

**BACHELOR OF  
BUSINESS ADMINISTRATION  
(B.B.A.)**

**SYLLABUS - 2017**

**SCHOOLS OF EXCELLENCE  
with  
CHOICE BASED CREDIT SYSTEM (CBCS)**



**SCHOOL OF MANAGEMENT STUDIES  
St. JOSEPH'S COLLEGE (Autonomous)**

Special Heritage Status Awarded by UGC  
Accredited at 'A' Grade (3<sup>rd</sup> cycle) by NAAC  
College with Potential for Excellence Conferred by UGC  
DBT-STAR & DST-FIST Sponsored College  
**TIRUCHIRAPPALLI - 620 002, INDIA**

**SCHOOLS OF EXCELLENCE  
WITH CHOICE BASED CREDIT SYSTEM  
(CBCS)**

**UNDERGRADUATE COURSES**

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to work towards the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from the academic year 2014 – 15, to standup to the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system allows the enhanced academic mobility and enriched employability of the students. At the same time this system preserves the identity, autonomy and uniqueness of every department and reinforces their efforts to be student centric in curriculum designing and skill imparting. These five schools will work concertedly to achieve and accomplish the following objectives:

- Optimal utilization of resources both human and material for the academic flexibility leading to excellence.
- Students experience or enjoy their choice of courses and credits for their horizontal mobility.
- The existing curricular structure as specified by TANSCH and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.
- Human excellence in specialized areas
- Thrust in internship and / or projects as a lead towards research and
- The multi-discipline nature of the newly evolved structure (School System) caters to the needs of stake-holders, especially the employers.

**What is Credit system?**

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The following Table shows the correlation between credits and hours. However, there could be some flexibility because of practicals, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 150 credits as mentioned in the table below. The total number of minimum courses offered by a department are given in the course pattern.

**SUMMARY OF HOURS AND CREDITS  
UG COURSES**

Part	Semester	Specification	No. of Courses	Hours	Credits	Total Credits
I	I-IV	<b>Languages</b> (Tamil/Hindi/French/Sanskrit)	4	16	12	<b>12</b>
II	I-IV	<b>General English</b>	4	20	12	<b>12</b>
III	I-VI	<b>Core</b> Theory Practicals Project Work	11-16 3-6 1	90	60	<b>98</b>
	IV-VI	<b>Core Electives</b> Self-paced Learning (Partial Online Course)	3 1	12 -	12 2	
	VI	Comprehensive Examination	1	-	2	
	I-VI	<b>Allied</b>	4/6	24	20	
	III & V	<b>Extra Credit Courses</b>	<b>2</b>	-	<b>(4)</b>	
	VI	<b>Internship</b>	1	-	2	
IV	V	<b>Skilled Based Electives:</b> Between Schools (BS)	1	2	2	<b>23</b>
	VI	Within School (WS)	1	2	2	
	V	<b>Inter Departmental Courses (IDC)</b> Soft Skills / NCC	1	2	2	
	I	<b>Non-Major Courses (NMC)</b> Communicative English	1	-	5	
	II	Computer Literacy	1	2	2	
	III	Environmental Studies (Partial Online Course)	1	2	2	
V	I-IV	<b>Value Education</b>	4	8	8	<b>5</b>
	I-V	<b>SHEPHERD &amp; Gender Studies</b>	-	-	-	
	I-V	<b>AICUF, Fine Arts, Nature Club, NCC, NSS</b>	-	-	-	
	V	<b>Career Guidance &amp; Training</b>	-	-	-	
		<b>TOTAL</b>		<b>180</b>	<b>150</b>	<b>150 (+4 extra credits)</b>

**Course Pattern**

The Undergraduate degree course consists of five vital components. They are as follows:

- Part-I : Languages (Tamil / Hindi / French / Sanskrit)  
 Part-II : General English  
 Part-III : Core Course (Theory, Practical, Core Electives, Allied, Project, Internship and Comprehensive Examinations)  
 Part-IV : SBE, NMC, Value Education, Soft Skills/National Cadet Corps and Environmental Studies (EVS)  
 Part-V : Community Service (SHEPHERD) and Gender Studies, AICUF, Fine Arts, Nature Club, NCC, NSS, etc.

#### Non-Major Courses (NMC)

There are three NMC's – Communicative English, Computer Literacy and Environmental Studies offered in the I, II & III Semesters respectively.

#### Extra Credit Courses

In order to facilitate the students gaining extra credits, the extra credit courses are given. There are two extra credit courses – Massive Open Online Courses (MOOC) and Skill-based Course – offered in the III and V Semesters respectively. According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, etc. Skill based course is offered by the department apart from their regular class hours.

#### Value Education Courses

There are four courses offered in the first four semesters for the First & Second UG students.

#### Non-Major Elective/ Skill Based Elective

These courses are offered in two perspectives as electives “Within School” (WS) and “Between School” (BS).

#### Subject Code Fixation

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

Year of Revision	UG Code of the Dept	Semester	Specification of the Part	Subject Category	Running no. in that part
↓	↓	↓	↓	↓	↓
17	U##	x	x	xx	xx
<b>17</b>	<b>UBU</b>	<b>1</b>	<b>3</b>	<b>02</b>	<b>01</b>

#### For Example :

I BBA, first semester Management Principles

The code of the paper is 17UBU130201.

Thus, the subject code is fixed for other subjects.

#### Subject Category

- 00 - Languages (Tamil / Hindi / French / Sanskrit)  
 01 - General English  
 02 - Core (Theory, Practical, Comprehensive Exams, Internship and Project)  
 03 - Core Electives  
 04 - Allied  
 05 - Extra Credit Courses  
 06 - Skill Based Electives (BS) & (WS)  
 07 - Soft Skill  
 08 - NMC (Communicative English, Computer Literacy/SAP)  
 09 - EVS (Environmental Studies)  
 10 - Value Education  
 11 - Community Service (SHEPHERD) and Gender Studies  
 12 - AICUF / Nature Club / Fine Arts / NCC / NSS etc.

#### EXAMINATION: Continuous Internal Assessment (CIA)

UG - Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
<b>CIA</b>	<b>100</b>

#### MID-SEM & END-SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective + Descriptive elements; with the existing question pattern PART-A, PART-B, and PART-C.
2. CIA Component III for UG & PG will be of 15 marks and compulsorily objective multiple choice question type.
3. The CIA Component III must be conducted by the department / faculty concerned at a suitable computer centres.
4. The 10 marks of Part-A of Mid-Sem and End-Sem Tests will comprise only: **Objective Multiple Choice Questions; True / False; and Fill-in the Blanks.**
5. The number of hours for the 5 marks allotted for Library Referencing work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses of the semester.
6. English Composition once a fortnight will form one of the components for UG General English.

## SEMESTER EXAMINATION

Testing with Objective and Descriptive questions

### Part-A: Objective MCQs only (30 Marks)

Answers are to be marked on OMR score-sheet. The OMR score-sheets will be supplied along with the Main Answer Book. 40 minutes after the start of the examination the OMR score-sheets will be collected

### Part-B & C: Descriptive (70 Marks)

**Part-B:** 5 x 5 = 25 marks (Inbuilt Choice);

**Part-C:** 3 x 15 = 45 marks; 3 out of 5 questions (Open Choice).

**The Accounts Paper of Commerce will have**

**Part-A:** Objective = 25

**Part-B:** Descriptive 3 x 25 = 75 marks.

**Duration of Examination must be rational;** proportional to teaching hours  
90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

## Grading System

### 1. Grading

The total marks will be calculated by adding both CIA and the end-semester examinations for each of the courses. The total marks thus obtained will then be graded as per details provided in the following 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 (GPA)** and **Cumulative Grade Point Average (CGPA)** respectively. These two are calculated by the following formulae:

$$\text{GPA} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}, \quad \text{WAM (Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$$

where, 'C<sub>i</sub>' is the Credit earned for the Course-*i*,

'G<sub>i</sub>' is the Grade Point obtained by the student for the Course '*i*',

'M' is the marks obtained for the course '*i*', and

'n' is the number of Courses **Passed** in that semester.

CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

### 2. Classification of Final Results

- i) For each of the three parts, there shall be separate classification on the basis of the CGPA, as indicated in the following Table-2.

- ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature 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 he/she has secured the prescribed passing minimum in the LCs and the ELCs.
- iii) Grade in Part-IV and Part-V shall be shown separately and it shall not be taken into account for classification.
- iv) Absence from an examination shall not be taken as an attempt.

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

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

**Table-2: Final Result**

CGPA	Classification of Final Results	Corresponding Grade
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-appearance

Credit based weighted Mark System is adopted for individual semesters and cumulative semesters in the column 'Marks Secured' (for 100).

A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.

### Declaration of Result:

Mr./Ms. \_\_\_\_\_ has successfully completed the Under Graduate in \_\_\_\_\_ programme. The candidate's Cumulative Grade Point Average (CGPA) in Part-III is \_\_\_\_\_ and the class secured is \_\_\_\_\_ by completing the minimum of 150 credits. The candidate has acquired \_\_\_\_\_ (if any) more credits from SHEPHERD / AICUF / Fine Arts / Sports & Games / NCC / NSS / Nature Club etc. The candidate has also acquired \_\_\_\_\_ (if any) extra credits offered by the parent department courses.



**Bachelor of Business Administration  
(B. B. A.)**

**Course Pattern - 2017 Set**

Sem	Part		Code	Course	Hr	Cr
I	I	Language	17UGT110001	Language I (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE120101	English I	5	3
	III	Core	17UBU130201	Management Principles	6	4
			17UBU130202	Financial Accounting	7	4
	IV	Allied	17UBU130401	Allied I: Managerial Economics	6	5
			NMC	17UCE140801	Communicative English	-
		V. Edn	17UFC141001	Essentials of Humanity	2	2
Total for Semester I				30	26	
II	I	Language	17UGT210002	Language II (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE220102	English II	5	3
	III	Core	17UBU230203	Human Resource Management	5	4
			17UBU230204	Cost Accounting	6	4
	IV	Allied	17UBU230402	Allied II: Organizational Behavior	6	5
			NMC	17UCE240802	Computer Literacy	2
		V. Edn	17UFC241002	Fundamentals of Human Rights	2	2
Total for Semester II				30	23	
III	I	Language	17UGT310003	Language III (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE320103	English III	5	3
	III	Core	17UBU330205	Accounting Packages for Managers	4	2
			17UBU330206	Practical: Financial Advanced Accounting Packages	2	2
			17UBU330207	Marketing Management	5	4
			17UBU330501	Massive Open Online Course	-	(2)
			Allied	17UBU330403	Allied-III: Operations Research for Manager	6
	IV	NMC (POC)	17UFC340901	Environmental Studies	2	2
			17UFC341003A	Formation of Youth–I	2	2
			17UFC341003B	Religious Doctrine-I		
Total for Semester III				30	23	
IV	I	Language	17UGT410004	Language IV (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE420104	English IV	5	3
	III	Core	17UBU430208	Mathematics and Statistics for Managers	5	3
			17UBU430209	Business Law	4	3
			17UBU430301A	Corporate Accounting for Managers (or)	4	4
			17UBU430301B	Taxation for Managers	4	4
	IV	Allied	17UBU430404	Allied IV: Entrepreneurial Development	6	5
			17UFC441004A	Formation of Youth-II	2	2
		V. Edn	17UFC441004B	Religious Doctrine–II		
Total for Semester IV				30	23	

V	III	Core	17UBU530210	Production and Material Management	5	4
		Core	17UBU530211	Research Methods in Business	6	4
		Core	17UBU530212	Management Accounting	6	4
		Core	17UBU530213	Industrial Relations	5	3
		Extra Credit Course	17UBU530502	Extra Credit Course	-	(2)
		Core Elective-II (WS)	17UBU530302A	Project Management	4	4
			17UBU530302B	Logistics and Supply Chain Management		
	17UCC530302		E-Commerce			
	Self-Paced Learning (POC)	17UCO530302B	Business Correspondence	-	2	
		17UBU530214A	Advertising and Sales Promotion			
		17UBU530214B	Business Communication			
IV	SBE (BS)	17UBU530214C	Business Ethics and Corporate Social Responsibility	2	2	
		17UBU540601A	Training and Development			
	IDC	17UBU540601B	Event Management Practices	2	2	
17USS540701A		Soft Skills				
17USS540701B	NCC					
Total for Semester					30	25
VI	III	Core	17UBU630215	Investment Management	6	4
		Core	17UBU630216	Financial Management	7	4
		Core	17UBU630217	International Business	7	4
		Core Elective-III (WS)	17UBU630303A	Service Marketing	4	4
			17UBU630303B	Strategic Management		
			17UCC630303	Total Quality Management		
			17UCO630303A	Retails Management		
	Comprehensive Exam	17UCO630303B	Principles of Event Management	-	2	
		17UBU630218	Comprehensive Examination			
		17UBU630219	Internship			
	IV	SBE (WS)	17UBU630220	Project	4	3
17UBU640602A			Practical Stock Trading	2	2	
17UBU640602B			Management and Business Cases			
17UCC640601	Practical Banking					
17UCO640602A	Basic Accounting Practices					
17UCO640602B	Practical Advertising					
Total for semester IV					30	25
I-V	V		17UCW651101	Community Service Work (SHEPHERD) & Gender Studies		5
Total for All Semesters					180	150+(4)

**Programme Outcomes (POs):**

1. Undergraduate students are to be passionately engaged in initial learning with an aim to think differently as agents of new knowledge, understanding and applying new ideas in order to acquire employability/self-employment.
2. Undergraduate students are trained to take up higher learning programmes.
3. Undergraduate students are made to be competent and socially responsible citizen of India.
4. Undergraduate students are to be exposed to technical, analytical and creative skills.
5. Undergraduate students are to be imparted with a broad conceptual background in the Biological sciences / Computing sciences / Languages and culture / Management studies / Physical sciences.

**Programme Specific Outcomes (PSOs):**

1. Critical thinking and Decision making skills
2. Problem solving skills
3. Communication and presentation skills
4. Leadership and team work skills
5. Entrepreneurial skills
6. Internship and project work exposure
7. Managerial and accounting package skills
8. Ethical and social responsibility

பருவம்: 1  
17UGT110001

மணி நேரம்: 4  
புள்ளிகள்: 3

**பொதுத்தமிழ்-I****பாடத்தின் விளைவு**

- சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியப்பரப்பை அறிதல்
- புதுக்கவிதை, சிறுகதை, உரைநடை ஆகியவற்றின் இலக்கியத்திறன் கண்டறிதல்.
- சந்திப்பிழையின்றி எழுதும் திறன் பெறுதல்.
- வாழ்க்கை வரலாற்றுக் கட்டுரைகளை வாசிக்கும் திறன் பெறுதல்.
- அன்றாடப் பயன்பாட்டிலுள்ள ஆங்கிலச்சொற்களுக்குப் பொருத்தமான சொற்களை உருவாக்கச்செய்தல்
- அரசுப்போட்டித் தேர்வுகளுக்கேற்ப தமிழ்மொழியில் பயிற்சி அளித்தல்.

- அலகு-1** மகாகவி பாரதியார் கவிதைகள்  
பாரதிதாசன் கவிதைகள்  
நாமக்கல் கவிஞர் கவிதைகள்  
உரைநடை - முதல் மூன்று கட்டுரைகள் (12 மணி நேரம்)
- அலகு-2** பாவலரேறு பெருஞ்சித்திரனார் பாடல்கள்  
கண்ணதாசன் கவிதைகள்  
இலக்கிய வரலாறு (பக். 239- 300)  
இலக்கணம் -வலிமிகும் இடங்கள் (14 மணி நேரம்)
- அலகு-3** சமூகக்கவிதைகள்  
இலக்கிய வரலாறு (பக்.300 -362)  
சிறுகதை - முதல் ஆறு சிறுகதைகள் (14 மணி நேரம்)
- அலகு-4** அரசியல் கவிதைகள்  
இலக்கணம் - வலி மிகா இடங்கள் (10 மணி நேரம்)
- அலகு-5** மொழிபெயர்ப்புக்கவிதைகள்  
சிறுகதை- 7 முதல் 12 முடிய உள்ள சிறுகதைகள்  
உரைநடை- 4முதல் 6 முடிய உள்ள கட்டுரைகள் (10 மணிநேரம்)

**பாடநூல்**

1. பொதுத்தமிழ்- செய்யுள் திரட்டு- தமிழாய்வுத்துறை வெளியீடு-2017-2020
2. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தாய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
3. உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.
4. சிறுகதைத்தொகுப்பு : (நாட்டுடைமையாக்கப்பட்ட படைப்பாளர்களின் சிறுகதைகள்), தமிழாய்வுத்துறை வெளியீடு.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester	Course Code	Title of the Paper										Hours	Credits	
I	17UGT110001	செய்தித்தமிழ்-1										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		PSO6	PSO7	PSO8
CO1	5	5	4	3	5	5	4	4	4	3	3	4	5	4.2
CO2	5	5	5	3	4	5	4	5	4	3	3	4	5	4.2
CO3	4	4	5	4	3	4	3	5	4	3	3	4	5	3.9
CO4	5	5	4	4	4	5	5	5	4	3	5	5	5	4.5
CO5	5	5	5	4	4	4	4	5	4	3	4	5	5	4.0
CO6	5	5	5	3	4	4	4	4	4	5	4	3	5	3.8
Mean Overall Score														4.1

**Result: The Score for this Course is 4.1 (Very High Relationship)**

*Note:*

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs =	Total of Values	Mean Overall Score for COs =	Total of Mean Scores
	Total No. of POs & PSOs		Total No. of COs

**Semestre: I**  
**17UGH110001**

**Hours/Week: 4**  
**Credits : 3**

**HINDI**

**Course Outcomes**

At the end of the course, a student should be able to demonstrate...

- \* Knowledge and understanding of Hindi Conversations
- \* Improvement of the writing skills.
- \* Knowledge of Grammar forms
- \* Effective communicative skills in Hindi.
- \* The introduction of socially relevant subjects in Modern Hindi Literature
- \* Appreciation the features of Modern Hindi Prose.

**Unit-I 8 hours**

Dr Abdul Kalam, Ling Badaliye, Vachan Badaliye, Baathcheeth-Aspathal Mein

**Unit-II 12 hours**

Hamara Rajchinha, Noun Ling, Kaarak Chinha, Chaar Baayee, Baathcheeth, Dookan Mein

**Unit-III 12 hours**

Moun hee mantra hai, Vachan, Kaarak, Vishwamitra Ka yagna, Baathcheeth, Hotel mein

**Unit-IV 14 hours**

Veer Shivaji, Pronoun, Danush Yagna, Baathcheeth-Maidan mein

**Unit-V 14 hours**

Rajatilak Kee Thaiyaree, Adjectives, Baathcheeth-Pareeksha ke baare mein

**Books Recommended**

1. Dakshina Bharathi Hindi Prachar Sabha, Thiagaraya Nagar, Chennai – 600 017, Subhodh Hindi Patamala-2, Bharath Milap, Bharath-1, 2016.
2. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 63, Tagore Nagar, Allahabad 2, 2016.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester I	Course Code 17UGH110001	Title of the Paper Hindi-I										Hours 4	Credits 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	PSO6		
CO1	4	4	4	3	4	2	2	2	3	4	4	3.2	
CO2	3	3	2	3	2	4	4	4	3	3	2	3.0	
CO3	3	2	2	3	4	2	2	2	3	4	4	2.8	
CO4	3	2	2	3	2	4	4	4	4	2	2	2.9	
CO5	3	3	3	3	3	3	4	4	3	3	3	3.2	
CO6	4	4	4	4	3	4	3	2	4	3	3	3.4	
Mean Overall Score											3.1		

**Result: The Score for this Course is 3.1 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semestre: I  
17UGF110001**

**Heures /Semaine: 4  
Points : 3**

## FRANÇAIS-I

### Course Outcomes

- \* Introduire la langue et la culture française aux étudiants
- \* Comparer la culture de l'Inde et de la France
- \* Familiariser l'étudiant avec le vocabulaire,
- \* la grammaire et les conversations se présenter
- \* Donner des informations en Français
- \* Conjuguer des verbes, Avoir Etre Aller Faire

### Unit-I : A l'aéroport Kamaraj domestic de Chennai (10 heures)

Saluer, demander et dire le nom, présenter quelqu'un, se présenter, souhaiter la bienvenue a quelqu'un, demander et dire l'identité de quelqu'un.

**Grammaire :** Etre, s'appeler, pronoms sujets, interrogation

### Unit-II : A l'Université (10 heures)

Demander comment on se porte, présenter quel qu'un, prendre congé, exprimer, l'appréciation.

**Grammaire :** Articles définis et indéfinis, genre des noms, adjectifs, présent de l'indicatif : verbes réguliers en er, être avoir, apprendre, prépositions a, en, au, aux.

### Unit-III : Au café (10 heures)

Dire ce qu'on aime, donner des informations, exprimer l'admiration, demander des informations sur quelqu'un.

**Grammaire :** Adjectifs interrogatifs, présent de l'indicatif : avoir, verbes en er , savoir, qu'est ce que c'est?, adjectifs possessifs, négation ,adjectifs irréguliers

### Unit-IV : A la plage (15 heures)

Proposer une sortie, accepter, refuser la proposition

**Grammaire :** phrases au singulier et au pluriel, pronom indéfini- on, il y a, adjectifs démonstratifs, négation, interrogation, présent de l'indicatif : faire, voir, aller, sortir, connaître

### Unit-V : Un concert et chez Nalli (15 heures)

Inviter, accepter, exprimer son incapacité d'accepter, complimenter, parlé au téléphone, demander le prix, protester contre le prix.

**Grammaire :** Présent de l'indicatif : verbes en er, venir, pouvoir, vouloir, articles contracte, avec, a chez, le futur, interrogation est ce que, adverbes

interrogatifs, adjectifs possessifs, accord de l'adjectif, adjectifs exclamatifs, très/trop, présent de l'indicatif : acheter-regarder, l'impératif.

**Manuel:**

1. K.Madanagobalane, **Synchronie-1**, Samhitâ Publication, 2011.

**Livre de référence:**

1. Annie Berthet /Batrix Sampsonis/ Catherine Hugot /Vronnique M Kizirian/ Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/RégineMérieux, Connexions 1, Didier, 2011.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester I	Course Code 17UGF110001	Title of the Paper French-I										Hours 4	Credits 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	PSO6		
CO1	4	4	2	3	4	4	4	2	2	3	3	3.2	
CO2	3	3	3	3	4	4	4	3	3	3	2	3.2	
CO3	3	2	3	2	4	3	2	4	4	3	3	3.0	
CO4	3	3	4	3	4	2	2	3	3	2	2	2.8	
CO5	3	3	4	3	4	3	3	3	4	5	2	3.4	
CO6	3	4	3	3	3	3	3	3	2	4	3	3.1	
Mean Overall Score											3.1		

**Result: The Score for this Course is 3.1 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: I  
17UGS110001

Hours/Week: 4  
Credits : 3

### SANSKRIT-I

#### Course Outcomes

At the end of the course, a student should be able to demonstrate...

- \* Knowledge and understanding of basic Sanskrit grammar
- \* Knowledge and understanding of essential Sanskrit vocabulary
- \* Introduction of the writing skills
- \* Introduction of Sanskrit Aksharas.
- \* Introduction of Present tense forms
- \* Implementation of good thoughts from Subashitani

#### Unit-I 8 hours

Akharavivaranam – Svaras & Vyanjanaani – Samyukta Aksharani.

#### Unit-II 12 hours

Shabdadayah – Aakaaraanta, ikaar aantah. ukaaraantah.

Shabdadayah – Aakaaraanta, iikaar aantah. uukaaraantah.

#### Unit-III 12 hours

Anuvaada Prayogah.

#### Unit-IV 14 hours

Lat Lakarh – Parasmai – Pada Prayogah = Vakyarupah.

#### Unit-V 14 hours

Subhaashitaani

#### Books Recommended

1. Kulapathy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2014
2. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat-678003, Kerala, South India, Shabdha Manjari, 2014
3. Balasubramaniam R., Samskrita Akshara Siksha, Vangals Publication, 14<sup>th</sup> Main Road, JP Nagar, Bangalore -78, 2015.

#### Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Code 17UGS110001	Title of the Paper Sanskrit-I										Hours 4	Credits 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	PSO6		
	CO1	5	3	5	4	4	3	3	3	3	4	3.1	
	CO2	4	3	4	4	4	4	4	4	3	4	3.3	
	CO3	4	3	3	4	4	3	4	4	3	4	3.1	
	CO4	4	3	3	4	3	3	4	4	3	4	3.0	
	CO5	4	4	4	3	4	4	3	3	3	4	3.1	
	CO6	5	4	4	4	4	3	3	3	3	4	3.1	
Mean Overall Score												3.1	

Result: The Score for this Course is 3.1 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester: I**  
**17UGE120101**

**Hours/Week: 5**  
**Credits: 3**

**GENERAL ENGLISH-I**

**Course Outcomes**

- \* Introduce themselves to the others
- \* Narrate simple experiences in a coherent manner
- \* Understand the underlying meaning in the text
- \* Describe accurately what he/she observes and experiences
- \* Converse with friends about their likes and dislikes
- \* Write leave letters using the appropriate format and language

**Unit-I:**

01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition
06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I doing?
09. What was I doing?
10. Unscramble the Past Actions
11. What did I do yesterday?

