B B A (BUSINESS ADMINISTRATION)

LOCF SYLLABUS 2025

Department of Business Administration

School of Management Studies

St. Joseph's College (Autonomous)

Tiruchirappalli - 620002, Tamil Nadu, India

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

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

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

The overarching objectives of these five schools are as follows:

1. Optimal Resource Utilization: Ensuring the efficient use of both human and material resources to foster academic flexibility and attain excellence across disciplines.

2. Horizontal Mobility for Students: Providing students with the freedom to choose courses aligning with their interests and facilitating credit transfers, thereby enhancing their academic mobility and enriching their learning experience.

3. Credit-Transfer Across Disciplines (CTAD): The existing curricular structure, in accordance with regulations from entities such as TANSCHE and other higher educational institutions, facilitates seamless credit transfers across diverse disciplines. This underscores the adaptability and uniqueness of the choice-based credit system.

4. Promotion of Human Excellence: Nurturing excellence in specialized areas through focused attention and resources, thus empowering individuals to excel in their respective fields.

5. Emphasis on Internships and Projects: Encouraging students to engage in internships and projects, serving as stepping stones toward research endeavors, thereby fostering a culture of inquiry and innovation.

6. Addressing Stakeholder Needs: The multi-disciplinary nature of the School System is tailored to meet the requirements of various stakeholders, particularly employers, by equipping students with versatile skills and competencies essential for success in the contemporary professional landscape.

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

Credit system

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

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

For undergraduate (UG) courses, students are required to accumulate a minimum of 137 credits, as stipulated in the programme pattern table. The total number of courses offered by the department is outlined in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

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

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

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

Here are some key aspects of Outcome-Based Education:

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

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

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

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

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

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

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

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

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

Some Important Terminologies

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

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

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

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

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

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

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

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

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

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

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

Self-Learning (SL): *A two-credit course designed to foster students' ability for independent and self-directed learning. There are* Four Self-Learning Courses:
- *Compulsory MOOC on NPTEL-SWAYAM in Semester I or II*
- *'Artificial Intelligence' as a Self-Learning Course jointly offered by the Departments of CS, AI, IT and Data Science on JosTEL in Semester III*
- *A Department-Specific Self-Learning Course in Semester IV on JosTEL*
- *A Certificate Course in Semester V: Each department will offer ONE certificate Course (45 – 60 hours) that will be creditised in the curriculum.*

Internship (IS): *Following the fourth semester, students are required to undertake an internship during the summer break. Subsequently, they must submit a comprehensive report detailing their internship experience along with requisite documentation. Additionally, students are expected to participate in a viva-voce examination during the fifth semester. Credits for the internship will be reflected in the mark statement for the fifth semester. One of the Core Courses in Sem IV is offered as internship embedded course which contains content related to industry.*

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

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

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

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

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

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

Course Specific Initials

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

GE - General English

CC - Core Theory; CP- Core Practical

AC - Allied Course

AP - Allied Practical

SEC - Skill Enhancement Course

VE - Value Education

WS - Workshop

AE - Ability Enhancement Course

AO - Allied Optional

OP - Allied Optional Practical

ES - Discipline Specific Elective

IS - Internship

SL - Self-Learning

OE - Open Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

EL - Experiential Learning

OR - Outreach Programme

EVALUATION PATTERN (UG)
Continuous Internal Assessment

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

Passing minimum: 40 marks

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

Question Paper Blueprint for Mid and End Semester Tests

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

* *Compulsory*

Question Paper Blueprint for Semester Examination

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

* *Compulsory*

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

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

* *Compulsory*

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

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

* *Compulsory*

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

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

Grading System

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

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

$$SGPA \ and \ CGPA = \frac{\sum_{i=1}^{n} C_i G p_i}{\sum_{i=1}^{n} C_i}$$

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

Where,

Ci - credit earned for the Course i

Gpi - Grade Point obtained for the Course i

Mi - Marks obtained for the Course i

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

Classification of Final Results

• For each of the first three parts in the UG Programme, there shall be separate classification on the basis of CGPA, as indicated in Table - 2.

• For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts / Science / Commerce / Management as Outstanding / Excellent / Very Good / Good / Above Average / Average, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in all the five Parts of the programme.

• Grade in Part IV and Part V shall be shown separately and it shall not be taken into account for classification.

• A pass in SHEPHERD will continue to be mandatory although the marks will not be counted for the calculation of the CGPA.

• Absence from an examination shall not be considered as an attempt.

Table - 1: Grading of the Courses

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

Table - 2: Grading of the Final Performance

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

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

Vision

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

Mission

- Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.

- Nurturing comprehensive learning and best practices through innovative and value- driven pedagogy.

- Contributing significantly to Higher Education through Teaching, Learning, Research and Extension.

Programme Educational Objectives (PEOs)

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

• Graduates will be able to uphold integrity and human values.

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

Programme Outcomes (POs)

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

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

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

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

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

Programme Specific Outcomes (PSOs)

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

1. Relate and interpret concepts of management, business administration, accounting, finance, law and taxation through management technique and modern learning tools.

2. Build and develop various facets of managerial skills, accounting skills, inter-personal Communication skills, leadership skills, analytical skills, investment skills and entrepreneurial Skills to enhance employability skills or enter the portals of higher education.

3. Critically appraise and analyze the challenges in the business environment to as an individual or as a team.

4. Formulate and construct innovative business solutions to comport investigation of complex problems through effective decision-making.

5. Support and exhibit concern towards morally and ethically upright society.

		BBA			
		Programme Structure			
Part	**Semester**	**Specification**	**No. of Courses**	**Hours**	**Credits**
1	1- 4	Languages (Tamil / Hindi / French / Sanskrit)	4	16	12
2	1 - 4	General English	4	20	12
3	1 - 6	Core Course	15	78	53
	1 - 6	Core Practical	2	4	2
	1 & 2	Allied Course	2	12	8
	1 & 2	Allied Practical	-	-	-
	3 & 4	Allied Optional	2	12	8
	3 & 4	Allied Optional Practical	-	-	-
	5 & 6	Discipline Specific Elective	4	16	12
	5	Internship	1	-	1
	6	Project / Industrial Visit / Field Visit	1	-	1
	6	Comprehensive Examination	1	-	2
4	1 - 4	Value Education	4	8	4
	1 & 2	Ability Enhancement Compulsory Course	2	2	3
	2 - 5	Self - Learning	4	-	8
	3 & 4	Skill Enhancement Course	2	4	2
	5 & 6	Open Elective	2	8	4
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Co-curricular and Extracurricular Activities	-	-	1
	2 - 6	Extra Credit Courses (MOOC) / Certificate Courses	5	-	(15)
		Total	**55**	**180**	**137 (15)**

Sem.	Part	Course Code	Course Type	Title of the Course	Hours	Credits	CIA	SE	Final
**BBA PROGRAMME PATTERN**
\multicolumn{7}{c}{**Course Details**}	\multicolumn{3}{c}{**Scheme of Exams**}

