ideal method and research in behavioural sciences by SPSS.		K4	
CO5	Evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.		K5	

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
1	25UCF13AC01		Allied Course - 1: Business Statistics						6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	1	1	3	2	3	2	3
CO2	1	2	3	2	3	2	3	2	3	2
CO3	2	3	2	1	2	3	3	2	2	3
CO4	1	2	2	2	3	1	3	2	2	3
CO5	1	2	2	3	1	2	3	2	2	3
Mean Overall Score										2.2 (High)

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

Teaching Methodology	Power point
Assessment Methods	Seminars, Reports, Group Discussion, Online Tests, Assignments

#### **Books 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-equality-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	
<b>CO1</b>	Recall the prescribed values and the dimensions.	<b>K1</b>
<b>CO2</b>	Examine themselves by learning the developmental changes happening in the course of their lifetime.	<b>K2</b>
<b>CO3</b>	Apply the trained values in the day-to-day life.	<b>K3</b>

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

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 பினைப்புகள் 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 - மாகேசர 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)

வீரமாழனிவரின் 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:

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

Websites and eLearning Sources:

- <https://www.tamiluniversity.ac.in/english/library2-/digital-library/>
- <https://www.tamilvu.org/ta/library-l3100-html-l3100pl1-132372>
- <https://www.tamilvu.org/ta/courses-degree-p202-p2021-html-p202121-28011>
- <https://www.chennailibrary.com/vaishnava/naalayiradivyaaprabhandham.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 ஆரூபமைக்களையும் அறிவர்	K1
CO-2	தமிழின் 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 passé composé 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 tâches
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.podcastfrancaisfacile.com>
2. <https://www.flevideo.com>
3. <https://savoirs.rfi.fr/fr>
4. <https://www.french4me.net/>
5. <https://apprendre.tv5monde.com/en>

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

Relationship Matrix													
Semester	Course Code		Title of the Course					Hours		Credits			
Course Outcomes	25UFR21GL02					Language French – 2					4		
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					3		
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

Teaching Methodology	Peer Instruction Exercise, Videos, PPT, Quiz, Group Discussion
Assessment Methods	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. Sadanand 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>

<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>	Find out the Terms & Expressions related to letter writing.	<b>K1</b>
<b>CO2</b>	Providing knowledge of Letter writing in Hindi.	<b>K2</b>
<b>CO3</b>	Complete the sentences in Hindi using basic grammar.	<b>K3</b>
<b>CO4</b>	Analyze the social & political conditions of Devotional period in Hindi Literature.	<b>K4</b>
<b>CO5</b>	Justify the human values stressed on the works of Hindi writers	<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>		
2	25UHI21GL02		Language Hindi – 2			4		3		
<b>Course Outcomes (Cos)</b>	<b>Programme Outcomes (Pos)</b>					<b>Programme Specific Outcomes (PSOs)</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	3	2	2	3	3	3	2	2
<b>CO2</b>	1	3	1	2	2	3	3	3	2	3
<b>CO3</b>	3	2	3	2	2	3	2	3	2	2
<b>CO4</b>	2	3	3	1	3	2	3	2	1	2
<b>CO5</b>	3	2	2	2	3	2	3	2	3	2
<b>Mean Overall Score</b>										<b>2.36 (High)</b>

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

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises
Assessment Methods	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 India, 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	
<b>CO-1</b>	Remembering names of different objects, remembering different verbal forms and sandhi	<b>K1</b>
<b>CO-2</b>	Contrast different verbal forms Explain good sayings, Relate good saying to life.	<b>K2</b>
<b>CO-3</b>	Apply and build small sentences	<b>K3</b>
<b>CO-4</b>	Analyze different forms of Verbs and nouns	<b>K4</b>
<b>CO-5</b>	Appreciate subhashitas and Sanskrit poetry	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	<b>25USA21GL02</b>		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	
<b>CO-1</b>	2	1	3	2	2	2	3	3	2	1	2.1
<b>CO-2</b>	3	2	3	2	2	3	2	3	3	2	2.5
<b>CO-3</b>	2	2	3	2	2	2	2	3	3	1	2.1
<b>CO-4</b>	3	2	3	3	1	2	3	3	3	1	2.4
<b>CO-5</b>	3	2	2	2	3	2	2	3	3	1	2.3
<b>Mean Overall Score</b>										<b>2.28 (High)</b>	

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

**UNIT II:** (15 Hours)

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

**UNIT III:** (15 Hours)

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

**UNIT IV:** (15 Hours)

<b>Listening:</b>	<b>(Skill)</b> :	Predicting content and vocabulary before listening
	<b>(Practice)</b> :	Our Earth
<b>Reading:</b>	<b>(Skill)</b> :	Identifying direct and indirect speech
	<b>(Practice)</b> :	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
Course Outcomes	25UEN22GE02A					General English – 2: Pre-Intermediate Stream				
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Scores of COs
CO1	2	3	2	3	2	3	2	3	2	2.4
CO2	3	2	2	3	2	3	2	3	2	2.5
CO3	3	2	2	2	3	2	2	3	2	2.3
CO4	3	2	2	2	2	2	2	2	3	2.2
CO5	3	2	3	2	3	2	3	2	3	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>	<b>(Skill)</b>	Distinguishing between main ideas and supporting details
	<b>(Practice)</b>	“A Day in the Life of a College Student” (A conversation)
<b>2. Reading:</b>	<b>(Skill)</b>	Recognising the structure of written texts
	<b>(Practice)</b>	“Enter to learn, leave to serve”
<b>3. Grammar:</b>	<b>(Practice)</b>	Main Verb
<b>4. Vocabulary:</b>	<b>(Practice)</b>	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>	<b>(Skill)</b>	Asking for, giving and refusing permission – Requesting – Communication repair: Finding about pronunciation, spelling and meaning.
	<b>(Practice)</b>	Role Play
<b>7. Writing:</b>	<b>(Skill)</b>	Writing an outline
	<b>(Practice)</b>	Controlled composition: Writing an outline for a given passage

### Unit 2: Travel 15 Hours

<b>1. Listening:</b>	<b>(Skill)</b>	Listening for specific details
	<b>(Practice)</b>	“A Perfect Vacation” (A conversation)
<b>2. Reading:</b>	<b>(Skill)</b>	Identifying main ideas and supporting details
	<b>(Practice)</b>	“An Unforgettable Ride”
<b>3. Grammar:</b>	<b>(Practice)</b>	Auxiliary Verbs
<b>4. Vocabulary:</b>	<b>(Practice)</b>	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>	<b>(Skill)</b>	Asking for and giving directions – Asking for and giving information
	<b>(Practice)</b>	Role Play
<b>7. Writing:</b>	<b>(Skill)</b>	Writing effective paragraphs
	<b>(Practice)</b>	Free-writing composition: An adventurous journey

### Unit 3: My Social Network 15 Hours

<b>1. Listening:</b>	<b>(Skill)</b>	Understanding the sequence of ideas
	<b>(Practice)</b>	“My Virtual Friends” (A conversation)
<b>2. Reading:</b>	<b>(Skill)</b>	Comprehending infographics
	<b>(Practice)</b>	“Social Media Etiquette”
<b>3. Grammar:</b>	<b>(Practice)</b>	Modal Auxiliary Verbs
<b>4. Vocabulary:</b>	<b>(Practice)</b>	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>	<b>(Skill)</b>	Asking for and giving advice – Asking if someone agrees – Agreeing and disagreeing – Warning someone
	<b>(Practice)</b>	Role Play

<b>7. Writing:</b>	<b>(Skill)</b>	Developing stories from hints
	<b>(Practice)</b>	Controlled composition: Developing a story from given hints

#### Unit 4: Shopping

**15 Hours**

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

#### Unit 5: Ceremonies

**15 Hours**

<b>1. Listening:</b>	<b>(Skill)</b>	Listening to intonations
	<b>(Practice)</b>	“Happy Birthday to You!” (A conversation)
<b>2. Reading:</b>	<b>(Skill)</b>	Understanding moods in a reading passage
	<b>(Practice)</b>	“The Light has Gone out” by Jawaharlal Nehru
<b>3. Grammar:</b>	<b>(Practice)</b>	Sentences
<b>4. Vocabulary:</b>	<b>(Practice)</b>	Using root words as clues to guess the meaning of words
<b>5. Study skill:</b>		Using graphic organisers (idea wheel, idea web, and concept map)
<b>6. Speaking:</b>	<b>(Skill)</b>	Using intonations for different types of sentences – Expressing your feelings and emotions – Congratulating and wishing someone – Expressing sympathy
	<b>(Practice)</b>	Role Play
<b>7. Writing:</b>	<b>(Skill)</b>	Expressing emotions in narrative writing
	<b>(Practice)</b>	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)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Scores of Cos
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/week	Credits
2	25UCF23CC04	Core Course - 4: Corporate Accounting	4	3

Course Objectives	
To familiarize students with new company accounts in light of the revised formats of accounting.	
To make students understand the application of Accounting Standards in various methods of accounting.	
To work out the accounts of companies in various situations considering the challenges posed in Different dimensions.	
To be familiar with accounting calculations and to solve problems objectively.	
To help students to have working knowledge in various types of accounting for companies.	

### **UNIT I: Company Financial Statements (12 Hours)**

Meaning and Importance of Corporate Accounting, Issue and Forfeiture of shares, Redemption of shares, Underwriting and lien on shares, Buyback of shares – Issue of debentures – Redemption of debenture, Preparation of Company Financial Statements – Preparation of Company Balance Sheet – Computation of managerial remuneration.

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

Amalgamation- Meaning - Amalgamation in the nature of merger, purchase - 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: Valuing of Goodwill and shares (12 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: Consolidation of Balance Sheet (12 Hours)**

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

### **UNIT V: Liquidation (12 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>	MCQs, Snap Test, Peer Work, Group Work.

Theory 20% & Problem 80%

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

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

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

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

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

1. [www.accountingcoach.com](http://www.accountingcoach.com)
2. [www.myaccountingcourse.com](http://www.myaccountingcourse.com)

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	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 affairs and Liquidators Final Statement		K5	

Relationship Matrix										
Semester	Course Code		Title of the Course					Hours	Credits	
2	25UCF23CC04		Core Course - 4: Corporate Accounting					4	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	1	3	3	3	3	1
CO2	3	3	2	2	1	3	3	3	2	1
CO3	3	3	3	3	2	3	3	3	2	1
CO4	3	3	3	2	1	3	3	3	2	1
CO5	3	3	3	2	1	3	3	2	2	1
Mean Overall Score										2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UCF23CC05	Core Course - 5: Principles of Marketing	3	2

Course Objectives
To know the concept and functions of marketing
To understand the importance of market segmentation
To examine the stages of new product development
To gain knowledge on the various advertising medias
To analyse the global market environment

### **UNIT 1: Introduction to Marketing (9 Hours)**

Meaning and Evolution – Market – types of market – Functions - marketing mix - 7 Ps of marketing – Types of marketing; Product: Meaning – Product Planning & Policy- Features – Classification – Product mix – Product Life Cycle – Development of a new product – New product line.

### **UNIT 2: Pricing (9 Hours)**

Meaning – Objectives -Factors affecting pricing - Methods – Types of pricing- Different strategies of pricing – price determination.

### **UNIT 3: Place (9 Hours)**

Market: Market segmentation- Types and classifications; Promotion: Meaning – Need for Promotion- Promotion mix- Advertising – Different forms of advertisements; Sales promotion: Techniques of sales promotion - Advantages – Disadvantages

### **UNIT 4: People (9 Hours)**

Personal selling – Direct Selling – Merits and Demerits- sales Promotion – Salesmanship – Public relations – Relationship marketing- Buyer Behaviour; Process: Channels of distribution- meaning - Wholesalers and Retailers: meaning – types – Channel marketing

### **UNIT 5: Physical Evidence (9 Hours)**

Grading and Standardisation and- ISO series and AGMARK – Recent Trends in Marketing: Digital Marketing - online marketing - Meaning - Significance – Functions – aggregators – Types.

<b>Teaching Methodology</b>	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
<b>Assessment Methods</b>	MCQs, Seminar, GD, Snap Test, Peer Work, Group Work.

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

1. Kotler, P., Armstrong, G., Balasubramanian, S., Agnihotri (2023) Principles of Marketing. 19th Edition – Pearson Education. Delhi

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

1. Kotler, P. & Keller, K. L. (2022). *Marketing Management*. Pearson Education. Delhi
2. Gupta, C. B., & Nair, R. (2020). *Marketing Management*. Sultan Chand & Sons. New Delhi

#### **Website and eLearning Source:**

1. [https://www.academia.edu/6188754/Marketing\\_3\\_0\\_Philip\\_Kotler](https://www.academia.edu/6188754/Marketing_3_0_Philip_Kotler)
2. <https://www.nielsen.com/insights>
3. <https://www.emarketer.com>
4. <https://www.iveypublishing.ca/s/marketing>
5. <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights>

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	Be aware of the importance of standards and quality management.			K4
CO5	Have a complete knowledge of the 7ps of marketing.			K5

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
2	25UCF23CC05		Core Course - 5: Principles of Marketing						3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	1	3	2	2	2	1
CO2	3	3	3	2	1	3	2	2	2	1
CO3	3	3	3	3	1	3	2	2	2	1
CO4	3	3	3	3	1	3	2	2	2	1
CO5	3	3	3	2	1	3	2	2	2	1
Mean Overall Score										2.2 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UCF23CC06	Core Course - 6: Financial Analytics and Control	4	4

Course Objectives				
Understand the role of information systems in an organization and the importance of having a robust enterprise resource planning system within the organization.				
Comprehend how technology has transformed the way data is analysed and learn about significant tools of data visualization.				
Develop an understanding of the various cost measurement concepts and identify and evaluate the different types of costing systems.				
Understand the role of supply chain management and the methodologies adopted for sustainable business growth and development.				
Develop an understanding of the role of information technology in developing and maintain the internal control of an organization.				

**UNIT I: Information Systems and Data Governance (12 Hours)**  
 Accounting information systems - Enterprise resource planning systems – Enterprise performance management systems - Data policies and procedures - Life cycle of data - Controls against security breaches

**UNIT II: Technology-Enabled Finance Transformation and Data Analytics (12 Hours)**  
 Systems Development Life Cycle – Process automation - Innovative applications - Business intelligence - Data mining - Analytic tools - Data visualization

**UNIT III: Cost Measurement Concepts (12 Hours)**  
 Cost behaviour and cost objects - Actual and normal costs - Standard costs - Absorption(full) costing - Variable (direct) costing - Joint and by-product costing- Job order costing - Process costing - Activity-based costing - Life-cycle costing - Fixed and variable overhead expenses - Plant-wide versus departmental overhead -Determination of allocation base - Allocation of service department costs

**UNIT IV: Supply Chain Management and Business Process Improvement (12 Hours)**  
 Lean manufacturing - Enterprise resource planning (ERP) - Theory of constraints and throughput costing - Capacity management and analysis - Value chain analysis - Value-added concepts - Process analysis - Activity-based management - Continuous improvement concepts - Best practice analysis - Cost of quality analysis - Efficient accounting processes

**UNIT V: Internal Controls (12 Hours)**  
 Internal control structure and management philosophy - Internal control policies for safeguarding and assurance - Internal control risk - COSO Control Components – ERM Policies and Procedures - Corporate governance & Responsibilities - Audit Risk - External audit requirements - General accounting systems controls – Application and transaction controls – Network Controls – Backup Controls – Business Continuity planning

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

#### Books for Study:

1. HOCK International Part 1
2. Miles Education Books

#### Books for Reference:

1. Blocher, E., Stout, D., Juras, P., & Cokins, G. (2022). *Cost Management: A Strategic Emphasis*, (9th Ed.). McGraw Hill.
2. Horngren, C., Datar, S., & Rajan, M. *Cost Accounting: A Managerial Emphasis*. Pearson

3. Mark, G. S., James, L. W., & Arline, A. S. (2020). *Core Concepts of Accounting Information Systems*, (14th ed.). Wiley.
4. Bodnar, G. H. & Hopwood, W. S. (2004). *Accounting Information Systems*. Pearson.
5. COSO, The Committee of Sponsoring Organizations of the Treadway Commission, 2017, *Enterprise Risk Management - Integrated Framework*.
6. Alexander, M. (2016). *Excel Power Pivot & Power Query for Dummies*. Wiley.
7. Prasad, R. N. & Acharya, S. (2011). *Fundamentals of Business Analytics*, (2nd Ed.). Wiley.

**Website and eLearning Source:**

1. <https://cma.mileseducation.com/>
2. <https://www.imanet.org/ima-certifications/cma-certification/prepare/resources>
3. <https://www.udemy.com/course/cma-part-1-exam-support-package-2020-2024>

<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>	Develop an understanding of information systems, the importance of data governance and how technology is transforming finance related Decisions.	<b>K1</b>
<b>CO2</b>	Understand the fundamentals of data analytics and learn the importance and Significant tools of data visualization.	<b>K2</b>
<b>CO3</b>	Obtain an in-depth understanding of supply chain management and the elements associated with it such as lean manufacturing, Enterprise Resource Planning (ERP), theory of constraints and throughput costing. Students will also learn to identify and evaluate the performance of multiple business processes.	<b>K3</b>
<b>CO4</b>	Comprehend the concepts of internal controls, internal control risk, COSO control components, erm policies and procedures, corporate governance and Audit risk.	<b>K4</b>
<b>CO5</b>	Develop an understanding of the elements of internal controls like governance, risk and compliance, systems controls and security measures.	<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>2</b>	<b>25UCF23CC06</b>		<b>Core Course - 6: Financial Analytics and Control</b>						<b>4</b>	<b>4</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</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>CO2</b>	3	2	3	3	2	3	2	2	2	1
<b>CO3</b>	3	2	3	2	1	3	3	3	3	1
<b>CO4</b>	3	2	3	2	2	3	3	3	2	1
<b>CO5</b>	3	2	2	3	1	3	3	3	3	1
<b>Mean Overall Score</b>										<b>2.4 (High)</b>

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UCF23AC02	Allied Course - 2: Business Mathematics	6	4

Course Objectives	
To define and understand indices, logarithms and arithmetic progression.	
To apply the knowledge of Differentiation of functions of the form $(ax+b)^n$ , $e^{ax+b}$ , $\log(ax+b)$ .	
To apply the knowledge of integration of functions of the form $(ax+b)^n$ , $e^{ax+b}$ , $\log(ax+b)$ .	
To solve various types of matrices, equations using matrices and determinants and apply matrices in various models.	
To familiarize with the concepts of linear programming.	