**Unit-II:**

12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Form of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

**Unit-III:**

22. Plural Forms of Action Words

23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles
28. Un/Countable Practice
29. Listen and Match the Visual
30. Letter Spell - Check
31. Drafting Letter

**Non-Detailed:**

**“The Merchant of Venice” from *Six Tales From Shakespeare***

**Unit-IV:**

32. Friendship Word Grid
33. Friends’ Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests
37. Introducing Friends
38. What are We Doing?
39. What is (s)he / are they Doing?
40. Yes / No Question
41. What was s/he doing?
42. Names and Actions
43. True Friendship
44. Know your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

**Non-Detailed:**

**“The Taming of the Shrew” from *Six Tales From Shakespeare***

**Unit-V:**

48. Kinship Words
49. The Odd One Out
50. My Family Tree

51. Little Boy's Request
52. Occasions for Message
53. Words denoting Place
54. Words denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The family debate
63. Family Today

**Non-Detailed: "The Tempest" from *Six Tales From Shakespeare***

#### Textbook

1. Joy, J.L. & Peter, F.M. *Let's Communicate I*, New Delhi, Trinity Press, 2014. Print.

#### Non-Detailed Text

1. Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (First three tales)

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester I	Course Code 17UGE120101	Title of the Paper General English-I													Hours 4	Credits 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	PSO6	PSO7	PSO8			
CO1	4	3	4	4	4	5	4	4	4	3	3	4	4	3.80		
CO2	4	3	4	4	4	5	5	4	4	4	4	4	4	4.10		
CO3	4	3	4	4	4	3	3	4	4	3	3	4	4	3.60		
CO4	4	3	2	4	4	4	4	3	3	5	5	4	4	3.80		
CO5	4	3	4	4	4	4	4	3	3	4	4	5	5	3.90		
CO6	5	4	4	3	3	4	4	3	4	4	5	4	4	3.90		
Mean Overall Score															3.85	

**Result: The Score for this Course is 3.85 (High Relationship)**

*Note:*

<b>Mapping Scale</b>	<b>1-20%</b> 1	<b>21-40%</b> 2	<b>41-60%</b> 3	<b>61-80%</b> 4	<b>81-100%</b> 5
<b>Relation Quality</b>	<b>0.0-1.0</b> Very poor	<b>1.1-2.0</b> Poor	<b>2.1-3.0</b> Moderate	<b>3.1-4.0</b> High	<b>4.1-5.0</b> Very High

*Values Scaling:*

<b>Mean Score of COs</b> = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	<b>Mean Overall Score for COs</b> = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I  
17UBU130201

L P C  
6 - 4

## MANAGEMENT PRINCIPLES

### Course Outcomes

1. Understand the fundamentals concept of management.
2. Learn the concepts and competence of planning
3. Acquire the knowledge of Organization and & staffing.
4. Understand the importance of effectiveness of directing & coordination
5. Analyze the importance, process & types of controlling.
6. To learn about the managerial idea , in the field of Management

### Unit-I: CONCEPT OF MANAGEMENT (10 hours)

Meaning, Definition, Nature, Importance – Administration Vs Management- Levels of Management-Functions-Contribution of Taylor, Fayol, Elton Mayo, McGregor, Peter F. Drucker.

### Unit-II: PLANNING (10 hours)

Concepts of Planning: Meaning- Definition- Nature- Importance-Process- Classification-Methods-Effective Planning-Limitations. Decision making: Process and strategies.

### Unit-III: ORGANISING AND STAFFING (12 hours)

Nature - purpose-importance –structure-principles – formal & informal organization-Theories-types- drawbacks. Delegation of responsibility and authority, Centralization and Decentralizations- Staffing -Recruitment and selection Process.

### Unit-IV: DIRECTING & CO-ORDINATION (14 hours)

Meaning-Definition-features –importance-principles–techniques of direction. Supervision : Meaning, functions of supervisors. Coordination: Meaning, elements, features, importance, system approaches, steps for effective co ordination. Conflicts: Meaning, causes and management of conflicts.

### Unit-V: CONTROLLING (14 hours)

Meaning - Definition - features –importance - control process – Types –The control Cycle –Controlling responsibility - Control techniques: Tradition and modern method – Effective Control System.

### TEXT BOOK:

1. L. M, Prasad, Principles and Practices of Management, Sultan Chand & Sons, New Delhi, 2014.

### REFERENCES:

1. Dinkar & Pegara; Business Management; Prentice Hall of India; New Delhi, 2014.
2. S.C.Saxena; Business Organization; Sultan Chand & Co Ltd, 2014.
3. L.M.Prasad; Organisational Behavior; Sultan Chand & Co Ltd, 2014.
4. T.Ramasamy, Principles of Management, Sultan Chand Co Ltd, New Delhi, First Edition:2012.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester I	Course Code 17UBU130201	Title of the Paper Part-III: Management Principles												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	4	3	4	4	3	4	4	4	3	4	5	3.92	
CO2	4	3	4	5	3	4	3	4	3	4	2	4	3	3.54	
CO3	3	4	5	4	5	4	3	4	5	4	5	4	2	4.00	
CO4	2	3	1	4	5	3	4	3	5	1	4	2	3	3.08	
CO5	2	1	3	1	2	1	3	2	1	3	2	3	4	2.15	
CO6	1	4	3	4	2	4	3	4	3	4	2	4	3	3.15	
Mean Overall Score														3.30	

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**Result: The Score for this Course is 3.30 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I**  
**17UBU130202**

**L P C**  
**7 - 4**

## FINANCIAL ACCOUNTING

### Course Outcomes

1. To learn fundamental aspects of accounting
2. To acquire accounting knowledge from Journal to Final accounts
3. Students also learn the preparation of financial statement
4. To acquire the latest updates on financial knowledge and practice
5. To develop the financial management skills and to become a finance manager in future
6. To enable the students to acquire accounting skills

### Unit-I: INTRODUCTION TO FINANCIAL ACCOUNTING (14 Hours)

Meaning and definition of accounting, objectives and need for accounting in business enterprises – Book keeping – Systems of accounting – Branches of accounting – Accounting principles and classification of accounts. Record of transactions – Journal – Ledger accounts – Trial balance.

### Unit-II: SUBSIDIARY BOOKS (14 Hours)

Recording of cash transaction – simple case book – Double column cash book – Triple column cash book – petty cash, Non cash transactions – Purchases of goods – Return of goods purchased – sales of goods and returns from customers.

### Unit-III: CAPITAL AND REVENUE ITEMS & FINAL ACCOUNTS (14 Hours)

Capital and revenue expenditure – Deferred revenue expenditure – capital and revenue receipts. Final accounts – Manufacturing accounts – Trading accounts – Profit & loss accounts – Balance sheet .

### Unit-IV: ACCOUNTS OF NONPROFIT ORGANIZATION & DEPRECIATION (14 Hours)

Meaning of non – profit organizations – Receipts and payments account – Income and expenditure account – Preparation of Balance sheet. Depreciation – Methods of Depreciation - SLM – WDV.

### Unit-V: SINGLE ENTRY SYSTEM & BRANCH ACCOUNTING

**(14 Hours)**

Meaning – Definition-Difference between Double Entry and Single Entry-Ascertainment of Profit-Net worth method-Distance between Balance sheet

27

and Statement of Affairs.(Excluding Conversion Method). Branch Accounting (Simple Problem)

### TEXT BOOK:

1. R.L Gupta & V.K Gupta, Financial Accounting, Sulthan Chand & sons, New Delhi, 2014

### REFERENCES:

1. R.L Gupta & M. Radhasamy, Advance Accountancy (Vol 1), Sulthan Chand & sons, New Delhi, 2014
2. S.P Jain & K.L Narang, Advanced Accountancy, (Vol 1) Kalyani Publishing & Co., 2011.
3. S.N Maheshwari & S.K. Maheshwari, Financial Accounting, Vikas Publishing Houses Pvt. Ltd., New Delhi, 2012.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester I	Course Code 17UBU130202	Title of the Paper Part-III: Financial Accounting																Hours 7	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)										Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8					
CO1	5	3	4	5	4		3	2	3	1	4	3	4	3		3.39			
CO2	4	5	2	3	1		4	3	5	2	5	4	3	4		3.46			
CO3	3	5	3	2	4		1	3	4	5	1	5	3	2		3.15			
CO4	2	3	2	4	2		5	4	2	3	1	3	2	3		2.76			
CO5	2	4	3	4	3		2	4	5	2	4	5	3	4		3.46			
CO6	5	3	4	2	4		5	3	4	2	4	3	4	5		3.69			
Mean Overall Score																3.31			

**Result: The Score for this Course is 3.31 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester I  
17UBU130401

L P C  
6 - 5

**Allied-I:  
MANAGERIAL ECONOMICS**

**Course Outcomes**

1. Knowing the role & responsibilities of Managerial Economists.
2. Import the knowledge of forecasting.
3. Knowledge of types of cost.
4. Application of cost control & cost reduction.
5. Understand the different market condition
6. Understand different market structure.
7. Knowledge of the concept and method of National Income.
8. Acquire the knowledge of Business Cycle.

**Unit-I: CONCEPTS OF MANAGERIAL ECONOMICS (10 Hours)**

Introduction: Nature and scope of Managerial Economics – Economic theory and Managerial Economics – Managerial Economics: Roles and responsibilities.

**Unit-II: THEORIES OF CONSUMPTION (10 Hours)**

Demand Analysis and Forecasting: Demand Determinants – Demand Distinctions – Demand forecasting – General considerations – Methods of Demand Forecasting.

**Unit-III: COST ANALYSIS (10 Hours)**

Cost concepts – Classifications and determinants – Cost – Output relationship – Economies and Diseconomies of scale – Cost control and cost reduction.

**Unit-IV: MARKET STRUCTURE (15 Hours)**

Price and Output Decisions under different market structure: Perfect competition – Monopoly and monopsony – Price discrimination – Monopolistic Competition – Oligopoly – Practical method of pricing.

**Unit-V: MACRO ECONOMIC ANALYSIS (10 Hours)**

Macro Economic and Business Decisions: Business cycle and its phases – Input – Output Analysis – National income – Concept, Methods and difficulties in the calculations of National Income.

**TEXT BOOK**

1. Dr S Sankaran , Managerial Economics, Margham Publication, Chennai, 2015.

**REFERENCE**

1. Varshney R.L & Maheshwari K.L; Managerial Economics; New Delhi; Sultan Chand & Sons; 2012.
2. Seth M.L; Micro Economics; Lakshmi Agarwal Educational Publishers; Agra 2010.
3. P.L Mehta; Managerial Economics Analysis Problems and cases; Delhiishal Publications; Delhi , 2010.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester I	Course Code 17UBU130401	Title of the Paper Part-III: Managerial Economics												Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	1	2	4	3	4	1	4	2	4	1	2.84	
CO2	5	4	5	3	2	5	3	5	3	3	5	2	3	3.69	
CO3	4	5	3	2	5	2	1	2	5	3	2	4	1	3.00	
CO4	3	5	2	4	2	5	2	4	3	2	4	5	4	3.46	
CO5	5	2	5	2	4	4	5	3	2	5	4	5	4	3.85	
CO6	5	4	5	4	2	4	4	5	3	5	4	4	5	4.15	
CO7	3	5	2	4	2	5	2	4	3	2	4	5	4	3.46	
CO8	5	2	5	2	4	4	5	3	2	5	4	5	4	3.85	
Mean Overall Score														3.50	

**Result: The Score for this Course is 3.5 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I  
17UFC141001**

**Hours/Week:2  
Credits: 2**

**ESSENTIALS OF HUMANITY**

**Course Outcomes**

1. To ensure creating awareness among the youth on human values.
2. To ensure educating the youth, the basic principles of value education.
3. To ensure the process of analyzing, appreciating and personalizing values as our own.
4. To ensure that students develop various dimensions of human personality.
5. To ensure the youth empowering the gender sensitization, gender differences and gender roles.
6. To ensure preparing the students for the smooth transfer from the stage of teenage to earlier adulthood.

**Unit-I**

**Principles of Value Education** - Introduction - Value Education- Characteristics of Values – Kinds of Values

**Unit-II**

**Development of Human Personality** - Personality traits - Theories of Personality - Discovering self- Defense mechanism - Power of positive thinking

**Unit-III**

**Dimensions of Human Development** - Physical development – Intellectual development - Emotional development - Social Development – Moral development - Spiritual development

**Unit-IV**

**Responsible Parenthood** - Human sexuality - Sex and love - Becoming a spouse - Responsible Parenthood

**Unit-V**

**Gender Equality and Empowerment** - Historical perspective - Education & economic development -Crimes against Women-Women's rights

**Text Book:**

**Essentials of Humanity**, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester I	Course Outcomes (COs)	Course Code 17UFC141001		Title of the Paper ESSENTIALS OF HUMANITY												Hours 2	Credits 2
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
	CO1	3	1	5	4	3	5	4	5	5	5	5	4	3	Mean Score of COs		
	CO2	2	1	5	5	3	5	4	5	5	5	5	4	3	4.0		
	CO3	2	1	5	5	4	5	4	4	5	5	5	5	3	4.1		
	CO4	2	2	5	4	2	5	4	4	5	4	5	5	5	4.0		
	CO5	5	2	5	5	2	5	4	4	5	5	5	4	4	4.2		
	CO6	2	1	5	5	4	4	4	5	5	4	4	4	3	3.8		
															Mean Overall Score		
															4.0		

**Result: The Score for this Course is 4.0 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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பருவம்: 2  
17UGT210002

மணி நேரம்: 4  
புள்ளிகள்: 3

**பொதுத்தமிழ்-II**

**பாடத்தின் விளைவு**

- சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியப்பரப்பை அறிதல்
  - பக்தி இலக்கியங்களின் வழி இறையியல் கோட்பாடுகளை அறிதல்
  - உரைநடைக் கட்டுரை எழுதும் திறன் பெறுதல்- இலக்கணமரபுகளை அறிதல்
  - பல்வேறு சமயங்களின் வாழ்வியல் கருத்துக்களை அறிந்து பின்பற்றுதல்
  - காப்பியங்களில் உள்ள சமுதாயக் கருத்துக்களை அறிந்துகொள்ளுதல்.
  - இதிகாசங்கள் உணர்த்தும் நீதிகளை அறியச்செய்தல்.
- அரசுப்போட்டித் தேர்வுகளுக்கேற்ப பொதுக்கட்டுரைகளும் மொழிப்பயிற்சியும் மாணவர்களுக்கு அளித்தல்.

**அலகு: 1** (12 மணி நேரம்)

- சிலப்பதிகாரம் - அந்திமாலைச் சிறப்பு செய்காதை  
இலக்கிய வரலாறு - சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.  
இலக்கணம் - எழுத்திலக்கணம்

**அலகு: 2** (12 மணி நேரம்)

- மணிமேகலை - உலக அறவி புக்க காதை  
பெரியபுராணம் - தடுத்தாட்கொண்ட புராணம்

**அலகு: 3** (12 மணி நேரம்)

- கம்பராமாயணம் - கும்பகர்ணன் வதைப்படலம்  
உரைநடை - 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

**அலகு: 4** (12 மணி நேரம்)

- சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்  
இலக்கணம் - சொல்லிலக்கணம்  
இலக்கிய வரலாறு - தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய.

**அலகு: 5** (12 மணி நேரம்)

- இரட்சணிய யாத்திரிகம் - மரணப்படலம்  
உரைநடை - 10 முதல் 12 வரையிலான கட்டுரைகள்

**பாடநூல்:**

- செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, 2017-10
- சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
- உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.

### Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Code 17UGT210002	Title of the Paper பொருத்தம்-II										Hours 4	Credits 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		PSO6	PSO7
CO1	5	4	4	4	4	5	5	5	4	4	2	4	4
CO2	4	5	5	4	5	5	5	5	5	4	3	4	3
CO3	5	5	4	4	5	5	5	5	4	3	3	4	3
CO4	5	5	4	3	4	5	5	5	4	3	3	4	3
CO5	5	5	4	3	4	5	5	5	4	3	3	4	3
CO6	5	5	5	5	4	5	5	5	4	3	3	4	3
Mean Overall Score													4.2

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**Result:** The Score for this Course is 4.2 (Very High Relationship)

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semestre: II**  
**17UGH210002**

**Hours/Week: 4**  
**Credits : 3**

### HINDI-II

#### Course Outcomes

At the end of the course, a student should be able to demonstrate...

- their effective communicative skills in Hindi
- the introduction of socially relevant subjects in Modern Hindi Literature
- to appreciate the features of Modern Hindi one act plays and short stories
- the ability to fill in application forms Hindi
- use Hindi vocabulary and grammar patterns in a culturally proper ways.
- the ability to write about famous Hindi authors .

#### Unit-I

**8 hours**

Paeksha, Lekak Parichaya, Khani kee Basha – Shyli, Verb, Dhathu, Artha likiye ulte Shabda likiye.

#### Unit- II

**12 hours**

Lekak Parichaya Ekanki kee, Basha Shyli, Ander Nagaree, Sankalan Traya, Pareek shaka Khani ke paatra, Kal, Vachya.

#### Unit-III

**12 hours**

Chief Kee daavath, Ekanki ke Paatra, Ekankikaar, Ne ka Prayog, Adverb

#### Unit- IV

**14 hours**

Do Kalakar, Bahoo kee Vidha, Kahaanikaar, Prepositions, conjunctions

#### Unit-V

**14 hours**

Kahani ke paatra, Ekanke ke paatra, lekak parichaya, Interjunctions, Avikari Shabda

#### Books Recommended

1. Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Chennai - 600 017, Subodh Hindi Patamala-2, Ekanki, Hindi, 2016.
2. Ram Dev Hindi Bhavan, Vyakaran Pradeep, 63, Tagore Nagar, Alahabad, 2, 2013.

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**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester II	Course Code 17UGH210002	Title of the Paper Hindi-II					Hours 4	Credits 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	PSO6	
CO1	4	4	4	3	4	3	2	3	4	4	4	3.5
CO2	3	3	2	3	2	4	4	3	3	2	2	2.8
CO3	3	2	2	3	4	2	4	4	2	3	4	3.0
CO4	3	2	2	3	3	4	3	3	4	3	3	3.0
CO5	3	3	3	3	3	3	3	4	3	4	3	3.1
CO6	4	4	4	4	3	4	3	3	3	3	2	3.3
Mean Overall Score												3.1

**Result: The Score for this Course is 3.1 (High Relationship)**

*Note:*

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semestre: II**  
**17UGF210002**

**Heures /Semaine: 4**  
**Points : 3**

**FRANÇAIS-II**

**Course Outcomes**

- \* Faire connaissance des journaux, des courriels, des lettres
- \* Comprendre les conversations téléphoniques.
- \* Décrire quelque chose
- \* Demander son chemin
- \* Parler des activités du week-end
- \* Accepter, refuser, exprimer la certitude.

**Unit-I: Nouvelles de L'inde (10 heures)**

Montrer son inquiétude, s'excuser, exprimer son appréciation, décrire quelqu'un, décrire quelque chose

**Grammaire:** Présent : verbes en er,-ir, le futur, interrogation totale, féminin d'autres adjectifs.

**Unit-II: A la gare Central station (10 heures)**

Réserver des billets, demander des renseignements, donner des renseignements

**Grammaire:** pronoms compléments d'objet direct, présent l'impératif :payer ,partir/sortir, l'impératif, expression du temps, construction avec infinitif

**Unit-III : Un lit dans la Cuisine (10 heures)**

Donner des ordres, localiser, dire qu'une proposition est stupide ou bizarre

**Grammaire :** Verbes en er-ranger, mettre impératif, il faut, devoir +infinitif, prépositions de lieu

**Unit-IV: Pierre apprend a conduire et mangez –vous correctement ? (15 heures)**

Rassurer, exprimer l'indirection exprimer l'autorisation, avertir, demander des informations sur les habitudes de quelqu'un, offrir a manger ou a boire, accepter, refuser, exprimer la certitude.

**Grammaire:** impératif-être, avoir, savoir, pronoms compléments d'objet indirect, le passe compose avec avoir expression de la quantité-articles partitifs, adverbes, pronoms directs et indirects, pronom en, présent des verbes –manger, boire ,offrir ,prendre, la condition avec si.



**Unit-V: Ils ont eu tort tous les deux !et Comment as-tu passe le weekend  
(10 heures)**

Demander son chemin, indiquer le chemin a quelqu'un, reprocher / conseiller, parler des activités du week-end, demander a quelqu'un de se taire

**Grammaire:** le passe compose, adverbess mots interrogatifs, le passe compose avec être, faire du....pouvoir, vouloir.

**Manuel:**

1. K. Madanagobalane, **Synchronie -1**, Samhitâ publication, 2011.

**Livre de référence:**

1. Annie Berthet / B\_atrix Sampsonis / Catherine Hugot / V\_ronnique M kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006
2. Yves Loiseau / R\_gine M-rieux, Connexions 1, Didier ,2011

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester II	Course Code 17U/GF210002	Title of the Paper French-II										Hours 4	Credits 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	PSO6		
CO1	4	4	2	3	4	3	3	2	2	3	3	3.0	
CO2	3	3	3	3	4	3	3	2	2	2	3	2.8	
CO3	3	2	3	2	4	3	3	2	2	3	3	2.7	
CO4	3	3	4	3	4	3	3	3	3	3	3	3.2	
CO5	3	3	4	3	4	2	4	4	4	4	5	3.6	
CO6	3	4	3	3	3	3	4	4	3	4	4	3.5	
Mean Overall Score												3.1	

**Result: The Score for this Course is 3.1 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester: II**  
**17UGS210002**

**Hours/Week: 4**  
**Credits : 3**

### SANSKRIT-II

#### Course Outcomes

At the end of the course, a student should be able to demonstrate...

- \* knowledge and understanding of basic Sanskrit grammar
- \* knowledge and understanding of essential Sanskrit vocabulary
- \* knowledge and understanding of the appropriateness of basic Sanskrit structures and expressions in a given context
- \* the ability to understand short passages in written Sanskrit on everyday topics
- \* the ability to produce short passages in written Sanskrit on everyday topics
- \* introduction of basic grammar (Avyaya Imperfect tense and Sandirules. Samasah.)

#### Unit-I 8 hours

Visheshanaah  
Saravanaama shabdas.

#### Unit-II 12 hours

Sandhi Niyamaah Abhyaasah.(Guna, Visarga, Dirgha, Vrddhi)

#### Unit-III 12 hours

Lang lakaarah. Kriyapadaani

#### Unit-IV 14 hours

Gopala Vimshathi. (1-10) slokas.

#### Unit-V 14 hours

Avyayas, Tatpurussha, Karma dhaaraya samaasah.

#### Books Recommended

1. Paundrapuram Ashram, Srirangam -620 006. Gopalavimshathi, 2014
2. R.S. Vadhyar & Sons, book – Sellers and Publishers, Kalpathi, Palghat- 678 003, Kerala, Southe India, Shabdha Manjari, 2014
3. Kulapthy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai - 400007, 2014

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester II	Course Code 17UGS210002	Title of the Paper Sanskrit-II										Hours 4	Credits 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	PSO6		
CO1	5	3	5	4	4	3	3	3	4	4	3	3.2	
CO2	4	3	4	4	4	3	3	3	3	4	3	3.0	
CO3	4	3	3	4	4	3	3	3	4	4	3	3.0	
CO4	4	3	3	4	3	3	3	4	4	4	3	3.0	
CO5	4	4	4	3	4	3	4	4	4	3	4	3.2	
CO6	5	4	4	4	4	3	3	3	4	4	3	3.2	
Mean Overall Score												3.1	

**Result: The Score for this Course is 3.1 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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**Semester: II**  
**17UGE220102**

**Hours/Week: 5**  
**Credits: 3**

**GENERAL ENGLISH-II**

**Course Outcomes**

- \* Ask open-ended questions in real-life situations
- \* Use polite expressions in appropriate ways
- \* Use correct punctuation marks and capital letters
- \* Use appropriate vocabulary
- \* Put ideas into a cohesive paragraph
- \* Develop positive self-esteem and thereby communicate effectively

**Unit-I**

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

**Non-Detailed:**

**“Julius Caesar” from *Six Tales From Shakespeare***

**Unit-II:**

11. Wh Words
12. Yes/No Recollection
13. Unscramble Wh Questions
14. Wh Practice
15. Education and the Poor
16. Controlled Role play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter

22. Proverb-Visual Description
23. Supply Wh Words
24. Rearrange Questions
25. Information Gap Questions

**Unit-III:**

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

**Unit-IV:**

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

**Non-Detailed:**

**“King Lear” from *Six Tales From Shakespeare***

**Unit-V:**

51. Society Word Grid
52. Classify Society Wordlist

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

**Non-Detailed: “Macbeth” from *Six Tales From Shakespeare***

#### Textbook

1. Joy, J.L. & Peter, F.M. *Let's Communicate 2*, New Delhi: Trinity Press, 2014. Print.

#### Non-Detailed Text

1. Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (Last three tales)

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester II	Course Code 17UGE120102	Title of the Paper General English-II										Hours 5	Credits 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	PSO6	PSO7	PSO8	
CO1	5	4	4	4	4	5	4	4	3	3	3	4	4	3.9
CO2	4	3	4	4	4	5	5	4	4	4	4	4	3	4.0
CO3	4	3	4	4	4	3	3	4	4	3	3	4	4	3.6
CO4	4	3	3	4	4	4	4	3	3	5	5	4	4	3.8
CO5	4	3	4	4	4	4	4	3	3	4	4	5	5	3.9
CO6	5	4	4	3	3	4	4	3	4	4	5	4	4	3.9
Mean Overall Score														3.8

**Result: The Score for this Course is 3.8 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II**  
**17UBU230203**

<b>L</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>-</b>	<b>4</b>

## **HUMANRESOURCEMANAGEMENT**

### **Course Outcomes**

1. To impart knowledge in Human resource planning and Development
2. Ensure Human resources at International level
3. To develop decision making skills
4. Human resources concepts and practice in organization
5. Ensure Human resources for future managers
6. To learn the basic idea about Human resources management

### **Unit-1: INTRODUCTION (10 Hrs)**

**Basic Concepts of HRM- Meaning, Objectives, Functions of HRM in an organisation,** – Role of Human Resource Manager – HR Practices – HRIS, Milstone of HRM – HRM Vs Personal Management.

### **Unit-II: HR RESOURCES PLANNING (12 Hrs)**

Importance of Human Resource Planning – Forecasting Human Resource requirements – Recruitments: Internal and External sources - Selection Process – Screening – Tests –Interview – Medical Examinations – Employee engagement - Employee retention

### **Unit-III: TRAINING AND EXECUTIVE DEVELOPMENT (12 Hrs)**

Pre training process – Training and Analysis, purpose, Benefits - Types of training methods - Post training process - Executive development programmes – Common practices – Benefits – Self Development – Knowledge Management.

### **Unit-IV: PERFORMANCE EVALUATION AND CONTROL PROCESS (12 Hrs)**

Techniques of Performance Evaluation – Process– Industry practices, promotion, Demotion, Transfer and Separation – Implications of job change. The control process – Importance – Methods – Requirements of Effective Control System.

### **Unit-V: CURRENT TRENDS OF HRM (12 Hrs)**

Compensation plans – Rewards – Motivation – Theories of motivation – career Planning and Management – Development Mentor – Protégé

Relationships – Current Trends of HRM – Cross Cultural Issue and Management.