Sem.	Part	Course Code	Course Type	Title of the Course	Hours	Credits	CIA	SE	Final
1	**I**	25UTA11GL01	GL	General Tamil – 1	4	3	100	100	100
		25UFR11GL01		Language French– 1					
		25UHI11GL01		Language Hindi – 1					
		25USA11GL01		Language Sanskrit – 1					
	II	25UEN12GE01A	GE	**General English – 1:** Pre-Intermediate Stream	5	3	100	100	100
		25UEN12GE01B		**General English – 1:** Intermediate Stream					
	III	25UBU13CC01	CC Major	**Core Course - 1:** Principles of Management	5	4	100	100	100
		25UBU13CC02		**Core Course - 2:** Financial Accounting	6	4	100	100	100
		25UBU13CC03		**Core Course - 3**: Computer Applications in Business	2	1	100	-	100
		25UBU13AC01	AC Minor	**Allied Course - 1:** Managerial Economics	6	4	100	100	100
	IV	25UHE14VE01	VE	**Value Education – 1:** Essentials of Humanity*	2	1	50	50	50
		25UEN14AE01	AECC	Communicative English	-	2	100	-	100
				Total	**30**	**22**			
2	**I**	25UTA21GL02	GL	General Tamil – 2	4	3	100	100	100
		25UFR21GL02		Language French– 2					
		25UHI21GL02		Language Hindi – 2					
		25USA21GL02		Language Sanskrit – 2					
	II	25UEN22GE02A	GE	**General English – 2:** Pre-Intermediate Stream	5	3	100	100	100
		25UEN22GE02B		**General English – 2:** Intermediate Stream					
	III	25UBU23CC04	CC Major	**Core Course - 4:** Human Resource Management	6	4	100	100	100
		25UBU23CC05		**Core Course - 5:** Marketing Management	5	4	100	100	100
		25UBU23AC02	AC Minor	**Allied Course - 2:** Business Mathematics and Statistics for Managers	6	4	100	100	100
	IV	25UHE24AE02	AECC	Environmental Studies*	2	1	50	50	100
		25UHE24VE02	VE	**Value Education - 2:** Fundamentals of Human Rights*	2	1	50	50	100
		25UBU24SL01	SL	Online Courses: (NPTEL/SWAYAM)	0	2	-	100	100
				Extra Credit Course	0	(3)			
				Total	**30**	**22 (3)**			
3	**I**	25UTA31GL03	GL	General Tamil – 3	4	3	100	100	100
		25UFR31GL03		Language French– 3					
		25UHI31GL03		Language Hindi – 3					
		25USA31GL03		Language Sanskrit – 3					
	II	25UEN32GE03C	GE	General English – 3: English for Management Studies - 1	5	3	100	100	100
	III	25UBU33CC06	CC Major	**Core Course - 6:** Operations Research for Managers	6	5	100	100	100
		25UBU33CC07		**Core Course - 7:** Tally Prime	3	2	100	100	100
		25UBU33CP01		**Core Practical - 1:** Tally Prime Software Lab	2	1	100	100	100
		25UBU33AO01A	AO Minor	**Allied Optional - 1:** Management Information System	6	4	100	100	100
		25UBU33AO01B		**Allied Optional - 1:** E Commerce					
	IV	25UHE34VE03A	VE	**Value Education - 3:** Social Ethics – 1*	2	1	50	50	100
		25UHE34VE03B		**Value Education - 3:** Religious Doctrine – 1*					
		25UNC34SE01/ 25USS34SE01	SEC	**Skill Enhancement Course – 1:** Introduction to NCC / **Skill Enhancement Course – 1:** Soft Skills	2	1	100	-	100
		25UAI34SL02	SL	Artificial Intelligence (Online)	0	2	100	-	100
				Extra Credit Course	0	(3)			
				Total	**30**	**22 (3)**			
4	**I**	25UTA41GL04C	GL	General Tamil – 4: வணிகத்தமிழ் (Business Tamil)	4	3	100	100	100
		25UFR41GL04		Language French – 4					
		25UHI41GL04		Language Hindi – 4					
		25USA41GL04		Language Sanskrit – 4					
	II	25UEN42GE04C	GE	General English – 4: English for Management Studies - 2	5	3	100	100	100
	III	25UBU43CC08	CC Major	**Core Course - 8:** Financial Management	6	5	100	100	100
		25UBU43CC09		**Core Course - 9:** Business Analytics (IEC)	3	2	100	100	100
		25UBU43CP02		**Core Practical - 2**: Business Analytics	2	1	100	100	100

Sem	Part	Course Code	Category	Course Title	Hours	Credits	CIA	ESE	Total
		25UBU43AO02A	AO Minor	**Allied Optional - 2:** Entrepreneurship Development	6	4	100	100	100
		25UBU43AO02B		**Allied Optional - 2:** Management of Micro, Small and Medium Enterprises					
	IV	25UHE44VE04A	VE	**Value Education - 4:** Social Ethics – 2*	2	1	50	50	100
		25UHE44VE04B		**Value Education - 4:** Religious Doctorine – 2*					
		25UNC44SE04 / 25UBU44SE02	SEC	**Skill Enhancement Course – 2:** NCC (Special Subject) / **Skill Enhancement Course – 2:** Business Ethics and CSR	2	1	100	-	100
		25UBU44SL03	SL	**Self-Learning:** Advertising and sales Promotion*	0	2	50	50	100
				Extra Credit Course	0	(3)			
				Total	**30**	**22 (3)**			
5	III	25UBU53CC10	CC Major	**Core Course – 10:** Business Communication	6	4	100	100	100
		25UBU53CC11		**Core Course - 11:** Business Law	6	4	100	100	100
		25UBU53CC12		**Core Course - 12:** Organizational Behaviour	6	3	100	100	100
		25UBU53ES01A	DSE	**Discipline Specific Elective – 1:** EXIM Policy and documentation	4	3	100	100	100
		25UBU53ES01B		**Discipline Specific Elective – 1:** International Ventures, Mergers & Acquisitions					
		25UBU53ES02A	DSE	**Discipline Specific Elective – 2:** Financial Planning and Investment Management	4	3	100	100	100
		25UBU53ES02B		**Discipline Specific Elective – 2:** Accounts Assistant (NSQF Based Course)					
		25UBU53IS01	IS	Internship	0	1	100	-	100
	IV	25UBU54OE01A	OE	**Open Elective - 1 (WS):** Global Supply Chain Management	4	2	100	100	100
		25UBU54OE01B		**Open Elective - 1 (WS):** Starts-ups and small Business Management					
		25UBU54SL04	SL	**Certificate Course:** Digital Marketing	0	2	100	-	100
				Extra Credit Course	0	(3)			
				Total	**30**	**22 (3)**			
6	III	25UBU63CC13	CC Major	**Core Course – 13:** Cost and Management Accounting	6	4	100	100	100
		25UBU63CC14		**Core Course - 14:** International Business	6	4	100	100	100
		25UBU63CC15		**Core Course - 15:** Research Methodology	6	3	100	100	100
		25UBU63ES03A	DSE	**Discipline Specific Elective – 3:** Production Management	4	3	100	100	100
		25UBU63ES03B		**Discipline Specific Elective – 3:** Logistics and supply chain Management					
		25UBU63ES04A	DSE	**Discipline Specific Elective – 4:** Industrial Relations	4	3	100	100	100
		25UBU63ES04B		**Discipline Specific Elective – 4:** Performance Management					
		25UBU63EL01A 25UBU63EL01B 25UBU63EL01C	EL	**Project** / Industrial Visit / Field Visit	0	1	100	-	100
		25UBU63CE01	CE	Comprehensive Examination*	0	2	50	50	50
	IV	25UBU64OE02A	OE	**Open Elective – 2:** Practical Stock trading	4	2	100	100	100
		25UBU64OE02B		**Open Elective – 2:** Export Management					
				Extra Credit Course	0	(3)			
				Total	**30**	**22 (3)**			
	V	25UCW65OR01	OR	Outreach Programme	-	4			
		25UCW65CE01	CE	Co-Curricular & Extra Curricular Activities		1			
1-6				**TOTAL**	**180**	**137 (15)**			

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

Open Elective - 1 (WS): 5ᵗʰ Semester

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

Open Elective - 2: 6th Semester
Offered to students from other Departments

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

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

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

அலகு-1 *(12 மணி நேரம்)*

பாரதியார் கவிதைகள்	- பாஞ்சாலிசபதம்: சபதச் சருக்கம்
பாரதிதாசன் கவிதைகள்	- புரட்சிக்கவி : மன்னனின் சர்வாதிகாரம், கவிஞனின் எழுச்சியுரை, கவிஞனின் மொழிப்பற்று, மக்களாட்சி மலரும் விதம்
இலக்கிய வரலாறு	- இருபதாம் நூற்றாண்டுத் தமிழ்க்கவிஞர்கள்
உரைநடை	- முதல் மூன்று கட்டுரைகள்

அலகு-2 *(12 மணி நேரம்)*

வெ.இராமலிங்கனார்	- தமிழ், அரசியல்
முடியரசனார்	- தொழிலாளி, துறைதோறும் தமிழே காண்பீர், மொழியுணர்ச்சி
பெருஞ்சித்திரனார்	- என்னென்று சொல்வோம், இனியேனும் ஒன்றிணைவீர்
பட்டுக்கோட்டையார்	- என் விருப்பம், ஏட்டில் படித்ததோடு இருந்து விடாதே, அன்னசத்திரம் இருப்பதெதனாலே?
இலக்கிய வரலாறு	- புதுக்கவிதை வடிவங்கள்
இலக்கணம்	- எழுத்து

அலகு-3 : சமூகக் கவிதைகள் *(12 மணி நேரம்)*

சுரதா	- நெஞ்சில் நிறுத்துங்கள், பூம்புகார்
மு. மேத்தா	- உன்னுடைய கொடியை
கண்ணதாசன்	- ஆணவம் அழியும்
அப்துல் ரகுமான்	- பசி
தங்கம் மூர்த்தி	- கூடு திரும்புதல் எளிதன்று
ஜெயபாஸ்கரன்	- ஒற்றைக் கேள்வியுடன் ஒருவர்
இலக்கிய வரலாறு	- சிறுகதை- உரைநடை
சிறுகதை	- முதல் மூன்று கதைகள்