### UNIT I: Introduction to Indices and Arithmetic Progression (18 Hours)

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base - Arithmetic progression – sum of the series in A. P. (simple problems only).

### UNIT II: Differentiation of Functions (18 Hours)

Differentiation of functions of the form  $(ax+b)^n$ ,  $e^{ax+b}$ ,  $\log(ax+b)$  - function of one variable – power function-constant multiple of a function-sum of functions -product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only & trigonometric functions excluded) - Applications of differentiation - elasticity - marginal revenue - average & marginal cost – profit maximization (simple problems & business applications only)

### UNIT III: Integration of Functions (18 Hours)

Integration of functions of the form  $(ax+b)^n$ ,  $e^{ax+b}$ ,  $\log(ax+b)$  - indefinite integral – rules – integration by substitution – integration by parts - integration by partial functions (algebraic functions only & trigonometric functions excluded)–Applications of integration–total cost – total revenue - maximum profits – consumer's & producer's surplus (simple problems & business applications only)

### UNIT IV: Matrices (18 Hours)

Matrices – types of matrices – operations on matrices – determinants of order 2 and 3 –Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only)–Applications to matrices –Leontief Input - Output model (simple problems & business applications only)

### UNIT V: Linear Programming (18 Hours)

Linear programming - mathematical formulation of LP Model - graphical method – simplex method (simple problems & business applications only)

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

**Theory 20% & Problem 80%**

#### Books for Study:

1. Sanchetti, D. C. & Kapoor, V. K. (2002). *Business Mathematics*, (11th Ed.). Sultan Chand and Sons. New Delhi.  
**Unit I** Chapter 6 (Sec6.1-6.4, Pages 142-163) Chapter7 (Sec7.1, 7.3, Pages191-212) Chapter12 (Sec12.1, 12.2, Pages 384-395)  
**Unit II** Chapter17 (Sec 17.1-17.8, 17. 19, Pages 647-659,703-713) ACE9-ACE30  
**Unit III** Chapter 18(Sec18.1, 18.2, 18. 4, 18.8-18.9, Pages 723-726,730-736, 746-757)  
ACE 90 -ACE 110  
**Unit IV** Chapter 20(Sec20.1-20.15, 20.22-20.23, Pages 791-828,840-849) ACE 133 -ACE 150  
**Unit V** LP1-LP40

#### Books for Reference:

1. Kapoor, V. K. (2009). *Introductory to Business Mathematics*. S. Chand and Sons.
2. Navaneetha. (2008). *Business Mathematics and Statistics*. Jai Publishers.

3. Vittal, P. R. (2001). *Business Mathematics*, Revised Edition, Margham Publications

**Websites and eLearning Sources:**

1. <http://epgp.inflibnet.ac.in/>

CO No.	Course Outcomes		Cognitive Levels (K - Level)	
	CO-Statements			
	On Successful completion of this course, students will be able to			
CO1	Have knowledge in indices, logarithms, arithmetic progression, differentiation, Integration, matrices and LP Model.		K1	
CO2	Understand the different techniques available in differentiation, integration, Matrices and LP Model p to solve problems.		K2	
CO3	Apply learnt techniques on real life business problems.		K3	
CO4	Illustrate various learned techniques with examples.		K4	
CO5	Evaluate business problems like profit maximization, cost minimization, Consumer's and producer's surplus using the learned techniques.		K5	

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
2	25UCF23AC02		Allied Course - 2: Business Mathematics					6	4		
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	1	2	2	1	2	3	3	3	2	2.1
CO2	2	1	1	2	2	3	2	3	2	3	2.1
CO3	2	3	1	2	1	3	3	3	2	3	2.3
CO4	2	3	1	2	1	3	3	3	2	3	2.3
CO5	1	2	1	2	2	3	2	3	3	3	2.2
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	
CO1	Identify the concepts related to global ecology and the environment	K1
CO2	Comprehend the natural resources and environmental organizations	K2
CO3	Apply the acquired knowledge to sensitize individuals and public about the environmental crisis	K3

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

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)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
CO1	3	2	1	2	2	3	2	2	2	2	2.1
CO2	3	2	1	2	2	3	2	2	2	2	2.1
CO3	3	2	2	2	2	2	3	2	1	2	2.1
Mean Overall Score										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	
தினை, துறைகளைப் பகுத்தாராயும் அறிவு பெறுதல்	
இலக்கிய இலக்கண நுட்பங்களை வாழ்வியலோடு ஒப்பிடுதல்	

அலகு - 1 :

(12 மணி நேரம்)

**குறுந்தொகை:** குறிஞ்சித் தினை - பரணர் பாடல் (199), மூல்லை - ஒளவையார் பாடல் (99), மருதம் - கொல்லிக்கண்ணனார் பாடல் (34), நெய்தல் - கச்சிப்பேட்டு நன்னாகையார் பாடல் (172), பாலை - வெண்புதி பாடல் (174)

**நற்றினை:** குறிஞ்சி - கபிலர் பாடல் (194), மூல்லை - இடைக்காடனார் பாடல் (142), மருதம் - உறையூர்க் கதுவாய்ச் சாத்தனார் பாடல் (370), நெய்தல் - அறிவுடைநம்பி பாடல் (15), பாலை - கணக்காயனார் பாடல் (24)

**ஜங்குறுநாறு:** குறிஞ்சி - அன்னாய் வாழிப் பத்து - அன்னாய் வாழி வேண்டன்னை நம் படப்பை (203), மூல்லை - செவிலி கூற்றுப் பத்து - மறியிடைப்படுத்த மான்பினைபோல (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)

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

அலகு - 2 :

(12 மணி நேரம்)

சிறுபாணாற்றுப்படை

இலக்கணம் - யாப்பு

அலகு - 3 :

(12 மணி நேரம்)

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

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

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

அலகு - 4 :

(12 மணி நேரம்)

**அகநானாறு:** 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 நானாறு:** 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 அனுகுழுறை (Teaching Methodology)	விரிவரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
மதிப்பீட்டு முறைகள் (Assessment methods)	கருத்துரை (Seminar), குழுக் கலந்துரையாடல் (Group Discussion), உடனடித்தேர்வு (Snap Test), ஒப்படைவு (Assignment)

**பாடநூல்:**

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

**பார்வை நூல்கள்:**

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

**Websites and eLearning Sources:**

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

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	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	தினை துறைகளை நன்கு கற்பதன் வாயிலாகப் பாடல்களைப் பகுப்பாய்வர்		K4	
CO5	யாப்பு, அனியைக் 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/>

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

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)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	2	3	1	3	3	2.5
CO2	3	2	3	3	1	2	2	2	2	2.2
CO3	3	1	3	3	2	2	2	1	1	2.0
CO4	2	2	2	2	2	1	2	1	1	1.6
CO5	2	3	3	2	2	2	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

<b>Teaching Methodology</b>	Videos, PPT, Quiz, Group Discussion, Case Based Problem Solving
<b>Assessment Methods</b>	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/sumitranandan-pant-best-hindi-poems>
4. <https://mycoaching.in/samuchchay-bodhak-ky-a-hai>
5. <https://www.subhshiv.in/2021/06/avikari-shabd.html>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of the course, the student will acquire the listed skills			
CO1	Categorize the poetries 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)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2	3	2	1	3	2
CO2	3	2	3	2	2	3	2	3	2	3
CO3	3	2	2	3	1	3	2	3	2	3
CO4	2	3	3	2	3	2	3	3	2	1
CO5	3	2	2	3	3	2	1	3	2	3
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.learnsanskrit.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	
<b>CO1</b>	1	2	2	3	3	3	3	3	2	1	2.3
<b>CO2</b>	3	3	2	3	3	2	2	3	3	3	2.7
<b>CO3</b>	3	3	1	3	3	1	1	3	3	3	2.4
<b>CO4</b>	2	2	1	2	3	2	2	3	2	1	2.0
<b>CO5</b>	3	3	2	3	2	2	3	3	3	2	2.6
Mean Overall Score										<b>2.4 (High)</b>	

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 - 1*. 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=j4Q1G5jKpio>
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

CO No.	Course Outcomes	
	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/Week	Credits
3	25UCF33CC07	Core Course - 7: 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 posh 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 posh 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

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
3	25UCF33CC07		Core Course - 7: Accounts Assistant (NSQF Based Course)						5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2	3	2	1	2	1
CO2	3	2	3	3	2	3	2	2	2	1
CO3	3	2	3	2	3	3	3	3	3	2.6
CO4	3	2	3	2	2	3	3	3	2	1
CO5	3	2	2	3	3	3	3	3	3	1
Mean Overall Score										2.6 (High)

Semester	Course Code	Title of the Course	Hours/week	Credits
3	25UCF33CC08	Core Course - 8: Strategic Financial Management - 1	6	4

Course Objectives
Understand the purpose of common size financial statements and its role in financial statement and profitability analysis.
Learn the various tools to perform financial statement analysis, while taking note of special issues like the impact of foreign operations, effects of changing prices and inflation, off balance sheet financing.
Learn about the various types of long-term financing and the costs involved while keeping in mind the risk quotient of long-term financing options.
Identify and understand different methods of raising capital in the financial markets.
Develop an understanding of the various methods of corporate restructuring.

### **UNIT I: Financial Statement Analysis and Profitability Analysis (18 Hours)**

Common size financial statements - Common base year financial statements – ROA and ROE – Return on Total Assets – Factors in measuring income – Source, stability and trends of sales and revenue – Relationship between revenue and receivables and revenue and inventory – Effect on revenue due to changes in revenue recognition and measurement methods – Cost of sales analysis – Variation analysis – Calculation and Interpretation of sustainable equity growth

### **UNIT II: Financial Ratios and Special Issues (18 Hours)**

Liquidity (current, quick, cash, cash flow, net working capital) – Leverage (solvency, operating, finance, debt to equity, debt to total assets, fixed charge coverage, interest coverage, cash flow to fixed charge), Activity (receivable turnover, inventory turnover, A/P turnover, days sales outstanding, days inventory outstanding, days purchases, asset turnover. Cash cycle) – Profitability (gross profit, net profit, EBITDA, ROA, ROE), Market (market/book, P/E, book value per share, basic and diluted earnings per share, earnings yield, dividend yield, dividend payout ratio) – Special Issues (Impact of foreign operations, Effects of changing prices and inflation, Impact of changes in accounting treatment, Accounting and economic concept of value and income, Earning Quality).

### **UNIT III: Long-term Financial Management and Raising Capital (18 Hours)**

Risk and Return-Calculating return - Types of risk -Relationship between risk and return-long term Financial Management-Term structure of interest rates - Types of financial instruments - Cost of capital - Valuation of financial instruments - Debt Financing Vs Equity Financing- Raising Capital: Financial markets and regulation - Market efficiency – Financial institutions - Initial and secondary public offerings - Dividend policy and share repurchase - Lease financing.

### **UNIT IV: Working Capital Management (18 Hours)**

Working capital management: Working capital terminology - Cash management - Marketable securities management - Accounts receivable management – Inventory management - Types of short-term credit -Short-term credit management

### **UNIT V: Corporate Restructuring and International Finance (18 Hours)**

Mergers and acquisitions - Bankruptcy - Other forms of restructuring - Fixed, flexible, and floating exchange rates - Managing transaction exposure - Financing international trade

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

**Theory 20% & Problem 80%**

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

1. HOCK International Part 2

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

1. Gibson, C. H. (2012). *Financial Reporting & Analysis* (3rd Ed.). South-Western Cengage Learning.

2. Subramanyam, K. R. & Wild, J. (2014). *Financial Statement Analysis*. McGraw Hill.
3. Brealey, R., Myers, S. & Allen, F. (2013). *Principles of Corporate Finance*. McGraw Hill.
4. Van Horn, J. & Wachowicz, J. (2008). *Fundamentals of Financial Management*. Pearson.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	Develop an in-depth understanding of financial statement analysis and knowledge of corporate finance.	K1
CO2	Complete financial statement analysis through financial ratio calculations, profitability analyses while taking note of special issues like the impact of foreign operations, effects of changing prices and inflation, off balance sheet financing.	K2
CO3	Learn about long-term financial management using calculations of risk and return, Term structure of interest rates, types of financial instruments, cost of capital and valuation of financial instruments.	K3
CO4	Identify and evaluate different methods of raising capital by gaining an Understanding of financial markets and regulation and market efficiency.	K4
CO5	Develop an understanding of corporate restructuring, like mergers and Acquisitions, bankruptcy as well as international finance.	K5

Relationship Matrix										
Semester	Course Code	Title of the Course							Hours	Credits
3	25UCF33CC08	Core Course - 8: Strategic Financial Management - 1							6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	1	3	3	3	3	1
CO2	3	3	2	2	1	3	3	3	2	1
CO3	3	3	3	3	2	3	3	3	2	1
CO4	3	3	3	2	1	3	3	3	2	1
CO5	3	3	3	2	1	3	3	2	2	1
Mean Overall Score										2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UCF33AO01A	Allied Optional - 1: Financial Reporting	6	4

Course Objectives
To define the basic financial statements and its presentation as per US GAAP and IFRS including the latest trends and developments.
To Understand the revenue recognition principles and its application as per US GAAP.
To learn to apply valuation of tangible and intangible assets as per US GAAP.
Distinguish between finance and operating leases and analyse deferred income tax.
Evaluate various equity transactions and critically assess business combinations and consolidations.

### **UNIT I: Basic Financial Statements (18 Hours)**

Balance sheet - Income statement – Statement of Comprehensive Income - Statement of changes in equity - Statement of cash flows - Integrated Integrated Reporting (IR) – Purpose of IR – Six Capitals under IR – Value Creation Process – Reporting Format – Benefits and Challenges of Adopting IR - Differences between US GAAP and IFRS - 5-Step approach to Revenue Recognition - Certain Customer's Rights & Obligations - Specific Arrangements - Matching principle, Accruals & Deferrals, Adjusting Journal Entries

### **UNIT II: Current Assets and Current Liabilities (18 Hours)**

Cash & Cash Equivalents - Accounts Receivable - Notes Receivable - Transfers & Servicing of Financial Assets - Accounts Payable - Employee-related Expenses Payable - Determining Inventory & Cost of Goods Sold - Inventory Valuation - Inventory Estimation Methods

### **UNIT III: Asset Valuation (18 Hours)**

Acquisition of Fixed Assets - Capitalization of Interest - Costs Incurred After Acquisition - Depreciation - Impairment - Asset Retirement Obligation - Disposal & Involuntary Conversions - Knowledge-based intangibles (R&D, software) - Legal rights based intangibles (patent, copyright, trademark, franchise, license, leasehold improvements) – Goodwill

### **UNIT IV: Valuation of Liabilities (18 Hours)**

Inter-period tax allocation/deferred income taxes – deferred tax assets and deferred tax liabilities - temporary and permanent differences – Operating and Finance Leases – Financial statement presentation of operating and finance leases

### **UNIT V: Equity Transactions (18 Hours)**

Paid-in capital - Retained earnings - Accumulated other comprehensive income - Stock dividends and stock splits - Stock options – Business Combinations & Consolidations

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

**Theory 20% & Problem 80%**

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

1. HOCK International Part 1

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

1. Kieso, D. E., Weygandt, J. J. & Warfield, T. D. (2016). *Intermediate Accounting*. Wiley.
2. Hoyle, J. B., Schaefer, T. & Doupnik, T. (2020). *Advanced Accounting*. McGraw Hill.
3. Nikolai, L., Bazley, J. & Jones, J. (2009). *Intermediate Accounting*. South-Western CengageLearning.
4. IIRC Framework on Integrated Reporting, Luminous White Paper – Integrated Reporting: The New Reality, KPMG Survey of Integrated Reports in Japan, 2018

CO No.	Course Outcomes		Cognitive Levels (K - Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Define the basic financial statements and its presentation as per US GAAP and IFRS including the latest trends and developments		K1	
CO2	Understand the revenue recognition principles and its application as per US GAAP.		K2	
CO3	Apply valuation of tangible and intangible assets as per US GAAP.		K3	
CO4	Distinguish between finance and operating leases and learn about the presentation of these items on the financial statements		K4	
CO5	Evaluate various equity transactions and critically assess business combinations and consolidations.		K5	

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
3	25UCF33AO01A		Allied Optional - 1: Financial Reporting						6	4	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	3	2	1	2	1	2.1
CO2	3	2	3	3	2	3	2	2	2	1	2.3
CO3	3	2	3	2	1	3	3	3	3	1	2.4
CO4	3	2	3	2	2	3	3	3	2	1	2.4
CO5	3	2	2	3	1	3	3	3	3	1	2.4
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UCF33AO01B	Allied Optional - 1: Customer Relationship Management	6	4

Course Objectives
To describe the concepts and significance of customers in business and marketing contexts.
To demonstrate a comprehensive understanding of Customer Relationship Management (CRM) concepts and realize the importance of sales force automation.
To exhibit advanced knowledge and skills in strategic CRM planning, as well as the operation and management of call centers.
To analyse and synthesize advanced concepts in customer satisfaction and service quality, enhancing overall customer experiences and organizational success.
To evaluate the effectiveness and implications of CRM strategies and technologies.

### **UNIT I: Introduction to Customers (18 Hours)**

Customer - Meaning, Definition, Characteristics, Kinds - Concepts and Context of relationship Management - Evolution - Transactional Vs Relationship Approach - Customer Information Database - Customer Profile Analysis - Customer perception, Expectations analysis - Customer behaviour in relationship perspectives; individual and group customer's - Customer life time value - Selection of Profitable customer segments.

### **UNIT II: CRM and Sales Force Automations (18 Hours)**

CRM - Meaning, Definition, Significance, Features, Elements, Process - CRM technology - Component, Customer life style, Customer interaction - Sales Force Automations (SFA) Definition and need of SFA, barriers to successful SFA, Functionality, Technological aspect of SFA, Data synchronization - Flexibility and performance, Reporting tools.

### **UNIT III: CRM Planning and Implementation (18 Hours)**

Strategic CRM planning process - Implementation issues - CRM Tools- Analytical CRM - Operational CRM - Call Centres - Types of Call Centre - Meaning, Customer interaction, the Functionality, Technological implementation - ACD, IVR, CTI, Web enabling call center, automated intelligent call routing, logging & monitoring. - Role of CRM Managers. Enterprise Marketing Automation (EMA) - Components, marketing campaign, campaign planning and management, business analytic tools, response management.