### **TEXT BOOK:**

1. Dr. C.D. Balaji; Human Resource Management; Margham Publications; 2016

### **REFERENCES:**

1. Chitra Atmavam Naik; Human Resource Management; ANE books Pvt Ltd., Chennai
2. P. Jothi and D.N. Venkadesh; Human Resource Management; Oxford University Press; Chennai
3. K. Aswathappa; Human Resources Management; Tata McGraw Hill Co.
4. Biswajeet Pattanayak; Human Resource Management; PHI learning India Pvt Ltd.
5. SK. Sharma; Human Resource Management; Global India Publications Pvt Ltd; New Delhi.  
Email: info@globalindiapublictions.com, Chennai@atlanticbooks.com
6. MIRZA.S Saiyadain; Human Resource Management; Tata McGraw Hill Co.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester II	Course Code 17UBU230203	Title of the Paper Part-III: Human Resource Management										Hours 5	Credits 4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	4	5	5	4	2	2	3	1	4	3	4	3	
CO2	4	5	2	3	1	4	3	5	2	5	4	3	4	
CO3	3	5	3	2	4	1	3	4	4	1	5	3	2	
CO4	2	3	2	4	3	5	4	2	3	1	3	2	3	
CO5	2	2	3	4	3	2	4	5	2	4	5	3	4	
CO6	5	3	4	2	4	5	3	1	2	4	3	4	5	
Mean Overall Score														
3.26														

50

**Result: The Score for this Course is 3.26 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II  
17UBU230204**

**L P C  
6 - 4**

## COST ACCOUNTING

### Course Outcomes

1. Import the knowledge of cost accounting
2. To help the student to apply cost accounting practice.
3. Understand the cost accounting concepts and practice in the industries
4. Acquire the different types of cost accounting knowledge
5. Application of material, labour and other expenses cost in the production sector
6. To acquire the current knowledge about the cost accounting.

### Unit-I: COST CONCEPTS AND COST SHEET (12 Hrs)

Meaning – objectives and scope of cost accounting – cost concepts – cost accounting Vs financial and management accounting – Classification of cost – types of costing – Elements of cost – preparation of cost sheet.

### Unit-II: MATERIAL (12 Hrs)

Meaning – objectives of material control – stores records – bin card, stores ledger, stock level – maximum, minimum, re-order, danger, average level – EOQ – ABC Analysis – perpetual inventory system, Valuation of material – FIFO – LIFO – simple average – weighted average method.

### Unit-III: LABOUR (12 Hrs)

Labour cost – types – Labour turn over – methods of measuring labour turn over – Idle time – methods of wage payment – time rate system – price rate system – straight, differential piece rate. Premium and bonus plans – Halsey, Halsey – weir, Rowan, Barth's variable sharing plan – Emerson's efficiency plan.

### Unit-IV: OVERHEADS (12 Hrs)

Definition – classification – Allocation and Apportionment of Overhead – primary and secondary apportionment of overheads – step ladder methods – reciprocal methods – Machine hour rate (simple problem)

### Unit-V: TYPES OF COSTING (12 HRS)

Process costing – computation of process costing (Simple Problem) – job costing – Reconciliation of Financial and Cost Statement.

51

**TEXT BOOK:**

1. R.S.N. Pillai and Bagawathi; cost accounting; sultan chand and company Ltd; New Delhi.2015

**REFERENCE BOOK:**

1. S. P. Iyengar; cost accounting; sultan chand and sons; New Delhi.2014
2. N.K Prasath; Principles and practice of cost Accounting; Syndicate private limited; New Delhi, 2013
3. Jain and Narang; Cost accounting principles and practice; kalyani publishers; New Delhi, 2014
4. T.S.Redy & Y. Hari Prasad Reddy; Cost Accounting: Margham Publications; Chennai. 2014

(Theory 20% & Problem 80%)

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester II	Course Code 17UBU230204	Title of the Paper Part-III: Cost Accounting													Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	4	5	4	3	4	3	2	3	4	4	5	4	3.69		
CO2	4	4	3	4	5	4	4	3	3	4	4	3	4	3.78		
CO3	3	3	4	4	3	5	4	4	3	4	3	4	4	3.69		
CO4	3	4	4	3	4	4	3	4	4	3	3	3	4	3.54		
CO5	4	4	3	3	4	5	4	4	3	4	4	4	3	3.78		
CO6	4	5	5	4	4	4	4	3	3	4	4	3	3	3.85		
Mean Overall Score														3.72		

**Result: The Score for this Course is 3.72 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1	2	3	4	5
	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Allied II:  
ORGANIZATIONAL BEHAVIOUR**

**Course Outcomes**

1. To get the current knowledge about Organization
2. To identify and learn the fundamental concepts of Organization behavior
3. To make the students learn the application of the organization concepts
4. To learn leadership skills
5. To acquire the cross cultural management concepts
6. To acquire the knowledge about organizational change and Development
7. To learn the organisational behaviour and the culture of the organization in the present scenario.
8. To acquire the knowledge about in the recent development of organizational behaviour.

**Unit-I: ORGANISATIONAL BEHAVIOUR (10 Hours)**

Meaning, Definition and Scope of Organizational Behaviour- Features of Organizational Behaviour, Importance of organizational behaviour- Recent trends of organizational behaviour.

**Unit-II: INDIVIDUAL BEHAVIOR (10 Hours)**

Individual behavior and Group of behavior. Personality: Meaning – Determinants-Personality attributes influencing Perception; Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.– personal behaviour – Group and inter group behaviour.

**Unit-III: ORGANIZATION CONCEPT (10 Hours)**

Organizational rules, power, authority and status, The Organization relation to its environment. -Meaning and types of conflict – Negotiation process. Stress: Stress and behavior – Sources of stress – General Stress Syndrome- Individual and Organizational strategies in managing stress.

**Unit-IV: MOTIVATION & LEADERSHIP (10 Hours)**

Motivation and morale, leadership–nature, types and approaches, Development of leadership including laboratory training and group dynamics. Leadership : Meaning and types – Importance – Trait theories – Behavioral theories . Managerial Grid.

**Unit-V: ORGANIZATIONAL CHANGE AND DEVELOPMENT (10 Hours)**

Meaning, need and significance – External and internal forces – Resistance to change- Steps in managing change. Organization Health, Organizational Development: Objectives of OD program – Basic OD assumption – OD interventions. Development and Effectiveness. Management of culture, Cross Cultural Management.

**TEXT BOOK:**

1. Arun Kumar & N.Mieenakshi; Organization Behaviour & A modern approach; Vikas publishing House Pvt Ltd, 2015.

**REFERENCES:**

1. Jerald Green Berg and Robert ; Behaviour in organizations, Indian Edition; HH Learning Pvt Ltd; 2012
2. UMA Sekaran; Organizational Behaviour; Tata McGraw Hill; New Delhi- 2012.
3. S. Fayyaz Ahamed and Nelson & Quick ; Organizational Behaviour; Vikas India Edition- 2012
4. Nelson & Quick Organizational Behaviour; Atlantic publisher, 2010.



**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester II	Course Code 17UBU230402	Title of the Paper Allied II: Organizational Behaviour												Hours 6	Credits 5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	4	3	3	4	3	4	4	5	3	1	4	3.61	
CO2	4	3	4	5	3	4	3	4	3	4	3	4	3	3.62	
CO3	3	4	5	4	4	4	3	4	5	4	5	4	1	3.85	
CO4	4	3	4	3	4	1	4	3	5	2	4	1	3	3.15	
CO5	2	1	3	1	2	1	3	2	1	4	2	3	4	2.23	
CO6	1	4	4	5	2	4	3	4	3	4	3	2	3	3.23	
CO7	3	4	3	4	3	2	1	3	5	2	3	4	4	3.15	
CO8	4	3	4	3	2	3	3	2	3	5	2	3	3	3.07	
Mean Overall Score															3.23

**Result: The Score for this Course is 3.23 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II**  
**17UCE240802A**

**Hours/Week: 2**  
**Credit: 2**

## COMPUTER LITERACY

### Course Outcomes

1. Understand the basics of Computer Systems
2. Familiar with the applications of MS-Office / HTML & CSS
3. Know the statistical data analysis using R
4. Aware the latest trends and technologies such as Mobile Computing, Big Data and Analytics, Cloud Computing.
5. Understand the concepts of social networking sites.
6. Knowledge in Cyber Crime and Cyber Ethics.

### Unit-I: Computer System

Computer - An Introduction - Hardware Components - Input and Output Technologies - Computer Hierarchy- Software Fundamentals - Systems Software and Os- Application Software- Software Licensing - Open Systems- Open Source Software- Programming Languages- Information Systems- General It Trends.

### Unit-II: (For Non-CS)

**Microsoft Word:** Introduction - Word Environment - Opening and Creating a New Document - Saving Documents - Proofing Features - Printing a Document - Formatting Text - Working with Shapes and Lists - Line and Paragraph Spacing- Working with Tables - Columns and Ordering- Working with Pictures- Working with Headers and Footers - Using Indents and Tabs - Using Mail Merge.

**Microsoft Excel:** Introduction - Document Creation - Renaming a worksheet - Office user interface - Open a New Workbook - Columns, Rows, and Cells - Selecting a cell - Basic data entry, fill handle - Insert columns - Arithmetic Calculations & Formulas - Excel Formulas- Calculate with Functions - Function Library - Graphs and Charts - Printing the Document.

**Microsoft Powerpoint:** Starting PowerPoint - Working with Slides - Applying Theme - Animation- Transitions – Views.

### Unit-II: (For CS)

**HTML:** Introduction - HTML generations – HTML Tags – Headings – Paragraphs – Comments – Line Breaks – Formatting Tags – Hyperlinks – Images – Lists – Tables – Frames – Forms.

**CSS:** Introduction – Use of External Style Sheet – Defining Styles – Use Relative Sizing – Use Numbered Value for Color.

### Unit-III: Statistical Data Analysis

Introduction - R Programming Language - Basic R Commands - Univariate and Bivariate Statistical Measures - Graphic Representation of Statistical Data - Lab Exercise.

### Unit-IV: SMAC

Introduction - Understanding the Enterprise of Tomorrow - Social Networking - Mobile Computing - Big Data and Analytics - Cloud Computing

### Unit-V: Cyber Crime

Definition - List of Cyber Crimes - Cyber Ethics- Unethical Behaviour - Securing information privacy and confidentiality - Internet Ethics - Indian Information Technology Act - Advantages of Cyber Laws - National e-Governance Plan (NeGP) - eCommerce - Electronic Fund Transfer (EFT)

### Book for Study

1. Department of Foundation Course, “Computer Literacy”, St. Joseph’s College, 2017.

### Books for Reference

1. Alexis Leon, “Introduction to computers”, Vikas Publishing House Pvt. Ltd., New Delhi, 2008.
2. Alexis Leon and Mathew Leon, “Introduction to computers with Ms Office 2000”, Tata McGraw Hill Publishing Co. Ltd., New Delhi, 2005.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester II	Course Code 17UCE240802A	Title of the Paper COMPUTER LITERACY														Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	5	4	4	5	5	4	3	4	3	4	4	4	4.15			
CO2	5	5	4	4	4	4	4	4	4	3	4	4	4	4.08			
CO3	4	3	3	4	4	4	4	4	4	3	4	4	4	3.77			
CO4	5	5	4	4	4	5	4	4	4	3	4	4	4	4.15			
CO5	4	4	3	4	4	4	4	4	4	3	4	4	4	4.15			
CO6	5	5	5	4	4	5	4	4	4	4	4	4	4	4.31			
Mean Overall Score														4.10			

**Result: The Score for this Course is 4.1 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II  
17UFC241002

Hours/Week: 2  
Credits: 2

## FUNDAMENTALS OF HUMAN RIGHTS

### Course Outcomes

1. To ensure acquiring the knowledge about the historical background of human rights.
2. To ensure sensitizing the young the values of human rights.
3. To ensure the importance of human rights in the Indian context.
4. To ensure learning the fundamental duties in the constitution of India.
5. To ensure educating the youth in respecting and protecting the rights of every other human being.
6. To ensure teaching the youth on the vulnerabilities of women and children.

### Unit-I

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

### Unit-II

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

Introduction, Classification of Fundamental Rights, Salient Features of Fundamental Rights, and Fundamental Duties

### Unit-IV

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

### Unit-V

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

### Text Book:

1. **Techniques of social Analysis: Fundamentals of Human Rights**, Department of Foundation course, St. Joseph's College, Tiruchirappalli, 2015.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Course Code 17UFC241002		Title of the Paper FUNDAMENTALS OF HUMAN RIGHTS										Hours 2	Credits 2
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	1	5	5	2	4	4	5	5	4	4	5	5	4.2
CO2	4	1	5	4	2	4	4	4	4	5	5	5	5	4.0
CO3	5	1	5	5	2	5	5	4	4	4	5	5	5	4.2
CO4	4	1	5	5	2	2	4	3	5	5	4	4	5	3.8
CO5	5	1	5	4	1	5	5	5	5	5	4	4	4	4.1
CO6	3	1	5	4	1	4	3	5	5	3	4	4	5	3.6
Mean Overall Score														3.9

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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பருவம்: 3  
17UGT310003

மணி நேரம்: 4  
புள்ளிகள்: 3

### பொதுத்தமிழ்-III

#### பாடத்தின் விளைவு

- செம்மொழியாம் தமிழ் மொழியின் சிறப்பை அறிதல்.
- பண்டை இலக்கியங்கள் உணர்த்தும் அறக்கருத்துகளை அறிதல்
- புதினம் வாயிலாகத் தற்காலச் சமுதாயச் சிக்கல்களையும், அதற்கான தீர்வுகளையும் ஆராயும் திறன் பெறுதல்
- மானுட வாழ்வில் அகம், புறம் பற்றிய பாகுபாட்டை தமிழ்ச்செய்யுள் வாயிலாக அறிதல்.
- தமிழர்களின் ஈகையும் வீரமும் எடுத்துரைக்கும் புறச்செய்திகளை அறிதல்
- நீதிநூல்கள் மனித வாழ்வை செம்மைப்படுத்தும் பாங்கினை உணர்த்துதல்.

**அலகு: 1** (12 மணி நேரம்)  
நெடுநல்வாடை (முழுமையும்)

**அலகு: 2** (12 மணி நேரம்)  
குறுந்தொகை - பாடல்கள் - (32, 323, 305, 290, 168)  
யாப்பிலக்கணம் (வெண்பா, ஆசிரியப்பா)

**அலகு: 3** (12 மணி நேரம்)  
கலித்தொகை - பாடல்கள் - (குறிஞ்சிக்கலி-15, பாலைக்கலி-9, மருதக்கலி-15, நெய்தற்கலி-22, முல்லைக்கலி-07)  
இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்' முதல் 'சங்க தொகை நூல்கள்' முடிய) புதினம்.

**அலகு: 4** (12 மணி நேரம்)  
பதிற்றுப்பத்து - பாடல்கள் (12, 24,)  
புறநானூறு - பாடல்கள் (46, 86, 122, 214, 246)  
அணியிலக்கணம்

**அலகு: 5** (12 மணி நேரம்)  
திருக்குறள் - ஈகை, ஆள்வினை உடைமை, நிறை அழிதல் ஆகிய அதிகாரங்கள்  
நாலடியார் - இளமை நிலையாமை(11), பிறன்மனை நயவாமை(82), பெருமை(185), அறிவின்மை(254), காமநுதலியல்.(391).  
இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

#### பாடநூல்கள்:

- செய்யுள் திரட்டு, தமிழாய்வுத் துறை வெளியீடு (2017-2020).
- சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2014.
- புதினம் (ஒவ்வொரு கல்வியாண்டும் ஒவ்வொரு புதினம்). காணாமல் போன கவிதை (2017-18).

#### Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UGT310003	Title of the Paper பொதுத்தமிழ்-III										Hours 5	Credits 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	PSO6	PSO7	PSO8
CO1	5	5	5	4	5	5	4	5	5	5	4	4	5
CO2	5	5	4	3	4	5	4	5	5	5	4	4	5
CO3	5	5	5	3	4	5	5	5	5	5	4	3	5
CO4	5	5	5	5	4	5	5	5	5	5	4	5	5
CO5	5	4	4	4	4	5	5	5	5	5	3	3	5
CO6	5	5	5	3	4	5	5	5	5	5	4	3	5
Mean Overall Score											4.5		

**Result: The Score for this Course is 4.5 (Very High Relationship)**

**Note:**

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1	2	3	4	5
	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

**Values Scaling:**

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semestre: III  
17UGH310003

Hours/Week: 4  
Credits: 3

### HINDI-III

#### Course Outcomes

At the end of the course, a student should be able to demonstrate...

- \* the ability to enable the students to complete the pre-reading task to comprehend the local and global issues in the lessons.
- \* the ability to enable the students to complete the post-reading task centering on Grammar and Skill Development.
- \* the relevance of Bhakthi Movement in Hindi Literature.
- \* the ability to imagine and write poems.
- \* the ability to quote poetry in Speeches.
- \* the ability to write friendly and formal letters.

#### Unit-I 8 hours

Tera Sneh Na Kho oon, Kavi Parichaya, Patra Likne ke Kaaran, Patra Kee Avashyakatha, Sandhi keeiyee, Vighra Keejiye

#### Unit-II 12 hours

Ek boondh, Tera Sneh Na Kho oon kavitha kee manovygnaik stiti, Chutti Patra, Sandhi

#### Unit-III 12 hours

Ekloondh Kavitha Ka Uddeshya, Kabir Ke Dohe, Nagar Palika ko Patra, Samas

#### Unit-IV 14 hours

Vimal Indu Kee Vishal Kiranen, Rahim Ke Dohe, Naukari Keliye Avedan Patra, Upasarga

#### Unit-V 14 hours

Thulasi ke Dohe, Kitab Maangne Keliye Patra, Pratyaya, Kaviparichaya

#### Books Recommended

1. Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Subodh Hindi, Paatamala-3, Chennai-600 017, Hindi, 2016.
2. DBHP Sabha, T.Nagar, Chennai-600 017, Abihav Patralekhan, 2016
3. Ram Dev, Vyakaran Pradeep, Hindi Bhavan, 63 Tagore Nagar, Alahabad 2, 2016.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UGH310003	Title of the Paper Hindi-III										Hours 4	Credits 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	PSO6		
	CO1	4	4	4	3	4	3	3	3	4	4		3.6
	CO2	3	3	2	3	2	3	3	3	5	3		3.0
	CO3	3	3	3	3	4	3	3	4	3	3		3.2
	CO4	3	2	2	3	3	3	3	3	3	4		2.9
	CO5	3	3	3	3	3	3	4	3	3	3		3.2
	CO6	4	4	4	4	3	3	3	3	3	3		3.3
Mean Overall Score												3.2	

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semestre: III**  
**17UGF310003**

**Heures /Semaine: 4**  
**Credits : 3**

### **FRANÇAIS-III**

#### **Course Outcomes**

- \* Comparer la culture de l'Inde et de la France
- \* Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
- \* Connaître des journaux, des courriels, des lettres
- \* Parler des projets de vacances
- \* Exprimer l'étonnement
- \* Parler de ses projets d'avenir, exprimer l'opposition.

#### **Unit-I: Un entretien et Au restaurant (10 heures)**

Demander des informations personnelles à quelqu'un, donner des informations, répondre à une proposition. Réserver une table, demander la carte, commander, apprécier les plats, demander l'addition.

**Grammaire:** Imparfait, Imparfait et passé composé, expression du temps, expression de la conséquence. Le futur, présent des verbes peser, rejoindre, le passé récent, le présent progressif, le futur proche, Restriction-ne...que, moi aussi...

#### **Unit-II : Enfin les vacances ! et Un autre institut (10 heures)**

Raconter son emploi du temps quotidien, parler des projets de vacances, exprimer l'étonnement. Rassurer/consoler, s'indigner

**Grammaire:** Verbes pronominaux, pronom y, quelqu'un/ne...personne, quelque chose/ne...rien, ne...jamais, Déjà/ne...pas encore, chacun, adjectifs indéfinis. Pronoms relatifs, impératif, indicateurs de temps : de...à, à partir de...jusqu'à, depuis, pendant.

#### **Unit-III : Un Indien célèbre visite la France et Qui dépense plus? (10 heures)**

Demander des informations sur quelqu'un, demander une opinion, donner son opinion. Dire à quelqu'un d'être prudent, faire des reproches à quelqu'un, se justifier.

**Grammaire:** Pronoms relatifs composés, pronoms compléments d'objet directs et indirectes, opposition savoir/Connaitre, connecteurs chronologiques, nombre ordinaux. Le comparatif, c'est+ nom+ qui, il reste, encore, il y a, souvent.

#### **Unit-IV: Penser à son avenir - (15 heures)**

Parler de ses projets d'avenir, exprimer l'opposition.

**Grammaire :** Style direct/indirect, proposition introduite par que, mots d'enchaînement – donc, pourtant.

#### **Unit-V: L'astrologie (15 heures)**

Exprimer des conditions, dire quelque chose n'a pas d'importance, proposer quelque chose.

**Grammaire:** Le conditionnel – la condition.

#### **Manuel:**

1. K.Madanagobalane, **Synchronie-II**, Samhitâ Publication, 2011.

#### **Livre de référence :**

1. Annie Berthet /B\_atrix Sampsonis/ Catherine Hugot /V\_ronique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R\_gineM\_rieux, Connexions 1, Didier, 2011.

### Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UGF310003	Title of the Paper French-III										Hours 4	Credits 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	PSO6		
CO1	4	4	2	3	4	4	2	3	3	2	2	3.0	
CO2	3	3	3	3	4	4	2	3	4	2	3	3.1	
CO3	3	2	3	2	4	3	4	3	3	3	3	3.0	
CO4	3	3	4	3	4	2	3	3	3	4	4	3.3	
CO5	3	3	4	3	4	2	3	3	4	4	4	3.4	
CO6	3	4	3	3	3	3	3	3	4	4	4	3.4	
Mean Overall Score												3.2	

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester: III  
17UGS310001

Hours/Week: 4  
Credits : 3

### SANSKRIT-III

#### Course Outcomes

At the end of the course, a student should be able to demonstrate...

- \* Knowledge and understanding of essential Sanskrit vocabulary in a given topic
- \* Knowledge and understanding of the appropriateness of basic Sanskrit structures in Slokas
- \* Knowledge of the basic Sanskrit poetry.
- \* An idea on Epics and Puranas.
- \* The usage of – Upasargas.
- \* The familiarization the history of Sanskrit literature Vedas – Puranas and Natakas.

#### Unit-I

8 hours

Romodantam. Balakandam. 1-15

#### Unit-II

12 hours

Romodantam. Balakandam. 15-30

#### Unit-III

12 hours

Vedas – Vedangas. vivaranam.

#### Unit-IV

14 hours

Puranas. Upanishads.

#### Unit-V

14 hours

Upasargas. Bhavishyat Kaalah

#### Books recommended:

1. Parameshwara, Ramodantam, LIFCO, Chaennai, 2015.
2. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat-678003, Kerala, South India, History of Sanskrit Literature, 2015.
3. Kulapathy, K.M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2015.



**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester III	Course Code 17UGS310003	Title of the Paper Sanskrit-III										Hours 4	Credits 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	PSO6		
CO1	5	3	5	4	4	3	3	3	3	3	4	3.1	
CO2	4	3	4	4	4	4	3	3	3	4	4	3.1	
CO3	4	3	3	4	4	4	4	4	3	3	4	3.1	
CO4	4	3	3	4	3	4	4	4	3	4	4	3.1	
CO5	4	4	4	3	4	3	3	4	3	4	4	3.1	
CO6	5	4	4	4	4	3	3	3	3	4	3	3.1	
Mean Overall Score											3.1		

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**Result: The Score for this Course is 3.1 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester: III**  
**17UGS320103**

**Hours/Week: 5**  
**Credits: 3**

### GENERALENGGLISH-III

#### **Course Outcomes**

- \* Comprehend the local and global issues through the lessons
- \* Do the tasks centering on skill development and enhance their Grammar Using and Writing Skills
- \* Use interactive skills
- \* Train and develop the Listening and Reading Skills of the learners through teacher-led reading practice
- \* Enhance their Listening, Reading, Speaking, and Writing Skills
- \* Develop their Creative and Critical Thinking and Speaking Skills

#### **Unit-I: \*Suggestions to Develop Your Reading Habit**

- 1.0 Introduction
- 1.1 Objectives
- 1.2 Listening and Reading Skills through Teacher-led Reading Practice
- 1.3 Glossary
  - 1.3.1 Words
  - 1.3.2 Phrases
- 1.4 Reading Comprehension
- 1.5 Critical Analysis
- 1.6 Creative Task
- 1.7 General Writing Skill: Letter Writing: Informal
- 1.8 Grammar: Simple Present Tense
- 1.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

#### **Unit-II: \*The Secret of Success: An Anecdote**

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

71



- 2.8 Grammar: Present Continuous Tense
- 2.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

### **Unit-III: \*The Impact of Liquor Consumption on the Society**

- 3.0 Introduction
- 3.1 Objectives
- 3.2 Listening and Reading Skills through Teacher-led Reading Practice
- 3.3 Glossary
  - 3.3.1 Words
  - 3.3.2 Phrases
- 3.4 Reading Comprehension
- 3.5 Critical Analysis
- 3.6 Creative Task
- 3.7 General Writing Skills: Letter to Newspaper
- 3.8 Grammar: Simple Past Tense
- 3.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

### **Unit-IV: \* Dr. A.P.J. Abdul Kalam: A Short Biography**

- 4.0 Introduction
- 4.1 Objectives
- 4.2 Listening and Reading Skills through Teacher-led Reading Practice
- 4.3 Glossary
  - 4.3.1 Words
  - 4.3.2 Phrases
- 4.4 Reading Comprehension
- 4.5 Critical Analysis
- 4.6 Creative Task
- 4.7 General Writing Skill: Write a letter applying for a job
- 4.8 Grammar: Past Continuous Tense
- 4.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

### **Unit-V: \*Golden Rule: A Poem**

- 5.0 Introduction
- 5.1 Objectives
- 5.2 Listening and Reading Skills through Teacher-led Reading Practice
- 5.3 Glossary
  - 5.3.1 Words
  - 5.3.2 Phrases

- 5.4 Reading Comprehension
- 5.5 Critical Analysis
- 5.6 Creative Task
- 5.7 Grammar: Simple Future Tense
- 5.8 General Writing Skill: Circular-Writing
- 5.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

### **Unit-VI: \*Hygiene**

- 6.0 Introduction
- 6.1 Objectives
- 6.2 Listening and Reading Skills through Teacher-led Reading Practice
- 6.3 Glossary
  - 6.3.1 Words
  - 6.3.2 Phrases
- 6.4 Reading Comprehension
- 6.5 Critical Analysis
- 6.6 Creative Task
- 6.7 General Writing Skill: Writing an Agenda for a Meeting
- 6.8 Grammar: Future Continuous Tense
- 6.9 **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

### **Textbook**

1. Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. New Delhi: Trinity, 2016. Print.