அலகு-4 : அரசியல் கவிதைகள் *(12 மணி நேரம்)*

ஈரோடு தமிழன்பன்	- எட்டாவது சீர்
யுகபாரதி	- பழைய புத்தக வியாபாரி
கனிமொழி	- கருவறை வாசனை
அ. வெண்ணிலா	- நீரில் அலையும் முகம்
பெருமாள் முருகன்	- குழந்தைகளைத் தண்டித்தல்
சீனு ராமசாமி	- அகதி
கல்கி சுப்பிரமணியம்	- விதியை எழுதினேன்
இலக்கணம்	- சொல்

அலகு-5 : அயலகக் கவிதைகள் *(12 மணி நேரம்)*

தஸ்லீமா நஸ்ரின்	- கல் உடைக்கும் பெண்
மாயா ஏஞ்சலு	- கைத்தட்டுங்கள் கொண்டாடுங்கள்
நானிலு கவிதைகள்	- 10 கவிதைகள்
உரைநடை	- நான்கு முதல் ஆறு வரை உள்ள கட்டுரைகள்
சிறுகதை	- நான்கு முதல் ஆறு வரை உள்ள கதைகள்

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

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

Websites and eLearning Sources:

- *https://www.tamilvu.org/library/nationalized/pdf/35-subbureddiyar/452-panjalisabatham.pdf*

- *https://www.annacentenarylibrary.org - https://shorturl.at/KWZx5*
- *https://eluthu.com/kavithai*
- *https://www.tamilvu.org/courses/degree/p103/p1032/html/p1032614.htm*
- *https://kavithaivaasal.blogspot.com/2017/11/blog-post.html*

Course Outcomes

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

Relationship Matrix

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

Course Outcomes↓	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	Mean Scores of COs
CO-1	3	3	2	2	3	3	3	2	3	3	2.7
CO-2	2	2	3	2	2	3	2	3	2	3	2.4
CO-3	3	2	3	3	3	3	3	3	3	2	2.8
CO-4	2	2	2	2	1	2	2	3	2	2	2.0
CO-5	3	2	3	2	2	3	2	2	3	3	2.5
Mean Overall Score											2.48 (High)

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

Course Objectives
Familiarize students with the French language through an exploration of francophone culture, traditions, and civilization.
Build fundamental knowledge in listening, speaking, reading, and writing (LSRW) as outlined by the Common European Framework of Reference for Languages (CEFR).
Enable students to understand and use basic grammatical structures and essential vocabulary in context.
Equip students with the skills needed to engage in simple, real-life conversations and interactions in French.
Foster a deeper connection to the language by integrating cultural elements, enhancing motivation and intercultural awareness.

UNIT I   (12 Hours)

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

UNIT II   (12 Hours)

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

UNIT III   (12 Hours)

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

UNIT IV   (12 Hours)

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

UNIT V   (12 Hours)

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

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

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

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

Websites and e-learning Sources:
1. https://apprendre.tv5monde.com/en
2. https://www.thefrenchexperiment.com
3. https://www.iletaitunehistoire.com
4. https://www.francaisfacile.com
5. https://www.francaisauthentique.com

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

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**					**Hours**	**Credits**	
1	**25UFR11GL01**		Language French – 1					**4**	**3**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of Cos
CO1	2	2	2	1	3	2	1	1	2	3	1.9
CO2	3	2	3	3	1	3	2	3	3	3	2.6
CO3	2	2	2	2	2	2	1	2	2	2	1.9
CO4	3	3	3	3	2	3	2	2	2	3	2.6
CO5	3	2	2	3	3	3	3	2	3	3	2.7
									Mean Overall Score		**2.34 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UHI11GL01	Language Hindi - 1	4	3

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

UNIT I   **(12 Hours)**
1. Swar
2. Vyanjan
3. Barah Khadi
4. Shabd aur Vakya

UNIT II   **(12 Hours)**
5. Rishtom ke Naam
6. Gharelu Padartho ke Naam
7. Sangya
8. Hindi Ginthi

UNIT III   **(12 Hours)**
9. Sapthah ke Din
10. Sarvanam
11. Vilom Shabd
12. Dr. Abdul Kalam

UNIT IV   **(12 Hours)**
13. Sal ke Maheene
14. Shareer ke Ang
15. Visheshan
16. Batcheeth - Dookan mein

UNIT V   **(12 Hours)**
17. Janvarom ke Naam
18. Rang
19. Dishayem
20. Adhikal (Introduction)

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

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

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

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

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

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

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

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

UNIT I (**12 Hours**)

Introduction to Sanskrit

UNIT II (**12 Hours**)

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

UNIT III (**12 Hours**)

Vartamankala lat lakaara vakya prayogaha

UNIT IV (**12 Hours**)

Samskrita sharala vakya paricayaha

UNIT V (**12 Hours**)

Selected verses from good saying in Sanskrit

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

Books for Study:

Shadhamanjari

Books for Reference:

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

Websites and e-Learning Sources:

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

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

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**25USA11GL01**		Language Sanskrit - 1							**4**	**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PS02**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	1	1	3	2	3	2	3	2	2	2.2
CO-2	2	2	3	3	1	2	2	3	3	2	2.3
CO-3	3	2	2	2	2	2	2	3	3	2	2.3
CO-4	3	2	2	3	2	3	3	3	2	2	2.3
CO-5	3	2	3	2	3	2	2	3	3	3	2.6
Mean Overall Score											**2.34 (High)**

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

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

UNIT I: (15 Hours)

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

UNIT II: (15 Hours)

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

UNIT III: (15 Hours)

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

UNIT IV: (15 Hours)

Listening:	(Skill)	:	Listening for the main ideas in the story and expressing one's views about them
	(Practice)	:	"A Glass of Milk"
Reading:	(Skill)	:	Understanding the central idea of the story and sharing personal views

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

UNIT V: (15 Hours)

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

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

Books for Study:
Seeds of English Skills by Dr. M. John Britto, Dr. B. Sam Jerome Sharone, and Dr. S. Sajeev.

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

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**25UEN12GE01A**		**General English – 1:** Pre-Intermediate Stream							**5**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PS02**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	3	2	3	2	3	2	2	**2.4**
CO2	3	2	2	3	2	3	2	3	2	3	**2.5**
CO3	3	2	2	2	3	2	2	3	2	2	**2.3**
CO4	3	2	2	2	2	2	2	2	2	3	**2.2**
CO5	3	2	3	2	3	2	3	2	3	2	**2.5**
										Mean Overall Score	**2.38 (High)**

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

Course Objectives
To improve students' ability to listen, speak, read, and write in English through interactive and meaningful activities tailored to real-life contexts.
To enable students to use appropriate vocabulary, grammar, and pronunciation to introduce themselves, express opinions, describe people and places, and engage in conversations.
To equip students with reading strategies to comprehend texts, and apply structured writing methods to express ideas coherently.
To develop students' ability to use common grammar structures accurately and expand their vocabulary through word formation techniques.
To help students apply effective learning strategies to enhance their academic and professional success.

Unit 1: What's in a Name?   **(15 Hours)**

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

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

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

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

1. Listening:	**(Skill)**	Listening for main idea
	(Practice)	"Nothing is better than a good friend"
2. Reading:	**(Skill)**	Predicting
	(Practice)	(Jigsaw reading) Fables about friends: (a) "The Hare with Many Friends" – (b) "The Two Fellows and the Bear" – (c) "The Fox and the Stork" – (d) "The Four Friends and a Hunter"
3. Grammar:	**(Practice)**	Adjectives
4. Vocabulary:	**(Practice)**	Forming nouns, adjectives, verbs and adverbs using suffixes
5. Study skill:		Setting and prioritising language learning goals
6. Speaking:	**(Skill)**	Talking about people (Describing people's appearance and their mannerism – Giving your opinion about people – Expressing what you like and dislike in a person)

	(Practice)	Delivering a short talk about one's best friend
7. Writing:	**(Skill)**	Describing people (What they wear, how they move and seem to feel, and where they are) Using comma in sentences.
	(Practice)	Controlled composition: Describing people in given pictures

Unit 4: The Inner Me (15 Hours)

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

Unit 5: Hometown Appetite (15 Hours)

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

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

Books for Study:

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

Course Outcomes

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

Relationship Matrix

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

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2.5	3	3	2.5	3	3	2.5	2.5	3	2.8
CO2	2.5	3	2.5	2.5	2.5	3	3	2.5	2.5	3	2.7
CO3	3	2.5	2.5	3	3	2.5	2.5	2.5	3	2.5	2.7
CO4	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.5	2.5	2.6
CO5	3	2.5	2.5	2.5	3	2.5	2.5	2.5	3	2.5	2.65
										Mean Overall Score	2.69 (High)

Semester	Course Code	Title of the Course	Hours	Credits
1	25UBU13CC01	**Core Course - 1:** Principles of Management	5	4

Course Objectives
To explain the basic concepts, principles and theories of management
To provide understanding on planning process and importance of decision making in organization
To learn the application of principles in organization
To familiarize students about direction and co-ordination
To study the process of effective controlling in organization

UNIT – I: Management Concepts (15 Hours)

Management: – Meaning - Definition - Importance– Nature and Scope of Management - Process – Role of managers- Administration and Management- Functions of Management – Levels of Management – Development of Management thoughts –Modern Management Approaches - Fayol's 14 principles of Management – Scientific Management by F.W. Taylor.