### **UNIT IV: Customer Satisfaction and Service Quality (18 Hours)**

Customer Satisfaction - Meaning, Definition, Importance, Components - Customer Satisfaction models - Customer Satisfaction Practices - Service quality: Meaning, Definition, Types, Dimensions - Gaps - Measurement Scales. CRM & Employees - Customer Linkage - Factors effecting Employees' Customers oriented behaviours - Service failures - Service recovery management - Customer recall management - Customer experience management.

### **UNIT V: Recent Trends in CRM (18 Hours)**

CRM as a strategic marketing tool - CRM significance to the stakeholders - ECRM- Features of ECRM, Difference between CRM and ECRM- E- CRM Solutions - Data Warehousing - Data mining for CRM - CRM software packages- AI, Voice and Conversational User Interface, IoT. Environmental social and governance - An overview.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
Assessment pattern	MCQs, Seminar, Group Discussion, Peer Group Work, Case study discussion

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

1. Kumar, V., & Reinartz, W. (2018). *Customer Relationship Management: Concept, Strategy, and Tools.*

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

1. Anderson, K., & Kerr, C. *Customer Relationship Management*. McGraw Hill Education.
2. Shaines, G., Jagdish, N., Sheth. (2005). *Customer Relationships Management Strategic Perspective*. Macmillan.

3. Mohamed, H.P., & Sahadevan, A. (2009). *Customer Relation Management*, Vikas Publishing.
4. Buttle, F. (2019). *Customer Relationship Management: Concepts & Tools*, Elsevier.

### Websites and eLearning Sources

1. [https://www.academia.edu/24363554/Customer\\_relationship\\_management](https://www.academia.edu/24363554/Customer_relationship_management)
2. <https://dmi.gov.in/>
3. [www.academia.edu](http://www.academia.edu)

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	Describe the concepts and significance of customers in business and marketing contexts.	K1
CO2	Demonstrate a comprehensive understanding of Customer Relationship Management (CRM) concepts and realize the importance of sales force automation.	K2
CO3	Exhibit advanced knowledge and skills in strategic CRM planning and the operation and management of call centers.	K3
CO4	Analyze and synthesize advanced concepts in customer satisfaction and service quality enhancing overall customer experiences and organizational success.	K4
CO5	Evaluate the effectiveness and implications of CRM strategies and technologies.	K5

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
3	25UCF33AO01B		Allied Optional - 1: Customer Relationship Management						6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	1	3	3	3	3	1
CO2	3	3	3	2	1	3	3	3	2	1
CO3	3	3	2	2	1	3	3	3	3	1
CO4	3	3	3	3	1	3	3	2	3	1
CO5	3	3	3	3	1	3	3	3	2	1
Mean Overall Score										2.5 (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			
CO1	Know the responsibility of the educated youth.			K1
CO2	Understand the values prescribed under social ethics.			K2
CO3	Apply their minds critically to the various types of cyber-crime.			K3

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)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	2	2	3	3
CO2	3	2	2	2	3	2	2	3	2	2
CO3	2	3	3	3	2	3	3	3	3	3
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

Teaching Methodology	Power point, Assignment and Group discussion
Assessment Methods	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).

CO No.	Course Outcomes		Cognitive Levels (K - Level)	
	CO-Statements			
	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)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	2	2	3	3
CO2	3	2	2	2	3	3	3	3	2	2
CO3	2	2	3	3	2	2	3	3	3	3
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 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/math/profit-and-loss-questions/>
8. <https://www.indiabix.com/>

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

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
3	25USS34SE01		Skill Enhancement Course - 1: Soft Skills						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	2	2	2	3	2	3	2.5
CO2	2	3	3	2	3	3	2	3	2	2	2.5
CO3	2	2	3	3	2	3	3	3	2	2	2.5
CO4	2	2	3	3	2	3	3	3	2	2	2.5
CO5	2	2	3	3	2	3	3	3	2	2	2.5
Mean Overall Score										2.5 (High)	

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

#### கற்றலின் நோக்கங்கள் (Course Objectives)

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

**அலகு-1 : இலக்கியமும் வணிகமும்** (12 மணி நேரம்)

**படினப்பாலை:** சேவடிச் செறிகுறங்கின் (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 புள்ளொழுப் - (பெரும்பாணாற்றுப்படை 155-163), நெய் விலைக் காட்டிப் பசும்பொன் 164 - 166)- கானுறை வாழ்க்கைக் கதநாய் (புறநானூறு 33: 1 - 8) - முள் எயிற்றுப் பாண்மகள் (ஜங்குறுநாறு 47-49) - கதழ்கோல் உமணர்- (அகநானாறு 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, மூல்லையும் பூத்தன (குறுந்தொகை - 221) - முள்ளெயிற்றுப்பாண்மகள் (ஜங்குறுநாறு- புலவிப்பத்து (47)- கான் உறைவாழ்க்கை (புறநானூறு 33-1-7) சிறுகுழு துயல்வரும் காதில், பணைத்தோள் (பெரும்பாணாற்றுப்படை, (161-168) - தேனெய்யொடு கிழங்கு மாறியோர் (பொருநராற்றுப்படை, (214 - 221)

**போக்குவரத்துச் சாதனங்கள்:** கொடுநுகம் நுழைந்த கணைக்கால் அத்தரி, (அகநானாறு 120:10-11,350:6-7) - கழிச்சேறு ஆடிய கணைக்கால் அத்தரி (நற்றிணை 278: 7-9) - விளரி பரந்த கண்ணெடு மருங்கின் (அகநானாறு 89:9-14)- அணங்குடை முந்தீர் பரந்த செருவின் (அகநானாறு 207:1-6)-சரிகை நுழைந்த சுற்றுவீங்கு 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) வினைத்திட்பம், 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 (அகநானாறு 255:1-6) – யவனர் நன்கலம் தந்ததன் கமழ்தேறல் , (புறநானாறு 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 (அகநானாறு 10:8-13)- அகலங்காடி யசை நிழற் (நற்றிணை 258:7-10) – வான் இயைந்த இகுமுந்தீரப் (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), காணாளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
மதிப்பீட்டு முறைகள் (Assessment methods)	இயங்கலைத்தேர்வு (Online Test), ஒப்படைவு (Assignment), வினாடி வினா (Quiz), கருத்துரை (Seminar)

#### பாடநூல்கள்:

- வணிகத்தமிழ் (2025), தமிழாய்வுத்துறை, தூயவளனார் கல்லூரி
- ஸ்ரீதர கணேசன், (2016), உப்பு வயல், நியூ செஞ்சரி புக்லைவுஸ்

#### பார்வை நூல்கள்:

- கிருஷ்ணன்.எஸ் (மொ.பெ), (2015), பழந்தமிழர் வணிகர்கள், கிழக்குப்பதிப்பகம்.
- கணியன் பாலன், (2016), பழந்தமிழர் சமுதாயமும் வரலாறும், எதிர் வெளியீடு
- நரசம்யா. (2005), கடல் வழி வணிக வரலாறு, பழனியப்பா பிரதர்ஸ்
- வேங்கடசாமி. மயிலை சீனி., (2011), பழங்காலத் தமிழர் வாணிகம், நியூ செஞ்சரி புக் லைவுஸ்

#### 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 <b>இப்பாடத்தின் நிறைவில் மாணவர்கள்</b>	Cognitive Levels (K -Levels)		
			CO-1	CO-2
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)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Scores of COs
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

<b>Course Objectives</b>				
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 santé
7. Lexique – les corps et la santé, 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/>

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

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)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	2	2	1	3	2	1	2	2
CO2	2	2	2	3	1	2	2	2	2	2.0
CO3	2	3	2	3	3	2	2	3	1	1
CO4	3	3	3	2	3	3	1	2	2	2.4
CO5	3	2	2	3	2	2	2	1	1	2
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. Paryavarana 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. Sadanand Bosalae. (2022). *kavya sarang*. Rajkamal Prakashan.
2. Kamathaprasad Gupt, M. (2021). *Hindi Vyakaran*. Anand Prakashan.
3. Dr. Sanjeev Kumar Jain. (2022). *Anuvad: 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/>

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

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-kalidasan plays in Sanskrit	
To coach students in Sanskrit morphology	
To acquaint students with the structures of Sanskrit syntax	
To impart communicative skills in Sanskrit by training in the functional aspects of the language	

**UNIT I** (12 Hours)

Samskrita Vyavahara sahasri vakiya Prayogaha

**UNIT II** (12 Hours)

Lot Lakaarah, Prayaogh Kartari Vaakyaani

**UNIT III** (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Suffixs

**UNIT IV** (12 Hours)

Karnabhaaram, Naatakasya Visistyam

**UNIT V** (12 Hours)

Samskrita Racanani Vubhavoga

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises
Assessment Methods	Seminar, Quiz, Group Discussion.

#### Books for Study:

1. Karnabhavam & Literature Language
2. Dhaatu Manjari
3. Samskrita Vyavahara Sahasri (A Collection of One Thousand Sentances), Samskrita 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. Samskrita Bharathi, Aksharam 8 th cross, 2<sup>nd</sup> phase Giri nagar Bangalore Vadatu sanskritam – Samaskara Bindhu 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.learnsanskrit.org/guide/verbs-1/karmani-and-bhave-prayoga/>
3. <https://ia902903.us.archive.org/7/items/in.ernet.dli.2015.102820/2015.102820.The-Sanskrit-Drama-In-Its-Origin-Development-Theory-And-Practice.pdf>
4. [https://archive.org/details/oafi\\_karna-bharam-karnas-burden-of-bhasa-with-dr.-sudhakar-malaviya-gokuldas-sanskrit](https://archive.org/details/oafi_karna-bharam-karnas-burden-of-bhasa-with-dr.-sudhakar-malaviya-gokuldas-sanskrit)
5. <https://sanskritwisdom.com/composition/essays/sanskrit-language/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K -Levels)
	On successful completion of this course, students will be able to	
<b>CO1</b>	Understand human behaviors by studying dramas	<b>K1</b>
<b>CO2</b>	Remember and identifying Mahabharata characters and events	<b>K2</b>
<b>CO3</b>	Apply the morals learnt in day-to-day life	<b>K3</b>
<b>CO4</b>	Appreciate ancient Sanskrit dramas	<b>K4</b>
<b>CO5</b>	Create new conversational sentences and to Improve self-character (Personality Development)	<b>K5</b>

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	
<b>CO1</b>	2	2	2	2	3	3	3	3	3	2	2.4
<b>CO2</b>	2	2	3	3	2	3	2	3	3	2	2.5
<b>CO3</b>	3	3	2	3	2	1	1	3	3	3	2.4
<b>CO4</b>	2	2	3	2	3	3	3	3	2	3	2.6
<b>CO5</b>	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:**

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

**Websites and eLearning Sources:**

1. Environmental economics: Principles, practices, and FAQs
2. [https://www.youtube.com/watch?v=0njo\\_b6yHw](https://www.youtube.com/watch?v=0njo_b6yHw)
3. Market-based approaches to environmental policy  
<https://www.youtube.com/watch?v=3dBgmgsS6RA>
4. <https://www.udemy.com/course/business-communication-for-technical-professionals>
5. Green Business: The Path to Zero Carbon Capitalism | Nyleve Henry | TEDxCrenshaw  
<https://www.youtube.com/watch?v=FM6DXMWuNQ8>
6. A Disruptive New Model for Corporate Sustainability and ESG | Georgia Elliott-Smith  
<https://www.youtube.com/watch?v=HyDteUfammQ>

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

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/week	Credits
4	25UCF43CC09	Core Course - 9: Strategic Financial Management - 2	5	4

Course Objectives	
To Understand decision making related to breaking even of costs and profits of a single product or a product mix.	
To Comprehend concepts related to marginal analysis or short-run decision making related to costs and pricing.	
To Understand various pricing methodologies and effect of demand and supply on pricing.	
To Comprehend the concepts in the enterprise risk management framework provided by the COSO (Committee of Sponsoring Organizations of the Treadway Commission) and its limitations.	
To Develop an understanding of present value techniques useful in investment decision making and conduct a risk analysis of such investments.	

### **UNIT I: Decision Analysis & Marginal Analysis (15 Hours)**

Cost/volume/profit analysis - Breakeven analysis - Profit performance and alternative operating levels - Analysis of multiple products - Sunk costs, opportunity costs and other related concepts - Marginal costs and marginal revenue- Special orders and pricing - Make versus buy - Sell or process further- Add or drop a segment - Capacity considerations

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

Pricing methodologies - Target costing - Elasticity of demand - Product life cycle considerations - Market structure considerations – Regulations on pricing practices

### **UNIT III: Enterprise Risk management (15 Hours)**

Types of risk - Risk identification and assessment - Risk mitigation strategies - Managing risk

### **UNIT IV: Investment Decisions (15 Hours)**

Capital budgeting process: Stages of capital budgeting - Incremental cash flows - Income tax considerations – Net present value, internal rate of return, comparison of NPV and IRR - Payback and discounted payback Risk analysis in capital investment

### **UNIT V: Professional Ethics (15 Hours)**

Business Ethics - Types of Business Fraud - Ethical considerations for management accounting and financial management professionals - Ethical considerations for the organization - Governmental and International Implications for Organizational Ethics -Sustainability and social responsibility - Peer Pressure, Groupthink Behavior, Legal Behavior vs Ethical Behavior - Data Ethics and Principles - Governmental Data Protection Regulations

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

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

1. Strategic Financial Management, Part 2. HOCK International.
2. Strategic Financial Management, Part 2. Miles Education Book.

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

1. Horngren, C., Datar, S. & Rajan, M. (2017). *Cost Accounting: A Managerial Emphasis*. Pearson.
2. COSO. (2017). *The Committee of Sponsoring Organizations of the Treadway Commission, Enterprise Risk Management - Integrated Framework*.
3. Brealey, R., Myers, S. & Allen, F. (2013). *Principles of Corporate Finance*. McGraw Hill.
4. Van Horn, J. & Wachowicz, J. (2013). *Fundamentals of Financial Management*. Pearson.

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
<b>CO1</b>	Develop an understanding of the calculations related to decision making like Cost/volume/profit analysis and marginal analyses.		<b>K1</b>	
<b>CO2</b>	Comprehend concepts of sunk costs, opportunity costs, marginal costs and marginal revenue.		<b>K2</b>	
<b>CO3</b>	Understand various pricing methodologies, target costing, elasticity of demand and market structure considerations.		<b>K3</b>	
<b>CO4</b>	Identify and evaluate the types of risk, risk mitigation strategies and managing risk.		<b>K4</b>	
<b>CO5</b>	Gain an in-depth understanding of the ethical considerations for management accounting and financial management professionals as well as ethical considerations For the organisation.		<b>K5</b>	

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
4	<b>25UCF43CC09</b>		<b>Core Course - 9: Strategic Financial Management - 2</b>					5	4		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
<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	1	3	3	3	3	1	<b>2.4</b>
<b>CO4</b>	3	2	3	2	2	3	3	3	2	1	<b>2.4</b>
<b>CO5</b>	3	2	2	3	1	3	3	3	3	1	<b>2.4</b>
<b>Mean Overall Score</b>									<b>2.3 (High)</b>		

Semester	Course Code	Title of the Course	Hours/week	Credits
4	25UCF43CC10	Core Course - 10: Business Analytics (Internship Embedded Course)	2	2

Course Objectives
To understand basic knowledge in business analytics
To know the basics of PowerBI
To understand data visualization and data mining
To utilize various approaches of decision modelling
To Apply the features of MS Excel for analytics.

### UNIT I: Introduction to Business Analytics (6 Hours)

Business analytics – Meaning – Importance and Challenges of Business analytics - Defining, communicating, delivering and measuring values – Quantifying value of business analytics – Benefits Vs Values. Business analytics model: Graphical model, spreadsheet model, Algebraic model - overview of business analytics

### UNIT II: Big Data Analytics (6 Hours)

Data mining and Data warehouse- Visualization/ Data Issues Organization/sources of data Importance of data quality - Dealing with missing or incomplete data- Data Classification - introduction to data mining-data mining process – Decision modelling.

### UNIT III: Power BI (6 Hours)

Introduction to Power BI – Working with data – Importing from flat files, excel files, other sources – PowerPivot data types – Column operations - Table relationship – PowerPivot data analysis – PivotTable and PivotChart – Slicers – Dashboard Implementation – Dates, hierarchies, and perspectives – Data Analysis Expressions – Introduction to Power Query – Introduction to Power View – Power View visualizations – Power View filtering options – Introduction to Power Map – Preparing geospatial data – Publish from Power BI desktop – Publish Dashboard to Web

### UNIT IV: Formatting of Excel Sheets (6 Hours)

Use of Excel Formulae Function, Advanced Modelling Techniques, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, lookups, pivot tables.

### UNIT V: Data analysis and Decision-making (6 Hours)

Data analysis and Decision-making using Excel - What IF analysis – Regression Model.

Teaching Methodology	Lecturing, PPT, Case study discussions, Practical and live Hands-on Training and flipped learning.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

#### Books for Study:

1. Rao, P. H. (2013). *Business Analytics an Application Focus*. PHI Learning Private Limited.
2. Powell, B. & Deckler, G. (2022). *Mastering Microsoft Power BI: Expert techniques to create interactive insights for effective data analytics and business intelligence*, (2nd Ed.). Packt Publishing.

#### Books for Reference:

1. Ohri, A. (2012). *R for Business Analytics*. Springer.
2. Fairhurst, D. S. (2015). *Using Excel for Business Analytics, A guide to Financial ModellingFundamentals*. John Wiley & Sons Singapore Pte. Ltd.
3. Winston, W. L. (2014). *Marketing Anaytics- Data Driven Techniques with Microsoft Excel*. JohnWiley & Sons Singapore Pte. Ltd.

#### Websites and eLearning Sources:

1. <https://support.microsoft.com/en-gb/excel>
2. <https://www.excel-easy.com>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
<b>CO1</b>	Enumerate and explain the functions and tools of PowerBI and MS Excel from Analytics perspective.		<b>K1</b>	
<b>CO2</b>	Apply PowerBI and Excel tools for analysing data.		<b>K2</b>	
<b>CO3</b>	Analyze data pertaining to Finance, HR and Marketing Activities.		<b>K3</b>	
<b>CO4</b>	Estimate and forecast the trends of Financial, HR and Marketing performances.		<b>K4</b>	
<b>CO5</b>	Develop Business Analytics Models		<b>K5</b>	

Relationship Matrix										
Semester	Course Code	Title of the Course					Hours	Credits		
4	25UCF43CC10	Core Course - 10: Business Analytics (Internship Embedded Course)					2	2		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	2	2	3	3	2	1	1
<b>CO2</b>	3	3	3	2	2	3	2	1	2	1
<b>CO3</b>	3	3	3	3	2	3	2	1	2	1
<b>CO4</b>	3	3	3	3	2	3	2	2	2	1
<b>CO5</b>	3	3	3	3	2	3	2	2	2	1
Mean Overall Score										<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours/week	Credits
4	25UCF43CP01	Core Practical - 1: Business Analytics	1	1

Course Objectives
To understand basic knowledge in business analytics
To know the basics of Power BI
To understand data visualisation and data mining
To utilise various approaches of decision modelling
To Apply the features of MS Excel for analytics.