### **Non-Detailed Text:**

1. Dickens, Charles. *Hard Times*. Wordsworth: Printing Press, 1854. Print.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester III	Course Code 17UGE320103	Title of the Paper General English-III												Hours 5	Credits 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	PSO6	PSO7	PSO8		
CO1	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO2	5	5	5	5	5	5	5	5	5	5	5	5	4	4.92	
CO3	5	5	5	5	5	5	5	5	5	5	5	5	4	4.92	
CO4	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO5	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO6	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
Mean Overall Score															4.86

**Result: The Score for this Course is 4.86 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III  
17UBU330205**

**L P C  
4 - 2**

## ACCOUNTING PACKAGES FOR MANAGERS

### Course Outcomes

1. Imparting basic knowledge of computerized accounting
2. Enabling how to prepare voucher.
3. How to maintain the cost.
4. Maintaining inventories.
5. Application of MS excels
6. To acquire the current knowledge about accounting packages

### Unit-I: FUNDAMENTALS OF COMPUTERIZED ACCOUNTING (10 hrs)

Fundamentals of computerized accounting – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally- Configuration of Tally screens and menus – Creation of company– Accounts info - groups - various kinds of groups: Primary and secondary groups - creation, alteration & deletion of Primary and secondary groups - creation, alteration and deletion of ledgers

### Unit-II: INTRODUCTION TO VOUCHERS (12 hrs)

Introduction to vouchers – Entry, payment, receipt, sales, purchase, contra and Journal vouchers- Editing and deleting vouchers - Extraction of Daybook - Trial balance - Profit and loss account - Balance sheet - Configuration: General, accounting masters & voucher entries.

### Unit-III: INTRODUCTION TO COST CENTRE (12 hrs)

Introduction to Cost Centre & Cost Category - creation, alteration and deletion of cost category - Creation, alteration and deletion of cost centers - Voucher entries using cost centres - Cost centre class - Budgets - creation, alteration and deletion of budgets - TDS - TCS - VAT - statutory features - Payroll - bill wise details - interest calculation – Bank reconciliation Statement - multi currency

### Unit-IV: INTRODUCTION TO INVENTORIES (10 hrs)

Introduction to inventories - Inventory features -Inventory info - creation, alteration and deletion of stock group, stock category, stock item – Godown - Accounting vouchers using stock items - inventory vouchers - Types of inventory vouchers - Purchase order processing - sales order processing - Pure inventory voucher entries.

## Unit-V: INTRODUCTION TO MS EXCEL (10 hrs)

Introduction to MS Excel and its features – Programmes and applications - spread sheets – Building worksheets – Entering data, editing and formatting worksheets – Creating and formatting different types of charts – Application of financial and statistical function – Organising data using Automatic rule saving, opening and closing of work books.

### TEXT BOOK

- AK Nadhani, Simple Tally 9, BPB Publications, Chennai. 2014

### REFERENCES

- Vishnu P. Singh (2012), “Tally. ERP 9”, Computech Publications Ltd., New Delhi.
- Nadhani A.K and Nadhani K.K. (2005), ‘Implementing Tally’, BPB Publications, New Delhi.
- Srinivasa Valaban (2012), Computer applications in Business, Sultan & Sons, New Delhi.
- Rizwan Ahmed (2016) Margham Publication, Chennai

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester III	Course Code 17UBU330205	Title of the Paper Part III: Accounting Packages for Managers												Hours 4	Credits 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	PSO6	PSO7	PSO8		
CO1	4	3	4	1	2	4	3	4	1	4	2	4	1	2.85	
CO2	5	4	5	3	2	5	3	5	3	3	5	2	3	3.70	
CO3	4	5	3	2	5	2	1	2	5	3	2	4	1	3.00	
CO4	3	5	2	4	2	5	2	4	3	2	4	5	4	3.46	
CO5	5	2	5	2	4	4	5	3	2	5	4	5	4	3.85	
CO6	5	4	5	4	2	4	4	5	3	5	4	4	5	4.15	
Mean Overall Score														3.50	

**Result: The Score for this Course is 3.5 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III  
17UBU330206

L P C  
- 2 2

**Practical:**  
**FINANCIALADVANCEDACCOUNTINGPACKAGES**

**Course Outcomes**

1. Practicing the creation of voucher ledger.
2. Preparation of Final Account
3. Application of Tax procedure
4. Preparing of salary slips or Pay Roll
5. To acquire the Excel Calculation
6. To get overall practical knowledge in accounting packages

**Practicals**

1. Creation, alteration and deletion of companies and user defined Accounting groups.
2. Creation, alteration and deletion of ledgers and Final accounts and Balance sheet preparations.
3. Voucher entries in single entry mode and double entry mode.
4. Voucher entries using Cost Centers and Cost Categories.
5. Creation and alteration of budgets and multi Currencies.
6. Voucher entries using bill wise details and interest calculation
7. Creation of Payroll, Bank Reconciliation Statement
8. Voucher entries Applying VAT, TDS and TCS.
9. Creation, alteration and deletion of inventory masters & Accounting voucher entries using stock items.
10. Order processing and voucher entries using accounting and inventory vouchers.
11. Creating a work sheet Mark sheet, Pay slip, PF Contribution list etc.
12. Creating charts and Creating a list for the enclosures

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester III	Course Outcomes (COs)	Title of the Paper Practical: Financial Advanced Accounting Packages												Hours 2	Credits 2
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of COs	
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1	5	3	4	3	4	5	3	5	2	4	5	3	5	4
	CO2	5	4	5	4	5	5	3	5	4	5	2	5	3	5
	CO3	4	5	3	5	2	3	5	4	3	5	3	5	4	5
	CO4	4	3	4	5	4	5	4	4	2	4	3	4	5	5
	CO5	4	3	5	5	1	4	5	4	3	2	4	5	4	5
	CO6	4	5	4	3	2	4	5	3	5	3	4	5	4	5
														Mean Overall Score	
														4.01	

**Result: The Score for this Course is 4.0 (High Relationship)**

**Note:**

<b>Mapping Scale</b>	<b>1-20%</b> 1	<b>21-40%</b> 2	<b>41-60%</b> 3	<b>61-80%</b> 4	<b>81-100%</b> 5
<b>Relation Quality</b>	<b>0.0-1.0</b> Very poor	<b>1.1-2.0</b> Poor	<b>2.1-3.0</b> Moderate	<b>3.1-4.0</b> High	<b>4.1-5.0</b> Very High

**Values Scaling:**

<b>Mean Score of COs =</b> $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	<b>Mean Overall Score for COs =</b> $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III**  
**17UBU330207**

**L P C**  
**5 - 4**

### **MARKETING MANAGEMENT**

#### **Course Outcomes**

1. Students gain knowledge about the basic concepts of marketing
2. They gain better understanding of modern approaches in marketing
3. Students develop analytical skills to tackle the challenges and latest development in Marketing Management
4. Awareness of buyer's behavior becomes better among students
5. Concepts of sales promotion and E-marketing gains familiarity and better understanding
6. To identify the concepts of marketing research

#### **Unit-I: INTRODUCTION & MARKETING CONCEPT**

Marketing - meaning, Definition – Nature and scope of marketing – Marketing Organization - Role and Functions of marketing executives – classification of markets – Evolution of marketing concept - Modern marketing concept and features – Functions of marketing – Marketing mix.

#### **Unit-II: MARKETING ENVIRONMENT**

Marketing Environment – Micro and Macro environment – Controllable and uncontrollable environment of marketing. PEST(EL) and SWOT analysis for marketers.

#### **Unit-III: PRODUCT MIX**

The product - meaning – Importance of Product management – Innovation – Development of new Products. Causes for the new Products success or failure; Product mix – Elements of Product Policy –Product diversification-Product line. Concept of Product life cycle. Branding and Packaging, Labeling, Trademark and Warranties.

#### **Unit-IV: BUYERS BEHAVIOUR & MARKET SEGMENTATION**

Consumer markets and buying behavior – Factors influencing buying behavior – Buying motives. Market Segmentation – Benefits of segmentation – Methods of segmenting markets– STP concept – Segmentation, Targeting and Positioning (concept only) – Pricing methods - types.

#### **Unit-V: SALES PROMOTION & E-MARKETING CONCEPT**

Advertising and sales promotion-various advertising media – Scope, functions and significance – tools of sales promotion-Channels of

distribution. Online marketing – New trend in marketing - Emerging trends and challenges to marketers - Marketing research.

#### **TEXT BOOK**

1. R.S.N.Pilai & Bagavathi; Modern Marketing; Sulthan chand & Co, New Delhi, 2015.
2. Philip Kotler; Marketing Management(Millennium Edition); Prentice Hall of India; New Delhi; 2010

#### **REFERENCES**

1. Marketing Management - Ramaswamy & Namakumari, 3<sup>rd</sup> Edition (2010), Macmillan India Ltd. New Delhi
2. Rajan Nair N, Sanjith R.Nair; Marketing, Sulthan chand & Sons; New Delhi, 2014.
3. R. L. Varshney, S.L. Gupta; Marketing Management; Indian perspective; Sulthan chand, 2009
4. M. Govindarajan; Marketing Management (Concepts, Cases, Challenges and Trends); PHI Learning(Pvt) Ltd; New Delhi; 2010.
5. Boyd Walker; Marketing Management; McGraw Hill; New Delhi,

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester III	Course Code 17UBU330207	Title of the Paper Part III: Marketing Management												Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	5	4	2	2	3	1	4	3	4	3	3.46	
CO2	4	5	2	3	1	4	3	5	2	5	4	3	4	3.46	
CO3	3	5	3	2	4	1	3	4	4	1	5	3	2	3.08	
CO4	2	3	2	4	3	5	4	2	3	1	3	2	3	2.84	
CO5	2	2	3	4	3	2	4	5	2	4	5	3	4	3.31	
CO6	5	3	4	2	4	5	3	1	2	4	3	4	5	3.46	
Mean Overall Score														3.26	

**Result: The Score for this Course is 3.26 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III  
17UBU330403**

**L P C  
6 - 5**

**Allied III:  
OPERATIONS RESEARCH FOR MANAGER**

**Course Outcomes**

1. Select an optimum solution with profit maximization
2. Formulate a real-world problem as a mathematical programming approach
3. Proficiency with tools like optimization, simulation, inventory and applications of those tools in industry and in contexts involving uncertainty and scarce or expensive resources
4. Application of how to reduce the cost under Transportation.
5. Assigning jobs scientifically and preparation of EOQ and application of the method in Inventory management
6. Proficiently allocating scarce resources to optimize and maximize profit
7. Determine critical path analysis to solve real life project scheduling time and timely delivery and use CPM and Pert for timely project scheduling projects execution and completion
8. To understand and reinforce the analytical skills already learned and further increase the managerial responsibility for operations tasks.

**Unit-I: LINEAR PROGRAMING PROBLEM (12 hours)**

Operation research – scientific method – model building – resource allocation – linear programming – graphic method – simplex method.

**Unit-II: TRANSPORTATION & ASSIGNMENT PROBLEM (12 hours)**

Introduction – formulation of transportation problems – initial basic feasible solution – various methods – NWRC, Row minima, Column minima, least cost Vogel Approximation method. Assignment problem – meaning – solution to the assignment problem.

**Unit-III: INVENTORY MANAGEMENT (15 hours)**

Introduction – classification – EOQ – various models – Models I, II, III (simple problems).

**Unit-IV: SIMULATION (10 hours)**

Introduction – meaning – Monte Carlo simulation methods – NEF work scheduling – by PERT, CPM.

### Textbook

1. V. K. Kapoor; Operation research – problems and solutions; Sultan Chand & Sons; New Delhi, 2014.

### References

1. Hamdy A.Taha; Operation research; New Delhi, Sultan Chand & sons, New Delhi, 2010.
2. Gupta, Ganti Swroop and Mon Mohan: “Operation research” – New Delhi, 2010.

(Theory 20% & Problem 80%)

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester III	Course Code 17UBU330403	Title of the Paper Allied-III: Operations Research for Manager										Hours 6	Credits 4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	5	3	4	5	5	5	3	3	4	3	5	3	3.92
CO2	3	4	3	4	5	5	5	3	3	4	3	5	4	3.92
CO3	3	5	3	4	5	5	5	3	3	4	3	3	4	3.84
CO4	3	5	4	5	5	5	5	3	4	4	3	5	4	4.23
CO5	4	5	4	4	5	5	5	3	4	4	3	5	3	4.00
CO6	4	5	4	3	4	5	5	3	4	5	2	5	3	4.00
CO7	2	4	4	3	5	5	5	2	4	4	3	5	2	3.69
CO8	5	5	5	5	5	5	5	3	4	5	2	5	2	4.30
Mean Overall Score														3.98

**Result: The Score for this Course is 3.9 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III  
17UFC340901

Hours/Week: 2  
Credits: 2

### ENVIRONMENTAL STUDIES

#### Course Outcomes

1. To ensure understanding the significance of environment in which we live.
2. To ensure imparting knowledge on the recent issues associated with environment.
3. To ensure educating the youth the causes and consequences of various types of pollutions.
4. To ensure sensitizing the youth the increasing threats to nature and the misery mankind faces.
5. To ensure the limitations of the available natural resources and the need to sustain them.
6. To ensure imparting the knowledge on the concept of biodiversity and its advantages.

#### Unit-I: Environmental Studies

Environment - Scope and Importance - Environmental Movements in India - Eco-feminism - Public Awareness.

#### Unit-II: Natural Resources

Food Resources - L and Resources - Forest Resources - Mineral Resources - Water Resources - Energy Resources

#### Unit-III: Ecosystems, Biodiversity and Conservation

General structure - Functions of ecosystem - Energy flow and ecological pyramids - Biodiversity and conservation - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

#### Unit-IV: Environmental Pollution

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

#### Unit-V: Environment, Human Population & Social Issues

Human population growth - Urgent steps required for sustainable development - Conserving water - Current Environmental Issues

#### Text Book:

1. **Environmental studies**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2015.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 17UFC340901	Title of the Paper ENVIRONMENTAL STUDIES													Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	5	5	5	5	3	5	4	4	4	5	3	4	3	4.0		
CO2	5	4	5	5	4	4	5	5	5	4	4	4	4	4.5		
CO3	5	4	5	5	3	5	4	4	5	3	3	4	2	4.0		
CO4	5	4	4	4	4	4	4	5	4	5	4	4	3	4.2		
CO5	5	5	4	5	4	3	5	5	4	4	5	3	4	4.3		
CO6	5	5	4	4	3	4	4	3	3	4	3	2	4	3.7		
Mean Overall Score														4.1		

Result: The Score for this Course is 4.1 (Very High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III**  
**17UFC341003A**

**Hours/Week: 2**  
**Credits: 2**

**FORMATION OF YOUTH-I**

**Course Outcomes**

1. To expose the students to the presence of unjust structures in society
2. To ensure that students to acquire social ethics and social responsibility.
3. To ensure the students learn to face the global challenges with determination.
4. To ensure living with integrity in personal life and the responsibilities in public life.
5. To ensure preparing the students to seek amicable solutions to common problems.
6. To ensure training the students to inculcate business ethics.

**Unit-I:**

**Introduction to Social Ethics**

Social ethics, Social ethics and Social responsibility, Social ethics play an important role of the areas, Religion influences social changes and vice versa, Social ethics and corporate dynamics, Forms of social ethics

**Unit-II:**

**The Economic and Political Systems of Today**

Planned Economy and Communism, Feudalism, Market Economy and Capitalism, Socialism, Mixed Economy, The Emerging Market Economy, Political System, Totalitarian System, Oligarchic System

**Unit-III:**

**Characteristics of a New World**

Global Challenges, The Future is with the Educated Youth, Cost of the Sacrifice, Crusaders against corruption, Responsibility of the Educated Youth, Positive Global Scenario, The right to education, Eradicating gender inequality, Sustainable human development, Social Integration, Elimination of crime, Integration with global markets

**Unit-IV:**

**Integrity in Public Life and National Integration**

What is integrity, Public Life, Integrity and Public Life, Integrity in a Democratic State, India as a Democratic State, Behaviour of an 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-V:**

**Business Ethics and Cyber Crime**

Business Ethics, Business ethics permeates the whole organisation, 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, Countermeasures to Cyber Crime, Ethical Hacking

**Text Book:**

1. **Formation of Youth**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2016.
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**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UFC441004A	Title of the Paper FORMATION OF YOUTH-II														Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	4	4	5	4	5	5	3	4	5	5	4	5	4	4.4			
CO2	4	4	4	4	4	5	4	3	4	4	4	5	5	4.2			
CO3	5	3	5	4	5	4	4	3	4	4	4	5	5	4.2			
CO4	3	4	5	4	4	5	4	4	4	4	4	3	4	4.0			
CO5	2	4	4	4	5	5	4	4	5	5	5	4	5	4.3			
CO6	4	3	4	4	5	3	4	5	5	4	5	5	4	4.2			
Mean Overall Score															4.2		

**Result:** The Score for this Course is 4.2 (Very High Relationship)

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester- III**  
**17UFC341003B**

**Hours/Week: 2**  
**Credits: 2**

**RELIGIOUS DOCTRINE-I**

**Course Outcomes**

1. To ensure the understanding of the salvation history and experience the God.
2. To ensure enrichment of the young minds with catholic teachings.
3. To ensure the understanding the spiritual truth that human hearts depend on God.
4. To ensure the knowledge of the person of Jesus and follow his footsteps.
5. To ensure the understanding the hand of God in establishing justice and love.
6. To ensure the edification of the youth in faith and love to transcend all human barriers.

**Unit: I-Salvation History**

Recognizing God - Human Beings: Their worth & Gifts - The Fall - Hope of Salvation - Prophets' Promises

**Unit: II-The Gospel of Jesus Christ**

Introduction - According to: St. Mathew - St. Mark - St. Luke - St. John - Symbols

**Unit: III-The Holy Spirit**

Introduction - Holy Spirit in the Old Testament- Holy Spirit in the New Testament- Holy Spirit in Tradition-Biblical Images of the Spirit—Gifts & Fruits of the Holy Spirit

**Unit: IV- Social Justice in the Prophets**

Introduction-Prophet and Prophecy-Role of Prophets

**Unit: V-The Catholic Church**

Mystical Body of Christ-Visible Church on Earth-The Marks or Identifying Characteristics of the Church - Hierarchical Constitution of the Church - The Magisterium or Teaching of the Church - The Church and Salvation

**Text Book:**

1. **Life in the Lord**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2011.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Outcomes (COs)	Course Code 17UFC441004B		Title of the Paper RELIGIOUS DOCTRINE-II												Hours 2	Credits 2
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Mean Score of COs		
	CO1	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9		
	CO2	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9		
	CO3	4	3	4	4	3	4	4	4	5	4	4	5	5	4.2		
	CO4	4	1	4	3	3	4	4	4	4	5	4	5	5	3.9		
	CO5	4	1	4	3	3	4	4	4	5	4	4	4	5	3.8		
	CO6	4	1	4	3	3	5	5	5	4	5	4	4	4	4.0		
Mean Overall Score															3.9		

**Result: The Score for this Course is 3.9 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**பருவம்: 4**  
**17UGT410004**

**மணி நேரம்: 4**  
**புள்ளிகள்: 3**

**பொதுத்தமிழ்-IV**

**பாடத்தின் விளைவு**

- நாடகத்தின் போக்குகள், உத்திகள், பாத்திரப்படைப்பு, உரையாடல் முறை, கற்பனைத்திறம் போன்றவற்றை அறிந்துகொள்ளுதல்.
- புதிய நாடகங்களைப் படைக்கும் திறனைப் பெறுதல்.
- நாடகங்களை நடிக்கும் திறன் பெறுதல்
- கிரேக்க, ஆங்கில நாடகங்களை அடியொற்றி தமிழ்நாடகம் தோன்றிய வரலாறு அறியச் செய்தல்.
- சங்ககாலம் தொட்டு இக்காலம் வரை காதல் பற்றிய உணர்வுகளை எடுத்துரைத்தல்.
- தமிழ் வரலாற்றின் மன்னர்களின் ஆட்சியின் சிறப்புகளையும் வீழ்ச்சிகளையும் எடுத்துக்காட்டுதல்.

**அலகு-1** (12 மணி நேரம்)

மனோன்மனியம், பாயிரம், அங்கம் - 1, களம் 1 - 5 வரை.

**அலகு-2** (12 மணி நேரம்)

மனோன்மனியம், அங்கம் - 2, களம் 1 - 3 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - தமிழும் பிற துறைகளும் பக்கம் (365-387).

**அலகு-3** (12 மணி நேரம்)

மனோன்மனியம், அங்கம் - 3, களம் 1 - 4 வரை.

உரைநடை நாடகம் ( கௌதம புத்தர்)

**அலகு-4** (12 மணி நேரம்)

மனோன்மனியம், அங்கம் - 4, களம் 1 - 5 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - சமயத்தவரின் தமிழ்ப்பணி (பக்கம் 391-402)

**அலகு-5** (12 மணி நேரம்)

மனோன்மனியம், அங்கம் - 5, களம் 1 - 3 வரை.

இலக்கிய வரலாறு நான்காம் பாகம் - வெளிநாடுகள் தந்த தமிழ் இலக்கியம் (பக்கம் 410-435)

**பாடநூல்கள் :**

1. சுந்தரனார், மனோன்மனியம், தமிழாய்வுத்துறை (பதிப்பு), தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2. (அங்கம் : 3 களம் : 4 நீங்கலாக)
2. பாலகப்பிரமணியம். கு.வெ, கௌதம புத்தர், அய்யா நிலையம், தஞ்சாவூர்
3. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2014.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UGT410004	Title of the Paper கொத்துத்தமிழ்- IV												Hours 4	Credits 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	PSO6	PSO7	PSO8		
CO1	4	3	4	5	5	5	5	5	4	4	5	5	5	4.5	
CO2	5	4	3	5	4	5	5	4	4	3	4	5	5	4.3	
CO3	4	3	3	5	4	3	3	4	3	3	4	5	5	3.7	
CO4	5	5	4	5	5	5	5	5	5	4	5	5	5	4.8	
CO5	3	4	4	5	5	4	4	4	5	4	4	4	4	4.1	
CO6	4	3	4	5	5	4	3	3	4	3	2	2	3	3.4	
Mean Overall Score														4.1	

**Result:** The Score for this Course is 4.1 (Very High Relationship)

*Note:*

<b>Mapping Scale</b>	<b>1-20%</b>	<b>21-40%</b>	<b>41-60%</b>	<b>61-80%</b>	<b>81-100%</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Relation</b>	<b>0.0-1.0</b>	<b>1.1-2.0</b>	<b>2.1-3.0</b>	<b>3.1-4.0</b>	<b>4.1-5.0</b>
<b>Quality</b>	<b>Very poor</b>	<b>Poor</b>	<b>Moderate</b>	<b>High</b>	<b>Very High</b>

*Values Scaling:*

<b>Mean Score of COs</b> = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	<b>Mean Overall Score for COs</b> = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semestre: IV**  
**17UGH410004**

**Hours/Week: 4**  
**Credits: 3**

**HINDI-IV**

**Course Outcomes**

At the end of the course, a student should be able to demonstrate...

- \* the ability to empower the students with globally employable soft skills
- \* the ability to translate Hindi passages to English
- \* the ideas on human values
- \* the ability to instruct the moral values given by the Bhakthi Saints
- \* the knowledge of Indian festivals .
- \* the knowledge of culture and tradition

**Unit-I** **8 hours**  
Vidyarthi, Banking Shabda, Anuvad, Anuvad Lesson – 1, Adhikal, Premchand

**Unit-II** **12 hours**  
Pusthakalaya, Nemikaryalaya Tippiyaniyan, Anuvadak, Anuvad lesson-2, Bakthikal-Gyan Marg, Mahadevivarma

**Unit-III** **12 hours**  
Thyohar, Anuvad Ke Gun, Anuvad lesson – 3, Bakthi, Tippiyaniyan, Prem Marg, Pant

**Unit-IV** **14 hours**  
Yugpuresh Gandhi, Anuvadak Ke Gun, Anuvad Lesson – 4 Bakthikal, Bakthikal – Ram Bakthi Kal - Krishna Bakthi, Dinkar

**Unit-V** **14 hours**  
Braman, Anuvad ek kala, Swarnayug Bakthikal, Anuvad Lesson - 5, Reetikal, Chayavad

**Books Recommended**

1. Kendriya Sachivalaya, Hindi Parishad New Delhi, Karyalaya Sahayika, 2016.
2. Dakshin Bharat Hindi Prachar Sabha Chennai-17, Niband Radhana, Hindi, 2016.
3. DBHP Sabha, Chennai-17, Anuvad Abyas-3, Hindi, 2016
4. Rajnath Sharma, Hindi Sahitya ka Itihas, Vinkod Pustak Mandir, Agra-2, 2016.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UGH410004	Title of the Paper Hindi-IV					Hours 4	Credits 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	PSO6	
CO1	4	4	4	3	4	3	3	4	5	4	4	3.5
CO2	3	3	2	3	3	3	5	3	4	3	3	3.1
CO3	3	3	3	3	4	3	3	3	4	3	3	3.1
CO4	3	2	2	3	2	3	3	3	3	3	3	2.7
CO5	3	3	3	3	3	3	5	3	3	4	4	3.3
CO6	4	4	4	4	3	5	3	5	4	4	3	3.9
Mean Overall Score												3.3

**Result:** The Score for this Course is 3.3 (High Relationship)

*Note:*

Mapping Scale	1	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0	5
Quality	Very poor	Poor	Moderate	High	Very High	

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semestre: IV**  
**17UGF410004**

**Heures/Semaine: 4**  
**Points : 3**

**FRANÇAIS-IV**

**Course Outcomes**

- \* Comparer la culture de l'Inde et de la France
- \* Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
- \* Connaître les auteurs français (20 auteurs) et leurs œuvres
- \* Dire qu'on aime quelqu'un/ quelque chose
- \* Demander des informations
- \* Exprimer une opinion personnelle et Justifier son opinion.