UNIT– II: Planning (15 Hours)

Planning: Nature – Importance – Types – Steps in Planning – Policy and strategy – Procedures and Methods – Natures and Types of Policies – Decision making –Nature of decision making - Types of decisions – Decision Making Process – *The concept of "Lakshya" (goals) in Management**

UNIT – III: Organizing & Staffing (15 Hours)

Organizing: Principles of Organization - Types of Organization – Organization Structure – Line, Staff and functional authority – Departmentation – Span of control – Authority, Responsibility – Delegation – Decentralization – Staffing – Nature, importance and purpose.

UNIT – IV: Directing & Coordinating (15 Hours)

Direction – Nature and Purpose -Principles – Importance of Direction – Co- ordination – Need, Types and Techniques of Co-ordination

UNIT – V: Controlling (15 Hours)

Controlling - Concept, Nature and Importance - Essentials of Control - Requirements of a Control System - Types of control – Techniques of control - Control Process – Effective controlling measures.

Teaching Methodology	PPTs, Role Play, Management Games
Assessment Methods	Test, Seminar, Assignments

Books for Study:
1. Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (2018). Management (6th ed.). Pearson Education.
2. Robbins, S. A., Decenzo, D. A., & Coulter, M. (2020). Fundamentals of management (7th ed.). Pearson Education.

Books for Reference:
1. Tripathi, P. C., & Reddy, P. N. (2017). Principles of management (6th ed.). Sultan Chand & Sons.
2. Prasad, L. M. (2025). Principles & practice of management (11th ed.). Sultan Chand & Sons.
3. Robbins, S. P., & Coulter, M. (2017). Management (13th ed.). Pearson Education.
4. Gupta, C. B., & Mathur, S. (2020). Management: Principles and applications. Sultan Chand & Sons.
5. Koontz, H., Weihrich, H., & Aryasri, A. R. (2016). Principles of management (2nd ed.). McGraw Hill.

Websites and eLearning Sources:
1. https://www.toolshero.com/management/14-principles-of-management/
2. https://open.umn.edu/opentextbooks/textbooks/693
3. https://open.umn.edu/opentextbooks/textbooks/34
4. https://openstax.org/subjects/business
5. https://blog.hubspot.com/marketing/management-principles
6. https://ebooks.inflibnet.ac.in/mgmtp05/

CO No.	CO – Statements On Successful completion of this course, students will be able to	Cognitive Levels (K-Levels)
CO1	Describe nature, scope, role, levels, functions and approaches of management	K1
CO2	Infer planning and decision making in management	K2
CO3	Identify organization structure and various organizing techniques	K3
CO4	Examine Direction, Co-ordination & Control mechanisms	K4
CO5	Evaluate the controlling process, types and techniques of control	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	25UBU13CC01	Core Course - 1: Principles of Management								5	4
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	1	3	2	3	3	2	3	2	2.4
CO-2	2	3	2	3	2	3	3	2	3	2	2.5
CO-3	3	2	2	3	3	3	2	3	3	3	2.7
CO-4	3	1	3	2	3	2	1	3	2	2	2.2
CO-5	2	3	3	3	3	3	3	2	3	3	2.8
										Mean Overall Score	2.52
											High

Semester	Course Code	Title of the Course	Hours	Credits
1	25UBU13CC02	**Core Course – 2:** Financial Accounting	6	4

Course Objectives

To relate the Accounting Concepts and Conventions.
To classify the various types of subsidiary books.
To develop the financial statements of the organization.
To Understand the meaning and Methods of Depreciation
To analyze the nature of non-profit organization.

UNIT– I: Introduction to Financial Accounting (18 Hours)

Nature of Accounting, Basic Accounting Concepts and Conventions –Accounting cycle – Accounting Equations – Types of Accounts-Double Entry Book Keeping – Journal, Ledger, Subsidiary books -Purchase Return Book - Sales Book and Sales Return Book - Preparation of cash Book-Preparation of Trial Balance

UNIT– II: Subsidiary Books (18 Hours)

Preparation of Trial Balance – Rectification of errors-Types of errors-Bank reconciliation statement

UNIT – III: Final Accounts (18 Hours)

Capital and revenue expenditure- Final Accounts – Adjustments - Preparation of Manufacturing, trading account, profit and loss account and balance sheet.

UNIT– IV: Depreciation (18 Hours)

Depreciation – meaning - causes – need for providing depreciation – factors affecting depreciation – methods of calculating depreciation – straight line method – diminishing balance method.

UNIT– V: Accounts of Non-Profit Organization (18 Hours)

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

Teaching Methodology	Problem Solving, Interaction with subject experts
Assessment Methods	Test, Seminar, Assignments

Books for Study:
1. Goel. D.K and Shelly Goel, 2023, Financial Accounting, Arya Publications, 2nd edition.
2. Jain . S.P &Narang . K, 2020, Financial Accounting, Kalyani Publishers, 4th edition.
3. Rakesh Shankar. R & Manikandan. S, 2021, Financial Accounting, Scitech Publications (India) Pvt. Ltd, 3rd edition.
4. Shukla M.C & Grewal T.S, 2007, Advanced Accounts, Vol 2, S Chand &Sons, 15th edition.
5. Tulsian P.C., 2009, Financial Accounting, Pearson Education, 4th Edition

Books for Reference:
1. Arora M N, 2019, Accounting for Management- Himalaya Publications House.
2. David Kolitz, 2017, Financial Accounting, Taylor and Francis group.
3. Horngren Charles T, Sundern Gary, A. Elliott John, 2017, Introduction to Financial Accounting, Pearson Publications.
4. Maheswari S N, 2018, Financial Accounting, Vikas Publishing House.
5. Reddy TS; Murthy A, 2019, Financial Accounting, Margham Publications, 6th Edition.

Websites and eLearning Sources:
1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS .pdf
2. https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20 MBA%20.pdf
3. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\
5. https://www.profitbooks.net/what-is-depreciation

CO – Statements		
CO No.	**On Successful completion of this course, students will be able to**	**Cognitive Level**
CO1	Define basic accounting Concepts and conventions	**K1**
CO2	Classify the types of subsidiary books Prepare journal, and various ledger accounts.	**K2**
CO3	Applying the accounting concepts in different types of organizations.	**K3**
CO4	Connect the books of accounts and Prepare Financial Statements.	**K4**
CO5	Re frame the financial Statements and determine the Profit or Loss and know the financial position of the business.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**25UBU13CC02**		**Core Course – 2:** Financial Accounting							**6**	**4**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	3	1	3	2	3	3	2	3	2	2.4
CO-2	2	3	2	3	2	3	3	2	3	2	2.5
CO-3	3	2	2	3	3	3	2	3	3	3	2.7
CO-4	3	1	3	2	3	2	1	3	2	2	2.2
CO-5	2	3	3	3	3	3	3	2	3	3	2.8
									Mean Overall Score		2.52
											High

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UBU13CC03	**Core Course - 3:** Computer Applications in Business	2	1

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

UNIT I: Introduction About MS-Excel (6 Hours)

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

UNIT II: Basics in MS-Excel (6 Hours)

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

UNIT III: Advance MS-Excel (6 Hours)

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

UNIT IV: Presentation (6 Hours)

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

UNIT V: Preparation of Google Forms (6 Hours)

Use Google forms to develop & share questionnaire.