### UNIT 1: Introduction to Business Analytics (3 Hours)

Business analytics – Meaning – Importance and Challenges of Business analytics - Defining, communicating, delivering and measuring values – Quantifying value of business analytics – Benefits Vs Values. Business analytics model: Graphical model, spreadsheet model, Algebraic model - overview of business analytics.

### UNIT 2: Big Data Analytics (3 Hours)

Data mining and Data warehouse- Visualization/ Data Issues Organization/sources of data Importance of data quality - Dealing with missing or incomplete data- Data Classification - introduction to data mining-data mining process – Decision modelling.

### UNIT 3: PowerBI (3 Hours)

Introduction to PowerBI – Working with data – Importing from flat files, excel files, other sources – PowerPivot data types – Column operations - Table relationship – PowerPivot data analysis – PivotTable and PivotChart – Slicers – Dashboard Implementation – Dates, hierarchies, and perspectives – Data Analysis Expressions – Introduction to Power Query – Introduction to Power View – Power View visualizations – Power View filtering options – Introduction to Power Map – Preparing geospatial data – Publish from Power BI desktop – Publish Dashboard to Web

### UNIT 4: Formatting of Excel Sheets (3 Hours)

Use of Excel Formulae Function, Advanced Modelling Techniques, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, lookups, pivot tables

### UNIT 5: Data Analysis and Decision-Making (3 Hours)

Data analysis and Decision-making using Excel - What IF analysis – Regression Model.

Teaching Methodology	Lecturing, PPT, Practical and live Hands-on Training
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

#### Books for Study:

1. Rao, P. H. (2013). *Business Analytics an Application Focus*. PHI Learning Private Limited.
2. Powell, B. & Deckler, G. (2022). *Mastering Microsoft Power BI: Expert techniques to create interactive insights for effective data analytics and business intelligence*, (2<sup>nd</sup> Ed.). Packt Publishing.

#### Books for Reference:

1. Ohri, A. (2012). *R for Business Analytics*. Springer.
2. Fairhurst, D. S. (2015). *Using Excel for Business Analytics, A guide to Financial ModellingFundamentals*. John Wiley & Sons Singapore Pte. Ltd.
3. Winston, W. L. (2014). *Marketing Anaytics- Data Driven Techniques with Microsoft Excel*. JohnWiley & Sons Singapore Pvt. Ltd.

#### Websites and eLearning Sources:

1. <https://support.microsoft.com/en-gb/excel>
2. <https://www.excel-easy.com>
3. <https://docs.microsoft.com/en-us/power-bi/guided-learning/>
4. <https://datasetsearch.research.google.com>
5. <https://hbr.org/topic/data-analytics>

<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>	Enumerate and explain the functions and tools of PowerBI and MS excel from Analytics perspective.	<b>K1</b>
<b>CO2</b>	Apply PowerBI and Excel tools for analysing data.	<b>K2</b>
<b>CO3</b>	Analyze data pertaining to Finance, HR and Marketing Activities.	<b>K3</b>
<b>CO4</b>	Estimate and forecast the trends of Financial, HR and Marketing performances.	<b>K4</b>
<b>CO5</b>	Develop Business Analytics Models	<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>25UCF43CP01</b>		<b>Core Practical - 1: Business Analytics</b>						<b>1</b>	<b>1</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</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	3	3	2	1	1
<b>CO2</b>	3	3	3	2	2	3	2	1	2	1
<b>CO3</b>	3	3	3	3	2	3	2	1	2	1
<b>CO4</b>	3	3	3	3	2	3	2	2	2	1
<b>CO5</b>	3	3	3	3	2	3	2	2	2	1
<b>Mean Overall Score</b>										<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours/week	Credits
4	25UCF43CC11	Core Course - 11: Business Laws	3	2

Course Objectives
Gain exposure on the frame work of Indian Contract Act.
Know the significant aspects of contingent contracts and special contracts.
Familiarize with Bailment and Pledge through case studies.
Assimilate various kinds of Agencies.
Acquaint with the Sale of Goods Act 1930.

### **UNIT I: Indian Contract Act, 1872 (9 Hours)**

Offer and Acceptance, Capacity of Parties, Free Consent, Essentials of a Contract, Void Agreements and Contingent Agreements, Performance and Discharge, Remedies for Breach and Quasi Contracts, Consideration and Legality of Object.

### **UNIT II: Special Contracts (9 Hours)**

Contingent Contract- Performance and discharge of contract – Remedies for breach of contract – Quasi contract Special Contracts: Contract of Indemnity and Guarantee – Distinction between Indemnity and Guarantee- Kinds of guarantee – Rights of Surety-Discharge of surety.

### **UNIT III: Bailment and Pledge (9 Hours)**

Bailment and Pledge (sec 148 to 181) - Classification - Duties and rights of bailor and bailee -Finder of goods - Termination of bailment - Pledge - Differences between bailment and Pledge-Rights and duties of pawnor and pawnee –Pledge of non-owners.

### **UNIT IV: Law of Agency (9 Hours)**

Law of Agency (Sec. 182 to 238) - Definition - Various kinds of Agencies - Agents by Estoppels – Agency by Ratification - Rights and duties of principal and agent - Termination of Agencies.

### **UNIT V: Sale of Goods Act (9 Hours)**

Sale of Goods Act - Difference between Sale and other Disposition of goods - Implied conditions and warranties - Transfer of property in and title to goods - Unpaid Sellers rights - Consumer Protection Act - Definitions - Central & State Consumer Protection Council – Consumer disputes redressal Forum and Commission.

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

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

1. Kapoor, N. D. (2023). *Elements of Mercantile Law*. Sulthan Chand & Sons.

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

1. Kapoor, N. D. (2023). *Business Laws*. Sulthan Chand & Sons.
2. Pillai, R. S. N. & Bagavathi. (2015). *Business Law*. Prentice Hall of India.
3. Kapoor, N. D. (2018). *Elements of Company Law*. Sulthan Chand & Sons.
4. Goal, P. K. (2018). *Business Law for Managers*. Dream Tech Press.
5. Gupta, S. (2017). *Business Law in India*. Prentice Hall of India.

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

1. <https://legislative.gov.in>
2. <https://main.sci.gov.in/judgments>
3. <https://nclt.gov.in> / <https://nclat.nic.in>
4. <https://www.indiacode.nic.in>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Describe the provisions of business and corporate laws		K1	
CO2	Summarise the essentials of valid contract and corporate laws		K2	
CO3	Analyse the challenges of modern business in the light of the legal provisions and Case laws		K3	
CO4	Explain and relate various legal documents connected with business and company Laws		K4	
CO5	Compare and demonstrate the legal aspects of business to comprehend the real time Business process		K5	

Relationship Matrix										
Semester	Course Code		Title of the Course					Hours	Credits	
4	25UCF43CC11		Core Course - 11: Business Laws					3	2	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2	3	2	1	3	2
CO2	3	3	3	3	1	2	3	3	1	2
CO3	2	3	3	3	3	2	2	3	2	3
CO4	3	2	3	3	3	2	3	3	2	3
CO5	3	3	3	3	2	3	3	2	2	2
Mean Overall Score										2.5 (High)
Mean Score of COs										

Semester	Course Code	Title of the Course	Hours/week	Credits
4	25UCF43AO02A	Allied Optional - 2: Research Methodology	6	4

Course objectives
To make students understand the basics of research.
To enhance skill over various techniques of research.
To understand and apply the learned skills of research for business evaluation.
To familiarize students in understanding the ways and means of carrying social science research.
To help students to take-up research towards understanding the core aspects of business and its Application towards planning and expansion.

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

Meaning of research - Objectives of research – Reasons for doing research - Benefits, Importance and significance of research -Types of research - Research approaches - Research methods Versus methodologies - Research process - Criteria of a good research – Qualities of a good researcher - Opportunities and challenges for researchers from Indian perspective- Scope of research in commerce

### **UNIT II: Research Problem, Design and Hypothesis** (18 Hours)

Research Problem - Meaning- Selecting the research problem - Necessity of defining the research problem -Techniques involved in defining a research problem – Research Design - Meaning - Need for Research design - Features of a good design - Important concepts of research design - Types of Research Designs - Hypothesis- Types of hypotheses - Framing of hypotheses.

### **UNIT III: Sampling and Data Collection** (18 Hours)

Population of the study -Census and sample surveys – Sample size- Criteria for determining sample size- Sampling-Types of sampling – Sampling Techniques - Principles and characteristics of Sampling - Criteria for selecting sampling-factors influencing inference of data from sample - Source of data- Primary source and secondary source-Collection of primary data - Observation method Interview method - questionnaire method – Difference between questionnaire and schedule - other methods of data collection – Collection of secondary data.

### **UNIT IV: Data Analysis** (18 Hours)

Data Editing - data validation -Tabulation - Types of Tables. Data processing, analysis and presentation - Testing of hypotheses - Statistical treatment - Descriptive, Z test, T-test, X2 - test, ANOVA, Correlation and Regression - Use of Statistical Packages - Entering data using Spreadsheet - Functions and Formulae.

### **UNIT V: Interpretation and Reporting** (18 Hours)

Interpretation & Report writing - Meaning of interpretation - Need for interpretation - techniques of interpretation - Precaution in interpretation - Significance of report writing - Different steps in writing report - Layout of the research report - Types of reports - Mechanics of writing a research report - Precautions while writing research reports.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

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

1. Kothari, C. R. & Garg, G. (2014). *Research Methodology Methods and Techniques*. New Age International.

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

1. Wilkinson, T. S. & Bhandarkar, P. L. (1999). *Methodology and Techniques of Social Research*. Himalaya Publishing House.
2. Ranganatham, M. & Krishnaswamy, O. R. (2014). *Methodology of Research in Social Sciences*. Himalaya Publishing House.
3. Thakur, D. (Latest Edition), *Research Methodology in Social Sciences*. Deep and Deep.
4. Jain, G. L. (Latest Edition). *Research Methodology*. Mangal Deep.

**Websites and eLearning Sources:**

1. [www.academia.edu](http://www.academia.edu)
2. [https://onlinecourses.swayam2.ac.in/cec20\\_hs17/preview](https://onlinecourses.swayam2.ac.in/cec20_hs17/preview)
3. [https://onlinecourses.nptel.ac.in/noc23\\_ge36/preview](https://onlinecourses.nptel.ac.in/noc23_ge36/preview)

CO No.	Course Outcomes		Cognitive Level (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Understand the basic concepts of research.		K1	
CO2	Be familiar with identification of Research problems and formulation of Research design.		K2	
CO3	Comprehend the sample surveys and sampling procedures.		K3	
CO4	Use suitable method of primary data collection and frame questionnaire and Interview schedule.		K4	
CO5	Apply statistical tools for analysis.		K5	

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	25UCF43AO02A		Allied Optional - 2: Research Methodology							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	1	2	2	3	2	1	2	2	2.0
CO2	3	3	3	2	2	2	3	3	2	1	2.4
CO3	3	3	3	2	1	2	3	3	2	1	2.3
CO4	3	3	3	2	2	3	3	3	2	1	2.5
CO5	3	3	2	2	2	3	3	2	2	2	2.4
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UCF43AO02B	Allied Optional - 2: Labour Laws	6	4

Course Objectives	
To comprehend the concept and meaning of labour, along with the origin of labour laws in India, understanding the categories and objectives of labour laws.	
To analyse the constitutional framework related to labour laws, including the implications of Fundamental Rights under Article 14, 16, 19, 23, 24, 41, 42, 43, and 43A.	
To evaluate the organizational structure, vision, mission, objectives, and functions of the Ministry of Labour and Employment, Govt. of India, Labour Bureau, Shram Suvidha (Labour Law Compliance), and the International Labour Organization.	
To understand the concept and theories of labour welfare, explore specific laws such as the Factories Act 1948, Contract Labour (Regulation and Abolition) Act, 1970, and other legislations related to labour welfare and working conditions.	
To examine the laws governing industrial relations, industrial safety and health, including the Industrial Disputes Act, 1947, Trade Union Act, 1926, and various safety and health legislations, with a focus on understanding SAMADHAN under the Industrial Disputes Act, 1947.	

### UNIT I: Concept of Labour in India

(18 Hours)

Concept and Meaning of Labour -Origin of Labour Laws in India; Labour laws - categories and objectives - Concept of Industrial Jurisprudence -The Constitution of India-Fundamental Rights and Labour Laws - Article 14, 16, 19, 23, 24, 41, 42, 43, 43A and its implications - Labour and Seventh Schedule of the Constitution of India - Entry 22, 23, 24, 55, 61, 65 - Ministry of Labour and Employment, Govt. of India and Labour Bureau - Vision, Mission, Organization, Objectives and Functions -Shram Suvidha (Labour Law Compliance) - objectives -International Labour Organization - Functions and Objectives.

### UNIT II: Law of Labour Welfare and Working Conditions

(18 Hours)

Concept and Theories of Labour Welfare - The Factories Act 1948 (bill 2016); Contract Labour (Regulation and Abolition) Act, 1970 (bill 2018) - The Building and Other Constructions Workers' (Regulation of Employment and Conditions of Service) Act, 1996 - Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 - Visaka Committee report - internal Compliance committee - The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986 (Notification to amend the Schedule (hazardous list) to the Child and Adolescent Labour (Prohibition & Regulation) Act,2017) - Unorganised Workers' Social Security Act 2008 (Unorganised Workers Social Security Rules - Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013.

### UNIT III: Law of Industrial Relations, Industrial Safety and Health

(18 Hours)

Concept of and recent trends in Industrial Relations and Industrial Safety -Industrial Disputes Act, 1947 (bill 2010) and SAMADHAN - Trade Union Act, 1926 (bill 2019) - The Plantation Labour Act, 1951 (bill 2010) - The Industrial Employment (Standing Orders) Act, 1946 (bill 2018)- The Mines Act, 1952, Mines and minerals amendment act 2023 - The Dock Workers (Safety, Health & Welfare) Act, 1990 - National Policy on Safety, Health and Environment at Work -National Policy on HIV-AIDS and the World of Work.

### UNIT IV: Law of Social Security

(18 Hours)

Concept of Social Security; The Payment of Gratuity Act, 1972 - The Employees Compensation Act, 1923 - Employees Compensation (Amendment) Act, 2017- The Employees State Insurance Act, 1948 - The Employees Provident Fund & Miscellaneous Provisions Act, 1952 - The Maternity Benefit Act, 1961 - Maternity Benefit (Amendment) Act,2017- Paternity Benefits - The Personal Injuries (Emergency) Provisions Act, 1962.Protection of Gig workers

### UNIT V: Law of Wages, Employment and Training

(18 Hours)

Concept of Wage - The Payment of Wages Act 1936 (The Payment of Wages (Amendment) Act, 2017 - Wage Code Act 2020 -The Payment of Bonus Act, 1965 - The Payment of Bonus (Amendment) Rules, 2016 - The Minimum Wages Act, 1948 - The Employment Exchanges (Compulsory Notification of Vacancies), Act 1959. Equal Remuneration Act, 1976 - Apprentices Act, 1961, Code on Wages 2019.

<b>Teaching Methodology</b>	Lecturing, PPT, Case study discussions, and flipped learning
<b>Assessment Pattern</b>	MCQs, Case Study discussion, Seminar, Peer Group Work, Mini Projects

### Books for Study:

1. Singh, A., Kaur, H. (2022). *Introduction to Labour and Industrial Laws*, (1st Ed.) Lexis Nexis.
2. N.D. Kapoor: *Handbook of Industrial Law*, 2019; Sultan Chand & Sons, New Delhi

### Books for Reference:

1. Malik, P.L. (2020). *Handbook of Labour and Industrial Laws (Pocket)*, (4th Ed.). Eastern Book Company, Lucknow.
2. Misra, S.N. (2023). *Labour and Industrial Law*; Central Law Publication, (29th Ed.).
3. *Labour Laws and Practice* (Module 3, Elective Paper), *Study Material, The Institute of Company Secretaries of India* (December 2019), New Delhi.

### Websites and eLearning Sources:

1. <https://labourlawreporter.com/>
2. <https://www.ilms.academy/products/certificate-course-on-labour-law>
3. <https://www.icsi.edu/media/webmodules/publications/7.%20Industrial,%20Labour%20and%20General%20Laws.pdf>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, the students will be able to			
<b>CO1</b>	Understand the origin and objectives of labour laws in India.		<b>K1</b>	
<b>CO2</b>	Analyse the constitutional implications of Fundamental Rights related to labour laws.		<b>K2</b>	
<b>CO3</b>	Explore key entities and their objectives in the field of labour management.		<b>K3</b>	
<b>CO4</b>	Comprehend labour welfare and working condition laws, focusing on key legislations.		<b>K4</b>	
<b>CO5</b>	Examine laws related to industrial relations, safety, and health, emphasising the Industrial disputes act, 1947, and samadhan.		<b>K5</b>	

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
4	25UCF43AO02B		Allied Optional - 2: Labour Laws						6	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	2	3	3	2	2	3	3	2	2	2
<b>CO2</b>	2	2	3	3	2	3	3	3	2	2
<b>CO3</b>	2	3	3	2	3	2	2	3	3	2
<b>CO4</b>	2	2	3	3	2	2	3	3	3	2
<b>CO5</b>	2	3	2	3	2	2	3	2	3	3
<b>Mean Overall Score</b>										<b>2.5 (High)</b>
Mean Score of COs										

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 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>

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

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

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	

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

<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).

CO No.	Course Outcomes		Cognitive Levels (K - Level)	
	CO-Statements			
	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)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	2	2	3	3
CO2	3	2	2	2	3	3	3	3	2	2
CO3	2	2	3	3	2	2	3	3	3	3
Mean Overall Score										2.6 (High)

Semester	Course Code	Title of the Course	Hours/week	Credits
4	25UCF44SE02	Skill Enhancement Course - 2: Quantitative Aptitude	2	1

Course Objectives
To help the students recall all the basic principles in all the topics
To equip the students with the short cuts and other techniques of dealing with Quantitative problem
To prepare the students to face aptitude tests in placement and other situations with confidence.