**Unit-I : Prières du Nouvel An (10 heures)**

Exprimer l'inquiétude, le regret, le souhait, l'obligation, la sympathie.

**Grammaire :** Le subjonctif, verbe craindre

**Unit-II : Retrouvailles (10 heures)**

Marquer la surprise

**Grammaire :** Le subjonctif, pronoms possessifs.

**Unit-III : C'est lui le meilleur ! (10 heures)**

Dire qu'on aime quelqu'un/ quelque chose, donner son opinion, insister.

**Grammaire :** Le superlatif, les pronoms démonstratif.

**Unit-IV Sauvons notre Terre ! (15 heures)**

Enchaînement de cause et d'effet, demander à quelqu'un de tenir compte de quelque chose.

**Grammaire :** Le plus-que-parfait, il y a.

**Unit-V : Le jour des élections s'approche et les auteurs français (20 auteurs) et leurs œuvres (15 heures)**

Demander des informations, dire qu'une action n'est pas utile, exprimer une opinion personnelle, Justifier son opinion.

**Grammaire :** Le participe présent – le gérondif, la voix passive.

**Manuel:**

1. K.Madanagobalane, **Synchronie-II**, Samhitâ Publication, 2011.

**Livre de référence:**

1. Annie Berthet /Batrix Sampsonis/ Catherine Hugot /Véronique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/Régine Mérieux, Connexions 1, Didier, 2011.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UGF410004	Title of the Paper French-IV										Hours 4	Credits 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	PSO6	
CO1	4	4	2	3	4		4	2	3	2	2	3	3.0
CO2	3	3	3	3	4		4	2	4	3	2	3	3.1
CO3	3	2	3	2	4		3	4	3	3	3	4	3.1
CO4	3	3	4	3	4		1	2	2	4	3	3	2.9
CO5	3	3	4	3	4		3	2	2	4	4	5	3.4
CO6	3	4	3	3	3		4	4	2	4	3	4	3.4
Mean Overall Score													3.2

**Result: The Score for this Course is 3.2 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs =	Total of Values Total No. of POs & PSOs	Mean Overall Score for COs =		Total of Mean Scores Total No. of COs

**Semester: IV**  
**17UGS410004**

**Hours/Week: 4**  
**Credits : 3**

**SANSKRIT-IV**

**Course Outcomes**

At the end of the course, a student should be able to demonstrate...

- \* knowledge and understanding of the history of Sanskrit Drama.
- \* knowledge and understanding of the Nataka vivaranam.
- \* the introduction of Functional - Sanskrit conversation Letter writing.
- \* the ability to apply relevant theoretical perspectives to topics within the field of study
- \* the competence in academic writing and oral presentation skills.
- \* the ability to work both independently and in groups on presentations and/or development of Projects.

**Unit-I** **8 hours**

Paataah – Asta, Nava Dasha, Sankhya prayogah.

**Unit-II** **12 hours**

Lot lakaarah. Prqayaogah. Kartari Vaakyaani

**Unit-III** **12 hours**

Naatakasya Itihaasah.

**Unit-IV** **14 hours**

Karnabhaaram. Naatakam.

**Unit-V** **14 hours**

Kathaapaatra Vailaksharnyam.

**Books recommended:**

1. R.S.Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat 678003, Kerala, South India, History of Sanskrit Literature, 2014.
2. Samskritha Bharathi, Aksharam 8th Cross, 2nd Phase, Giri Nagar, Bangalore. Vadatu Sanskritam – Samskara Binduhu, 2014.
3. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat 678003, Kerala, South India. Karnabharam, 2014.
4. Kulapathy, K.M., Saral Sanskrit Balabodh, Bharathiya vidya Bhavan, Munshimarg, Mumbai 400007, 2014.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UGS410004	Title of the Paper Sanskrit-IV					Hours 4	Credits 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	PSO6	
CO1	5	3	5	4	4	3	3	3	3	3	4	3.1
CO2	4	3	4	4	4	3	3	4	3	4	3	3.1
CO3	4	3	3	4	4	3	4	4	4	4	4	3.2
CO4	4	3	3	4	3	3	3	4	4	4	4	3.1
CO5	4	4	4	3	4	3	4	3	4	4	4	3.0
CO6	5	4	4	4	4	3	3	3	3	3	4	3.2
Mean Overall Score												3.1

**Result: The Score for this Course is 3.1 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester: IV**  
**17UGE420104**

**Hours/Week: 5**  
**Credits: 3**

### GENERAL ENGLISH-IV

#### **Course Outcomes**

- \* Comprehend the local and global issues through the lessons
- \* Do the tasks centering on skill development and enhance their Grammar Using and Writing Skills
- \* Use interactive skills
- \* Train and develop the Listening and Reading Skills of the learners through teacher-led reading practice
- \* Improve their General Writing Skills such as Note-Taking, Note-Making, Précis Writing, Paragraph Writing, and Writing Short Essays on Current Issues/General Topics
- \* Understanding the social background and human character of the period

#### **Unit-VII:**

##### **\*Women through the Eyes of Media**

- 7.0 Introduction
- 7.1 Objectives
- 7.2 Listening and Reading Skills through Teacher-led Reading Practice
- 7.3 Glossary
- 7.3.1 Words
- 7.3.2 Phrases
- 7.4 Reading Comprehension
- 7.5 Critical Analysis
- 7.6 Creative Task
- 7.7 General Writing Skill: Writing Minutes of a Meeting
- 7.8 Grammar: Present Perfect Tense
- 7.9 **Non -Detailed Poem:** Thomas Hood (1799–1845): “Silence”

#### **Unit-VIII:**

##### **\*Effects of Tobacco Smoking**

- 8.0 Introduction
- 8.1 Objectives
- 8.2 Listening and Reading Skills through Teacher-led Reading Practice
- 8.3 Glossary
- 8.3.1 Words
- 8.3.2 Phrases

- 8.4 Reading Comprehension
- 8.5 Critical Analysis
- 8.6 Creative Task
- 8.7 General Writing Skill: Note-Taking
- 8.8 Grammar: Present Perfect Continuous Tense
- 8.9 **Non -Detailed Poem:** Coventry Patmore (1823-1896): “The Toys”

#### Unit-IX:

##### \* Short Message Service (SMS)

- 9.0 Introduction
- 9.1 Objectives
- 9.2 Listening and Reading Skills through Teacher-led Reading Practice
- 9.3 Glossary
  - 9.3.1 Words
  - 9.3.2 Phrases
- 9.4 Reading Comprehension
- 9.5 Critical Analysis
- 9.6 Creative Task
- 9.7 General Writing Skill: Note-Making
- 9.8 Grammar: Past Perfect Tense
- 9.9 **Non -Detailed Poem:** Stephen Spender (1909-1995): “Daybreak”

#### Unit-X:

##### \*An Engineer Kills Self as Crow Sat on his Head: A News Paper Report

- 10.0 Introduction
- 10.1 Objectives
- 10.2 Listening and Reading Skills through Teacher-led Reading Practice
- 10.3 Glossary
  - 10.3.1 Words
  - 10.3.2 Phrases
- 10.4 Reading Comprehension
- 10.5 Critical Analysis
- 10.6 Creative Task
- 10.7 General Writing Skill: Précis Writing
- 10.8 Grammar: Past Perfect Continuous Tense
- 10.9 **Non -Detailed Poem:** Gabriel Imomotimi Okara (1921): “Once Upon a Time”

#### Unit-XI:

##### \*Traffic Rules

- 11.0 Introduction
- 11.1 Objectives
- 11.2 Listening and Reading Skills through Teacher-led Reading Practice
- 11.3 Glossary
  - 11.3.1 Words
  - 11.3.2 Phrases
- 11.4 Reading Comprehension
- 11.5 Critical Analysis
- 11.6 Creative Task
- 11.7 General Writing Skill: Paragraph Writing
- 11.8 Grammar: Future Perfect Tense
- 11.9 **Non -Detailed Poem:** Robert Winner (1930-1986): “Opportunity”

#### Unit-XII:

##### \*A Handful of Answers: A Zen Tale

- 12.0 Introduction
- 12.1 Objectives
- 12.2 Listening and Reading Skills through Teacher-led Reading Practice
- 12.3 Glossary
  - 12.3.1 Words
  - 12.3.2 Phrases
- 12.4 Reading Comprehension
- 12.5 Critical Analysis
- 12.6 Creative Task
- 12.7 General Writing Skill: Writing Short Essays on Current Issues/General Topics
- 12.8 Grammar: Future Perfect Continuous Tense
- 12.9 **Non -Detailed Poem:** Ted Hughes (1930–1998): “The Harvest Moon”

#### Textbook

1. Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. New Delhi: Trinity, 2016. Print.



**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UGE420104	Title of the Paper General English-IV												Hours 5	Credits 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	PSO6	PSO7	PSO8		
CO1	5	4	5	5	4	4	4	5	5	5	4	5	5	4.61	
CO2	5	4	5	5	3	4	5	5	5	5	5	5	5	4.69	
CO3	4	4	5	4	4	3	4	4	5	5	4	4	5	4.23	
CO4	4	4	5	4	4	3	4	5	5	5	4	4	5	4.30	
CO5	5	4	5	4	4	4	4	4	5	5	4	4	5	4.38	
CO6	5	5	5	5	4	4	4	5	5	5	4	4	5	4.61	
Mean Overall Score														4.47	

**Result: The Score for this Course is 4.47 (Very High Relationship)**

*Note:*

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV  
17UBU430208**

**L P C  
5 - 4**

### MATHEMATICS AND STATISTICS FOR MANAGERS

#### Course Outcomes

- Understand the basic concepts in Mathematics and statistics
- To know the basic calculation about matrices
- To impart the knowledge to the student about statistical tools and its application
- To learn the Time series and index numbers
- To get an idea about the application of statistics
- To learn and apply the Time series and index numbers

#### Unit-I: MATHEMATICS OF FINANCE (12 Hours)

Simple interest- compound interest- Annuities – percentage – discount (simple problems) .

#### Unit-II: MATRICES AND DETERMINANTS (12 Hours)

Matrices – meaning – types; addition, subtraction, Multiplication: Determinate of order one, two, three properties. Transpose & inverse of a matrix; -Cramer's Rule;

#### Unit-III: MEASURES OF CENTRAL TENDENCIES (10 Hours)

Nature and scope of statistic- uses of statistics in business - Measures of Central Tendency – Mean, Median, and Mode: Measures of Dispersion – Range, QD, MD, SD, Co-efficient of variations.

#### Unit-IV: CORRELATION AND REGRESSION (10 Hours)

Correlation – Karl Pearson's Co-efficient of Correlation – spearman's rank correlation; Regression – Meaning – Regression Lines – Equation of X on Y & Y on X.

#### Unit-V: TIME SERIES AND INDEX NUMBERS (10 Hours)

Time series analysis – Components of time series – measurement of secular trend –graphic method – method of semi averages – method of moving averages- method of least squares- Index numbers Meaning – Classification- Uses- methods of constructions of index numbers – Definition – Weighted, Unweighted, Laspeyres, Paasche and Fishers Ideal index.

#### TEXT BOOK:

- P.R.Vital, Business Mathematics and Statistics, Margam publication 2016

#### REFERENCES:

- Gupta S.P; Statistical Method; Sulthan Chand & Sons; New Delhi, 2012.
- M.Wilson Himalaya publication house 2016

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UBU430208	Title of the Paper Part-III: Mathematics and Statistics for Managers												Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	4	4	4	5	3	3	4	4	4	4	5	4	3.92	
CO2	4	4	4	3	5	3	3	4	4	3	3	4	5	3.77	
CO3	4	3	3	4	4	3	3	4	4	4	4	5	4	3.77	
CO4	3	3	3	4	4	4	4	3	3	3	3	4	4	3.46	
CO5	3	3	4	4	5	4	4	4	3	3	3	3	3	3.54	
CO6	3	3	4	5	4	3	3	4	4	4	4	3	3	3.62	
Mean Overall Score														3.68	

**Result: The Score for this Course is 3.6 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV  
17UBU430209**

**L P C  
4 - 3**

## BUSINESS LAW

### Course Outcomes

1. To enable the students to understand the essential elements of Indian Contract Act 1872
2. To impart the knowledge of contract of sales
3. Know the different negotiable instrument Act 1881 & Partnership Act 1932
4. Acquire the knowledge of law of Insurance
5. Understand be concept of company Amendment Act 2013.
6. To learn the basic business law concepts and apply in the practice in the business

### Unit-I: INDIAN CONTRACT 1872

Contracts, meaning – Classification - Essential elements - Offer and Acceptance - Performance of Contract - Discharge of Contract - Remedies for breach for Contract- Law of Agency.

### Unit-II: SALE OF GOODS ACT 1930

Contract of Sale - Essentials: Duties of buyers and sellers- Conditions and Warranties; Transfers of property – performance of the contract of sale - Rights of an unpaid seller.

### Unit-III: NEGOTIABLE INSTRUMENT ACT 1881 & PARTNERSHIP ACT 1932

Negotiable instruments, Parties to a Negotiable instrument,- Meaning and test of partnership Registration of firms. - Relations of partners, Rights and duties - Dissolution of partnership.

### Unit-IV: LAW OF INSURANCE

Contract of Insurance - Fundamental of Principles - Life insurance, Fire insurance and Marine insurance.

### Unit-V: COMPANIES ACT

Meaning, Definition of a Company, Kinds of company, Memorandum and articles of association; Prospectus, Company Meetings, Resolutions and Minutes.

### TEXT BOOK

1. N.D. Kapoor - Elements of Mercantile Law - Sultan and Sons, New Delhi, 2011. (New Edition)

### BOOKS FOR REFERENCE

1. M.C. Shukla - Manual of Mercantile Law - S. Chand & Co., New Delhi, 2016.
2. P.P.S. Gogna - A TEXT BOOK of Mercantile Law - S. Chand & Co., New Delhi, 2016.
3. D.P. Jain - Mercantile Law - Konark Publishers Pvt. Ltd., New Delhi, 2009.
4. Sen & Mitra - Commercial Law, The mould press, Kolkatta, 2004.
5. J. Jayasankar - Business Law; Margham Publications-2016

**Note: Latest edition of text books may be used.**

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UBU430209	Title of the Paper Part-III: Business Law												Hours 4	Credits 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	PSO6	PSO7	PSO8		
CO1	3	3	4	5	3	4	3	4	3	4	3	4	4	3.61	
CO2	4	4	3	4	4	5	4	3	1	3	4	3	4	3.54	
CO3	3	4	3	4	4	4	3	3	4	2	1	3	4	3.23	
CO4	3	2	3	4	2	3	4	2	4	3	4	3	4	3.15	
CO5	2	3	4	2	3	4	1	4	3	4	3	4	3	3.08	
CO6	3	4	3	5	4	3	3	4	3	3	3	3	3	3.38	
Mean Overall Score														3.33	

**Result: The Score for this Course is 3.33 (High Relationship)**

**Note:**

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

**Values Scaling:**

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV  
17UBU430301A

L P C  
4 - 4

**Core Elective-I (WD):**

**CORPORATE ACCOUNTING FOR MANAGERS**

**Course Outcomes**

1. Acquire the knowledge pertaining to share of a company
2. To make the students know how to prepare Financial Statement of JSC
3. Import the knowledge of valuing share and Goodwill of a company.
4. Understand the procedure for holding company Accounts.
5. Acquire the knowledge of new format of banking company A/C
6. To practice the corporate Accounting concepts

**Unit-I: ISSUE OF SHARES (12 Hrs)**

Shares - issue of shares - forfeiture and reissue of shares- Issue of Bonus Shares and Right Shares

**Unit-II: PREPARATION OF FINANCIAL STATEMENTS OF A JOINT STOCK COMPANY (12 Hrs)**

Preparation of Profit & Loss Account and Balance Sheet. Treatment of Taxation and Provision for Taxation in Final Accounts of Companies. Treatment of Dividend and Bonus to Shareholders. (Simple Problems only)

**Unit-III: VALUATION OF SHARES AND GOODWILL (12 Hrs)**

Meaning and Features; Types of Goodwill; Factors affecting Goodwill; Goodwill Valuation Methods - Valuation based on Average Profits and Super Profits.

Valuation of Shares: Concept of Valuation of Shares; Need for Valuation; Factors affecting

Valuation of Shares; Valuation of Equity Shares based on Net Assets and Profitability; Net Asset Valuation of Participating Preference Shares; Fair Value of a Share.

**Unit-IV: ACCOUNTS OF HOLDING COMPANIES (12 Hrs)**

Meaning of Holding and Subsidiary Companies; Need for Consolidated Financial Statements; Preparation of Consolidated Balance Sheet of a Holding Company with one Subsidiary. (Simple Problems only)

**Unit-V ACCOUNTS OF BANKING (12 Hrs)**

Accounts of Banking Companies- Final accounts and Balance Sheet. (New Format)

**TEXT BOOK**

1. R.L. Gupta & M. Radhaswamy, (latest Ed), Corporate Accounting, Sultan Chand & Sons, New Delhi.

**BOOKS FOR REFERENCES**

1. Shukla MC, Grewal TS & Gupta SC, (2006), Advanced Accounts, Volume II, S.Chand & Company Ltd., New Delhi.
2. Joseph. T, (2009), Corporate Accounting, the Tata McGraw – Hill Education Private, Limited, New Delhi.
3. S.P. Jain & K.L. Narang, (2004), Advanced accountancy Volume II, Kalyani Publishers, New Delhi.
4. T. S. Reddy and A. Murthy, (latest Ed.), Corporate Accounting, Margham Publications, Chennai.

(Theory 20% & Problems 80%)

**Note:**

Any revision of relevant Indian Accounting Standard would become applicable Immediately.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UBU430301A	Title of the Paper Corporate Accounting for Managers										Hours 4	Credits 4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	4	5	3	5	4	3	2	5	5	4	5	3	4	4.00
CO2	3	4	3	3	2	3	5	2	4	5	3	2	4	3.30
CO3	4	5	4	4	4	5	4	3	3	3	2	1	1	3.30
CO4	3	2	4	4	3	3	3	4	3	5	4	3	3	3.38
CO5	3	4	3	4	3	3	4	4	5	4	3	4	3	3.67
CO6	3	4	3	5	4	4	3	3	4	3	4	3	2	3.46
Mean Overall Score														3.51

**Result: The Score for this Course is 3.5 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV  
17UBU430301B**

**L P C  
4 - 4**

**Core Elective I (WD):  
TAXATION FOR MANAGERS**

**Course Outcomes**

1. Acquire the knowledge of basic concept of taxation
2. To enable the student to prepare income from Salary FORM 16
3. Enable the students to prepare income from business and income from hour property
4. To enable the student acquire practicability in calculation of capital gain & Income from other sources.
5. Understand the latest introduction of GST Amendment Act 2017
6. To learn the importance of Tax for the managers.

**Unit-I: BASIC CONCEPTS (12 Hrs)**

Basic concepts: Income, person, Assessee, Assessment year, previous year, gross total income, total income, maximum marginal rate of tax. Residential status of all person, and its effect on tax incidence .Exempted income under section 10 (in relation to individuals).

**Unit-II: INCOME FROM SALARY (12 Hrs)**

Salaries, - Basis of charge - Allowances, Provident Fund- gratuity, Pension, Leave enhancement- Deduction of Gross Salary u/s 16, (excluding perks)

**Unit-III: INCOME FROM HOUSE PROPERTY AND INCOME FROM BUSINESS (12 Hrs)**

Income from house property - basis of charge – determination of annual value - Deduction u/s 24 (Basic Simple Problems only)

Profits and gains of business or profession,- basis of charge – methods of accounting - deductions (Excluding Profession).

**Unit-IV: CAPITAL GAIN AND INCOME FROM OTHER SOURCES (12 Hrs)**

Capital gain: basis of charge – short and long term capital gains – computation – indexed cost of acquisition and improvement – exemptions (Simple problems only). Income from other sources – Theory concept only.

**Unit-V: GOODS AND SERVICES TAX (12 Hrs)**

Goods & Service tax – concepts and general principles, Dual nature, Charge of GST and taxable goods & services, Valuation, Payment of GST and filing of returns.

## TEXT BOOK

1. Vinodk Singhania and Dr. Monica Singhania; Students guide to income tax, Taxmann Publications.(New Assessment Year). (Unit 1 to Unit 4)
2. V. S. Datey. Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., New Delhi, Unit 5

## BOOKS FOR REFERENCES:

1. T.S.Reddy&Y.Hari Prasad Reddy; “Income Tax Law and Practices”; Margham Publication; Chennai.
2. Dr. Sanjeev Kumar. Systematic Approach to Indirect Taxes
3. Dr. Vinod K. Singhania, Element of Service Tax, Taxmann Publications Pvt. Ltd., Delhi.
4. Dinakar Pagare, “Income tax – Law & Practice “ Sultan Chand & Sons, New Delhi,

## Online Readings/Supporting Material

- \* Finance Act for relevant Assessment Year
- \* CBDT Circulars & Latest court judgments

(Theory 40% & Problems 60%)

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Code 17UBU430301B	Title of the Paper Taxation for Managers												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	5	3	4	3	4	3	4	3	4	4	3.69	
CO2	4	5	3	4	4	5	4	3	1	3	4	3	4	3.61	
CO3	3	4	5	4	4	4	3	3	4	2	2	3	4	3.46	
CO4	3	2	3	4	2	3	4	2	4	3	4	3	4	3.15	
CO5	2	3	4	2	3	4	2	4	3	4	3	4	3	3.15	
CO6	3	4	3	5	4	3	3	4	3	4	3	3	3	3.46	
Mean Overall Score														3.42	

Result: The Score for this Course is 3.42 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV  
17UBU430404

L P C  
6 - 5

**Allied-IV**  
**ENTREPRENEURIAL DEVELOPMENT**

**Course Outcomes**

1. To induce entrepreneurial thoughts to the students
2. To ensure the qualities of entrepreneurs in the mind set of the students
3. To motivate the students to become entrepreneur
4. To start up the business plan and project
5. Acquire the knowledge of current business opportunities
6. To know the present concepts, idea and government policy in the field of entrepreneurship
7. To know SME's registration process
8. To develop entrepreneurial skills

**Unit-I: CONCEPTUAL FRAME WORK (10 Hours)**

Entrepreneur – Evolution – Definition – Entrepreneur and enterprise – Entrepreneur and managers – Intrapreneur – Qualities of entrepreneurs – Types and function of entrepreneurs – Role of entrepreneurs in economic development – Entrepreneurship – Nature – Characteristics – Barriers – Behavioral pattern affecting entrepreneurship.- Women Entrepreneur - Role.

**Unit-II: INSTITUTIONS ASSISTING ENTREPRENEURS (10 Hours)**

DIC – SIDO – NSIC – SIDCO – SISI – SIPCOT – ITCOT – NIESBUD – NAYE – commercial Banks – Self Help Groups – Micro Credit – Institutional Finance system.

**Unit-III: PROJECT IDENTIFICATION & APPRAISAL (10 Hours)**

Meaning of Project – Objectives – Classification – Identification – Internal and external constraints – Techno Economic Survey – Project Life Cycle – Formulation and significations – Elements of Formulation – Project selection – Design – Basic concepts of Network Analysis – CPM – PERT.

**Unit-IV: BUSINESS PLAN – MICRO, SMALL AND MEDIUM ENTERPRISES (8 Hours)**

Introduction – Business idea – Opportunity – Preparation of project report – Location – Registration – Term Loan – Subsidy – Government Clearances – Establish product diversification network – Trial runs – Commencement of Commercial production – Other details.

**Unit-V: CASE STUDY (8 Hours)**

Successful entrepreneurial ventures – Drawbacks of entrepreneurial ventures and turn around ventures – Sickness in Micro, Small and Medium Enterprises – Case study. Government policy about entrepreneurial development – SMEs – New Implementation about EDP.

**TEXT BOOK:**

1. Vasant Desai; Dynamics of entrepreneurial development; Wiley Eastern Ltd; New Delhi, 2014.

**BOOKS FOR REFERENCE:**

1. E. Gardon & K. Natrajan; Entrepreneurship Development-Himalaya publishing House; Chennai-2012.
2. Jayashree Suresh; Entrepreneurial Development; Margham Publication; 2016.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UBU430404	Title of the Paper Allied-IV: Entrepreneurial Development												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	4	1	2	4	3	4	1	4	2	4	1	2.84	
CO2	5	4	5	3	2	5	3	5	3	3	5	2	3	3.69	
CO3	4	5	3	2	5	2	1	2	5	3	2	4	1	3.00	
CO4	3	5	2	4	2	5	2	4	3	2	4	5	4	3.46	
CO5	5	2	5	2	4	4	5	3	2	5	4	5	4	3.85	
CO6	5	4	5	4	2	4	4	5	3	5	4	4	5	4.15	
CO7	3	5	3	4	3	1	1	3	5	2	3	5	4	3.22	
CO8	5	4	5	4	2	4	4	5	3	5	4	4	5	4.15	
Mean Overall Score														3.54	

**Result: The Score for this Course is 3.54 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 0.0-1.0 Very poor	2 1.1-2.0 Poor	3 2.1-3.0 Moderate	4 3.1-4.0 High	5 4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV  
17UFC441004A**

**Hours/Week: 2  
Credits: 2**

## FORMATION OF YOUTH-II

### Course Outcomes

1. To ensure preparing the students to live in harmony with nature.
2. To ensure the youth the significance of public health and the related issues.
3. To ensure sensitizing the youth about addictions and their consequences.
4. To ensure educating the youth on disaster management and First-Aid.
5. To ensure enlightening on the developmental issues and challenges of youth today.
6. To ensure the value of counselling for attaining positive mental health.