Teaching Methodology	PPTs, Videos, Practical Exercises

Books for Study:
1. Ahmed, P. R. (2019). *Computer Application in Business*. Margham Publications.
2. Paramaeswaran, R. (N.D). *Computer Application in Business*

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

Websites and eLearning Sources:
1. https://byjus.com/govt-exams/microsoft-word
2. https://www.microsoft.com/en-us/microsoft-365/blog

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, the students will be able to	
CO1	Demonstrate hands on experience with Ms-word for business activities	**K1**
CO2	Demonstrate hands on experience with basic Ms-Excel skills for business activities	**K2**
CO3	Demonstrate hands on experience with advanced Ms-Excel skills for business activities	**K3**
CO4	Demonstrate hands on experience with Ms-power point for business activities	**K4**
CO5	Demonstrate hands on experience with Google forms for creating questionnaire and survey.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**25UBU13CC03**		**Core Course - 3:** Computer Applications in Business							**2**	**1**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	3	3	3	2	2	2	2	**2.5**
CO2	2	2	2	3	3	2	2	2	2	2	**2.2**
CO3	3	3	2	2	3	3	2	2	1	2	**2.3**
CO4	3	3	2	2	3	2	3	2	2	2	**2.4**
CO5	3	3	1	3	3	2	3	3	2	2	**2.5**
Mean Overall Score											**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	**25UBU13AC01**	**Allied Course - 1:** Managerial Economics	**6**	**4**

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

UNIT I: Concept of Managerial Economics (18 Hours)

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

UNIT II: Concept and Types of Demand (18 Hours)

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

UNIT III: Cost Analysis (18 Hours)

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

UNIT IV: Market Structure (18 Hours)

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

UNIT V: Pricing (18 Hours)

Pricing - Objectives - Factors - General consideration of pricing - methods of pricing - - National Income Concepts. -Computation of National Income

Teaching Methodology	PPTs, Reading News Papers and Magazines, online quiz
Assessment Methods	Test, Seminar, Assignments

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

Books for Reference:
1. Sankaran, S. (n.d). Managerial Economics. Margham Publication.
2. Ahuja, H. L. Managerial Economics. S. Chand & Sons.

Websites and eLearning Resources:
1. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/

	Course Outcomes	
	CO-Statements	**Cognitive Levels (K-Level)**
CO No.	On successful completion of this course, the students will be able to	
CO1	Analyse &apply the various managerial economic concepts in individual & Business decisions.	**K1**
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	**K2**
CO3	Employ production, cost and supply analysis for business decision making	**K3**
CO4	Classify market structures under competitive scenarios	**K4**
CO5	Identify pricing strategies	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours/Week**	**Credits**
1	**25UBU13AC01**		**Allied Course - 1:** Managerial Economics							**6**	**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	1	2	2	2	3	2	1	2	**2.0**
CO2	2	2	2	2	3	3	2	2	1	2	**2.1**
CO3	2	2	3	2	2	2	2	3	2	3	**2.3**
CO4	2	3	2	2	3	2	3	2	1	3	**2.3**
CO5	3	3	2	3	3	3	3	2	1	3	**2.6**
										Mean Overall Score	**2.2 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UHE14VE01	**Value Education - 1:** Essentials of Humanity	2	1

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

UNIT I: Value Education (6 Hours)

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

UNIT II: Human Personality (6 Hours)

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

UNIT III: Human Development (6 Hours)

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

UNIT IV: Responsible Parenthood (6 Hours)

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

UNIT V: Gender Equality and Empowerment (6 Hours)

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

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

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

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

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

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

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

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

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

அலகு-1   *(12 மணி நேரம்)*

சிலப்பதிகாரம் - ஆய்ச்சியர் குரவை

மணிமேகலை – ஊர் அலர் உரைத்த காதை

இலக்கிய வரலாறு – சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய

இலக்கணம் – அகப்பொருள் இலக்கணம்

அலகு-2   *(12 மணி நேரம்)*

திருநாவுக்கரசர் – திருவதிகை வீரட்டானம்

(கூற்றாயினவாறு எனத் தொடங்கும் முதல் 10 பாடல்கள்)

திருவாசகம் - அடைக்கலப்பத்து

(செழுக்கமலத் திரளனின் எனத் தொடங்கும் முதல் 10 பாடல்கள்)

திருமந்திரம் – மாகேசுர பூசை (11 பாடல்கள்)

சிவவாக்கியர் பாடல்கள் (15 பாடல்கள்)

பாடல் எண்கள் – 16,22,27,33,34,35,37,38,47,81,91,225,237,242,495

அலகு-3   *(12 மணி நேரம்)*

பெரியாழ்வார் திருமொழி – திருப்பல்லாண்டு – தாலப்பருவம் (10 பாடல்கள்

திருமங்கையாழ்வாரின் பெரிய திருமொழி – திருவரங்கம் -1 (10 பாடல்கள்)

கம்பராமாயணம் – கங்கை காண் படலம் - (தேர்ந்தெடுக்கப்பட்ட 35 பாடல்கள்)

பாடல் எண்கள்: 1, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16, 22, 24, 25, 26, 27, 29, 30, 32,33,35,39,40,41,42,43,47,62,64,65,67,69,70

நற்றமிழ்க் கோவை – முதல் மூன்று கட்டுரைகள்.

அலகு-4   *(12 மணி நேரம்)*

சீறாப்புராணம் – நதி கடந்த படலம் – 1 முதல் 31 முடிய உள்ள பாடல்கள்

கள்வரை நதிமறித்த படலம் – 1 முதல் 16 முடிய உள்ள பாடல்கள்

இலக்கணம் – புறப்பொருள் இலக்கணம்

இலக்கிய வரலாறு – தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய

அலகு-5   *(12 மணி நேரம்)*

வீரமாமுனிவரின் தேம்பாவணி – (காசா) காசை சேர் படலம்

(1 முதல் 50 முடிய உள்ள பாடல்கள்)

சீனயி (சீனாய்) - மாமலை காண்படலம் -(1 முதல் 56 முடிய உள்ள பாடல்கள்)

நற்றமிழ்க் கோவை – இறுதி மூன்று கட்டுரைகள்.

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

பாடநூல்கள்:

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

Websites and eLearning Sources:

1. *https://www.tamiluniversity.ac.in/english/library2-/digital-library/*
2. *https://www.tamilvu.org/ta/library-l3100-html-l3100pl1-132372*
3. *https://www.tamilvu.org/ta/courses-degree-p202-p2021-html-p202121-28011*
4. *https://www.chennailibrary.com/vaishnava/naalayiradivyaprabhandham.html*

5. *https://www.tamilvu.org/ta/library-l4310-html-l4310por-141616*
6. *https://www.tamilvu.org/slet/l4100/l4100pd2.jsp?bookid=80&pno=287*

Course Outcomes

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

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

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

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

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

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

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

Websites and eLearning Sources:
1. https://www.podcastfrancaisfacile.com
2. https://www.flevideo.com
3. https://savoirs.rfi.fr/fr
4. https://www.french4me.net/
5. https://apprendre.tv5monde.com/en

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UHI21GL02	Language Hindi - 2	4	3

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

UNIT I (12 Hours)
1. Moun hi Manthra Hay
2. Letter Writing - Chutti Patra
3. Bakthikal - Namakarn
4. Sarkari Kariyalayom Ka Naam

UNIT II (12 Hours)
5. Baathcheeth - Aspathal Mein
6. Letter Writing - Rishthedarom ko Patra
7. Bakthikal - Samajik Paristhithiyam
8. Kriya

UNIT III (12 Hours)
9. Premchand
10. Kriya visheshan
11. Letter Writing - Naukari Keliye Avedan Patra
12. Bakthikal - Sahithyik Paristhithiyam

UNIT IV (12 Hours)
13. Kabeer ke Dohae
14. Samas
15. Letter Writing - Kitab Maangne Keliye Patra
16. Bakthikal - Salient Features, Main Division

UNIT V (12 Hours)
17. Anuvad
18. Sandhi
19. Bakthikal - Visheshathayem
20. Apathit Gadyansh

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

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

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

Websites and e-Learning Sources:
1. https://hindigrammar.in/sandhi.html
2. https://www.successcds.net/class10/hindi/samas-in-hindi

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

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

Relationship Matrix										
Semester	**Course code**		**Title of the Course**			**Hours/ week**		**Credits**		
2	**25UHI21GL02**		Language Hindi – 2			**4**		**3**		
Course Outcomes (Cos)	**Programme Outcomes (Pos)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	3	2	2	3	3	3	2	2	2.5
CO2	1	3	1	2	2	3	3	3	2	3	2.3
CO3	3	2	3	2	2	3	2	3	2	2	2.4
CO4	2	3	3	1	3	2	3	2	1	2	2.2
CO5	3	2	2	2	3	2	3	2	3	2	2.4
								Mean Overall Score			**2.36 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25USA21GL02	Language Sanskrit - 2	4	3

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

UNIT I (12 Hours)

Asmathi usmath tat kim (MFN) sarva naama sabdaha

UNIT II (12 Hours)

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

UNIT III (12 Hours)

Lang lakaarah Kriyapadaani Prayoga Vivaranam

UNIT IV (12 Hours)

Raguvamsaha Pratama sargaha (1 –15 slokas)

UNIT V (12 Hours)