### UNIT I: Averages (6 Hours)

Number System - Averages of numbers - Average of single group - addition or deletion of items - Comprising the average of two groups- Ratio and proportion: real life problems – Partnership –Profit sharing

### UNIT II: Percentages (6 Hours)

Percentages- converting fractions to percentages - Converting percentages into fractions and simple problems based on percentages. Profit and Loss - Relationship between Cost price - selling price Profit - Loss and marked price.

### UNIT III: Time and Work (6 Hours)

Time and work- simple problems including pipes- Time and distance- Problems on trains – Problems on Boats and streams.

### UNIT IV: Simple and Compound Interest (6 Hours)

Simple and compound interest - The relation and difference between them over different periods- Depreciation-Annuity.

### UNIT V: Data Interpretation (6 Hours)

Data interpretation understanding data given in a tabulated format-bar diagrams pie charts and Line graphs and interpreting the same according to requirements.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

#### Books for Study:

1. Aggarwal, R. S. (latest edition). *Quantitative Aptitude for Competitive Examinations*, (7<sup>th</sup> Ed.). S. Chand of Company Private Ltd.

#### Books for Reference:

1. Verma, S. K. (2020). *How to Prepare for Quantitative Aptitude for CAT*, (10th Ed.). Arihant Publications.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Recall fundamental principles across various topics	K3
CO2	Identify shortcuts and techniques for skillfully resolving quantitative problems.	K4
CO3	Apply acquired skills confidently when tackling aptitude tests in placement and Various scenarios.	K5

Relationship Matrix										
Semester	Course Code	Title of the Course						Hours	Credits	
4	25UCF44SE02	Skill Enhancement Course - 2: Quantitative Aptitude						2	1	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	2	2	2	3	2	2	2	2
CO2	2	2	1	3	2	2	3	2	2	2
CO3	2	3	3	2	1	2	2	3	3	2
Mean Overall Score										2.1(Medium)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UCF44SL03	Self Learning: Basics of Excel	0	2

Course Objectives
To learn various options of a MS Excel applied in business situation
To learn Excel tools for interpretation and decision making
To learn various techniques of present, analyse data by using pivot tables and charts
To demonstrate MS Excel functions to analysing data
To learn how to design worksheet models for various forms of business applications

### **UNIT I: Manage Workbook Options and Settings**

Create Worksheets and Workbooks -Navigate in Worksheets and Workbooks -Format Worksheets and Workbooks- Customize Options and Views for Worksheets and Workbooks -Configure Worksheets and Workbooks for Distribution

### **UNIT II: Apply Custom Data Formats and Layouts**

Apply Custom Data Formats and Validation - Apply Advanced Conditional Formatting and Filtering - Create and Modify Custom Workbook Elements

### **UNIT III: Create Tables and Data Analysis with Excel**

Manage Table Styles and Options -Filter and Sort a Table; Statistical and Financial functions – Creation of Charts- What-if analysis: Goal Seek, Data table and Scenario Manager-Pivot table and Pivot charts – Data analysis tool – Significance of Designing Spreadsheet; Statistical and financial models in Excel.

### **UNIT IV: Perform Operations with Formulas and Functions**

Summarize Data by using Functions-Perform Conditional Operations by using Functions-Format and Modify Text by using Functions-Create advanced formulas

### **UNIT V: Create Charts and Objects**

Create charts - Format charts-insert and format objects - Creating advanced charts and tables -Application of charts and objects in Business Analytics

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

1. Jain, R. (2021). *A to Z of MS EXCEL, A Book for Learners and Trainers.* Amazon Digital Services.

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

1. Basedin, A. (2023). *MS Excel Bible, Save Your Time with MS Excel!* Amazon.
2. LeCorps, R. (2002). *Microsoft Excel Fundamentals, A Practical Workbook for Small Businesses.* R G L Learning.
3. Urban, C. (2016). *Advanced Excel for Productivity.* Cris Urban.
4. Holman, J. P. (2006). *What Every Engineer Should Know About Excel (What Every Engineer Should Know).* CRC Press.
5. Fairhurst, D. S. (2015). *Using Excel for Business Analytics, A guide to Financial Modelling Fundamentals.* John Wiley & Sons.
6. Wayne, L. W. (2014). *Marketing Analytics- Data Driven Techniques with MicrosoftExcel.* John Wiley & Sons.

#### **Website and eLearning Source:**

1. <https://www.microsoft.com/en-in/microsoft-365/excel>
2. <https://cma.mileseducation.com>

CO No.	Course Outcomes		Cognitive Levels (K - Level)	
	CO-Statements			
	On Successful completion of this course, students will be able to			
CO1	Describe the various options of MS Excel applied in business situations		K1	
CO2	Apply excel tools for interpretation and decision making		K2	
CO3	Present analyze data in desired format using pivot tables and charts		K3	
CO4	Illustrate MS Excel skills for analyzing data		K4	
CO5	Design worksheet models for various forms of business applications		K5	

Relationship Matrix										
Semester	Course Code		Title of the Course					Hours	Credits	
4	25UCF44SL03		Self Learning: Basics of Excel					0	2	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	1	1	3	2	3	2	3
CO2	1	2	3	2	3	2	3	2	3	2
CO3	2	3	2	1	2	3	3	2	2	3
CO4	1	2	2	2	3	1	3	2	2	3
CO5	1	2	2	3	1	2	3	2	2	3
Mean Overall Score										2.2 (High)

Semester	Course Code	Title of the Course	Hours/week	Credits
5	25UCF53CC12	Core Course - 12: Income Tax	5	3

Course Objectives
To understand the basic concepts & definitions under the Income Tax Act, 1961.
To compute the residential status of an assessee and the incidence of tax.
To compute income under the head salaries.
To learn the concepts of Annual value associated deductions and the calculation of income from House property.
To compute the income from Business & Profession considering its basic principles & specific disallowances.

### **UNIT I: Introduction of Direct Taxation (15 Hours)**

Definitions of Previous Year, Assessment Year, Persons, Assessee, Income and Gross Total Income, Capital and Revenue Receipts and Capital and Revenue Expenditures- Residential status and Incidence of Tax- Income exempt under sec.10.

### **UNIT II: Income from Salary (15 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 – Deduction U/S 16

### **UNIT III: Income from House Properties (15 Hours)**

Taxable Income From house properties - Meaning of GAV and NAV - Types of House Property - Deductions- Computation of Income from House Property and tax liability.

### **UNIT IV: Income from Business or Profession (15 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: Computation of Capital Gains and Income from other Sources (15 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. Types of returns – filing of returns – e filing.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

### **Theory 20% & Problem 80%**

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

1. Singhania, V. K. & Singhania, M. (2024). *Students Guide to Income Tax*. Taxmann Publications Pvt. Ltd. (Relevant Assessment Year).

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

1. Prasad, B. *Income Tax Law and Practice*. Wishwa Prakashan, (Latest Edition).
2. Hariharan, N. (Latest Edition). *Income Tax Law and Practice*. McGraw-Hill Management.
3. Reddy, T. S. & Reddy Y. H. P. (Latest edition). *Income Tax Law and Practice*. Margham Publications.
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/>

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 fundamentals of Income Tax Act, 1961 and its amendments	<b>K1</b>
<b>CO2</b>	Describe the elements of capital gains and compute income from the other Sources	<b>K2</b>
<b>CO3</b>	Assess taxable income from salary	<b>K3</b>
<b>CO4</b>	Calculate taxable income from different types of house properties	<b>K4</b>
<b>CO5</b>	Determine taxable income from business and profession	<b>K5</b>

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	25UCF53CC12		Core Course - 12: Income Tax							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	
<b>CO1</b>	2	2	2	2	2	3	2	2	2	2	<b>2.1</b>
<b>CO2</b>	2	1	2	3	2	2	3	2	2	2	<b>2.1</b>
<b>CO3</b>	2	3	3	2	2	2	2	3	3	2	<b>2.4</b>
<b>CO4</b>	2	2	3	2	1	2	3	2	3	2	<b>2.2</b>
<b>CO5</b>	2	3	2	2	2	2	2	2	2	3	<b>2.2</b>
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	25UCF53CC13	Core Course - 13: Human Resource Management	4	2

Course Objectives
To learn the principles of Human resource management
To explore the components of Job evaluation techniques, compensation policies and procedures
To understand the various methods of recruitment, training and development
To familiarize the factors influencing employee relations and grievance handling mechanisms
To acquaint the Employee empowerment in Indian and Global Scenario.

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

HR- Procurement - Job Analysis-meaning and process- Job Specification – Job Description - 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 – Interview – types of interview - Placement, Orientation and Socialization.

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

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

### **UNIT IV: Evaluation and Compensation (12 Hours)**

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: Maintenance (12 Hours)**

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.

<b>Teaching Methodology</b>	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
<b>Assessment Methods</b>	MCQs, Snap Test, Peer Work, Group Work.

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

1. Pravin, D. (2020). *Human Resource Management*, (2nd Ed.). Pearson Education. Delhi

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

1. Mamoria, C. B. & Gankar, S. V. (2008). *Human Resource Management*. Himalaya Publishing House.
2. Monappa, A. & Saiyadain, M. (2001). *Personnel Management*. Mc-Graw Hill Education.
3. DeCenzo, D. A. & Robbins, S. P. (2001). *Fundamentals of Human Resource Management*. John Wiley and Sons.

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

1. <https://hbr.org/topic/human-resources>
2. <https://www.shrm.org/resourcesandtools/pages/default.aspx>
3. <https://www.thecasecentre.org/educators/ordering/selecting/featuredcases/HumanResourceManagement>
4. <https://labour.gov.in/>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Gain exposure on the principles and practices of Human resource management.		K1	
CO2	Understand various aspects of recruitment.		K2	
CO3	Assimilate various dimensions of training and development.		K3	
CO4	Knows significant features of Job evaluation techniques and compensation Policies and procedures.		K4	
CO5	Be familiar with various factors influencing motivation and different mechanisms available for grievance handling.		K5	

Relationship Matrix										
Semester	Course Code	Title of the Course							Hours	Credits
5	25UCF53CC13	Core Course - 13: Human Resource Management							4	2
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2	3	2	2	2	2
CO2	2	1	2	3	2	2	3	2	2	2
CO3	2	3	3	2	2	2	2	3	3	2
CO4	2	2	3	2	1	2	3	2	3	2
CO5	2	3	2	2	2	2	2	2	2	3
Mean Overall Score										2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	25UCF53CC14	Core Course - 14: Tally Prime	3	2

Course Objectives
To describe the basics of accounting packages and create, alter and delete companies, accounting Groups and ledgers.
To classify the accounting transactions while entering in the appropriate accounting vouchers
To analyze various masters and vouchers and extract accounting and inventory reports.
To process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.
To summarize the work in the real time computerized business environment as an accountant or a store keeper.

### **UNIT I: Accounting Masters (9 Hours)**

Tally Prime: Introduction - Data Path-Company Menus (F3): Creation, alteration, deletion, select company and shut company : Features - Accounts only Company- Menus in Gateway of Tally (Accounts only Mode) Masters:( Create, alter and Chart of accounts Groups): Primary and Secondary Groups in Tally Prime : 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 - Introduction - Business Transactions - Accounting Vouchers - Receipt, Contra, Payment, Purchase, Sales, Debit Note, Credit Note, Journal - Activation of inactive vouchers. Extraction of Day Book and Trial Balance

### **UNIT II: Inventory Masters, Purchase and Sales 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-Batchwise 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 III: Receivable and Payable Management, Cost Centre and Budgets (9 Hours)**

Accounts Receivable and Payable Management in Tally PRIME - Maintenance of Bill wise details and activation of interest calculation in Tally PRIME- Enabling Features and Configurations- activating Billwise maintenance and Interest calculation for Ledgers - Method of adjustments in Billwise details in Recording transactions- Extracting Reports on Outstandings and Interest Calculations - Recording interest payable/receivable through credit note/debit note voucher. 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 Groupwise and ledgerwise budgets-Viewing variances in Financial statements and Trial Balance Budgets: Creation of Budgets, Recording Transactions, display budgets and variance reports.

### **UNIT IV: GST and TDS (9 Hours)**

GST in Tally PRIME - Enabling GST - Defining Tax Rates at Master and Transaction Levels - Hierarchy of applying Tax rate details Recording GST applied Transactions in Accounting Vouchers. Activation of TDS in Tally PRIME - 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.

### **UNIT V: Payroll, MIS Reporting and Management of Business Data (9 Hours)**

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 - MIS Reporting: Balance sheet, profit & loss, trial balance, stock summary, accounting report, inventory report, statutory report, exceptional reports, depth analysis of the MIS. - 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 and Creation of Models, flipped learning, and LMS based online classes.
<b>Assessment Methods</b>	MCQs, Snap Test, Peer Work, Group Work.

### Books for Study:

1. Sarthi, T. (2021). *Basic Accounting & Inventory Tally Prime Book*. Notion Press.

### Books for Reference:

1. Behera, S. R. (2020). *Learn Tally ERP 9*. B. K. Publication Pvt Ltd.
2. Singh, S. & Mehra, N. (2020). *Tally ERP 9 Power of simplicity*. V & S Publishers, New Delhi
3. Sarthi, T. (2020). *GST & Taxation in Tally Prime*, Notion Press.

### Websites and eLearning Sources:

1. <https://www.tally.com.sg/download>
2. <https://help.tallysolutions.com/tally-prime/>
3. <https://tallysolutions.com/features/#gref>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Describe the basics of accounting packages and create, alter and delete Companies, accounting groups and ledgers.	K1
CO2	Classify the accounting transactions while entering in the appropriate Accounting vouchers	K2
CO3	Analyze various masters and vouchers and extract accounting and inventory Reports.	K3
CO4	Process transactions relating to GST, TDS and TCS and Prepare payrolls and Budgets.	K4
CO5	Summarize the work in the real time computerized business environment as an accountant or a store keeper	K5

Relationship Matrix											
Semester	Course Code	Title of the Course							Hours	Credits	
5	25UCF53CC14	Core Course - 14: Tally Prime							3	2	
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	2	2	2	2	2	2.0
CO2	2	3	3	2	2	2	2	3	2	2	2.3
CO3	2	2	2	3	3	2	2	2	3	2	2.5
CO4	2	3	2	2	2	2	3	3	2	2	2.4
CO5	3	3	3	2	3	2	3	2	2	3	2.5
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
5	25UCF53CP02	Core Practical - 2: Tally Prime	2	1

Course Objectives
To describe the basics of accounting packages and create, alter and delete companies, accounting Groups and ledgers.
To classify the accounting transactions while entering in the appropriate accounting vouchers
To analyze various masters and vouchers and extract accounting and inventory reports.
To process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.
To summarize the work in the real time computerized business environment as an accountant or a store keeper.

### **UNIT I: Accounting Masters (6 Hours)**

Tally Prime: Introduction - Data Path-Company Menus (F3): Creation, alteration, deletion, select company and shut company: Features - Accounts only Company- Menus in Gatway of Tally (Accounts only Mode) Masters:( Create, alter and Chart of accounts Groups): Primary and Secondary Groups in Tally Prime: 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 - Introduction - Business Transactions - Accounting Vouchers - Receipt, Contra, Payment, Purchase, Sales, Debit Note, Credit Note, Journal - Activation of inactive vouchers. Extraction of Day Book and Trial Balance

### **UNIT II: Inventory Masters, Purchase and Sales Order Processing (6 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-Batchwise 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 III: Receivable and Payable Management, Cost Centre and Budgets (6 Hours)**

Accounts Receivable and Payable Management in Tally PRIME - Maintenance of Bill wise details and activation of interest calculation in Tally PRIME- Enabling Features and Configurations- activating Billwise maintenance and Interest calculation for Ledgers - Method of adjustments in Billwise details in Recording transactions- Extracting Reports on Outstandings and Interest Calculations - Recording interest payable/receivable through credit note/debit note voucher. 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 Groupwise and ledgerwise budgets-Viewing variances in financial statements and Trial Balance Budgets: Creation of Budgets, Recording Transactions, display budgets and variance reports.

### **UNIT IV: GST and TDS (6 Hours)**

GST in Tally PRIME - Enabling GST - Defining Tax Rates at Master and Transaction Levels - Hierarchy of applying Tax rate details Recording GST applied Transactions in Accounting Vouchers. Activation of TDS in Tally PRIME - 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.

### **UNIT V: Payroll, MIS Reporting and Management of Business Data (6 Hours)**

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 - MIS Reporting: Balance sheet, profit & loss, trial balance, stock summary, accounting report, inventory report, statutory report, exceptional reports, depth analysis of the MIS. - Tally Audit- Banking Reconciliation Statement. Split of Company Data Backup and Restore of Data, Transactions related to Multiple Currencies.

<b>Teaching Methodology</b>	Lecturing, PPT, Practical and live Hands-on Training
<b>Assessment Methods</b>	MCQs, Snap Test, Peer Work, Group Work.

**Books for Study:**

1. Sarthi, T. (2021). *Basic Accounting & Inventory Tally Prime Book*. Notion Press.

**Books for Reference:**

1. Behera, S. R. (2020). *Learn Tally ERP 9*. B.K. Publication Pvt Ltd.
2. Singh, S. & Mehra, N. (2020). *Tally ERP 9 Power of simplicity*. V & S Publishers.
3. Sarthi, T. (2020). *GST & Taxation in Tally Prime*. Notion Press.

**Websites and eLearning Sources:**

1. <https://www.tally.com.sg/download>
2. <https://help.tallysolutions.com/tally-prime/>
3. <https://tallysolutions.com/features/#gref>

CO No.	Course Outcomes		Cognitive Level (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Describe the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.		K1	
CO2	Classify the accounting transactions while entering in the appropriate accounting vouchers		K2	
CO3	Analyze various masters and vouchers and extract accounting and inventory reports.		K3	
CO4	Process transactions relating to GST, TDS and TCS and Prepare payrolls and budgets.		K4	
CO5	Summarize the work in the real time computerized business environment as an accountant or a store keeper		K5	

Relationship Matrix										
Semester	Course Code	Title of the Course							Hours	Credits
5	25UCF53CP02	Core Practical - 2: Tally Prime							2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2	2	2	2	2	2
CO2	2	3	3	2	2	2	2	3	2	2.3
CO3	2	2	2	3	3	2	2	3	2	2.5
CO4	2	3	2	2	2	2	3	3	2	2.4
CO5	3	3	3	2	3	2	3	2	2	3
Mean Overall Score										2.3 (High)

Semester	Course Code	Title of the Course	Hours/week	Credits
5	25UCF53CC15	Core Course - 15: Audit and Assurance	4	3

Course Objectives	
To explain the concept of audit and assurance and the functions of audit, corporate governance, Including ethics and professional conduct.	
To demonstrate how the auditor obtains and accepts audit engagements, obtains an understanding of the entity and its environment, assesses the risk of material misstatement, and plans an audit of financial statements.	
To describe and evaluate internal controls, techniques, and audit tests, including IT systems, to identify and control risks.	
To identify the work and evidence obtained by the auditor and others required to meet the objectives of audit engagements and the application of the International Standards on Auditing (ISAs).	
To assess the techniques of gathering audit evidence through appropriate IT tools and prepare the auditor's report.	