### Unit-I: Harmony with Nature

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

### Unit-II: Public Health

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-III: Disaster Management and First-Aid

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-IV: Issues Dealing with Science

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, Harnessing the forces of science and technology for the future

### Unit-V: Counselling for the Adolescents

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

### Text Book:

- Formation of Youth**, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester IV	Course Code 17UFC441004A	Title of the Paper FORMATION OF YOUTH-II													Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	4	5	4	5	5	3	4	5	5	4	5	4	4.4		
CO2	4	4	4	4	4	5	4	3	4	4	4	5	5	4.2		
CO3	5	3	5	4	5	4	4	3	4	4	4	5	5	4.2		
CO4	3	4	5	4	4	5	4	4	4	4	4	3	4	4.0		
CO5	2	4	4	4	5	5	4	4	5	5	5	4	5	4.3		
CO6	4	3	4	4	5	3	4	5	5	4	5	5	4	4.2		
Mean Overall Score															4.2	

**Result: The Score for this Course is 4.2 (Very High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV  
17UFC441004B

Hours/Week: 2  
Credits: 2

## RELIGIOUS DOCTRINE-II

### Course Outcomes

1. To ensure appreciation of the harmony of religion.
2. To ensure training the youth in the power of prayer.
3. To ensure the understanding of Mary's role in salvation history and Marian Dogmas.
4. To ensure enlightening the graces and invisible effects of the sacraments.
5. To ensure the youth with the promise that God forgives failings on repentance.
6. To ensure understanding the concept of salvation and the promise of eternal life.

### Unit: I Harmony of Religions

Introduction - Religions of India - Buddhism - Jainism - Sikhism - Judaism - Confucianism - Christianity - Zoroastrianism - Islam

### Unit: II The Christian Prayer

Prayer Defined - Reasons to pray - The Way to Pray - Types of Prayer - Obstacles for Prayer - Prayer in Old - The Lord's Prayer

### Unit: III Mary, the Blessed Virgin, Mother of God

Introduction - Marian Dogmas - Mary in need of Redemption - Mary in the New Testament - Apparitions of Mary - Devotion to Mary

### Unit: IV Sacraments of Initiation

Introduction - An Overview - Baptism - Confirmation - Holy Eucharist

Unit: V Sacraments of Healing & at the Service of the Community

Reconciliation - Anointing of the Sick - Holy Orders – Matrimony

### Text Book:

1. **Life in the Lord**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2011.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV Course Outcomes (COs)	Course Code 17UFC441004B	Title of the Paper RELIGIOUS DOCTRINE-II												Hours 2	Credits 2
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of COs	
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1		4	1	4	3	3	3	4	4	4	5	4	5	5	5
CO2		4	1	4	3	3	3	4	4	4	5	4	5	5	5
CO3		4	3	4	4	3	4	4	4	5	4	4	5	5	5
CO4		4	1	4	3	3	3	4	4	4	5	4	5	5	5
CO5		4	1	4	3	3	3	4	4	4	5	4	4	4	5
CO6		4	1	4	3	3	3	5	5	5	5	4	5	4	4
Mean Overall Score														3.9	

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V  
17UBU530210

L P C  
5 - 4

### PRODUCTION AND MATERIAL MANAGEMENT

#### Course Outcomes

1. To know the concepts of production Management
2. To understand the importance of Material management
3. To identify the various types of production concepts
4. To learn how to maintain qualities of production
5. To impart knowledge on inventory control
6. To familiarizes the students in the concepts of production and Material analysis

#### Unit-I: SCOPE AND SIGNIFICANCE OF PRODUCTION MANAGEMENT (12 HOURS)

Production, operation function – objectives of production management, scope of production management, Type of production and production interface with other functional area of business, Plant locations - plant layout – Different type of layouts and their suitability.

#### Unit-II: PRODUCTION PLANNING, SCHEDULING AND MONITORING SYSTEM (12 HOURS)

Concept and need of production planning – factors – Elements of production planning, capacity planning – Aggregate planning – Method study – Work measurement – Time study – Motion study – Scheduling.

#### Unit-III: MATERIAL MANAGEMENT (12 HOURS)

Concepts, objectives and importance of material management – Material handling – principles of materials handling- Material requirement planning.

#### Unit-IV: INVENTORY CONTROL (12 HOURS)

Nature of inventory – Types of inventories – cost of holding inventory - Techniques of inventory control – EOQ – VED analysis – ABC analysis

#### Unit-V: QUALITY CONTROL (12 HOURS)

Purpose inspection and quality control, Statistical quality control – Techniques of SQC – Acceptance sampling – Control charts- Total Quality Management.

#### TEXT BOOKS:

1. Matand T. Telsang; Production operations Management; S. Chand and Company LTD, First Edition; New Delhi; 2015 ( for Unit-1 & 2)

2. C.B. Gupta; Operations management and control; Sulton Chand and Sons; New Delhi; Fourth Edition: 2012 ( for Units 3-5)

#### BOOKS FOR REFERENCE:

1. E.S. Buffa; Modern production Operations Management – 7<sup>th</sup> Edition; Wiley Eastern Ltd. 2005. New Delhi.
2. Raymond R. Mayor; Production Management; Wiley Eastern LTD. New Delhi; 2010
3. Keith Lockyer; Production Management; Wiley Eastern LTD; New Delhi. 2012.
4. Buffs and Miller; Production Inventory System; Rand and McNally and co LTD; 2009.

(Theory 100%)

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**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU530210	Title of the Paper Production and Material Management												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	3	3	4	4	4	4	4	3	3	3	4	3.54	
CO2	4	4	4	5	5	4	4	5	5	4	4	4	3	4.23	
CO3	3	3	4	4	4	4	4	4	4	4	4	4	4	3.85	
CO4	3	3	4	4	4	3	3	4	4	4	4	4	4	3.69	
CO5	4	4	4	4	3	3	4	4	4	4	3	3	4	3.69	
CO6	3	4	4	5	3	3	4	4	4	3	5	3	4	3.77	
Mean Overall Score														3.79	

**Result: The Score for this Course is 3.79 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester V  
17UBU530211**

**L P C  
6 - 4**

## RESEARCH METHODS IN BUSINESS

### Course Outcomes

- Students can get adequate theoretical and practical background of Business research
- Students can get the perception of scientific inquiry of the any problem / issue
- Students can do the management / marketing research
- Students can get analytical mind
- Knowledge on how to do conduct a case analysis
- To write a systematic report and to prepare a oral presentation

### Unit-I: INTRODUCTION TO RESEARCH (12 Hours)

Concept of research: meaning, objectives, purpose, criteria for good research, Type- pure, applied, historical, analytical, descriptive and experimental research, Pilot Study – scientific study, case study method, problem encountered by researcher – Research Ethics.

### Unit-II: RESEARCH DESIGN & DATA COLLECTION (12 Hours)

Research design: meaning, problem, and types- interdependence of designs –data collections: primary sources – Pretest – secondary sources – Need for Review of Literature, Research review.

### Unit-III: SAMPLING TECHNIQUES (10 Hours)

Sampling techniques: meaning, need, basis, essentials, advantage, disadvantage, types probability (simple random, stratified, systematic, cluster) non-probability: Quota, convenience, purposive, judgment – universe, population, size of sample, sampling and non sampling errors

### Unit-IV: HYPOTHESIS AND DATA ANALYSIS (10 Hours)

Meaning, source, formation, concepts, importance and type of hypotheses – procedure for hypothesis testing, Data Analysis- Statistical analysis.

### Unit-V: DATA INTERPRETATION AND REPORT WRITING (12 Hours)

Interpretation: meaning - importance – Technique of interpretation-and mistake committed in interpretation of data – Report writing: Meaning-Significance-Outline of a research report - content of research report Diagram-Pictorial Presentation – Bibliography writing – plagiarism- publication rights.

## TEXT BOOKS

1. Tirupathi, P. C.:A textbook of research methodology insocial sciences, 2014
2. Korthari, C.R.; Research methodology. Wiswa prakasan, 2012.

## BOOKS REFERENCE:

1. Ahuja Ram; research methods; Rawat publications; Jaipur, 2012.
2. Do Oley, David; social research methods; prentice hall, Delhi, 2011.
3. Rajkumar; methodology and social science; Book enclave, Jaipur, 2014.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU530211	Title of the Paper RESEARCH METHODS IN BUSINESS												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	3	3	3	4	4	4	4	3	3	3	4	3.46	
CO2	4	4	4	5	5	4	4	5	5	4	4	3	3	4.15	
CO3	3	3	4	4	3	4	4	4	4	4	4	4	4	3.76	
CO4	3	3	4	4	4	3	3	2	4	3	4	4	4	3.46	
CO5	4	4	4	4	3	3	4	4	3	4	3	3	4	3.61	
CO6	3	4	4	5	3	3	4	4	3	3	5	3	4	3.69	
Mean Overall Score														3.68	

**Result: The Score for this Course is 3.68 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V  
17UBU530212

L P C  
6 - 4

### MANAGEMENT ACCOUNTING

#### Course Outcomes

1. Understand different financial statement of a company
2. Apply basic ratio of a company.
3. Preparing the procedure of fund flow and cash flow
4. How to prepare different budgets.
5. Understand the concept and analysis of marginal costing.
6. To understand the concepts and develop the decision making process

#### Unit-I: MANAGEMENT ACCOUNTING AND FINANCIAL STATEMENT (15 hrs)

Introduction and scope - Objectives - Relationship between Financial, Cost and Management accounting - Analysis of financial statements; common size and comparative financial statements, Trend percentages.

#### Unit-II : RATIO ANALYSIS (15 hrs)

Analysis and interpretation of financial management through accounting ratios – meaning of ratio – Classification of ratio – Profitability ratio – Turnover ratios – Solvency ratios – uses and limitations of ratios.

#### Unit-III: FUND FLOW & CASH FLOW ANALYSIS (15 hrs)

Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction. (Simple Problems)

#### Unit-IV: BUDGETARY CONTROL (15 hrs)

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets - Zero base budgeting.

#### Unit-V: MARGINAL COSTING (15 hrs)

Marginal costing-Basic concepts-Marginal and Absorption costing-CVP Analysis-BE Analysis and charts - Limitation and application-Differential cost analysis - Relevant cost analysis-Applications for management decision making.

#### TEXT BOOK

1. R.S.N. Pillai & Bhagavathi, Management Accounting - Sultan Chand & Sons, New Delhi, 2015

#### BOOKS FOR REFERENCES

1. T.S.Reddy & Y.Hari Prasad Reddy; “Management Accounting”; Margham Publication; Chennai-2016
2. N. Vinayakam, & I.B. Sinha; “Management accounting”; Tools and Technique; Himalaya Publishing house; New Delhi, 2015.
3. Man Mohan & S.N Goyal; Principles of Management Accounting; Sahitya Bhavan, Agra, 2010.
4. Dr.S.N.Maheswari; “Principles of Management accounting”; Sultan Chand & Sons, New; Delhi-2006

(Theory 20% & Problems 80%)

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU530212	Title of the Paper MANAGEMENT ACCOUNTING												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	4	3	4	4	3	4	4	5	3	4	5	4.00	
CO2	4	3	4	5	3	4	3	4	3	4	3	4	3	3.61	
CO3	3	4	5	4	5	4	3	4	5	4	5	4	1	3.92	
CO4	2	3	1	4	5	1	4	3	5	1	4	1	3	2.85	
CO5	2	1	3	1	2	1	3	2	1	4	2	3	4	2.23	
CO6	1	4	3	5	2	4	3	4	3	4	2	4	3	3.23	
Mean Overall Score														3.30	

**Result: The Score for this Course is 3.3 (High Relationship)**

*Note:*

Mapping Scale Relation Quality	1-20% 1 0.0-1.0 Very poor	21-40% 2 1.1-2.0 Poor	41-60% 3 2.1-3.0 Moderate	61-80% 4 3.1-4.0 High	81-100% 5 4.1-5.0 Very High
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*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester V  
17UBU530213**

**L P C  
5 - 3**

## INDUSTRIAL RELATIONS

### Course Outcomes

- Students can adequate theoretical and practical background on the history of Industrial relations.
- Students can get knowledge about trade unionism and its importance in an industry
- Students can get knowledge on managing conflicts and how to conduct a negotiation
- Students are known about International Labour Organization and its functions and roles
- Students can get exposure the influence of Globalization on IR
- To acquire the confidence to be a HR Manage

### Unit-I: CONCEPT OF INDUSTRIAL RELATIONS (10 Hours)

Concept of IR: Meaning, Definition, Historical perspectives of IR, Industrial revolution, Theories of IR, History of IR in India, Current scenario of IR, Role of ILO in industrial relations.

### Unit-II: TRADE UNION (10 Hours)

Unionism Concepts Meaning, Defining, History and growth of trade Union, Purpose and functions, Theories of Trade Union, Problems of Trade union in India.

### Unit-III: INDUSTRIAL CONFLICTS (10 Hours)

Industrial Conflicts: Meaning, Definition, Strike and lockout, Lay-off, and retrenchment, Industrial dispute machinery, Discipline: Causes of Indiscipline –Maintenance of discipline. Domestic enquiry, Principles of Hot stove rule, Grievance handling, and machinery

### Unit-4: COLLECTIVE BARGAINING (8 Hours)

Concepts of Collective Bargaining : Meaning, Mature, Types, Process and Importance, Status of Collective Bargaining in India. Suggestion to improve Collective Bargaining. Negotiations – Problem solving attitude. Exit policy, Golden Handshake, Concept of Labour welfare, Importance of Globalization on CB

### Unit-5: WORKERS PARTICIPATION IN MANAGEMENT (8 Hours)

Concept of WPM- Practices in India works committees, Joint management councils, Role of HRM in IR, The voluntary scheme of worker's participation

followed Quality circles, Employer's Association, Corporate social responsibility.

#### Text Books:

1. Mamoria, C.B., Industrial Labour and Industrial Relations in India, Kitab Mahal, 2014

#### References:

1. Essentials of Human Resource Management and Industrial Relations – Subba Rao;2012
2. Industrial Relation – A.M. Sharma;2013
3. Labour Management Relations in India – V.V Giri;2014
4. Personnel Management and Industrial Relations – Dale Yoder,2012

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU530213	Title of the Paper INDUSTRIAL RELATIONS												Hours 4	Credits 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	PSO6	PSO7	PSO8		
CO1	3	3	4	4	3	3	3	4	3	4	3	4	4	3.46	
CO2	4	4	3	4	4	5	4	3	1	3	4	3	4	3.54	
CO3	3	3	3	4	4	4	4	3	4	2	1	3	4	3.23	
CO4	3	2	3	4	2	3	4	2	4	3	4	3	4	3.15	
CO5	3	3	3	2	3	4	1	4	3	4	3	4	3	3.07	
CO6	3	4	3	5	4	3	3	4	3	3	3	3	3	3.38	
Mean Overall Score														3.30	

**Result: The Score for this Course is 3.3 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V  
17UBU530302A

L P C  
4 - 4

**Core Elective-II (WS):  
PROJECT MANAGEMENT**

**Course Outcomes**

1. To understand the project management concepts
2. To impart knowledge on Project identification & Appraisal
3. To help the students to identify feasible projects
4. To know the methods of financing such projects and controlling its cost
5. To learn and understand about project evaluation
6. To know about how to prepare project in Business

**Unit-I: INTRODUCTION**

Nature and contents of project management: project characteristics-Attributes of a good project manager- Taxonomy of projects- Projects environment – History of project management – Project as a conversion process – project life cycle – project roles – A System approaches to project management.

**Unit-II: PROJECT IDENTIFICATION & APPRAISAL**

Introduction – Government & the regular – project identification – Project preparation – Tax incentives and Project investment decisions – Tax planning for project investment decisions – Zero based project formulation – Technical, Commercial, Economic, Financial and Managemnt appraisal – Social cost benefit analysis and project risk analysis.

**Unit-III: PROJECT FINANCING**

Project cost estimation – Project financing – Financial evaluation of projects – Financial Projections – Project planning and scheduling – Estimation, Resource analysis, Justification and Evaluation – Teams and organization – Projects cost control.

**Unit-IV: PROJECT REVIEW**

Role of management and leadership in project environment – Problem – solving and decision making – Project review Rehabilitation of sick Units – Project organization – Project Contracts

**Unit-V: PROJECT EVALUATION**

Meaning – Project review and administrative aspects – Computer aided project management – Options in projects – Risk analysis – Topics of interest on project management.

**TEXT BOOK**

1. Chandraprasanna, Projects-Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill, New Delhi 2012.

**REFERENCES**

1. Maylor Harvey, Project management, Pearson Education, New Delhi, 2010
2. Rao P.C.K, Project Management & Control, Sultan Chand & Sons. New Delhi, 2011.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU530302A	Title of the Paper PROJECT MANAGEMENT												Hours 4	Credits 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	PSO6	PSO7			PSO8
CO1	3	3	4	4	3	3	3	4	3	4	3	2	4	3.30	
CO2	4	4	3	4	4	5	4	3	1	3	4	3	4	3.53	
CO3	3	3	3	3	3	4	4	3	3	2	1	3	4	3.00	
CO4	3	2	3	4	2	3	4	2	4	3	2	3	4	3.00	
CO5	3	3	4	2	3	4	1	4	3	4	3	3	3	3.07	
CO6	3	4	3	5	4	3	2	4	3	2	3	3	3	3.23	
Mean Overall Score														3.18	

**Result: The Score for this Course is 3.18 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester V  
17UBU530302B**

**L P C  
4 - 4**

**Core Elective-II (WS):  
LOGISTICS & SUPPLY CHAIN MANAGEMENT**

**Course Outcomes**

1. To understand about Logistics & Supply chain management concepts
2. To learn the importance on logistic and supply chain management in the current business Scenario
3. To identify various dimensions of financial supply chain management
4. To learn the perspective of E-Finance and its Legal Aspects
5. To Understand the Global logistics concepts
6. Students have get some idea about Logistics and supply chain management Planning

**Unit-I: INTRODUCTION TO LOGISTICS**

Fundamentals of Logistics- Definition and Activities-Aims and importance-Progress in Logistics and Current Trends-Organization and Achieving Integration.

**Unit-II: PLANNING THE SUPPLY CHAIN**

Logistics Strategy-Implementing the Strategy-Locating Facilities-Planning Resources-Controlling Material Flow

**Unit-III: MEASURING AND IMPROVING PERFORMANCE OF SUPPLY CHAIN**

Procurement-Inventory Management-Warehousing and Material Handling Transport-Global Logistics

**Unit-IV: SUPPLY CHAIN MANAGEMENT**

Basic Concepts of supply Chain Management-Planning and Sourcing-Making and Delivering>Returns-It and Supply Chain Management- Port Management

**Unit-V: FINANCIAL SUPPLY CHAIN MANAGEMENT**

Financial Supply Chain- Elements of Financial Supply Chain Management-The Evolution of e-Financial Supply Chain-E-Financial supply chain- E-Financial supply chain banks Perspective-Legal Aspects of E-Financial Supply Chain.

### Text Books:

1. Raghuram G. & Rangaraj. N., Logistics and supply Chain Management, Macmillan Publication, 2012

### References:

1. Agarwal B.K., Logistics and supply chain Management, Macmillan Publication, 2009
2. Martin Christopher., Logistics and Supply Chain Management: Creating Value-Adding Networks, Ft Prentice Hall, 2010

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU530302B	Title of the Paper LOGISTICS AND SUPPLY CHAIN MANAGEMENT														Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)							Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7			PSO8
CO1	4	5	3	5	4	5	4	3	2	5	5	4	5	3	4	4.69	
CO2	3	4	2	3	2	5	4	3	5	2	4	5	3	2	4	3.92	
CO3	4	5	4	4	4	4	5	4	4	3	3	3	1	1	1	3.84	
CO4	3	2	4	4	3	3	4	3	3	4	4	5	1	3	3	3.77	
CO5	4	3	2	5	2	1	3	2	4	1	5	2	1	3	4	3.23	
CO6	3	4	3	4	3	4	4	3	4	4	5	1	3	4	3	4.00	
Mean Overall Score																3.90	

**Result: The Score for this Course is 3.9 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V  
17UCC530302

L P C  
4 - 4

**Core Elective-II:  
E-COMMERCE**

**Course Outcomes**

After completing this course the student will be able to:

1. Know the evaluation of E-commerce
2. Identify different technologies and models for electronic commerce
3. Learn the various approaches to safe E-Commerce
4. Familiarize with E-cash and payment schemes and security
5. To study the different features and characteristics in E-Commerce.
6. To analyse the improved efficiency of cloud computing in this computer modern world.

**Unit-I: E – Commerce (12 hrs)**

Definitions – Needs and Importance - E-commerce Vs Traditional Commerce – Advantages, Impact of Internet on Business – Evolution and Growth in India - Environment and opportunities – Classifications.

**Unit-II: Technologies and Models for Electronic Commerce (12 hrs)**

Electronic market place technologies - Electronic data interchange – Http, TCP/IP – HTML - XML– electronic commerce with World Wide Web

**Unit-III: Approaches to safe E-Commerce (12 hrs)**

Overview – safe transport protocols – secure transactions – secured electronic payment protocol – SET certificates for authentication – Security on web servers and enterprise networks – conclusion.

**Unit-IV: E-Cash and Payment Schemes (12 hrs)**

Internet monetary payment and security requirements - payment and purchase order process – online electronic cash

**Unit V: Security (12 hrs)**

Need for computer security – specific intruder approaches – security strategies and tools – Encryption – Enterprise networking and access to internet – Antivirus programs – security teams

**TEXT BOOKS:**

1. Web commerce technology handbooks – Daniel Minoli, Emma Minoli

**BOOKS FOR REFERENCE:**

1. E-Commerce – Kamlesh K Bajaj and Debjani Nag

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UCC530302	Additional Course: E-COMMERCE										Hours 4	Credits 4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	4	5	3	3	4	3	3	5	4	3	2	3	4	3.5
CO2	4	3	2	4	4	3	2	4	3	5	3	4	3	3.3
CO3	3	3	2	5	4	4	3	3	4	5	3	2	4	3.4
CO4	5	3	3	4	3	2	4	2	4	3	2	3	4	3.2
CO5	4	4	2	3	3	4	3	5	3	2	4	3	3	3.3
CO6	3	2	3	4	4	5	4	3	4	3	1	4	3	3.3
Mean Overall Score														3.3

**Result: The Score for this Course is 3.3 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V  
17UCO530302B

L P C  
4 - 4

**Core Elective (WS):**

**BUSINESS CORRESPONDENCE**

**Course Outcomes**

After completing this course, students will be able to :

1. Imbibe meaning of Business Communication and the general principles of communication.
2. Identify different types of organisational communications.
3. Learn the mechanical structure of letters and drafting of others forms of communications viz. Orders, Memo, Agenda, and Minutes.
4. Familiarise with vocabulary used in business communication, often misspelt and correct usage.
5. Understand the mechanism of writing business reports.
6. Draft different kinds of business letters and communications.

**Unit-I (12 Hours)**

Business Communication – Introduction – Objectives - Media of Communication -Principles of Communication - Non-Verbal Communication- Barriers to Communication.

**Unit-II (12 Hours)**

Organizational Communication – Downward – Upward – Horizontal – Informal Communication – Email as a means of Communication.

**Unit-III (12 Hours)**

Need - Functions and kinds of Business Letter - Essentials of an effective business letter. Layout – Physical appearance – Mechanical structure of a letter, style and punctuation. Process of writing, Order of writing, the final draft, check lists for reports. Writing of Memorandum, Inter - office Memo, Notices, Agenda, Minutes, and Job application letters.

**Unit-IV (12 Hours)**

Vocabulary: Words often confused, Words often misspelt, Common errors in English. Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

**Unit-V (12 Hours)**

Report Writing – Meaning - Importance of reports - Characteristics of a good report -Preparation of report - Report by individual - Report by Committee.

**TEXT BOOK**

1. Rajendra Pal, J.S. Kolharlli, (2014), Essentials of Business Communication, Sultan Chand & Sons, New Delhi

**BOOKS FOR REFERENCES**

1. Sharma, Business Correspondence & Report Writing, (2008), Tata McGraw-hill Education (India) Ltd., New Delhi.
2. G.S.R.K. BabuRao, (2005), Business Communication and Report Writing, Himalaya Publishing House, New Delhi.
3. Asha Kaul, (2000), Effective Business Communication, Prentice Hall of India, New Delhi.
4. Access Series( 2011) Communication for Business, Tata McGraw Hill, New Delhi
5. Monippally , (2014) Business Communication, Tata McGraw Hill, New Delhi

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UCO530302B	Title of the Paper BUSINESS CORRESPONDENCE												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	5	4	3	4	4	5	5	4	2	4	5	4	4.00	
CO2	4	5	4	3	4	4	5	5	4	3	4	5	4	4.15	
CO3	4	5	4	3	4	3	5	5	5	3	3	5	4	4.08	
CO4	5	5	4	3	4	3	5	5	4	3	4	5	4	4.15	
CO5	5	5	4	3	4	4	5	5	4	2	4	5	5	4.23	
CO6	4	5	5	4	4	4	4	4	5	4	3	3	5	4.15	
Mean Overall Score														4.12	

**Result: The Score for this Course is 4.1 (Very High Relationship)**

*Note:*

Mapping Scale	1	21-40%	41-60%	61-80%	81-100%
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester V**  
**17UBU530214A**

**L P C**  
**- - 2**

**Self paced learning (POC)**  
**ADVERTISING & SALES PROMOTION**

**Course Outcomes**

1. Related basic concepts in Advertising with practical situation becomes a habit of learning exercise among students
2. They become very familiar with all major concepts relating to advertising and Sales promotion
3. Marketing Communication Industry is mapped with consumer behavior and media for overall knowledge enhancement by student
4. Students to cultivate more creative and innovation
5. Overall awareness of Advertising and sales promotion technique among students
6. To learn Advertisement and sales promotion practical situations and to give more insights about this subjects

**Unit-I: INTRODUCTION TO ADVERTISING**

Introduction to Advertising –meaning, objectives its role and functions - Advertising in Marketing Mix – Advertising decisions – Types of Advertising - economic, social and ethical issues, DAGMAR approach - Integrated Marketing Communication – strategic integration of marketing functions and promotional functions - relationship between product mix and promotion mix.

**Unit-II: ADVERTISING MEDIA**

Advertising media – types –characteristics – Merits and limitation – media scene in India – types of media – press and broadcasting – outdoor and other media. Response Process in Advertising – Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model - Brand and Brand Equity – definition of branding - Characteristics of a good brand name, image, brand positioning, personality, attributes and consequences

**Unit-III: CONSTRUCTION OF AN ADVERTISEMENT**

Construction of an Advertisement – visualization – copy - basic approaches to copy writing – types of copies – types of headlines – types of illustrations – types of layout – principles governing copywriting. Advertising Budget – Top down and Build up approach, methods of advertising – Advertising

Creativity- meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting, Illustration.