Suvacanani Vakya Prayoga Vivaranam

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

Books for Study:
1. Saralasamkritham Siksha ,2021
2. Dhaatu Rupa Manjari ,2021

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

Websites and eLearning Sources:
1. https://www.meritnation.com
2. https://www.aplustopper.com
3. https://mycoaching.in/lang-lakar
4. https://sanskritdocuments.org/sites/giirvaani/giirvaani/rv/sargas/01_rv.htm
5. https://resanskrit.com/blogs/blog-post/sanskrit-shlok-popular-quotes-meaning-hindi-english

Course Outcomes

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

Relationship Matrix

Semester	Course Code	Title of the Course								Hours	Credits
2	25USA21GL02	Language Sanskrit - 2								4	3

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	1	3	2	2	2	3	3	2	1	2.1
CO-2	3	2	3	2	2	3	2	3	3	2	2.5
CO-3	2	2	3	2	2	2	2	3	3	1	2.1
CO-4	3	2	3	3	1	2	3	3	3	1	2.4
CO-5	3	2	2	2	3	2	2	3	3	1	2.3
Mean Overall Score											2.28 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	**25UEN22GE02A**	**General English – 2:** Pre-Intermediate Stream	**5**	**3**

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

UNIT I: **(15 Hours)**

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

UNIT II: **(15 Hours)**

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

UNIT III: **(15 Hours)**

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

UNIT IV: **(15 Hours)**

Listening:	(Skill)	:	Predicting content and vocabulary before listening
	(Practice)	:	Our Earth
Reading:	(Skill)	:	Identifying direct and indirect speech
	(Practice)	:	Birbal story: "Hot Iron Test"

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

UNIT V: (15 Hours)

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

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

Books for Study:

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

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

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
2	**25UEN22GE02A**		**General English – 2:** Pre-Intermediate Stream							**5**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PS02**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	3	2	3	2	3	2	2	**2.4**
CO2	3	2	2	3	2	3	2	3	2	3	**2.5**
CO3	3	2	2	2	3	2	2	3	2	2	**2.3**
CO4	3	2	2	2	2	2	2	2	2	3	**2.2**
CO5	3	2	3	2	3	2	3	2	3	2	**2.5**
									Mean Overall Score		**2.38 (High)**

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

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

Unit 1: My College & Studies **15 Hours**

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

Unit 2: Travel **15 Hours**

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

Unit 3: My Social Network **15 Hours**

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

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

Unit 4: Shopping   15 Hours

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

Unit 5: Ceremonies   15 Hours

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

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

Books for Study:

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
2	25UBU23CC04	**Core Course - 3:** Human Resource Management	6	4

Course Objectives
To learn the concepts of HRM
To identify and understand the functions of HRM
To study the different types of recruitment and selection process
To observe the problems of current trends of HRM
To comprehend the concept of inclusivity in HRM and Globalisation.

UNIT-I   Introduction to HRM   (18 Hours)

Introduction – Meaning of HRM – Objectives of HRM – Importance of HRM – Functions of HRM – HR Manager - Duties and Responsibilities – Recent trends in HRM.

UNIT-II   Recruitment & Selection   (18 Hours)

Meaning – Importance of Human Resource Planning – Benefits of Human Resource Planning. Recruitment– Meaning – Methods of Recruitment. Selection – Meaning – Steps in Selection Process – Problems Involved in Placement - *Concept of Staffing in Thirukural*. (517)

UNIT-III Training and Placement   (18 Hours)

Meaning, objective, and purpose of Induction: Training- Need for training, benefits of training methods of training. Executive development - methods

UNIT-IV   Performance Appraisal   (18 Hours)

Introduction – Meaning and Definition – Objectives – Methods of Performance Appraisal –Uses and limitations of Performance Appraisal- Promotion - Transfer - Separation - Labour turnover - Compensation – Meaning of Compensation –Objectives of Compensation. Right-sizing of work force - Need for rightsizing.

UNIT-V Recent trends in HRM   (18 Hours)

Contemporary Challenges in Human Resource Management- HRIS - Outsourcing HR Activities - Making HR Activities Ethical – "*KARMA*" - Managing Diversity - Knowledge Management - Globalisation - HR Manager as Strategist.

Teaching Methodology	Multimedia Presentations, Case studies
Assessment Methods	Test, Seminar, Assignments

Books for Study:
1. Dessler, G. (2015). Human resource management (14th ed.). Pearson Education Limited.
2. DeCenzo, D. A., & Robbins, S. P. (2013). Fundamentals of human resource management (11th ed.). Wiley.

Books for Reference:
1. Lall, M. (2012). Human resource management. HPH.
2. Reddy, P. N., & Appannaiah, H. R. (2015). Human resource management. HPH.
3. Mamoria, C. B. (2001). Personnel management. HPH.
4. Bohra, R., & Bhatnagar, J. (2022, March). One employee went freelance. Now everyone wants the same deal. Harvard Business Review.

Websites and e Learning Sources:
1. https://www.techtarget.com/searchhrsoftware/definition/human-resource-management-HRM
2. https://en.wikipedia.org/wiki/Human_resource_management
3. https://onlinelibrary.wiley.com/journal/1099050x
4. https://learn.saylor.org/course/view.php?id=767
5. https://courses.leeds.ac.uk/7615/human-resource-management-ma

CO NO	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Define the various functionalities of HRM and thereby assume the roles / responsibilities of a HR manager.	K1
CO-2	Develop HR plans / policies to derive recruitment & selection strategies to solve problems involved with placement and attrition.	K2
CO-3	Compare employee performance and analyse the needs for training in an organization.	K3
CO-4	Analyse compensation structure to motivate employees and enhance workforce productivity.	K4
CO-5	Reframe human resource issues with transnational (or) multinational business organizations and offer solutions.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course				Hours		Credits		
2	25UBU23CC04		Core Course - 3: Human Resource Management				6		4		
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	2	1	2	2	3	2	1	2	1	1.9
CO-2	3	3	2	2	2	3	1	2	2	1	2.1
CO-3	3	2	2	2	1	3	2	2	2	1	2
CO-4	3	2	2	2	3	2	2	2	2	3	2.3
CO-5	2	1	2	2	3	3	1	2	3	1	2
									Mean Overall Score		2.06
											Medium

Semester	Course Code	Title of the Course	Hours	Credits
2	25UBU23CC05	**Core Course - 5:** Marketing Management	5	4

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

UNIT I Introduction to Marketing   **(15 Hours)**

Evolution and Scope of Marketing - Importance and Functions - Marketing Environment - Factors Affecting Marketing - Market Segmentation: Concept, Need, and Basis - Emerging Trends in Market Segmentation - Targeting and Positioning Strategies.

UNIT II Consumer Behavior and Digital Marketing   **(15 Hours)**

Consumer Behaviour: Meaning and Importance - Factors Affecting Consumer Behaviour (Psychological, Personal, Social, Cultural) - Consumer Decision-Making Process - Online Consumer Behaviour - Green Marketing - Digital Marketing Strategies - Role of AI in Marketing Social Media and Relationship Marketing.

UNIT III   Marketing Mix and Product Strategy   **(15 Hours)**

Marketing Mix: Definition and Importance - Product and Product Policy - Product Mix Strategies - Branding and Brand Positioning - Packaging and Labelling (Functions, Types, and Benefits) - Product Life Cycle and Strategies - New Product Development and Innovations.

UNIT IV   Pricing and Distribution Strategies   **(15 Hours)**

Pricing: Objectives and Strategies - Methods of Pricing - Dynamic Pricing Trends - Distribution Channels: Levels, Advantages, and Disadvantages - Channel Conflicts and Resolution - E-commerce and Omni-channel Distribution.

UNIT V   Promotional Mix and Marketing Research   **(15 Hours)**

Promotional Mix: Meaning and Importance - Advertisement: Features, Advantages, and Disadvantages - Sales Promotion: Types and Tools - Public Relations: Concepts and Strategies - Publicity and Media Relations - Personal Selling Techniques - Direct Marketing Channels - Role of Data Analytics in Marketing Research.

Teaching Methodology	Lectures & Case Studies, Group Discussions & Presentations, Industry Guest Lectures & Webinars, Practical Projects & Market Research, Use of Digital Tools & Simulations
Assessment Methods	Test, Seminar, Assignments

Books for Study:
1. Gupta, C. B., & Nair, N. R. (2022). *Marketing management*. Sultan Chand & Sons.

Books for Reference:
1. Kotler, P., & Keller, K. L. (2021). *Marketing management*. Pearson Education.
2. Chernev, A. (2020). *Strategic marketing management*. Cerebellum Press, Inc.
3. Scott, D. M. (2019). *The new rules of marketing & PR*. John Wiley & Sons, Inc.
4. Ottman, J. (2018). *The new rules of green marketing*. Routledge.