**UNIT I: Introduction to Auditing** (12 Hours)  
 Auditing – Meaning – Objects - Basic Principles and Techniques – Auditing and investigation - Classification of Audit - Audit Planning –Advantages and limitations of audit

**UNIT II: Audit Procedures** (12 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

**UNIT III: Internal Control** (12 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 - Relevant Auditing and Assurance Standards (AASs) - Audit committee - Auditor's Report - Contents and types - Auditors certificate.

**UNIT IV: Audit of Joint Stock Companies** (12 Hours)

Audit of joint stock companies - qualifications and - disqualification appointment, rotation, and removal of auditor - remuneration and expenses of an auditor' – powers, rights duties and liabilities of auditor - liabilities of an auditor under Companies Act law of agency - liability of an auditor to third parties -Qualities of an audit.

**UNIT V: Special Areas of Audit** (12 Hours)

Special Areas of Audit: Tax audit and Management Audit -Recent trends in auditing - EDP Auditing - definition - Need for Control - Effects of Electronic Data Processing (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.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

**Books for Study:**

1. Tandon, B. N. (2018). *Principles of Auditing*, SChand & Company.

**Books for Reference:**

1. Geeta, R. D. & Mishra, R. K. (2020). *Corporate Governance- Theory and Practice*, Excel Books.
2. Tricker, B. (2020). *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press.
3. Kumar, R. & Sharma, V. (2017). *Auditing Principles and Practice*, PHI learning Pvt.Ltd.
4. Sharma, J. P. (2017). *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd.

**Websites and eLearning Sources:**

1. [www.theiia.org](http://www.theiia.org)
2. [www.auditnet.org](http://www.auditnet.org)

CO No.	Course Outcomes		Cognitive Level (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Outline the concepts, principles and techniques of Auditing.		K1	
CO2	Apply the procedures involved in vouching and valuation of assets and liabilities.		K2	
CO3	Appraise the significant features of Auditing and Assurance standards		K3	
CO4	Discuss the rights, power, duties and liabilities of an auditor.		K4	
CO5	Evaluate special areas of audit and recent trends in auditing		K5	

Relationship Matrix										
Semester	Course Code	Title of the Course							Hours	Credits
5	25UCF53CC15	Core Course - 15: Audit and Assurance							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2	3	2	2	2	2
CO2	2	2	3	3	2	2	2	2	2	2.2
CO3	2	3	3	2	2	2	2	3	3	2.4
CO4	2	2	3	2	3	2	3	2	3	2.4
CO5	2	3	2	2	2	2	2	2	2	2.2
Mean Overall Score										2.4 (High)

Semester	Course Code	Title of the Course	Hours/week	Credits
5	25UCF53ES01A	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 to apply statistics for marketing analytics and its application in decision making
To analyse about brand and customer analytics and its application
To Evaluate 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: Statistics for Marketing Analytics (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 Analytics (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 Marketing and 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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

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

1. Grigsby, P. M. (2018). *Marketing Analytics- A Practical Guide to Improving Consumer Insights Using Data Techniques*. Kogan Page.

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

1. Winston, W. (2019). Data analysis and Business Modelling, (6th Ed.). Microsoft.

2. Ren, K. (2016). Learning R Programming: Language, tools and Practical Techniques. PACKT Publishing Ltd.
3. Hemann, C. & Burbary, K. (2013). Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World. Que Publications.
4. Bonacchi, M. & Perego, P. (2019). Customer Accounting: Creating Value with Customer Analytics. Springer.
5. Jeffery, M. (2010). Data-Driven Marketing. Wiley.

**Websites and eLearning Sources:**

1. analytics.google.com/analytics/academy
2. www.kaggle.com
3. https://www.thinkwithgoogle.com
4. https://analytics.google.com/analytics/academy/

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

Relationship Matrix										
Semester	Course Code	Title of the Course						Hours	Credits	
5	25UCF53ES01A	Discipline Specific Elective - 1: Marketing Analytics						4	3	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	1	1	3	2	3	2	3
CO2	1	2	3	2	3	2	3	2	3	2
CO3	2	3	2	1	2	3	3	2	2	3
CO4	1	2	2	2	3	1	3	2	2	3
CO5	1	2	2	3	1	2	3	2	2	3
Mean Overall Score										2.2 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	25UCF53ES01B	Discipline Specific Elective 1: Digital Banking	4	3

Course Objectives
To describe the fundamental concepts and functions of different types of banks.
To explain the rights and liabilities of a customer and a banker in regard to various situations.
To utilize cheques and bills of exchange as negotiable instruments.
To analyse and manage the risks in banks.
To explain the recent trends in banking operations.

### **UNIT I: Banking Evolutions in India (12 Hours)**

Banking: Meaning - Evolution of Indian Banking system; Structure of Banks in India: Different types of Banks in India; Role of Banks - Nationalisation of Banks for Implementing Govt. Policies; Reserve Bank of India (Central Bank): Its Functions; Commercial Bank: Its Functions, Clearing Houses, Creation of Credit- New Banking initiatives taken by Govt. for Universal Banking- Merchant Banking-Meaning and features- Investment Banking – Meaning and Features; Digitization in Indian banking sector

### **UNIT II: Banking Products and Services (12 Hours)**

Products / services offered by bank- Non fund based facilities-Ancillary services - Types of customers-minors - joint account holders - HUF - firms - companies - trusts - societies -Govt. and public bodies- Banker customer relationship- General and special relationship -Termination of Banker -Customer Relationship - Know Your Customer' Guidelines of the RBI-Customer Identification Procedure, Customer Identification Requirements. Customer Grievances and redressal -Banking Ombudsman- Application of Fintech in Banking and Financial Services- Digital Banking products and services.

### **UNIT III: Negotiable Instruments (12 Hours)**

Negotiable Instruments: Features-Types-Special parties to Negotiable Instrument, Cheque - Essentials of Cheque- Crossing of Cheque; Endorsement and its classifications, Payment of cheque, Collection of Cheque, Dishonour of Cheque, Roles and Responsibilities of Paying Banker and Collecting Banker. Bills of Exchange: Definition, characteristics and Parties Involved- Difference Between Bill and Cheque.

### **UNIT IV: Risk Management in Banks and International Banking Management (12 Hours)**

Risk Management in Banks: An Overview, Credit Risk Management, Liquidity and Market Risk Management, Operational Risk Management, Special Issues-Risk Management Organisation; Reporting of Banking Risk; Risk Adjusted Performance Evaluation- Basel Banking Norms III. International Banking: An Overview, Legal & Regulatory Framework, International Banking Operations Management, Risk Management in International Banking, Special Issues: Technology and International Banking; Globalisation and International Banking; Financial Innovations in International Banking- Role of Digital Banking in Modern times.

### **UNIT V: Recent Trends in Banking (12 Hours)**

Communication Networks in Banking system, Automated Clearing Systems, Clearing House Inter-bank Payment System (CHIPS), Electronic Fund Management, Electronic Clearing Systems (ECS): Important aspects/ features, Real Time Gross Settlement (RTGS); National Electronic Funds Transfer (NEFT) ;UPI - Indian Financial System Code (IFSC); Automated Teller Machines (ATMs) ; Debit card - credit card - Forex Cards- Internet Banking ;Core Banking Solutions (CBS) ;Computerization of Clearing of Cheques;Cheque Truncation System (CTS). E-Banking, mobile Banking- smart Cards- types -Financial Applications of Smart Cards, Artificial intelligence - Application of AI and Machine learning in banking services- chat bots- Block chain- Cloud computing -cyber security. Challenges in banking- future of Banks including career options.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
Assessment Pattern	MCQs, Seminar, Case Study Discussion, Peer Group Work

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

1. Tannan, M.L. (2021). *Banking Law and Practice in India*. India Book House.

### Books for Reference:

1. Sundaram., K.P.M. & Varshney, P.N., (2019). *Banking Theory Law & Practice*, Sultan Chand & Sons, New Delhi.
2. Gordon, E., & Natarajan, K. (2009). *banking: theory, Law and Practice*. Himalaya Publishing House.
3. Gurusamy, S. (2008). *Banking Theory Law and Practice*. Vinay Nicole Imprints Private Limited.

### Websites and eLearning Sources:

1. <https://www.rbi.org.in/>
2. <https://businessjargons.com/e-banking.html>
3. <https://www.wallstreetmojo.com/endorsement/>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, the students will be able to			
CO1	Describe the Fundamental concepts and functions of different types of Banks		K1	
CO2	Explain the rights and liabilities of a customer and a banker in regard to various situations.		K2	
CO3	Utilize cheque and Bills of Exchange as Negotiable Instrument		K3	
CO4	Analyze and manage the risks in banks		K4	
CO5	Explain The Recent Trends in Banking Operations		K5	

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
5	25UCF53ES01B		Discipline Specific Elective 1: Digital Banking						4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2	3	2	3	3	1
CO2	3	3	3	2	2	3	3	3	2	1
CO3	3	3	3	3	2	3	3	2	2	1
CO4	3	2	2	3	2	3	3	3	2	1
CO5	3	3	2	2	2	3	3	3	2	1
Mean Overall Score										2.5 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	25UCF53ES02A	Discipline Specific Elective - 2: Data Visualization	4	3

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

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

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

### **UNIT II: Visual Analytics (12 Hours)**

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

### **UNIT III: Dashboard Interactivity and Mapping (12 Hours)**

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

### **UNIT IV: Visualization using Pandas / Matplotlib (12 Hours)**

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

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

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

Teaching Methodology	Lecturer, PPT, Demonstration,
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

### **Books for Study:**

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

### Books for Reference:

1. Sleeper, R. (2021). *Tableau Desktop Pocket Reference: Essential Features, Syntax, and Data Visualizations*. O'Reilly Media
2. Dabbas, E. (2021). *Interactive Dashboards and Data Apps with Plotly and Dash*. Packt Publishing.
3. Marleen Meier. (2023). *Mastering Tableau*. Packt Publishing.
4. DT Editorial Services. (2016). *Big Data Black Book*. Dreamtech Press.
5. Gast, S. V. (2014). *Beginning Python Visualization Crafting Visual Transformation Scripts*, (2nd Ed.). Après

### Websites and eLearning Sources:

1. [www.flowingdata.com](http://www.flowingdata.com)
2. [www.datawrapper.de](http://www.datawrapper.de)
3. <https://www.storytellingwithdata.com/>
4. <https://www.nytimes.com/section/upshot>
5. <https://lookerstudio.google.com/gallery>

CO No.	Course Outcomes		Cognitive Levels (K - Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Understand the concept of data visualization in analytics		K1	
CO2	Learn about the basic concept of tableau and its application		K2	
CO3	Understand the Techniques Used for Visual Data Representation		K3	
CO4	Know about Dashboard Interactivity and Mapping		K4	
CO5	Understand the nuances of Visualization using Pandas / Matplotlib		K5	

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	25UCF53ES02A		Discipline Specific Elective – 2: Data Visualization							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	3	2	1	2	1	2.1
CO2	3	2	3	3	2	3	2	2	2	1	2.3
CO3	3	2	3	2	1	3	3	3	3	1	2.4
CO4	3	2	3	2	2	3	3	3	2	1	2.4
CO5	3	2	2	3	1	3	3	3	3	1	2.4
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	25UCF53ES02B	Discipline Specific Elective - 2: Goods and Services Tax	4	3

Course Objectives
To Study historical overview of GST and Classify CGST, SGST and IGST
To review the Concepts and Rates Applicable
To Provide Knowledge about Levy of GST
To Have an in-depth knowledge about ITC and Composition of Tax in GST
To Explain the registration under GST Law

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

CGST / SGST - Important terms and definitions under Central Goods and Service Tax Act, 2017 and State Goods and Service Tax Act, 2017, Basic of GST, Meaning and scope of supply, Levy and collection of tax.

### **UNIT II: Time and Value of Supply of Goods and / or Services (12 Hours)**

CGST / SGST - Time and Value of Supply of goods and / or services, Input Tax Credit, Transitional Provisions, Registration under CGST/SGSCT Act, Filing of Returns and Assessment, Payment of Tax including Payment of tax on reverse charge basis, Refund under the Act.

### **UNIT III: CGST/SGST (12 Hours)**

CGST/SGST - Maintenance of Accounts and Records, Composition scheme, Job work and its procedure, Various Exemptions under GST, Demand and recovery under GST, Miscellaneous provisions under GST.

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

IGST – Scope of IGST, Important terms and definitions under Integrated Goods and Service Tax Act, 2017, Levy and collection of IGST, Principles for determining the place of supply and Place of supply of goods and services, Zero rated Supply.

### **UNIT V: Role of Customs (12 Hours)**

Customs – Role of Customs in International Trade, Important Terms & definitions under the Customs Act, 1962; Assessable Value, Baggage, Bill of entry, Dutiable Goods, Duty Exporter, Foreign going vessel, Aircraft goods, Import, Import Manifest; Importer, Prohibited Goods, Shipping Bill, Store, Bill of Lading, Export Manifest, Letter of Credit, Kind of Duties- Basic, auxiliary, additional or counter veiling; basics of levy- advalorem specific duties, Prohibition of Export and Import of Goods and Provisions regarding notified & specified goods, Import of Goods- Free Import and Restricted import, type of Import – Import of Cargo, Import of Personal Baggage, Import of Stores.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

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

1. Rastogi, A. A. (2017). *Professionals guide to GST Ideation to Reality*. Lexis Nexis.

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

1. Commercial's *GST*. Commercial law publisher (India) Pvt Ltd.
2. Datey, V. S. (2024). *GST Ready Reckoner*. Taxman Publication.
3. Koolwal, A. & Koolwal, R. (2017). *Goods and Services Tax*. Commercial Law Publisher Pvt. Ltd.
4. Patel & Chaudhary. *Indirect Taxes*. Chaudhary Publication.
5. Goel, P. (2017). *GST Ready Referencer*. Commercial Law Publisher (India) Pvt. Ltd.

#### **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>

CO No.	Course Outcomes		Cognitive Levels (K - Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	State the definitions of goods and service tax		K1	
CO2	Describe the provisions of GST Act 2017.		K2	
CO3	Prepare and group GST returns with time and place of supply		K3	
CO4	Assess tax liability and input tax credit under GST Act		K4	
CO5	Summarise the provisions for registrations		K5	

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
5	25UCF53ES02B		Discipline Specific Elective - 2: Goods and Services Tax							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	3	2	2	3	2.3
CO2	2	3	2	2	3	2	2	2	2	3	2.3
CO3	2	2	2	2	2	3	2	2	2	2	2.1
CO4	2	2	2	2	2	2	3	2	2	3	2.2
CO5	3	3	2	3	2	2	2	2	2	3	2.4
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	25UCF54OE01	Open Elective – 1 (WS): Strategic Business Leader	4	2

Course Objectives	
To Evaluating effectiveness of the governance & agency system, and applying a range of professional skills in a corporate environment workplace, Understanding leadership and ethics	
To Evaluation of the current strategic position of an entity in the context of external environment, competition with regard to the organisational capabilities, competencies & resources; as well as Development of strategic choices in the context of existing strategic position and the strategic objectives of different types of organisations	
To Understand and apply the process of risk management Organisation control and audit	
To Select and use appropriate information technology & data analytics to critically investigate into factors affecting the entity. Enable success through innovative thinking, applying best in class strategies and disruptive technologies in the management of change; initiating, leading and organising projects, while effectively managing talent and other business resources.	
To Apply high level financial techniques in the planning, implementation and evaluation of strategic options and actions.	

**UNIT I: Governance and Leadership** **(12 Hours)**  
 Agency Theory, principal agent relationship; rules v/s principles approach to governance; Role of institutional investors in governance systems; Public sector governance - Compare & contrast the principles of governance in private sector, public sector, charitable trusts and NGOs ; Qualities of leadership - role of effective leadership, identify key leadership traits for successful formation and implementation of strategy and change management; Discuss the importance of leadership in defining and managing organisational culture; leadership qualities- key ethical and professional values underpinning governance; Analyse organisational culture, to recommend suitable changes using models like cultural web.

**UNIT II: Strategy and Risk Management** **(12 Hours)**  
 Concept of strategy - importance of strategy, strategic decisions, JSW - strategic management - strategic position, strategic choice and strategic action; use of models like PESTLE, Porter's diamond, Porter's five forces, concepts of risk appetite and risk response, strategic & operational risks, assessing severity & probability of risk events, TARA framework for risk responses by management, monitoring of risks management strategies.

**UNIT III: Technology and Data Analytics** **(12 Hours)**  
 Use of mobile & cloud technology with their benefits & risks, cloud v/s owned hardware & software, use of big data & data analytics for strategy development, use of data analytics for decisions regarding product development, marketing & pricing, explain the value chain of E- business, IT systems security & control; Benefits of Machine learning and use of artificial intelligence to support strategic decisions and pursuit of corporate objectives.

**UNIT IV: Financial Planning and Organisational Control and Audit** **(12 Hours)**  
 Relationship between business strategy and financial objectives, developments in financial technology, alternative structures for finance function such as partnering, outsourcing, shared or global business services, role of finance function in investment decisions, financial reporting, tax implications, financial KPIs and ratios use of advanced cost and management accounting techniques, Features of effective internal control system - importance of internal audit function - audit independence - effective audit committee - reporting on internal control & audit - linkage with financial reporting.

**UNIT V: Change Management** **(12 Hours)**  
 Enabling organization success through organizing, disruptive technology, talent management & performance excellence using concepts of FinTech, POPIT, Baldridge model and empowerment; Different types of strategic change & its implications - assess organization culture using Balogun & Hope Hailey's contextual features - managing change using Lewin's 3 stage model - assessing effectiveness of organizational processes & change therein using Harmon's process-strategy matrix - leading and managing change projects - post project reviews.