#### Unit-IV: MEDIA PLANNING AND SCHEDULING

Media planning and scheduling strategy – media planning parameters - media mix, media characteristics, selection of media, evaluation of media, media scheduling strategy - Evaluation of advertising effectiveness – Need and purpose of evaluation, pre-testing and post – testing techniques. Advertising agencies – Importance, role and functions – Organizational structure – advertising department – agency commission and fee – types of ad agencies.

#### Unit-V: SALES PROMOTION

Sales Promotion – Definition, Nature, Objectives and significance of sales promotion – Promotional Mix – Consumer oriented – Trade Oriented – Promotional Tools - reason for its rapid growth, promotional strategy, types and techniques of sales promotion - Concepts and Case Study Analysis

#### Text Book

1. Advertising theory & Practice – Chunawalla, Kumar, Sethuia, Subramanian 2014 – Himalaya Publishing House, Mumbai - 04.

#### References:

1. Advertising & Sales Promotion by Belch & Belch, TMH
2. Advertising Management by M.V.Kulkarni, EPH

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course Code 17UBU530214A	Title of the Paper ADVERTISING & SALES PROMOTION												Hours	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	5	4	4	4	3	4	4	3	4	3	4	4	3.85	
CO2	3	4	4	4	3	4	4	3	4	4	4	3	4	3.69	
CO3	4	4	3	3	4	4	4	3	3	3	4	4	3	3.54	
CO4	4	3	4	3	4	3	3	4	3	4	3	3	4	3.46	
CO5	5	4	3	4	3	4	4	3	3	4	4	4	4	3.77	
CO6	4	3	4	4	4	3	3	4	4	3	4	3	4	3.62	
Mean Overall Score														3.65	

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V  
17UBU530214B

L P C  
- - 2

**Self-paced Learning (POC)**  
**BUSINESS COMMUNICATION**

**Course Outcomes**

1. All basic concepts of communication are imparted to students- theoretically and practical orientation
2. They realize the significance of Business Communication in managing the day to day affairs of the business
3. Living in an information Era-students enrich their knowledge & skills about various methods and process in communication
4. Practical Exercises on verbal, non-verbal, formal, informal and all other forms of communication enhances the students knowledge
5. Holistic development of the student
6. To know the communication methods and process

**Unit-I: COMMUNICATION AND MASS COMMUNICATION**

Communication and Mass Communication - meaning, definition and scope, choice of communication channels in communication strategy. Introduction to Communication Theory. Definition and importance of Business Communication. Channels of communication , Means or media of communication Verbal Non verbal - body language / space language, paralanguage, sign language; Perceptions / attitudes / beliefs / values / norms.

**Unit-II: SALES LETTER WRITING**

The layout of the letter Enquiries and reply quotations sales letter claims and adjustment collection letter, circular letters application letters.

**Unit-III: LETTER RELATING TO AGENCY**

Letter relating to Agency- Application for jobs- Recommendation bank for correspondence relating to exports and imports.

**Unit-IV: LISTENING AND COMMUNICATION**

Importance of listening and communication, principles of effective listening, Modern means of Electronic Communication – Internet – E-mail, E- Learning - Video Conferencing – Creating Web Page – Fax - SMS.

**Unit-V: INTERPERSONAL AND INTRAPERSONAL COMMUNICATION**

Interpersonal/intrapersonal Business Communication, Business correspondence, Business letters / reports (annual committee etc.) Report

writing – Structure of Reports –Kinds of Reports - Press Reports – Market Reports – Business Reports – précis / summarizing etc.

**Text Book**

1. Business Communication Today , Boveen and Thill (2010); New York.

**References:**

1. Business Communication ; Asha Kaul (2000); Prentice Hall of India; New Delhi.
2. Essentials of Business Communication – Rajendra Pal
3. Effective Business Communication; Murphy and Hildebrandt (1991); McGraw Hill; New Delhi.
4. Effective Business English and Correspondence – M.S. Ramesh & Pattenshetty S.Chand & Co.
5. Business Communication – Urmila Raj – Himalaya Publishing House.



**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU530214B	Title of the Paper BUSINESS COMMUNICATION													Hours	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	5	4	3	4	4	3	4	4	3	3	4	4	3.77		
CO2	4	4	3	4	4	3	4	4	3	4	4	3	4	3.69		
CO3	5	4	4	3	4	3	4	3	4	4	3	3	3	3.66		
CO4	4	5	3	3	4	3	3	4	3	3	3	2	4	3.38		
CO5	3	4	4	3	3	4	3	4	4	3	4	3	4	3.54		
CO6	4	3	4	4	4	3	5	4	3	4	4	4	4	3.85		
Mean Overall Score														3.64		

**Result: The Score for this Course is 3.6 (High Relationship)**

**Note:**

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

**Values Scaling:**

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester V  
17UBU530214C**

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- - 2**

**Self-paced Learning (POC)**

### BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

**Course Outcomes**

- To know about the various events
- To understand the techniques and competencies required to plan for events
- To manage the events like men, material, money and minutes
- To ensure the relationship in the customers
- To acquire the knowledge and competencies required to promote, implement and conduct special events
- To learn practical knowledge about event management

**Unit-I: CORPORATE ETHICS**

Values – concepts – types and formation – principles of managerial ethics – relevance of ethics and values in business

**Unit-II: CORPORATE SOCIAL RESPONSIBILITY (CSR)**

Social responsibility of a business firm – stakeholders – response of Indian firms towards CSR

**Unit-III: CONSUMER PROTECTION**

Consumerism – unethical issue in sales, marketing and technology – competitive strategy

**Unit-IV: BUSINESS AND ECO SYSTEM**

Markets for eco system services – issues and opportunities for business in socially and environmentally sensitive world – social and environmental problems and shaping market – 3 P's of sustainability – people – profits

**Unit-V: ROLE OF GOVERNMENT**

Regulatory framework – SEBI – competition Act – Competition Commission of India

**TEXT BOOK:**

- Baxi C.V & Prasad Ajit, Corporate social responsibility, Excel Books, 2014

**REFERENCES:**

- Kaur Tripat, Values and ethics in management, Galgotia publications, 2010
- Chakraborty S.K, Human values for managers, Excel Books, 2010
- Badi R.V & Badi N.V., Business ethics, vrinda Publications, 2010

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU530214C	Title of the Paper BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY												Hours	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	4	3	4	4	3	4	4	3	3	4	3	3.61	
CO2	4	4	3	4	4	3	4	4	3	4	4	3	4	3.62	
CO3	3	4	4	3	4	2	4	3	4	4	3	3	3	3.38	
CO4	4	5	3	3	4	3	3	4	3	3	3	2	4	3.38	
CO5	3	3	4	3	3	2	3	4	4	3	4	3	3	3.23	
CO6	4	3	4	4	4	2	3	4	3	4	3	4	4	3.53	
Mean Overall Score														3.45	

**Result: The Score for this Course is 3.45 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester V  
17UBU540601A**

**L P C  
2 - 2**

**Skill Based Electives I: (BS)  
TRAINING AND DEVELOPMENT**

**Course Outcomes**

- To know about the various events
- To understand the techniques and competencies required to plan for events
- To manage the events like men, material, money and minutes
- To ensure the relationship in the customers
- To acquire the knowledge and competencies required to promote, implement and conduct Special Events
- To learn practical knowledge about event management

**Unit-I: Introduction to Training Concept (3 Hours)**

Objective and concepts of Training-Scope of Training-Training and HRD-Benefits of training to Organization-Recent Trends in Training

**Unit-II: Training Needs (3 Hours)**

Steps in Training-identification of Job Competencies-Criteria for identifying training needs Assessment of Training Needs-Methods and Process of needs Assessment.

**Unit-III: Training for Operatives (3 Hours)**

Trainer Identification, Methods-On the Job-Off the Job-Instructions-Apprenticeship-Vestibule-Coaching-job rotation

**Unit-IV: Training for Managers (3 Hours)**

Need & Importance of Management Development-Methods-Coaching-Position. Rotation-Multiple Management-Mentoring-Lectures-Brainstorming-Simulation-Selective Reading-Role play-Sensitive

**Unit-V: Evaluation of Training Program & Action Plan (3 Hours)**

Definition & need – evaluation, design and techniques-Kirkpatrick model of evaluation – CIRO model-Cost Benefit Analysis-Return on Investment of training- Action Plan

**Text Book:**

- Janakiram.B.Training & Development, Biztantra, 2010

**References:**

- Mcgrath E.H., Training for Life & Leadership in Industry, 4<sup>th</sup> edition, PHI, 2009.
- Irwin.LGoldstein, Training in Organizations, Thomson, 2010.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU540601A	Title of the Paper Training and Development														Hours 2	Credits 2
Course Outcomes (COs)		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)								Mean Score of COs	
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1		3	4	3	4	4	4	5	4	4	4	2	2	5	2	3.61	
CO2		3	4	2	3	3	3	3	3	2	2	2	3	3	3	2.76	
CO3		4	4	3	3	3	3	3	3	2	2	3	3	3	2	2.92	
CO4		3	4	3	3	3	3	2	3	3	3	3	4	3	2	3.00	
CO5		4	4	2	3	3	3	3	3	2	3	3	3	4	3	3.07	
CO6		4	4	3	4	4	4	4	4	3	5	5	4	3	3	3.76	
Mean Overall Score																3.18	

**Result: The Score for this Course is 3.18 (High Relationship)**

*Note:*

Mapping Scale	1	21-40%	41-60%	61-80%	81-100%
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester V  
17UBU540601B**

**L P C  
2 - 2**

**Skill Based Electives I: (BS)  
EVENT MANAGEMENT PRACTICES**

**Course Outcomes**

1. Understand how to create an event that achieves specific objectives for the client
2. Have an understanding of the various event elements and how to cost-effectively employ them
3. Apply the principles of professionalism and ethics to event management
4. Apply accounting and financial knowledge and business administration skills to the operation of events.
5. Create, plan, and implement effective programming for events.
6. Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility and economic commitment.

**Unit-I: INTRODUCTION TO EVENT MANAGEMENT (3 Hrs)**

Defining and event- Types of events- size of events- Advantages offered by events - Importance and scope of events – Event as a marketing tool- Diverse Marketing needs addressed by events

**Unit-II: KEY ELEMENTS OF EVENTS (3 Hrs)**

Key elements of events - Event infrastructure core concept core people – core talent – core Structure.

**Unit-III: FIVE C'S OF EVENT (3 Hrs)**

Conceptualizing and designing events – 5 C's of events. Activities in event management. Planning – organizing – Staffing – leading – co-ordination – controlling - Event management information systems.

**Unit-IV: THE EVENT SITE AND ASSESSMENT (3 Hrs)**

Choosing the event site – Managing the events as a project – the organization manager and the team during the event – Environmental assessment – competitive assessment – business assessment. Problem analysis – opportunity and resource analysis -

**Unit-V: ACTION PLAN (Practical Learning) (3 Hrs)**

Organize an event in your college or department – State the objectives of the event, Develop a strategic plan for marketing and execution –

Make a competitive assessment of the environment before conducting the event

# **BOOKS FOR REFERENCES:**

1. Sanjaya singh Gaur & Sanjay V Saggere, Event Marketing and Management, 2003, Noida, Vikas Publishing house Pvt. Ltd.
2. Anton Shone and Bryn Parry, Successful event management, 2008, New Delhi, Cengage Learning India Pvt. Ltd.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester V	Course Code 17UBU540601B	Title of the Paper EVENT MANAGEMENT PRACTICES												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	5	4	4	4	5	4	5	5	5	5	5	4.53	
CO2	2	4	5	5	5	4	5	3	4	5	3	4	5	4.15	
CO3	5	2	3	5	2	3	4	4	3	4	4	4	3	3.53	
CO4	4	4	4	5	5	5	3	3	4	5	3	3	4	4.00	
CO5	4	4	4	3	3	4	4	4	4	5	4	4	4	3.92	
CO6	5	4	3	5	4	3	3	4	4	3	4	4	3	3.76	
Mean Overall Score														3.98	

**Result: The Score for this Course is 3.9 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester V  
17USS540701A

L P C  
2 - 2

**Inter Departmental Courses (IDC):  
SOFT SKILLS**

**Course Outcomes**

1. To augment the level of confidence in articulation of the students in their communication.
2. To ensure that the students learn to speak and interact with one another as social beings
3. To equip them and train to present the best of themselves as job seekers.
4. To equip with conversation techniques, presentation skills and grooming
5. To prepare them write their own resume and enhance their interview skills required by employers
6. To ensure that the students learn the parameters of group dynamics a key component of conversation

**Module I**

**Basics of Communication:** Definition of communication, Barriers of Communication, Grooming, Presentations & Practicum.

**Module II**

**Resume Writing & Interview Skills:** Resume Writing: What is resume? Types of Resume - Chronological, Functional and Mixed Resume, Steps in preparation of Resume. **Interview Skills:** Preparation

**Module III**

**Group Discussion: Basics of Group Discussion,** Parameters of GD, Essential Points for GD preparation, and GD Topics and Practicum.

**Module IV**

**Personal Effectiveness:** Self Discovery; and Goal Setting; Questionnaires & Presentations for interview, Common interview questions, Attitude, Body Language, The mock interviews and Practicum

**Module V**

**Numerical Ability:** Calendar, Average, Percentage; Profit and Loss, Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance, Problems on Trains, Boats and Streams; Ratios and Proportions.

**Module VI**

**Test of Reasoning - Verbal Reasoning:** Series Completion, Analogy; Data Sufficiency, Assertion and Reasoning; and Logical Deduction. **Non-Verbal Reasoning:** Series; and Classification

**Textbook**

1. JASS, 2016. *Straight from the traits: Securing the soft skills*. St. Joseph's College, Trichy

**References**

1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi.
2. Aggarwal, R.S. 2001. *Quantitative Aptitude*. S.Chand. New Delhi
3. Covey, Stephen. 2004. *7 Habits of Highly effective people*, Free Press.
- Egan, Gerard. (1994). *The Skilled Helper* (5<sup>th</sup> Ed). Pacific Grove, Brooks/Cole.
4. Khera, Shiv 2003. *You Can Win*. Macmillan Books, Revised Edition.
5. Murphy, Raymond. 1998. *Essential English Grammar*. 2<sup>nd</sup> ed., Cambridge University Press.
- Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5<sup>th</sup> ed., Adams, Media.
6. Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
7. Yate, Martin. 2005. *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

**Evaluation Pattern**

Modules	Topic	Examination Pattern	
		CIA	Online
I	Basics of Communication	15	5
II	Resume Writing & Interview Skills	15	5
III	Group Discussion	10	10
IV	Personal Effectiveness	10	10
V	Numerical Ability (Common Session)	-	10
VI	Test of Reasoning (Common Session)	-	10
	Total	50	50

**Semester V**  
**17USS540701B**

**Hours/Week: 2**  
**Credits: 2**

**Inter Departmental Courses (IDC):**  
**NATIONAL CADET CORPS**

**Course Outcomes**

1. NCC 'C' and 'B' certificates are very much useful and increase credit marks in UPSC and SSB examinations..
2. They learnt discipline punctual and leadership quality.
3. They got physical fitness for Army and Police selection.
4. They learnt general knowledge find political issue.
5. They got trained for social service and volunteers for disaster.
6. They will be the best citizens of India.

**Unit-I: About NCC - Personality Development - Self Awareness (6 hours)**

NCC Aims and objectives of NCC - Organization and training and NCC song Incentives for cadets in NCC - NCC ranks Religion, culture, traditions and customs of India.- National integration – importance and necessity - Freedom struggle and nationalist movement in India - Personality development - Introduction to personality development - Factors influencing / shaping personality – Physical, social, psychological and philosophical Self awareness – know yourself / insight - Change your mindset.

**Unit-II: Interpersonal Relationship and Communication - NDMA (6 hours)**

Interpersonal relationship and communication - Communication skills Leadership traits - Types of leadership Attitude – assertiveness and negotiation - Time management - Effects of leadership with historical examples - Stress management skills - Interview skills - Conflict motives.- Importance of group – team work - Disaster Management - Civil defence organization and its duties – NDMA Types of emergencies / natural disasters- Assistance during natural / other calamities / floods / cyclone / earth quake / accident - Setting up of relief camp during disaster Management - Collection and distribution of aid material.

**Unit-III: Social Awareness and Community Development - Hygiene and Sanitation (6 hours)**

Social awareness and community development - Basics of social service- weaker sections of our society and their needs - Health and Hygiene Structure and functioning of the human body - Hygiene and sanitation- Physical and mental health - Infectious and contagious diseases and its prevention -

Basic of home nursing and first aid in common medical emergencies - Wounds and fractures - Introduction to yoga and exercises

**Unit-IV: AIR-WING (6 hours)**

Principles of flight – Elementary Mechanics – Atmosphere - Venturi effect and Bernauli's theorem - Glossary of terms; Aero engines – Aero-engine components; Aircraft components – Airframe structure; Metereology – Importance of Metereology in Aviation; Air Navigation – Why a pilot should study Navigation; Airmanship – Airmanship; Aeromodelling – History of Aeromodelling – Materials used in Aeromodelling – Types of Aeromodels.

**Unit-V: NAVAL (6 hours)**

Naval orientation - history of Indian Navy – Navy head quarters commands fleets- ships shore establishment war ships and their role - induction to Anti submarine warfare.- Types of war ships - types anchor parts of anchor - GPS RACON RADAR - types of firewater making in the ships- NBCD organization and structure - Damage flooding.

**Text Book**

1. Cadet's hand book published by the Directorate General, National Cadet Corps, Ministry of Defence, R. K. Puram, New Delhi 110022, 2008.

Semester VI  
17UBU630215

L P C  
6 - 4

### INVESTMENT MANAGEMENT

#### Course Outcomes

1. To enable the students to understand the nature, scope and structure of International Business
2. To make the student ensure the international Business Environment
3. To impart basic knowledge and skills on International Business Policy Practices to students
4. To learn and understand the foreign Direct investment concepts
5. To understand the activities of international economic institution
6. To know about international agreement

#### Unit- I: Introduction to Investment (10 Hours)

Investment –Features of Investment – Principles of Investment – Various kinds of Investment – Stages involved – Investment Vs Speculation– Sources of Investment Information

#### Unit- II: Investment Risk Analysis (10 Hours)

Investment Risk - Systematic Risk- Unsystematic Risk - Business Risk - Measurement of Risk - Corporate Securities - New Issue Market - Allotment of Shares - Bonus share Debentures, Bonds -Guide lines

#### Unit- III: Stock Exchange (10 Hours)

Conventional Stock Exchanges - New Stock Exchange - Primary Market , Secondary Market - Listing of Securities - Security Market Indicators - Securities and Exchange Board of India (SEBI) - Objectives- Functions - SEBI Guidelines.

#### Unit- IV: Fundamental Analysis (10 Hours)

Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis - Technical Analysis - Types of Charts – Indicators – Evaluation - Return Analysis - Security Valuation

#### Unit- V: Portfolio Analysis (10 Hours)

Portfolio Analysis – Portfolio Construction & Management - Portfolio Evaluation & Portfolio Revision

#### TEXT BOOK

1. Dr. S. Krishnamoorthy & S. Maria John : Investment Management – Paramount Publications, Palam, 2015

#### REFERENCE

1. Dr. V.K.Bhalla, Investment Management – S.Chand & Company Ltd, New Delhi, 2015
  2. Dr. Preeti Singh, Investment Management-Himalaya Publishing House, Mumbai, 2015
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**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester VI	Course Code 17UBU630215	Title of the Paper INVESTMENT MANAGEMENT												Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	4	4	4	4	5	4	4	4	3	4	4	5	4	4.00
CO2	3	4	4	3	4	4	3	3	4	4	4	4	3	4	3.62
CO3	4	4	3	3	4	4	4	4	3	3	3	4	4	4	3.62
CO4	4	4	3	3	4	4	4	4	3	5	4	4	4	4	3.85
CO5	4	3	3	4	4	5	4	4	4	4	3	5	4	4	3.92
CO6	4	4	3	3	3	5	4	4	4	3	4	4	4	4	3.77
Mean Overall Score															3.79

**Result: The Score for this Course is 3.79 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI  
17UBU630216**

**L P C  
7 - 4**

## FINANCIAL MANAGEMENT

### Course Outcomes & Objectives:

1. To make the student to know the importance and objective of FM.
2. To enable the student to estimate the working capital.
3. Understanding the concept and determination of cost of capital.
4. To understands different approach of capital
5. To make the student to prepare financial plan in budgets.
6. To know the financial plans for practical decision making for manager.

### Unit-I: MEANING AND SCOPE (12 hours)

Importance of finance – Meaning of Financial Management – Objectives of Financial Management Profit maximization – wealth maximization – Scope of Financial Management – Methods of Financial Management, Importance of Financial Management – Organization of the Finance Function – Time value of Money.

### Unit-II: WORKING CAPITAL MANAGEMENT (12 hours)

Meaning – Types of Working Capital –Significance of working Capital – Determinants of Working Capital Management – Forecasting Working Capital - Estimation of working capital Management.

### Unit-III: COST OF CAPITAL (12 hours)

Concept of cost of capital – Importance of cost of Capital – Classification of Cost of Capital – Approach of cost of Capital – Determination of Cost of Capital – Computation of cost of Capital – Cost of Debt – Cost of Preference Share Capital – Cost of equity capital – Cost of Retained Earnings – Weighted Average cost of Capital.

### Unit-IV: CAPITAL STRUCTURE (12 hours)

Meaning of Capital Structure – Capital Structure & Financial Structure – Patterns of Capital Structure – Optimum Factors for Determining Capital Structure – Capital Structure Theories – NI Approach, NOI Approach, MM Approach – Traditional Approach.

### Unit-V: CAPITAL BUDGETING (12 hours)

Concept of Capital Budgeting – Importance of Capital Budgeting – Factors affecting Capital Investment Decision – Capital Budgeting Appraisal Method



– Pay back Period Method - Accounting Rate of Return Method – Discounted Cash Flow Method – NPV method — IRR

### Text Book

1. S.N. Maheswari, Elements of Financial Management Sulthan Chand & Sons New Delhi. 2014

### References

1. Prasanna Chandra: Financial Management Theory and Practice. Tata McGraw Hill New Delhi, 2012.
2. M.Y.Khan and P.K.Jain: Financial Management, Tata McCraw Hall, New Delhi, 2012
3. I. M. Pondy: Financial Management – Vani Educational Books, Chennai. 2011
4. Dr. A Murthy Financial Management, Margham Publications, Chennai. 2011

(Theory – 40 % & Problem – 60 %)

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester VI	Course Code 17UBU630216	Title of the Paper FINANCIAL MANAGEMENT												Hours 7	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	5	3	2	4	3	2	1	4	5	4	3	3.31	
CO2	4	3	5	3	4	2	4	1	5	1	4	2	3	3.15	
CO3	4	2	5	4	3	1	4	1	2	4	3	3	1	2.85	
CO4	3	5	1	4	2	5	3	3	1	5	4	3	1	3.08	
CO5	4	2	3	2	4	1	5	3	4	2	3	4	1	2.92	
CO6	4	3	5	2	3	4	5	1	4	2	3	4	1	3.15	
Mean Overall Score														3.06	

**Result: The Score for this Course is 3.0 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI  
17UBU630217

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7 - 4

## INTERNATIONAL BUSINESS

### Course Outcomes

1. To enable the students to understand the nature, scope and structure of International Business
2. To make the student ensure the international Business Environment
3. To impart basic knowledge and skills on International Business Policy Practices to students
4. To learn and understand the foreign direct investment concepts
5. To understand the activities of international economic institution
6. To know about international agreement

### Unit-1: INTRODUCTION TO INTERNATIONAL BUSINESS (10 Hours)

Introduction: International Business (Trade) – Difference between domestic trade and International Trade – Importance, nature and scope of International business - Theories – Absolute advantage, Comparative Cost Theory of International Trade, Mill's Theory of Reciprocal Demand, Theory of Opportunity Cost and Modern Theory Of Trade – Heckscher-Ohlin.

### Unit-II: INTERNATIONAL BUSINESS ENVIRONMENT (10 Hours)

Environmental Context of International Business - Framework for analyzing international business environment: Global Marketing Environments - Cultural - Social - Legal and Political Environments - Trade, Monetary and Economic Environments and their impact on international business decisions.

### Unit-III: GLOBAL TRADING & FINANCIAL ENVIRONMENT (10 Hours)

World trade in goods and services - Major trends and developments; World trade and protectionism - Tariff and non- tariff barriers - Foreign investments - pattern, structure and effects, movements in foreign exchange and interest rates and then impact on trade and investment flows.

### Unit-IV: INTERNATIONAL ECONOMIC INSTITUTIONS AND AGREEMENTS (12 Hours)

WTO, IMF, World Bank UNCTAD, and other international agreements; International commodity trading and agreements, Regional Economic Groupings in Practice: Regionalism vs multilateralism, Structure and functioning of EC and NAFTA; Regional economic cooperation.

### Unit-V: MULTINATIONAL CORPORATIONS AND THEIR INVOLVEMENT IN INTERNATIONAL BUSINESS (12 Hours)

Issues in foreign investments - technology transfer - pricing and regulations; International collaborative arrangements and strategic alliances, Emerging Developments and other Issues – counter trade - IT and international business. FEMA and FDI Concepts , Meaning-Nature-Issues and Current Scenario and Government Policy about FDI

### Text Books

1. Dr.S.Sankaran, International Business & Environment, Margham Publications, 2014

### References

1. Francis Cherunilam, International Business Environment, McGraw Hill Publications,

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester VI	Course Code 17UBU630217	Title of the Paper INTERNATIONAL BUSINESS														Hours 7	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	3	5	4	4	4	3	3	3	4	4	3	3	3	3.53			
CO2	3	4	5	4	5	4	4	4	3	4	4	4	2	3.84			
CO3	4	5	4	5	5	4	4	5	4	5	4	5	3	4.38			
CO4	3	4	4	5	4	4	5	4	3	4	3	4	2	3.76			
CO5	3	4	3	4	5	3	3	2	3	3	2	2	2	3.00			
CO6	3	3	3	3	3	4	5	2	2	3	2	3	2	2.92			
Mean Overall Score															3.57		

**Result: The Score for this Course is 3.5 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI  
17UBU630303A**

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4 - 4**

### Core Elective-III (WS): SERVICE MARKETING

#### Course Outcomes

- Better exposure to students about the evolution and growth of service marketing sector
- They gain expert knowledge on marketing of the wide variety of service also available
- Concepts of service design and expanded service marketing mix becomes familiar to students offer better employability skills to students
- Emerging Business sector like Healthcare, Hospitality, Tourism, Education, Logistics and Entertainment Industries
- Students are more inclined to tackle challenges and opportunities in banking and financial service sector
- To enable students to gain knowledge on marketing on various services

#### Unit-I: THE CONCEPTS OF SERVICE (8 Hours)

Meaning and definition of service – Service economy - services marketing – Nature and scope – Unique characteristics - evolution and growth of service sector – classification of services – difference between goods and service – significance – impact of social environment on the growth of services marketing in India – Challenges and issues.