Websites and eLearning Sources:
1. https://www.tutorialspoint.com/marketing_management/index.htm
2. https://www.feedough.com/essentials/marketing-basics/

3. https://www.mbaskool.com/marketing-mix.html

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Level (K-level)**
CO1	Identify the fundamental knowledge of marketing and its function, Environment and Marketing segmentation.	**K1**
CO2	Understand the influence of consumer buying behaviour in Decision Process.	**K2**
CO3	Articulate the marketing mix concepts, product life cycle strategies and construct a new product development.	**K3**
CO4	Illustrate the different types of Pricing and Physical distribution and to know about the effectiveness of channel conflict management.	**K4**
CO5	Review the categories of promotional mix and Role of Data Analytics in Marketing Research.	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**				**Hours**		**Credits**	
2	**25UBU23CC05**		**Core Course - 5:** Marketing Management				**5**		**4**	
Course Outcomes	**Programme Outcomes (Ps)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	2	2	2	2	2	1	2	3	**2.0**
CO2	2	3	2	3	2	2	2	3	2	2	**2.3**
CO3	3	2	2	3	2	2	3	2	3	2	**2.4**
CO4	3	3	3	2	2	1	3	2	2	2	**2.3**
CO5	2	2	3	2	3	2	2	3	2	2	**2.4**
								Mean Overall Score			**2.28 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
2	25UBU23AC02	**Allied Course - 2:** Business Mathematics and Statistics for Managers	6	4

Course Objectives
To Illustrate the basic calculation about matrices.
To Understand the basics of Percentage, Ratios, Time & Work
To Apply the Measures of Central Tendency and measures of dispersion in business.
To Examine the application of correlation and regression
To Understand Index Numbers and analyse time Series

UNIT – I Matrices (18 Hours)

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

UNIT – II Percentage, Ratios, Time & Work (18 Hours)

Percentages - Ratios and Proportions - Simple and Compound Interest - Profit and Loss - Time, Speed, and Distance - Time and Work - Permutation and Combination - Probability (Simple Problems)

UNIT – III Measures of Central Tendency (18 Hours)

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

UNIT – IV Correlation and Regression (18 Hours)

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

UNIT - V Time series and Index numbers (18 Hours)

Time Series Analysis -*Use of Indian Statistical Methods in Forecasting and Prediction** - Determination of trend by graphical, moving average and semi average Index numbers - Laspyre, Paasche and Fisher's index numbers - Applications of index numbers.

Teaching Methodology	Problem solving, Case studies
Assessment Methods	Seminar, MCQ's, Problem solving questions

Books for Study:
1. Gupta, P. K., & Gupta, S. P. (2022). *Business statistics and business mathematics* (5th ed.). Sultan Chand & Sons.
2. Sinha, V. C., & Gupta, A. (2021). *Business statistics*. SBPD Publications.

Books for Reference:
1. Akhilesh, K. B. (2009). *Mathematics and statistics for management*. Vikas Publishing House.
2. Clendenen, G., & Salzman, S. A. (2014). *Business mathematics* (13th ed.). Pearson.
3. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of mathematical statistics*. Sultan Chand & Sons.
4. Cain, J., & Carman, R. A. (2001). *Mathematics for business careers* (5th ed.). Pearson.
5. Vohra, N. D. (2010). *Quantitative techniques in management*. Tata McGraw Hill Education Private Limited.

Websites and eLearning Sources:
1. https://www.cuemath.com/algebra/matrices-and-determinants/
2. https://www.geeksforgeeks.org/speed-time-distance-formula-and-aptitude-questions/
3. https://testbook.com/objective-questions/mcq-on-speed-time-and-distance--5eea6a1039140f30f369e861
4. https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php
5. https://www.icmrindia.org/courseware/Quantitative%20Methods/Index%20Numbers-Time%20Series%20Analys.htm

CO No.	CO – Statements On Successful completion of this course, students will be able to	Cognitive Levels (K-Level)
CO1	Relate the basic calculation about matrices.	K1
CO2	Illustrate applied problems in percentage, ratios, time and work.	K2
CO3	Apply the basic statistical techniques used in business.	K3
CO4	Examine the usage of correlation and regression to find relationship between variables.	K4
CO5	Determine the application of statistics and its use in Business forecasting.	K5

Relationship Matrix												
Semester	**Course Code**		**Title of the Course**								**Hours**	**Credits**
2	**25UBU23AC02**		**Allied Course - 2:** Business Mathematics and Statistics for Managers								**6**	**4**
Course Outcomes (COs)	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**Mean Score of COs**	
CO1	2	2	1	2	1	3	3	3	2	2	2.3	
CO2	2	2	2	2	2	2	3	3	3	2	2.4	
CO3	2	2	1	2	1	2	2	3	2	1	2.1	
CO4	2	2	2	2	1	2	2	3	2	2	2.1	
CO5	2	1	1	2	2	2	1	2	1	1	2.1	
									Mean overall score		**2.2**	
											High	

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

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

UNIT I: Introduction to Environmental Studies   (6 Hours)

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

UNIT II: Natural Resources   (6 Hours)

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

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

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

UNIT IV: Environmental Pollution   (6 Hours)

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

UNIT V: Environmental Organizations and Treatise   (6 Hours)

United Nations Environment Program (UNEP) - International treaties on Environmental protection - Ministry of Environment, Forest and Climate Change - Important National Environmental Acts and rules- Environmental Impact assessment

Teaching Methodology	Power point and Field visit
Assessment Methods	Seminar, Group Discussion.

Books for Study:
1. Department of Human Excellence, (2025). *Environmental Studies.*

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

Websites and eLearning Sources:
1. https://www.unep.org/
2. http://moef.gov.in/en/
3. https://www.ipcc.ch/reports/

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

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

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

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

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

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

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

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

UNIT III: India and Human Rights (6 Hours)

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

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

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

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

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

Teaching Methodology	Power point, Handouts and Group discussion
Assessment Methods	Seminars, Group Discussion, Assignments.

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

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

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

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

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

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

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

அலகு – 1 : (12 மணி நேரம்)

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

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

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

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

அலகு – 2 : (12 மணி நேரம்)

சிறுபாணாற்றுப்படை
இலக்கணம் - யாப்பு

அலகு – 3 : (12 மணி நேரம்)

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

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

இலக்கிய வரலாறு: சங்க இலக்கியங்கள், சங்க இலக்கியங்களின் தனித்தன்மைகள்

அலகு – 4 : (12 மணி நேரம்)

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

தனிப்பாடல் திரட்டு:- பிறவிக் குணமும் பழக்கமும் (196), கொடியது (242), பெரியது (244), அரியது (245), இதுவே நலம் (223)

இலக்கிய வரலாறு: பதினெண்கீழ்க்கணக்கு நூல்கள்

அலகு – 5 : (12 மணி நேரம்)

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

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

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

இலக்கணம் - அணி

நாடகம் - விந்தனின் வாழப்பிறந்தவன்

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

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

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

Websites and eLearning Sources:
- *https://learnsangamtamil.com/*
- *https://www.tamilvu.org/library/*

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

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

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

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

UNIT – I (12 Hours)

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

UNIT – II (12 Hours)

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

UNIT – III (12 Hours)

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

UNIT – IV (12 Hours)

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

UNIT – V (12 Hours)

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

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

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

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

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UHI31GL03	Language Hindi - 3	4	3

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

UNIT I (12 Hours)
1. Tera Sneh na Khovoom
2. Samband Bodak
3. Reethikal - Namakarn
4. Chitra Varnan (Basic)

UNIT II (12 Hours)
5. Paribakshik Shabdavali
6. Smuchaya Bodak
7. Reethikal - Samajik Paristhithiya
8. Vachan Badalo

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

UNIT IV (12 Hours)
13. Avikary Shabdh
14. Reethikal - Main Divisions
15. Ling Badalo
16. Karak

UNIT V (12 Hours)
17. Reethikal - Visheshathayem
18. Anuvad
19. Bahu Ki Vidha (One Act Play)
20. Bathcheeth - Kaksha mein

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

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

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

Websites and eLearning Sources:
1. https://www.hindwi.org/poets/jaishankar-prasad/all
2. https://youtu.be/e9wK-pYfVPc

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

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

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

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

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

UNIT I   **(12 Hours)**

Ramodantam, Balakandam (1-15 verses)

UNIT II   **(12 Hours)**

Ramodantam, Balakandam (15-30 verses)