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

**Books for Study:**

1. Strategic Business Leader: ACCA Study Text, Kaplan Publishing, Berkshire, UK

**Books for Reference:**

1. Rottharmel, F.T. *Strategic Management*. Himalaya Publications
2. Geogen, M. *Corporate Governance*.
3. Chandra, P. *Project Management*.
4. Wheelen, T.L., & Hunger, D. *Strategic Management and business policy - Globalisation, innovation and sustainability*

**Websites and eLearning Sources:**

1. <https://www.accaglobal.com/gb/en/student/exam-support-resources/professional-exams-study-resources/strategic-business-leader.html>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, the students will be able to			
CO1	Understand the principles applicable to a business entity and recognize the ethical framework that managers need to adopt while discharging their duties.		K1	
CO2	Identify the various professional skills that a professional manager needs to acquire and apply along with the application of the knowledge, skills and expertise required to assess the business strategies and their impact on business performance.		K2	
CO3	Equip with the tools & techniques of assessing strategic position, develop strategic choices and implement the chosen strategy through change management.		K3	
CO4	Identify the technologies required for the business entity and use of data analytics for decision making.		K4	
CO5	Equip with the tools & techniques of assessing strategic position, develop strategic choices and implement the chosen strategy through change management.		K5	

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
5	25UCF54OE01		Open Elective – 1 (WS): Strategic Business Leader						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	2	2	2	2	2	3	2	2	2	2	2.1
CO2	2	2	3	3	2	2	2	2	2	2	2.2
CO3	2	3	3	2	2	2	2	3	2	2	2.4
CO4	2	2	3	2	3	2	3	2	3	2	2.4
CO5	2	3	2	2	2	2	2	2	2	3	2.2
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	25UCF54SL04	Certificate Course: Excel for Finance	0	2

Course Objectives
Understand the fundamental features and functions of Excel.
Apply models to various areas of finance, including investments.
Emphasize corporate finance and derivatives concepts.
Identify the risk that can be incorporated into the model to improve decision-making.
Learn about the benefits of financial modelling with VBA.

### UNIT I: Introduction to Excel Finance

Introduction to modelling - introduction to excel - math functions - statistical functions -understanding advanced features of excel database functions in excel - understanding finance functions present in excel-creating dynamic models. Goal Seek - Scenario manager -other sensitivity analysis features - building models in finance using simulation - Using the “Group and Outline” tool - scenario-based pivot tables - securities functions.

### UNIT II: Financial Management using Excel

Preparing common size statements directly from trial balance - forecasting financial statements – analyzing financial statements by using spreadsheet model - excel in project appraisal - determining project viability. Risk analysis in project appraisal - simulation in project appraisal - excel in valuation - determination of value drivers - discontinued cash flow valuation - risk analysis in valuation.

### UNIT III: Creating Portfolio using Excel

Determining efficient portfolio - creating dynamic portfolios - portfolio insurance - fixed income portfolio management using excel - excel in derivatives black and schools' model in excel - Greeks in excel – real options valuation - building a mega model - Price versus Yield, & Interest Calculations.

### UNIT IV: Recording and editing Macros

Recording and editing macros - subroutines and functions - decision rules - message box and input box – debugging - designing advanced financial models using visual basic application user forms – Developing solution to circular reference problem - Developing sensitivity table - Developing scenario analysis - Developing simulation - actual model building.

### UNIT V: Creating Financial Statements

Creating Financial Statements – Ratio Analysis – Pivot Tables VLOOKUP – HLOOKUP– Liquid Ratios – Turnover Ratios – Operating Profitability Ratios. Projecting the Income Statement - Working Capital Forecast - Depreciation Forecast - Amortization Forecast - Other Long-Term Forecast - Completing the Income Statement - Shareholder's Equity Forecast - Shares Outstanding Forecast - Completing the Cash Flow Statements - Debt and Interest Forecast.

Teaching Methodology	Lecturing, PPT, Case study discussions, Practical and live Hands-on Training and flipped learning.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

#### Books for Study:

1. Benninga, S. (2014). *Financial Modeling*. The MIT Press.
2. Oluwa, S. (2022). *Hands-On Financial Modeling with Microsoft Excel 2019*, (2<sup>nd</sup> Ed.). Packt Publishing.

#### Books for Reference:

1. Albright, S. C. (2015). *VBA for Modelers*, (2nd Ed.). Cengage Learning India Pvt. Ltd.
2. Sengupta, C. (2004). *Financial Modeling Using Excel and VBA*. Wiley.
3. Walkenbach, J. (2004). *Excel 2003 Power Programming with VBA*. Wiley.
4. Fairhurst, D. S. (2017). *Financial Modeling in Excel*. For Dummies.

### Websites and eLearning Sources:

1. <https://www.bpmglobal.com/files/downloads/training/fmf/Financial%20Modelling%20Fundamentals.pdf>
2. <http://160592857366.free.fr/joe/ebooks/Corporate%20Finance/Wiley%20Advanced%20Modeling%20in%20Finance%20using%20Excel%20and%20VBA.pdf>
3. <https://learn.microsoft.com/en-us/training/>
4. <https://exceljet.net>
5. <https://templates.office.com/en-us/templates-for-Excel>

CO No.	Course Outcomes		Cognitive Levels (K - Level)	
	CO-Statements			
	On Successful completion of this course, students will be able to			
<b>CO1</b>	Familiarise with the formatting options in excel		<b>K1</b>	
<b>CO2</b>	Construct formulas for financial calculations.		<b>K2</b>	
<b>CO3</b>	Apply financial and statistical functions for solving problems in financial Management.		<b>K3</b>	
<b>CO4</b>	Use Excel functions and formulas for financial and investment data analysis.		<b>K4</b>	
<b>CO5</b>	Evolve models using macros for financial and investment decisions.		<b>K5</b>	

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
5	25UCF54SL04		Certificate Course: Excel for Finance					0	2		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<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	1	3	3	3	3	1	<b>2.4</b>
<b>CO4</b>	3	2	3	2	2	3	3	3	2	1	<b>2.4</b>
<b>CO5</b>	3	2	2	3	1	3	3	3	3	1	<b>2.4</b>
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	25UCF63CC16	Core Course - 16: Company Law	5	3

Course Objectives	
To learn the fundamentals of companies, act	
To understand the formation, management and company establishment affairs	
To impart corporate management, control, and government regulation of corporate business	
To explore the theoretical inputs on issue of shares and debentures	
To know the procedure of winding up of a company.	

### UNIT I: Company (15 Hours)

Company - Meaning, Definition Nature, Scope and characteristics of company. Historical background of company - Kinds of companies - Merits and Demerits of Incorporation of company - Lifting the corporate veil.

### UNIT II: Procedure for Incorporation of Companies (15 Hours)

Procedure for Incorporation of companies - Role of promoters, Legal Position of Promoter - Pre-incorporation contracts - Memorandum of Association - Meaning, Purpose, Contents, Ultra vires and Doctrine of Ultra vires - Articles of Association - Meaning Purpose, Content. Alteration, Constructive Notice.

### UNIT III: Prospectus, Shares and Debentures (15 Hours)

Prospectus, Shares and Debentures - Meaning - Formalities of issue Prospectus - Misrepresentation of Prospectus - Golden Rule - Shares - Meaning, Types of Shares and Transfer of shares - Share Capital, Meaning, Kinds, Alteration, Reduction and Voting Rights - Debenture - Meaning, Types, Charge-Fixed and Floating, Crystallisation of Floating charge - Borrowing Powers - Effectiveness of unauthorized borrowings

### UNIT IV: Management and Administration of Company (15 Hours)

Management and Administration of Company - Directors - Appointment, Qualifications, Types - Directors Position, Powers, Functions - Duties and Liabilities of Directors - Meetings, Kinds, Requisites of Valid Meeting - Audit and Accounting System - Legal Position of Audit

### UNIT V: Amalgamation (15 Hours)

Amalgamation - Merger and Demerger of Company - Amalgamation, Compromise and Arrangement - Winding up - Meaning, Types, Procedure - Payment of Liabilities in the event of winding up - Role of Official Liquidator, Court and National Company Law Tribunal.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

#### Books for Study:

1. Kapoor, N. D. (Latest Edition) *Elements of Company Law*. Sulthan Chand & Sons

#### Books for Reference:

1. Kapoor, N. D. (2024). *Elements of Mercantile Law*. Sulthan Chand & Sons.
2. Shukla, M. C. (Latest). *Manual of Mercantile Law*. S. Chand & Co.
3. Prasanta, K. G. & Balachandran, V. (Latest). *Company Law and Practice - I & II*. Sultan Chand & Sons. New Delhi

#### Website and eLearning Source:

1. <https://www.mca.gov.in/content/mca/global/en/home.html>
2. <https://legislative.gov.in>
3. <https://main.sci.gov.in/judgments>
4. <https://nclt.gov.in> / <https://nclat.nic.in>
5. <https://www.indiacode.nic.in>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Explain the functions of Companies Act 2013		K1	
CO2	Prepare documents pertaining to establishment of company		K2	
CO3	Understand the activities related to share capital and issue of shares		K3	
CO4	Conduct of meeting and preparation of minutes		K4	
CO5	Learn the role of NCLT		K5	

Relationship Matrix										
Semester	Course Code	Title of the Course					Hours	Credits		
6	25UCF63CC16	Core Course - 16: Company Law					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2	3	2	1	3	2
CO2	3	3	3	3	1	2	3	3	1	2
CO3	2	3	3	3	3	2	2	3	2	3
CO4	3	2	3	3	3	2	3	3	2	3
CO5	3	3	3	3	2	3	3	2	2	2
Mean Overall Score										2.5 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	25UCF63CC17	Core Course - 17: Business and Professional Ethics	5	3

Course Objectives
Explore fundamentals of corporate ethics and the relationship between personal, professional, and managerial ethics.
Study ethics in HRM, including discrimination, privacy, and HRM's role in ethical organizational culture.
Assess marketing ethics, including strategy, mix, consumer rights, and research
Examine financial market ethics, financial services ethics, and financial fraud prevention.
Analyze CSR implementation models, economic benefits, and environmental and social responsibility ethics

### **UNIT I: Introduction to Business Ethics (15 Hours)**

Introduction to Business Ethics Concepts, and Theories of Business Ethics- Meaning Definition and Principles of Personal Ethics- Professional ethics- Business Ethics, Management and Ethics-Ethical theories in Relation to Business- Ethical decision making -Benefits from managing Ethics in Organisation - Characteristics of an Ethical Organisation- Recognizing Ethical Organization- Relationship between law and Moral standards.

### **UNIT II: Human Resources Management and Ethics (15 Hours)**

Ethical Issues in Human resources management- Definition- Growth of Human Resource Management – Scope of Human Resources Management- Emerging challenges of HRM-Ethical issues-Discriminations- Suppression of Democratization in workplace - Privacy issues- Recruitment and selection – Performance tracking – Privacy issues of computerised Employee records- Electronic surveillance –Safety and health – Performance appraisals –Role of HRM in creating Ethical Organisation - Compensation ethics.

### **UNIT III: Marketing and Ethics (15 Hours)**

Ethics in Marketing – Definition, Ethical issues in Marketing Strategy – Ethical Issues in Marketing Mix – Product – Price – Promotion – Place – Process – People -Physical evidence – Ethical issues and Consumerism- Consumer Protection – Consumer Welfare – Consumer delight – Consumer Rights - Ethics in market research.

### **UNIT IV: Finance and Ethics (15 Hours)**

Ethical Issues in Finance – Introduction –Significance of Financial Management – Role of Finance Manager – Ethical Issues in financial Market - Ethical Issues in Financial Services Industry – Frauds in Banks – Measures against Bank Frauds – Frauds in the Insurance Sector – Frauds in Non-Life Insurance Sector – Ethics in auditing - Money laundering.

### **UNIT V: Business Ethics through CSR (15 Hours)**

Corporate Social Responsibility – Introduction, Importance of Social responsibility of Business- Definitions of CSR –Models of implementation of CSR –CSR as a business Strategy – Advantages of CSR I- Scope of CSR – Steps to Attain CSR – External Standards on CSR – Ethics and Social responsibility of Business –Environmental Ethics – Environmental Issues in India – Green Initiative – Waste Management.

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

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

1. Fernando, A. C. (2019). *Business Ethics - An Indian Perspective*. Pearson Education. Delhi

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

1. *Business Ethics and Corporate Governance*, ICFAI Center for Management Research, Hyderabad, 2013.
2. Boatright, J. R. (2009). *Ethics and the conduct of Business*, Pearson Education (Singapore) Pvt. Ltd.

3. Paleri, P. (2019). *Corporate Social Responsibility: Concept, Cases and Trends*, Cengage Learning.

**Websites and eLearning Sources:**

1. [ethicsunwrapped.utexas.edu](http://ethicsunwrapped.utexas.edu)
2. [www.corporatecomplianceinsights.com](http://www.corporatecomplianceinsights.com)

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Recognize the accounting methods and procedures of various forms of Business		K1	
CO2	Discuss the accounting practices of Branches and Departmental businesses		K2	
CO3	Prepare the financial statements of partnership firm, joint venture companies And hire purchase companies		K3	
CO4	Calculate Insurance claims and Royalties		K4	
CO5	Rectify the existing statements of accounts based on the relevant data		K5	

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	25UCF63CC17	Core Course - 17: Business and Professional Ethics								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	3	2	1	2	1	2.1
CO2	3	2	3	3	2	3	2	2	2	1	2.3
CO3	3	2	3	2	1	3	3	3	3	1	2.4
CO4	3	2	3	2	2	3	3	3	2	1	2.4
CO5	3	2	2	3	1	3	3	3	3	1	2.4
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	25UCF63CC18	Core Course - 18: Investment Management	5	3

Course Objectives
To understand the basic concepts of investment management
To know the various types of Investment attributes
To learn about the risks involved in investment
To comprehend the investment alternatives
To familiarise with fundamental and technical analysis

### **UNIT I: Introduction to Investment Management (15 Hours)**

Meaning of investment - Economic investment and financial investment. Investment Objectives- investment and speculation- elements of Investments- Investment attributes – Risks of Investments- Systematic and non-systematic risk - Business and financial risk, purchasing power risk, market risk- Interest rate risk- social or regulatory risk and other risks.

### **UNIT II: Investment Alternatives (15 Hours)**

Investment Alternatives and their features – Shares, Debentures and Bonds-Public Deposits- Bank Deposits -Post Office Savings-Public Provident Fund (PPF)-Money Market Instruments -Mutual Fund Schemes - Life Insurance Schemes- Real Estates - Gold-Silver -Derivative Instruments- Commodity Market – Tax saving investments

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

Meaning of Portfolio- Objectives of Portfolio Management – Need and importance of Portfolio management - Portfolio Investment Process- Basic principles – Portfolio Types and their needs - Aggressive – Moderate or Balanced-Conservative. Financial planning

### **UNIT IV: Fundamental Analysis (15 Hours)**

Fundamental analysis- Influence of the economy- Economy Vs Industry and Company- Industry analysis- Company analysis.

### **UNIT V: Technical Analysis (15 Hours)**

Technical analysis – Basic assumptions –Difference between Fundamental analysis and Technical analysis. Dow theory – primary- secondary and minor trends. Chartist method-breadth of the market, volume of trade – Important chart pattern adopted in Technical analysis- support and resistance level – head and shoulders – moving average methods. Elliot Wave theory.

<b>Teaching Methodology</b>	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
<b>Assessment Methods</b>	MCQs, Snap Test, Peer Work, Group Work.

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

1. Prasanna, C. (2021). *Investment Analysis and Portfolio Management*, (6th Ed.). McGraw Hill.

#### **Book for Reference:**

1. Dr. R.P. Rustagi (2023) *Investment Management: Theory and Practice*. Sultan Chand & Sons. New Delhi
2. Dr. F. C. Sharma, Dr. R. S. Kulshrestha (2021). *Financial & Investment Management*. SBPD Publications.

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

1. <https://hbr.org/topic/investing>
2. <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights>
3. <https://www.morningstar.com/>
4. <https://www.msci.com/research-and-insights>
5. <https://www.bloomberg.com/markets>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Examine the various investment avenues	K1
CO2	Recognise the best and suitable source of investment	K2
CO3	Gain ability to choose the modes of investment	K3
CO4	Explain the principles of Dow Theory	K4
CO5	Enter into the stock market and stock trading professional	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	25UCF63CC18	Core Course - 18: Investment Management								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	2	2	2	2	3	3	2	2	3	2.3
CO2	2	3	2	2	3	2	2	2	2	3	2.3
CO3	2	2	2	2	2	3	2	2	2	2	2.1
CO4	2	2	2	2	2	2	3	2	2	3	2.2
CO5	3	3	2	3	2	2	2	2	2	3	2.4
Mean Overall Score										2.2	(High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	25UCF63CC19	Core Course - 19: Business Management	5	3

Course Objectives
To understand the basic management concepts and functions of Management
To know the various techniques of Management
To familiarize with the concepts of organisation and organisational structure
To gain knowledge about the various components of management functions
To enable the students in understanding the systems in organisation and management

### **UNIT I: Introduction to Business Management (15 Hours)**

Concept – nature- process- and significance of Management: Managerial roles- An overview of functional areas of management - Development of management thought; Classical and neo classical systems; Contingency approaches- Lean Management concepts

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

Meaning – process - types - Decision making – meaning and process- Management by objectives; corporate planning.

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

Meaning - nature - process- significance - Authority and responsibility relationships - Centralization and decentralisation- Departmentation- Organisation structure – forms and contingency factors - Matrix organisation – Concept of 5s - Coordination.

### **UNIT IV: Motivation (15 Hours)**

Motivating and leading people at work: Motivation – meaning; Theories – Maslow, Herzberg, McGregor, and Ouchi; Financial and nonfinancial incentives.

### **UNIT V: Leadership and Control (15 Hours)**

Leadership – meaning and leadership styles; Servant leadership. Leadership theories (Including continuum theory); Likert's System management. Communication – nature - process

1. networks, and barriers-effective communication. Control - Concept and process effective control system - Techniques of control – TQM, Six Sigma, Responsibility Accounting, Kaizen, Pareto Chart, Fish-bone diagram

<b>Teaching Methodology</b>	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
<b>Assessment Methods</b>	MCQs, Snap Test, Peer Work, Group Work.

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

1. Prasad, L. M. (2025). *Principles & Practice of Management*. Sultan Chand & Sons. New Delhi

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

1. Pagare, D. (2018). *Business Management*. Sultan Chand & Sons. New Delhi
2. Peter, F. D. (2014). *Practice of Management*. Harper Collins Publishers of India Ltd.
3. Peter, F. D. (2014). *Management Challenges for the 21st Century*. Butterworth Heinemann.