#### Unit-II: SERVICE DESIGN (8 Hours)

Service design – expanded Marketing Mix - The Service process – factors to be considered in designing service process - Relationship between services and goods – Consumer Service – Buyer Behavior – Decision making process – types of service layout – service benchmarking - market segmentation, targeting and positioning.

#### Unit-III: SERVICE LIFE CYCLE (8 Hours)

Service Life Cycle – New service development – Service Blue Printing – GAP's model of service quality – Measuring service quality – SERVQUAL – Service Quality function development – service product concept – pricing in service – methods - service promotion.

#### Unit-IV: SERVICE AND CHANNEL OF DISTRIBUTION (8 Hours)

Location of service and channel of distribution – classification of location – factors governing location – role of service intermediaries – Franchising –

Agent Brokers – Quality of service - Service marketing triangle – Integrated Service marketing communication.

### Unit-V: FINANCIALSERVICE (8 Hours)

Marketing of Service – Financial services, Banking, Insurance, Health services, Hospitality – Tourism, Logistics , Education, Entertainment sectors, Professional or consultancy – Telecommunication services.

### TEXT BOOKS

1. Service Marketing and Management by B.Balaji – S.Chand & Co., 2014

### REFERENCE

1. Services Marketing Christopher H.Loveloock and Jochen Wirtz, Pearson Education, 2014.
2. Services Marketing by Vasanthi Venugopal and Raghu V.N. – Himalaya Publishing House, 2013.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UBU630303A	Title of the Paper SERVICE MARKETING												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	5	4	3	4	4	3	5	4	3	4	3	3.76	
CO2	3	4	4	3	4	4	3	3	4	4	4	3	4	3.66	
CO3	4	4	4	4	3	3	4	4	2	3	3	4	3	3.46	
CO4	4	5	3	4	4	4	3	4	3	4	4	4	4	3.84	
CO5	3	4	4	3	4	3	4	4	4	3	4	3	3	3.54	
CO6	4	3	4	4	3	4	4	3	4	4	3	4	4	3.69	
Mean Overall Score														3.65	

Result: The Score for this Course is 3.65 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI  
17UBU630303B

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4 - 4

**Core Elective-III (WS):  
STRATEGIC MANAGEMENT**

**Course Outcomes**

1. The students will come to know the various strategies used by the firms at different instances.
2. The students will inherit the strategic decision making skills
3. The students will have the knowledge of various business models
4. The students will understand the role of strategic management in business
5. The students will analyze how strategic implementation takes place in organizations
6. The students will evaluate the strategies operated in different firms

**Unit-I : Strategic Management –An introduction (8 hrs)**

Strategic management – conceptualization – features of strategy – differences between strategy and tactics – policy & strategy – a comparison – levels of strategy – corporate level, business level & functional level strategies.

**Unit-II : Strategic Management – Process, role & limitations (8 hrs)**

Strategic decision making – approaches to strategic decision making - strategic decision making process – role of Strategic Management in business and non business organizations – limitations of Strategic Management.

**Unit-III: Corporate Strategies (8 hrs)**

Stability strategy – Expansion or growth strategy – retrenchment strategy – combination strategy – corporate restructuring – forms of corporate restructuring.

**Unit-IV: Choice of strategy & strategy Implementation (8 hrs)**

Process of strategic choice - corporate portfolio analysis – assessment of portfolio analysis – strategy implementation – McKinsey's 7s model – structural implementation – behavioural implementation – functional and operational implementation.

**Unit-V: Strategy evaluation and control (8 hrs)**

Strategic evaluation – requirements – strategic control – types – differences between strategic and operational control – the control process – types of

operational control – evaluation techniques for strategic control and operational control.

**Text book:**

1. Dr. S. Sankaran, Strategic management, Margham Publications, 2013

**REFERENCES:**

1. Azar Kazmi, strategic management and business policy, Tata McGraw Hill Publication, 2011
2. L.M.Prasad, Business Policy and Strategic Management, Sultan chand and sons, 2010.
3. P.K.Ghosh, Strategic Planning and Management, Sultan chand& sons, 2010.
4. Wheelan & Rangarajan, Concepts in Strategic Management & Business Policy, Pearson Education, 2010.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester VI	Course Code 17UBU630303B	Title of the Paper STRATEGIC MANAGEMENT												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	3	5	5	4	4	4	5	5	5	4	4	5	3	4.30	
CO2	4	5	5	5	5	5	4	4	4	5	4	5	3	4.61	
CO3	3	5	5	4	5	3	3	4	3	5	4	5	3	4.00	
CO4	4	5	5	5	5	4	5	5	5	4	5	5	4	4.69	
CO5	3	5	4	4	4	5	5	2	3	4	2	4	4	3.76	
CO6	3	5	4	5	4	5	5	3	3	5	3	4	3	3.69	
Mean Overall Score														4.17	

**Result: The Score for this Course is 4.17 (Very High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI  
17UCC630303**

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4 - 4**

### Core Elective-III (WS): TOTAL QUALITY MANAGEMENT

#### Course Outcomes

After completing the course, the student will be able to

1. Understand the importance of product and service quality
2. Identify various quality management principles and process
3. Know about the tools of quality
4. Acquire knowledge about the techniques of total quality management
5. Learn the methodology of quality system
6. Identify the TQM implementation in manufacturing and service sectors.

#### Unit-I: INTRODUCTION (12 hr)

Introduction - Need for quality - Evolution of quality - Definition of quality - Dimensions of product and service quality - Basic concepts of TQM - TQM Framework - Contributions of Deming, Juran and Crosby-Barrier to TQM - Quality statements.

#### Unit-II: TQM PRINCIPLES (12 hr)

Leadership – strategic quality planning, quality councils – Employee involvement – Motivation, Empowerment, Team work, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen, - Supplier partnership – partnering, supplier selection, supplier rating.

#### Unit-III: TQM TOOLS AND TECHNIQUES I (12 hr)

The seven traditional tools of quality – New management tools, - Six sigma: concepts, methodology application to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA- STAGES, types

#### Unit-IV: TQM TOOLS AND TECHNIQUES II (12 hr)

Control charts – Process capability – concepts of Six Sigma – Quality Function Development- Taguchi quality loss function- TPM- concepts, improvement needs – performance measures

#### Unit-V: QUALITY SYSTEMS (12 hr)

Need for ISO 9000- ISO 9001-2008 Quality system – Elements, Documentation, Quality Auditing – QS9000-ISO 14000- CONCEPTS, requirements and benefits – TQM implementation in manufacturing and service sectors.

**Textbook:**

- Sharma. D.D., (2005), TQM- Principles, Practices and Cases, Delhi, Sultan Chand Publications

**References:**

- James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 8th Edition, First Indian Edition, Cengage Learning, 2012.
- Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.
- Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.
- Dale H. Besterfield, et al., “Total quality Management”, Pearson Education Asia, Third Edition, Indian Reprint 2006.
- Krishnan. K, Karmegam. G and Somasundaram. R, TQM, Coimbatore, R.K.Publishers.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCC630303	Core Elective: TOTAL QUALITY MANAGEMENT											Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6			
CO1	4	4	3	4	4	4	3	3	4	4	3	3.63		
CO2	4	3	4	3	3	3	3	3	3	4	5	3.45		
CO3	4	5	4	4	3	4	3	3	4	3	4	3.73		
CO4	3	4	3	5	3	4	4	3	3	4	5	3.82		
CO5	3	3	4	5	3	4	4	4	4	5	3	3.82		
CO6	3	4	4	4	4	3	4	4	4	4	3	3.73		
Mean Overall Score												3.70		

**Result: The Score for this Course is 3.7 (High Relationship)**

**Note:**

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

**Values Scaling:**

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI  
17UCO630303A

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**Core Elective-III:  
RETAIL MANAGEMENT**

**Course Outcomes:**

After completing this course, the students will be able to:

1. Know various forms of retailing business techniques in India.
2. Gain knowledge on the store location, practical analysis of site and trading.
3. Acquire in depth knowledge of inventory management.
4. Appreciate critical elements of retail stores operations.
5. Equip with skills critical for Physical distribution and store keeping strategies.
6. Equip with Entrepreneurial and research oriented skills required to establish and run retail stores.

**Unit-I (12 hours)**

Retailing - Meaning - Definition - Characteristics - evolution of retailing in India - retailing principles - retail sales objectives - retailing in India - across the globe - reasons for retail growth - emerging trends in retailing - retail formats - store based; non-store based - traditional and non-traditional retailing - internet retailing - cyber retailing.

**Unit-II (12hours)**

Store location - importance - selection of loyalty - site analysis -trading analysis - demand and supply density - site availability - trends in store location - retail marketing segmentation - significance - market segmentation process - key retail segments.

**Unit-III (12hours)**

Inventory - reasons for holding inventory - methods of inventory control - selective inventory management - EOQ model - ABC analysis-VED analysis-FSN analysis - HML analysis-inventory costs- material handling –latest development in inventory management.

**Unit-IV (12 hours)**

Retail store operations- elements of retail store operations management of retail store- the role of centralized retailer - an integrated retailing approach - operations master schedule - store maintenance- energy management - retailing success tips.

**Unit-V (12 hours)**

Distribution management - distribution channel - functions of a distribution channel - channel levels - elements of physical distribution -wholesaling - classification and characteristics - warehousing - need -benefits - functions- features and classifications of warehousing.

**TEXT BOOK**

1. Dr. Harjit Singh, (2014), Retail Management - A Global Perspective, Text and Cases, S.Chand & Company Ltd., New Delhi

**BOOKS FOR REFERENCE**

1. Gibson G Vedamani, (2011), Retail Management:- Functional Principles and Practices, Jaico Publishing House, New Delhi.
2. Gourav Ghosal, (2010), Retail Management, Maxford Books Publishing House, New Delhi.
3. Dr. L. Natarajan (2016), Retail Management, Margham Publications, Chennai.



Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCO630303A	Title of the Paper RETAIL MANAGEMENT										Hr 4	Cr 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	5	5	4	5	5	5	5	5	5	5	5	5	5
CO2	5	5	4	5	4	5	5	5	5	5	4	5	5
CO3	5	4	4	5	5	5	5	5	5	4	4	5	5
CO4	5	5	4	5	5	5	5	5	5	5	4	5	5
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5
CO6	5	5	5	5	5	5	5	4	5	5	5	5	5
Mean Overall Score													4.8

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Result: The Score for this Course is 4.8 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester VI  
17UCO630303B

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Core Elective (WS):

## PRINCIPLES OF EVENT MANAGEMENT

### Course Outcomes:

After completing this course, the students will be able to:

1. Understand the importance of event management as a managerial skill.
2. Identify event management procedure.
3. Learn the nuts and bolts of conducting an event.
4. Appreciate the significances of Public Relation in event management.
5. Plan and execute various corporate events.
6. Write a detailed report on corporate events

### Unit-I (12 hours)

Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers. Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.

### Unit-II (12 hours)

Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, Phonographic Performance License, Utilities - Five Bridge Ambulance Catering, Electricity, Water Taxes Applicable.

### Unit-III (12 hours)

Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management- Roles & Responsibilities of Event Managers for Different Events.

### Unit-IV (12 hours)

Introductions to Public Relations- Concept- Nature- Importance- Limitations- Media- Types of Media- Media Management, Public Relation Strategy & Planning. Brain Storming Sessions- Writings for Public Relations.

### Unit-V (12 hours)

Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events And Reporting.

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### Skill Development

1. Preparation of Event Plan for Association meetings, Parent teacher meetings, and other events
2. Preparing Budget for conduct of National level intercollegiate sports events.
3. Preparation of Event Plan for College day Celebrations
4. Preparation of Plan, Budget and Conducting COM CARNIVAL.

### Textbook

1. Mark Sonder (2006), Event Entertainment and production, Wiley; 1 edition

### Books for References

1. Laura Capell (2013), Event Management for Dummies, ,
2. Susuan Friedmann (2013), Meeting and Event Planning for Dummies,
3. Corporate Event Production, David Clement (2015), Entertainment Technology Press Ltd, Cambridge.
4. Savita Mohan (2012), Event Management and Public Relation, Enkay Publishing House.
5. Shannon Kikenny (2001), A Complete guide to Successful Event Planning, Indra Publishing House.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCO630303B	Title of the Paper PRINCIPLES OF EVENT MANAGEMENT													Hr 4	Cr 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	PSO6	PSO7	PSO8			
CO1	5	4	3	4	5	3	4	4	5	4	4	5	4	4.15		
CO2	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00		
CO3	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00		
CO4	5	4	3	4	4	3	4	4	5	4	4	5	4	4.07		
CO5	5	4	3	4	4	3	4	4	5	3	4	5	4	4.00		
CO6	5	4	3	4	4	3	4	4	5	4	4	5	4	4.07		
Mean Overall Score														4.05		

**Result: The Score for this Course is 4.0 (High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$	
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Semester VI  
17UBU640602A

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**Skill-Based Elective:**

**PRACTICAL STOCK TRADING**

**Course Outcomes**

1. To impart the practical knowledge of stock trading
2. To learn and understand primary and Secondary Market
3. Students will have the knowledge of Trading Mechanism of stock Exchange
4. Students can learn the practical stock trading knowledge
5. Practical learning about in the field of Capital and Money Market
6. Students can learn Derivative market concept

**Unit-I: THE PRIMARY & SECONDARY MARKET (4 Hours)**

Functions of New Issue Market – Methods of Floating of New Issues – Operators in the New Issue Market – Listing of Securities. Secondary Market- National Stock Market System – Over the Counter Markets – SHCIL – Depository System – Stock Exchange – Derivatives (Practical Work)

**Unit-II TRADING MECHANISM OF STOCK EXCHANGE (4 Hours)**

Classification of Stock Markets – Listed Shares – Procedure for Buying and Selling Shares – Steps in Buying and Selling – Types of Delivery – Transfer of Securities – Stock Market Reporting – Stock Market Index – Insider Trading.

**Unit-III: OPTIONS & FUTURE (4 Hours)**

Option – Meaning – Types – Option Trading – Margins Valuation of options – Valuation of put option – Index option – Option Markets Hedgers and speculators – Future contracts – Future Markets – Clearing house – Margins future positions – Spot prices- Forward prices Vs Future Prices- Future Vs Options.

**Unit-IV: ACTION PLAN (Practical Work) (5 Hours)**

1. Practical Learning in the field of Capital and Money Market
2. Day To-Day Practices of Stock Market
3. Model Demo of Share Trading
4. Online Trading
5. Spot Trading and DMA

**TEXT BOOK:**

1. M. Y.Khan, “Indian Financial System”, Tata Mc-Graw Hill. 2014
2. Clifford Gomez, “Financial Markets, Institutions and Financial Services”, PHI Learning Private Limited, New Delhi-2009.
3. V.K Bhalla, Investment & Securities markets in India, Himalaya Publishing House, New Delhi. 2010

**REFERENCES:**

1. R.P. Rustagi, “Financial Analysis and Financial Management”. 2010
2. L.C. Gupta, “Export Study of Tracking in Shares and Stock exchange”.
3. Report on Currency and Finance – RBI.
4. P.N.Varshney, D.K.Mittal, “Indian Financial System”, Sulthan Chand & Sons
5. H.R.Machiraju, “Indian Financial Sysem”, Vikas Publishing House.
6. Online Trading: [Http://virtualstocks.icicidirect.com/Gamesite/customer/login.aspx](http://virtualstocks.icicidirect.com/Gamesite/customer/login.aspx)

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester VI	Course Code 17UBU640602A	Title of the Paper PRACTICAL STOCK TRADING												Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	3	5	4	3	4	5	3	5	4	5	4	3	4.00	
CO2	3	4	5	3	4	4	3	3	4	4	4	3	4	3.69	
CO3	5	5	4	4	3	3	4	4	2	3	4	5	3	3.76	
CO4	4	5	3	4	4	5	3	4	3	5	4	4	4	4.00	
CO5	3	4	4	3	4	3	4	4	4	3	4	5	5	3.84	
CO6	4	3	4	4	3	5	4	4	4	4	3	4	4	3.84	
Mean Overall Score														3.85	

**Result: The Score for this Course is 3.85 (High Relationship)**

*Note:*

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI  
17UBU640602B**

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**Skill-Based Elective:  
MANAGEMENT AND BUSINESS CASES**

**Course Outcomes**

- To enable the basic concepts in management with practical situations.
- To understand the business and management cases
- The student will analyze management cases and try to analyze cases
- To know about practical knowledge in case studies
- To know and understand the General Management Issues
- To learn the recent management practices

**Unit-I INTRODUCTION TO CASE METHODS (5 Hours)**

Introduction to case method – principles underlying case method – Case Method of instruction – Case writing – Case Method and Roles.

**Unit-II: CASE STUDIES & MAJOR CONCEPTS (4 Hours)**

Case studies on the major concepts of OB: Organizational culture – Organizational change – Leadership - Motivation

**Unit-III: CASE STUDIES & MAJOR CONCEPTS OF HRM (4 Hours)**

Case studies on the major concepts of HRM: Human resource development, Performance Management, Career Planning. Employee satisfaction – Case studies on the major concepts of Marketing management: Marketing strategy and Brand Management.

**Unit-IV: CASE STUDIES ON GENERAL MANAGEMENT (6 Hours)**

Case studies on General Management issues: Strategic management, Globalization, recent management practices, Ethics and social responsibility - Case studies from famous companies: General Management Issues - Current Management and Business issues and case analysis.

**Text Book:**

- Neeta Basporkikar, Cases Methods- Cases in Management, 2<sup>nd</sup> Edition, Himalya Publishing House, Hew Delhi, 2010

**References:**

- Cases in Management, 1<sup>st</sup> Edition, Excel Publishers private Lts, (All India Management Association) New Delhi, 2005
- G.P. Capt., H.Kaushal, Cases study solutions, - Marketing 2<sup>nd</sup> edition - Macmillan India Limited, New Delhi. 2005
- G.P.Caps. H.Kaushal, Case study solutions – Human resources 2<sup>nd</sup> edition – Macmillan India Limited, New Delhi, 2005.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester VI	Course Code 17UBU640602B	Title of the Paper MANAGEMENT AND BUSINESS CASES														Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)				Programme Specific Outcomes (PSOs)										Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	4	4	5	4	3	3	4	3	5	4	3	4	4	3.84			
CO2	4	4	4	4	4	3	3	3	4	3	4	3	4	3.30			
CO3	4	4	4	4	3	3	4	4	2	3	3	5	3	3.15			
CO4	4	5	3	4	4	4	3	4	3	4	4	4	4	3.76			
CO5	3	4	4	3	4	3	4	4	4	3	4	3	3	3.53			
CO6	4	3	4	4	3	4	4	3	4	4	4	4	4	3.76			
Mean Overall Score														3.55			

**Result:** The Score for this Course is 3.55 (High Relationship)

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

*Values Scaling:*

Mean Score of COs =	Total of Values Total No. of POs & PSOs	Mean Overall Score for COs =	Total of Mean Scores Total No. of COs
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**Semester VI  
17UCC640601**

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**Skill-Based Elective:  
PRACTICAL BANKING**

**Course Outcomes:**

1. To impart practical knowledge on e-banking
2. To know the recent development in e banking system.
3. After completing this course, the student will be able to learn the concepts of banking.
4. To know the different banking services to the society.
5. Gain knowledge about the commercial banks
6. Understand the basic ideas and latest development of banking activities.

**Unit-I:**

Bank – Meaning – definitions – Banker - customer

**Unit-II:**

Indian Banking System – Structure – RBI - Functions – Commercial Banks – Rural banks – Cooperative Banks-Ombudsman.

**Unit-III:**

Drawing – Endorsing and Crossing of Cheques

**Unit-IV:**

Pay in slip – Demand Draft applications and preparation of demand drafts – online / off line filling up of account opening forms of time and demand deposits.

**Unit-V:**

Drawing, Endorsing of Bill of Exchange and promissory notes.

**Reference Books:**

1. M.Radlasawmy & S. Vasudevan, Banking
2. Ashok Desai, Indian Banking
3. H.L. Bedi, Practical Banking advance

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester VI	Course Code 17UCC640602	Skill Based Electives: <b>PRACTICAL BANKING</b>													Hours 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)							Mean Score of COs		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	2	5	5	5	4	4	3	4	4	4	4	5	4	4.0
CO2	5	3	2	4	4	4	4	3	4	4	3	4	4	5	5	3.7
CO3	3	4	2	5	3	3	4	5	4	5	3	3	4	4	4	3.7
CO4	4	4	2	3	4	4	5	3	4	4	3	4	3	5	5	3.6
CO5	4	5	3	4	3	3	3	3	2	4	3	4	4	3	4	3.4
CO6	5	3	3	3	5	5	5	4	4	3	4	4	3	4	4	3.8
<b>Mean Overall Score</b>																<b>3.5</b>

**Result: The Score for this Course is 3.5 (High Relationship)**

*Note:*

<b>Mapping Scale</b>	<b>1-20%</b>	<b>21-40%</b>	<b>41-60%</b>	<b>61-80%</b>	<b>81-100%</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Relation</b>	<b>0.0-1.0</b>	<b>1.1-2.0</b>	<b>2.1-3.0</b>	<b>3.1-4.0</b>	<b>4.1-5.0</b>
<b>Quality</b>	<b>Very poor</b>	<b>Poor</b>	<b>Moderate</b>	<b>High</b>	<b>Very High</b>

*Values Scaling:*

<b>Mean Score of COs</b> = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	<b>Mean Overall Score for COs</b> = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI**  
**17UCO640602A**

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**Skill Based Elective-2 (Within School):**  
**BASIC ACCOUNTING PRACTICES**

**Course Outcomes:**

After completing this course, the student will be able to ...

1. Understand basic principles of Accounting
2. Identify accounts and apply golden rules for the financial transactions.
3. Pass journal entries and post them in ledger
4. Prepare subsidiary books
5. Prepare trial balances
6. Prepare Final accounts and balance sheet

**Unit-I (5 Hours)**

Accounting Definition – Meaning – Objective – Types of Accounts – Golden Rules.

**Skill tested :** Identification of accounts in transactions and application of golden rules.

**Unit-II (7 Hours)**

Journal – Recording in Journal – Ledger – Posting in Ledger (Simple Sums).

**Skill tested:** Passing Journal entries and post the same in ledger

**Unit-III (7 Hours)**

Subsidiary books – Cash Book – Petty Cash Book – Purchase Book – Sales Book – Purchase return book – Sales Return Book.

**Skill tested:** Preparation of Subsidiary books.

**Unit-IV (4 Hours)**

Trial balance – Meaning – Methods and types – Preparation of Trial Balance.

**Skill tested:** Preparation of Trial Balance for given balances of various accounts

**Unit-V (7 Hours)**

Final Accounts – Trading Account profit and Loss Accounts – Balance Sheet (Simple Problems).

**Skill tested:** Preparation of Final accounts and Balance sheet without adjustments.

### Textbook

1. Reddy TS and Murthy (2011) , Financial Accounting, Margham Publications, Chennai..

### Books for References

1. R.L. Gupta & M. Radhaswamy (2014), Financial Accounting, Sultan Chand & Sons, New Delhi.
2. Reddy TS and Hari Prasad Reddy Y (2008) , Financial and Management Accounting, Margham Publications, Chennai..

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course Code 17UCO640602A	Title of the Paper BASIC ACCOUNTING PRACTICES												Hr 2	Cr 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO2	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO3	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO4	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO5	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
CO6	5	4	3	5	4	3	4	2	5	2	3	4	4	3.69	
Mean Overall Score														3.69	

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester VI**  
**17UCO640602B**

**L P C**  
**2 - 2**

**Skill Based Elective-2 (WS):**  
**PRACTICAL ADVERTISING**

**Course Outcomes:**

1. Have the basic knowledge in various concepts of advertising.
2. Acquaint with the modern methods and avenues of Advertising.
3. Aware of various media of Advertising and their significances.
4. Possess the skills required for creating an advertisement copy.
5. Gain exposure in various Emotional appeals of advertising and its Importance.
6. Know the significance of portraying advertisement slogans with captions.

**Unit-I (6 hours)**

Advertising - Meaning - Definitions - Origin - Growth - Development - Objectives - Nature - Scope - Functions - Primary and secondary functions - AIDA model.

**Unit-II (6 hours)**

Advertising - Role - Importance - Benefits - Demerits - Legal regulations - Limitations - Truth in advertising - Ethics in advertising - Role of Advertising standards Council of India.

**Unit-III (6 hours)**

Media selection - Factors influencing media selection - different types of Media - Press - Television - Radio - FM Radio - Internet - Merits - Demerits.

**Unit-IV (6 hours)**

Advertisement copy - Meaning - Essentials of a good advertising copy - Types of Advertisement copy - components of Advertisement copy- Advertisement layout.

**Unit-V (6 hours)**

Advertising appeals - meaning - Definition - Functions - Classifications - Principles. Skills tested: Brand awareness, advertisement slogan awareness, understanding concepts, Creating Advertisement slogans, evaluating contents of advertisements in different media through AIDA model, knowledge of advertisement copy and Creating advertisement copy

**Textbook**

1. Mahendra Mohan, (2006) Advertising Management, Tata McGraw Hill Publishing Co. Ltd., New Delhi.

**Books for Reference**

1. Pillai and Bhagavathi (2000), Salesmanship, S. Chand & Co., New Delhi.
2. P. Saravanel (2013), Advertisment & Salesmanship, Margham Publication, Chennai.



**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester VI	Course Code 17UCO640602B		Title of the Paper PRACTICAL ADVERTISING										Hr 2	Cr 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	5	5	5	5	5	5	5	5	5	5	5	5	5
CO2	5	5	5	5	5	5	5	5	5	5	5	5	5	5
CO3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
CO6	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Mean Overall Score														<b>5</b>

**Result: The Score for this Course is 5.0 (Very High Relationship)**

*Note:*

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

*Values Scaling:*

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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