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

1. <https://hbr.org>
2. <https://sloanreview.mit.edu>
3. <https://www.thecasecentre.org>
4. <https://www.mckinsey.com/business-functions>
5. <https://www.bcg.com/publications>

CO No.	Course Outcomes		Cognitive Levels (K-Level)	
	CO-Statements			
	On successful completion of this course, students will be able to			
CO1	Explain the basic concepts, principles and theories of management.		K1	
CO2	Execute the meaning, characteristics and process of management.		K2	
CO3	Plan and execute an event.		K3	
CO4	Understand the concepts, theories and process of organizing.		K4	
CO5	Distinguish centralization and decentralisation and different types of Departmentation		K5	

Relationship Matrix										
Semester	Course Code	Title of the Course							Hours	Credits
6	25UCF63CC19	Core Course - 19: Business Management							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	1	3	2	2	2	1
CO2	3	3	3	2	1	3	2	2	2	1
CO3	3	3	3	2	1	3	3	2	2	1
CO4	3	3	3	3	1	3	3	2	2	1
CO5	3	3	3	2	1	3	3	2	2	1
Mean Overall Score										2.3 (High)

Semester	Course Code	Title of the Course	Hours/week	Credits
6	25UCF63ES03A	Discipline Specific Elective - 3: HR Analytics	4	3

Course Objectives
To get acquainted with concepts and functions of analytics from Human Resource Management perspective.
To equip with Excel skills and tools needed for HR analytics.
To use analytics for analysing data relating to HR planning and recruitment.
To analyse data pertaining to talent management and Performance appraisal.
To project trends of HRM through analytics.

### **UNIT I: Introduction to HR Analytics (12 Hours)**

Introduction to HR Analytics: Evolution of HR Analytics, HR information systems and data sources, HR Metric and HR Analytics, Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources; Analytics frameworks like LAMP, HCM:21(r)Model.

### **UNIT II: Diversity Analysis (12 Hours)**

Diversity Analysis: Equality, diversity and inclusion, measuring diversity and inclusion, testing the impact of diversity, Workforce segmentation and search for critical job roles

### **UNIT III: Recruitment and Selection Analytics (12 Hours)**

Recruitment and Selection Analytics: Evaluating Reliability and validity of selection models, Finding out selection bias, Predicting the performance and turnover.

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

Performance Analysis: Predicting employee performance, Training requirements, evaluating training and development, Optimizing selection and promotion decisions

### **UNIT V: Monitoring Impact of Interventions (12 Hours)**

Monitoring impact of Interventions: Tracking impact interventions, Evaluating stress levels and value-change. Formulating evidence-based practices and responsible investment. Evaluation mediation process, moderation and interaction analysis

<b>Teaching Methodology</b>	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
<b>Assessment Methods</b>	MCQs, Snap Test, Peer Work, Group Work.

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

1. Edwards, M. R. & Edwards, K. (2016). *Predictive HR Analytics: Mastering the HR Metric*. Kogan Page Publishers.

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

1. Fitz-Enz, J. (2010). *The new HR analytics: predicting the economic value of your company's human capital investments*. Amacom.
2. Fitz-Enz, J. & John, M. (2014). *Predictive Analytics for Human Resources*. Wiley.

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

1. <https://www.shrm.org>
2. <https://www.mckinsey.com/business-functions/organization/our-insights>
3. <https://hbr.org/topic/talent-management>
4. <https://www.kaggle.com/search?q=hr>

<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 discuss the concepts and functions of HR Analytics from Human Resource Management perspective		<b>K1</b>
<b>CO2</b>	Relate 'R' language and Excel skills and tools with HR analytics		<b>K2</b>
<b>CO3</b>	Employ analytics for analysing data relating to HR Planning and Recruitment.		<b>K3</b>
<b>CO4</b>	Analyse talent management and performance appraisal data.		<b>K4</b>
<b>CO5</b>	Predict the future trends of HR 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>6</b>	<b>25UCF63ES03A</b>		<b>Discipline Specific Elective - 3: HR Analytics</b>					<b>4</b>	<b>3</b>			
	<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>				<b>Programme Specific Outcomes (PSOs)</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>Mean Score of Cos</b>
<b>CO1</b>		2	2	2	2	2	3	3	2	2	3	<b>2.3</b>
<b>CO2</b>		2	3	2	3	3	2	2	2	2	3	<b>2.4</b>
<b>CO3</b>		2	2	3	2	2	3	2	3	3	2	<b>2.4</b>
<b>CO4</b>		2	3	2	3	2	2	3	2	2	3	<b>2.4</b>
<b>CO5</b>		3	3	2	3	2	2	2	2	3	3	<b>2.5</b>
<b>Mean Overall Score</b>										<b>2.4 (High)</b>		

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	25UCF63ES03B	Discipline Specific Elective - 3: Introduction to SPSS	4	3

Course Objectives
To Learn about the fundamentals of descriptive and inferential statistics
To Understand the role of variables in data analyses
To understand the difference between the statistical techniques
To analyse business and marketing data
To data drive business decisions

### **UNIT I: Essentials of Statistics and SPSS (12 Hours)**

Concept and Importance of Statistics; Data, Concepts and Variables in Social Research; Concept of Universe, Population and Sample; Concept of Normal Distribution and Probability Theory; Probability value (P-value); Confidence Interval; Sampling – Probability and Non-Probability Methods; Descriptive and Inferential Statistics in Social Research; Introduction to SPSS-SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS

### **UNIT II: Research in Social Sciences and Management (12 Hours)**

Concept of Research in Social Sciences and Management; Modes of Research- Quantitative and Qualitative; Research Process – Formulation of research problem/research proposal, research design (study design)-Descriptive, Diagnostic, Experimental and Explorative; Data collection, Data analysis using SPSS and APA reporting

### **UNIT III: Data Collection in Business Research (12 Hours)**

Types of Data based on Measurement-Nominal, Ordinal, Interval and Ratio; Concept of Data Collection, Tools of data collection – Scales and Questionnaires; Methods of Data Collection – Observation; Interview, Case study and Focus Group discussion;

### **UNIT IV: Processing and Displaying Data in SPSS (12 Hours)**

Concept of Data Cleaning; Data Entry-Processing of data – editing and coding and labelling using SPSS; Displaying data – Text, tables and graph; Charting and Displaying data using SPSS.

### **UNIT V: Analysing Data Using SPSS (12 Hours)**

Descriptive Statistics-Frequencies, Explore, Cross tabulations, Charts, Measures of Central tendency (Mean, Median and Mode); Measures of Variability- Variance, Standard Deviation, Kurtosis and Skewness; Concept of Hypothesis-Testing of Hypothesis-Parametric and Non-parametric tests; Concept of Inferential Statistics (Relationships, Variance, Association and Correlation)- Chi-square test, T Test, ANOVA, F test, Z test, Correlation and Regression using SPSS; Writing inference/interpretation for Statistical tests.

Teaching Methodology	Lecturing, PPT, Case study discussions, Practical and live Hands-on Training and flipped learning.
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

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

1. Cronk, B. C. (2018). *HOW TO USE SPSS -A Step-By-Step Guide to Analysis and Interpretation*. (10<sup>th</sup> Ed.) Routledge.

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

1. Kulas, J., Roji, R. G. P. P. & Smith, A. M. (2021). *IBM SPSS Essentials: Managing and Analyzing Social Sciences Data*. John Wiley & Sons Inc.
2. Wagner, W. E. (2014). *Using IBM SPSS -Statistics for Research Methods and Social Science Statistics*, (5<sup>th</sup> Ed.). SAGE Publications, Inc.
3. Landau, S. & Everett, B. S. (2004). *A handbook on Statistical Analyses using SPSS*. Chapman & Hall CRC Press Company.

4. Field, A. (2019). *Discovering Statistics using IBM SPSS Statistics*. Sage Publications.
5. Leech, N., Barrett, K. & Morgan, G. A. (2005). *SPSS for Intermediate Statistics: Use and Interpretation*, (2<sup>nd</sup> Ed.). Lawrence Erlbaum Associates, Inc.

**Websites and eLearning Sources:**

1. [www.ibm.com/spss](http://www.ibm.com/spss)
2. [www.statistics.laerd.com](http://www.statistics.laerd.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>CO1</b>	Comprehend key statistical concepts, including data types, variables, sampling methods, probability theory, and the normal distribution, enabling effective Analysis in social research.	<b>K1</b>
<b>CO2</b>	Understand key research concepts in social sciences and management, including Quantitative and qualitative approaches, and be able to design effective research studies (descriptive, diagnostic, experimental, explorative).	<b>K2</b>
<b>CO3</b>	Understand the different types of data based on measurement scales and their implications for research design and analysis. Develop skills in utilizing various Data collection tools and methods, for effective research execution.	<b>K3</b>
<b>CO4</b>	Learn the concepts of data cleaning, data entry, and how to process, edit, code, and label data effectively using SPSS. Gain the ability to gain the ability to display and present data through text, tables, charts, and graphs using SPSS for clear and Impactful research reporting.	<b>K4</b>
<b>CO5</b>	Gain a solid understanding of descriptive statistics and inferential statistics, Including hypothesis testing using parametric and non- parametric tests.	<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>
6	<b>25UCF63ES03B</b>		<b>Discipline Specific Elective - 3: Introduction to SPSS</b>						4	3
<b>Course Outcomes</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</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>CO2</b>	3	2	3	3	2	3	2	2	2	1
<b>CO3</b>	3	2	3	2	1	3	3	3	3	1
<b>CO4</b>	3	2	3	2	2	3	3	3	2	1
<b>CO5</b>	3	2	2	3	1	3	3	3	3	1
<b>Mean Overall Score</b>										<b>2.3 (High)</b>

Semester	Course Code	Title of the Course	Hours/week	Credits
6	25UCF63ES04A	Discipline Specific Elective - 4: Entrepreneurship Development	4	3

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: Entrepreneurship Concepts (12 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. **Study of family business success - Tatas, Birlas, Kirloskars - Jugaad (frugal innovation)**

### **UNIT II: Funding and Ideas in Entrepreneurships (12 Hours)**

Funding of startups – various sources of finances. Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities – Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods

### **UNIT III: Business Plan (12 Hours)**

Business Plan – Vision – Mission – Problem statement – Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility - Preparation of Project Report.

### **UNIT IV: National Level Institutions (12 Hours)**

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

### **UNIT V: Government Policies (12 Hours)**

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

Teaching Methodology	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

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

1. Kumar, S. A. (2011). *Entrepreneurship Development New Age*. International Publishers.

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

1. Kumar, A. (2012). *Entrepreneurship*. Pearson.
2. Poornima, M. C. H. (2009). *Entrepreneurship Development –Small Business Enterprises*. Pearson.
3. Morris, O. P. M. & Kuratko, D. F. (2011). *Entrepreneurship and Innovation*. Cengage Learning.

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

1. <https://www.hbs.edu/faculty/research/Pages/default.aspx>
2. <https://mitsloan.mit.edu/LearningEdge/CaseDocs>
3. <https://www.score.org/>
4. <https://theleanstartup.com/>
5. <https://www.ideo.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>	Analyze 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>6</b>	<b>25UCF63ES04A</b>	<b>Discipline Specific Elective - 4: Entrepreneurship Development</b>						<b>4</b>	<b>3</b>		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
<b>CO1</b>	3	2	2	2	2	3	2	2	2	2	<b>2.2</b>
<b>CO2</b>	2	2	3	3	2	2	3	2	2	2	<b>2.3</b>
<b>CO3</b>	3	3	3	2	2	2	2	3	3	2	<b>2.5</b>
<b>CO4</b>	2	2	3	2	3	2	3	2	3	2	<b>2.4</b>
<b>CO5</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/Week	Credits
6	25UCF63ES04B	Discipline Specific Elective - 4: Strategic Management	4	3

Course Objectives
To understand the various the concept of strategic management
To learn the techniques to adopt business strategies and their outcomes
To comprehend the company's internal and external environment
To compare and Contrast companies' strategic strengths and weaknesses
To adopt the implications of organisational changes

### UNIT I: Introduction to Strategic Management (12 Hours)

Strategic Management - Meaning and definition, Strategic Management Process – Forming Vision, setting objectives, Crafting a Strategy, Implementation and Evaluation, Characteristics, Benefits of strategic management, Dysfunctions of strategic management.

### UNIT II: Industry Analysis (12 Hours)

Industry analysis and competitive environment. The macro environment –Demographic, political, social, cultural, technological and global environment - Assessing the impact of general environment. The Micro environment – The competitive environment - The five forces of competition, new entrants, direct competition, buyers, suppliers and substitutes -Rivalry in the industry.

### UNIT III: Company Analysis (12 Hours)

Evaluating company resources - Competitive capabilities – Identifying company's strengths and resource capabilities - Identifying company's weaknesses and resource deficiencies, identifying company's competencies and capabilities, identifying a company's market opportunities, identifying threat to a company's future profitability (SWOT Analysis). Strategic options for achieving cost competitiveness. The value chain - Primary and support activities.

### UNIT IV: Strategy and Its Types (12 Hours)

Strategy and competitive advantage - Low-Cost Leadership strategies, differentiation Strategies and Focus strategies. Merger and acquisition -Vertical integration strategies. First-Mover advantages and disadvantages. Strategy and competitive advantage over the Life Cycle.

### UNIT V: Change Management (12 Hours)

Responding to shifts in competitive advantages - New developments affecting competitive advantage - New technology - New distribution channel, Economic shifts - Change in the neighbouring industries and change in government regulations. Response options -Prospecting, Defending, and Harvesting. Uncertainty - Impact of environmental development, ability to adjust.

Teaching Methodology	Lecturing, PPT, Case study discussions, and flipped learning,
Assessment Methods	MCQs, Snap Test, Peer Work, Group Work.

#### Books for Study:

1. Robert, A. P. & David, L. (2007). *Strategic Management- Building and Sustaining Competitive Advantage*. Thomas Learning Inc.

#### Books for Reference:

1. Thompson, A. A. & Strickland, A. J. (2003). *Strategic Management - Concepts and Cases*. Tata Mcgraw Hill Co.
2. John A. Pearce, J. A. & Robinson, R. B. Jr, (2008). *Strategic Management-Strategy Formulation and Implementation*. Tata Mcgraw Hill Co.
3. Varahan & Rinky. (2014). *Strategic Management*. Himalaya publication house Pvt. Ltd.

#### Websites and eLearning Sources

1. <https://hbr.org>
2. <https://sloanreview.mit.edu>

3. <https://www.thecasecentre.org>
4. <https://www.mckinsey.com/business-functions>
5. <https://www.bcg.com/publications>

CO No.	Course Outcomes		Cognitive Levels (K -Level)	
	CO-Statements			
	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>	

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
<b>6</b>	<b>25UCF63ES04B</b>		<b>Discipline Specific Elective - 4: Strategic Management</b>						<b>4</b>	<b>3</b>	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Scores of COs
<b>CO1</b>	3	3	3	2	1	3	3	3	2	1	2.4
<b>CO2</b>	3	3	3	2	1	3	3	2	2	1	2.3
<b>CO3</b>	3	3	2	2	1	3	3	3	2	1	2.3
<b>CO4</b>	3	3	2	2	1	3	3	2	2	1	2.2
<b>CO5</b>	3	3	2	2	1	3	3	2	2	1	2.2
<b>Mean Overall Score</b>										<b>2.3 (High)</b>	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	25UCF64OE02	Open Elective – 2: Personal Financial Management	2	1

Course Objectives
To provide 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: Introduction to Personal Finance** **(6 Hours)**  
 Fundamentals of Personal Finance – Budget Estimation - Preparation of Cash Budget – Income and Expenditure Accounting using MS Excel

**UNIT II: Financial Competencies** **(6 Hours)**  
 Interest on Loan – Power of Compounding – Inflation - Time Value of Money – Risk vs. Return - Diversification

**UNIT III: Loans and Credits** **(6 Hours)**  
 Loans – Types of Loans – Benefits and Risks – Gold Buying Company –Nature and Functions – Deposit Accounts – Credit Scores – New categories of Banks and Business Correspondence

**UNIT IV: Life Insurance and Safety of Consumers** **(6 Hours)**  
 Life Insurance – Need for insurance – health insurance – different schemes and their implications – Miss Lead Selling – Sachet Portal – Banking Ombudsman Scheme – Complaint Management System (CMS) of the RBI

**UNIT V: Retirement planning, Other Modes of Investment and Digital Financial Literacy** **(6 Hours)**  
 Retirement planning goals – process of retirement planning – Other investment avenues – stocks, bonds, mutual funds, real estate – E-Retail Remittances – Unified Payments Interface [UPI] – UPI Apps - Dos and Don'ts for E-Banking Transactions – Dos and Don'ts for ATM Transactions – Customer Liability for Fraudulent Transactions. **Vedic wealth planning**

<b>Teaching Methodology</b>	Chalk & Talk, Videos, PPTs, Demonstration and Creation of Models, flipped learning, and LMS based online classes.
<b>Assessment Methods</b>	MCQs, Snap Test, Peer Work, Group Work.

#### Books for Study:

1. Kapoor, J., Les Dlabay, L., Robert, J. H. & Hart, M. (2017). *Personal Finance*. Tata McGraw Hill Publications.

#### Books for Reference:

1. Reddy, T.S. & Murthy, A. (2020). *Financial Accounting*. Margham Publications.
2. Gupta, R. L. & Radhaswamy, M. (2017). *Financial Accounting*. Sultan Chand & Sons. New Delhi

#### Websites and eLearning Sources:

1. <https://www.nefe.org/>
2. <https://www.debt.org/>
3. <https://www.fidelity.com/>
4. <https://mint.intuit.com/>
5. <https://www.youneedabudget.com/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Define the nature of personal finance and cash budget	K1
CO2	Compute simple and compound interests	K2
CO3	Examine the elements of loans and credit	K3
CO4	Identify the regulations related to consumer protection	K4
CO5	Evaluate the uses of digital financial services for personal financial management	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
Course Outcomes	6	Open Elective – 2: Personal Financial Management								2	1
		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	2	2	3	3	2	2	3	2.3
CO2	2	3	2	3	3	2	2	2	2	3	2.4
CO3	2	2	3	2	2	3	2	3	3	2	2.4
CO4	2	3	2	3	2	2	3	2	2	3	2.4
CO5	3	3	2	3	2	2	2	2	3	3	2.5
Mean Overall Score										2.4 (High)	