UNIT III   **(12 Hours)**

Vedas – Vedangas vivaranam

UNIT IV   **(12 Hours)**

Asta dasha Purana and Dashopanishads

UNIT V   **(12 Hours)**

Upasargas and Bhavishyat Kaalah Vakya Prayoga

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

Books for Study:
1. VEDIC LITERATURE
2. RAMODANTAM

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

Websites and eLearning Sources:
1. https://www.scribd.com/doc/210917188/Sri-Ramodantam-Sanskrit-Text-With-English-Translation
2. http://www.sushmajee.com/ms-ppp/text/ved-notes.pdf
3. https://occr.org.in/publication/Vedanga.pdf
4. https://www.forgottenbooks.com/en/download/TheThirteenPrincipalUpanishadsTranslatedFromtheSanskrit_10017247.pdf
5. https://www.learnsanskrit.org/guide/uninflected-words/the-upasarga/

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

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

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

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

UNIT I: Business Communication (15 Hours)

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

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

UNIT II: Entrepreneurship and Startups (15 Hours)

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

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

UNIT III: Financial Management (15 Hours)

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

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

UNIT IV: Marketing Strategies (15 Hours)

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

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

UNIT V: Human Resource Management (15 Hours)

Themes:
21. Recruitment & Employee Development
22. Leadership and Management

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

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

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

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

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

Websites and eLearning Sources:
1. https://learnenglish.britishcouncil.org/business-english
2. https://www.businessenglishresources.com/#google_vignette
3. https://elt.oup.com/learning_resources/subjects/businessenglish/
4. The Power of Purpose in Business | Ashley M. Grice | TED
5. https://www.youtube.com/watch?v=j4QlG5jKpio
6. 6 Tips on Being a Successful Entrepreneur | John Mullins | TED
7. https://www.youtube.com/watch?v=eHJnEHyyN1Y
8. How to Take the BS Out of Business Speak | Bob Wiltfong | TED
9. https://www.youtube.com/watch?v=41fjuqBaUt4
10. Think Like A Grand Master Entrepreneur- 2019 Driven Keynote

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

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

Semester	Course Code	Title of the Course	Hours	Credits
3	25UBU33CC06	**Core Course - 6:** Operations Research for Managers	6	5

Course Objectives
Introduction to Operations Research definition and concept Essential features of LPP.
Formulation of Transportation problem and finding an initial basic feasible solution.
Discover the significance of queuing theory
Examine Game Theory and its applications.
Analyse Network models and constructing network- critical path, various floats.

UNIT - I   Linear Programming Problem   (18 Hours)

Definition of operations research - Importance of operations research in decision making - Linear Programming: Introduction – Components of LPP - Mathematical formulation of LPP- Graphical solutions - Standard forms of LPP for maximization and minimization problems.

UNIT - II   Transportation and assignment problem   (18 Hours)

Introduction – Initial basic feasible solution - NWC method – Least cost method – Vogel's method – MODI method - Assignment problem– Hungarian method

Unit – III Queuing theory and simulation   (18 Hours)

Queuing theory: Introduction- Terminology – Single server model - Introduction to Monte-Carlo Simulation.

UNIT-IV Game theory   (18 Hours)

Theory of Games – Saddle point - Max-Min and Min-Max criteria - Pure and mixed strategies - Two Person Zero Sum Games - Principle of Dominance - *Application of Indian Philosophical Concepts in Game Theory**

UNIT-V   Network Analysis   (18 Hours)

Introduction - Basic Difference between PERT and CPM -Network Analysis - Arrow diagram - Critical path method - Total, free float and independent float – Determination of project completion time using PERT.

Teaching Methodology	Problem solving
Assessment Methods	Seminar, Snap Test, MCQ's, Individual assignments

Books for Study:
1. Taha, H. A. (2019). Operations research: An introduction (10th ed.). Pearson Education.
2. Kapoor, V. K. (2017). Operation research- concepts, problems and solutions. Sultan Chand & Sons.

Books for Reference:
1. Hillier, F. S., & Lieberman, G. J. (2017). Introduction to operations research. McGraw Hill Education.
2. Swarup, K., Manmohan, & Gupta, P. K. (2010). Operations research. Sultan Chand & Sons.
3. Mariappan, P. (2013). Operations research - An introduction. Pearson Education.

Websites and eLearning Sources:
1. https://www.spiceworks.com/tech/it-strategy/articles/linear-programming/
2. https://www.shiksha.com/online-courses/articles/transportation-problem-definition-formulation-types-and-method-to-solve/
3. https://queue-it.com/blog/queuing-theory/
4. https://www.investopedia.com/terms/g/gametheory.asp
5. https://www.scribd.com/document/502290124/mechanical-engineering-operation-research-project-management-using-network-analysis-notes

CO No.	CO – Statements	Cognitive Levels (K-Level)
	On Successful completion of this course, students will be able to	
CO1	Solve linear programming problems using appropriate techniques	K1
CO2	Interpret initial basic feasible and optimal solution of the Transportation problems	K2
CO3	Identify service performance and waiting time by Queuing models	K3
CO4	Analyze competitive real-world phenomena using concepts from game theory. Analyse pure and mixed strategy games	K4
CO5	Asses Network models and apply operations research techniques to solve Network problems	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25UBU33CC06		Core Course - 6: Operations Research for Managers							6	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	
CO1	2	3	3	3	2	3	3	3	2	2	2.6
CO2	2	3	2	3	2	2	3	3	3	2	2.5
CO3	2	2	2	1	2	2	2	2	1	2	1.8
CO4	2	3	2	3	2	3	3	3	2	3	2.6
CO5	2	3	3	1	3	1	2	1	2	1	1.9
										Mean overall score	2.28
											High

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Semester	Course Code	Title of the Course	Hours	Credits
3	25UBU33CC07	**Core Course - 7:** Tally prime	3	2

Course Objectives
To understand the basic concepts of Tally.
To know the procedure to create voucher.
To familiarize various stock groups.
To learn the methods of creating budgets and GST.
To study and apply the concepts of AI in Tally.

Unit – I   Introduction to Tally Prime   (9 Hours)

Overview of Tally Prime: Features & Benefits- Installation and Setup of Tally Prime Navigating the Tally Prime Interface- Company Creation, Alteration, and Deletion - Security Control and User Management - Accounting Groups – Predefined Groups – User defined groups (creation, alteration and deletion) – Ledgers (Creation, alteration and deletion): Preparation of Final accounts with adjustments and Balance sheet using ledger balances.

Unit – II Accounting & Inventory Management   (9 Hours)

Accounting Vouchers - various types of accounting Vouchers and their short cut keys – Voucher entries in double and single entry modes – Day book. Inventory Management - Stock Groups, Categories, and Items, Unit of Measurement and Godown Management Inventory Vouchers Stock Journal, Material In/Out, Purchase & Sales Order Processing Bill of Materials (BoM) for Manufacturing Accounting Stock Valuation Methods

Unit – III Payroll Accounting & Advanced Features   (9 Hours)

Payroll Accounting -   Employee Master and Pay Head Creation - Salary Processing and Attendance Management -PF, ESI, Gratuity, and Bonus Calculation- Payroll Reports and Payslip Generation Cost Centres – Cost categories – Cost centre class – Bill wise details – Interest calculation and Bank Loan Management. Budgets creation and alteration – variance analysis –

Unit – IV Taxation in Tally Prime   (9 Hours)

Concept of GST - Rate of GST - GST in other countries - Categories of GST - Other concepts - Company Setting Up GST Rates - creating ledgers - Updating Sales and Purchase Ledgers for GST Compliance - Creating Income and Expense Ledgers - interstate and intra state – returns - Voucher for Refund of Tax Credit and TDS

Unit – V   AI in Accounting & Tally Prime with Business Intelligence (BI) & Analytics:
**   (9 Hours)**

Introduction to AI in Accounting- - Use of AI Tools in Tally Prime (Integrations & Plugins) - AI Tools for Automated Accounting Tasks- Business Performance Analysis with Tally Prime- Using Dashboards and MIS Reports

Teaching Methodology	Problem solving
Assessment Methods	Seminar, Snap Test, MCQ's, Individual assignments

Books for Study:
1. Nadhani, A. K. (2017). Simple Tally 9. BPB Publications.
2. *Official Guide to Tally Prime*, Tally Solutions, Tally Education Pvt. Ltd., Latest Edition

Books for Reference:
1. Vishnu P. Singh (2012), "Tally. ERP 9", Computech Publications Ltd., New Delhi.
2. Nadhani A.K and Nadhani K.K. (2005), 'Implementing Tally', BPB Publications, New Delhi.
3. Srinivasa Valaban (2012), Computer applications in Business, Sultan & Sons, New Delhi.
4. Rizwan Ahmed (2016) Margham Publication, Chennai

Websites and eLearning Sources
1. Tally Solutions Official Website

2. NPTEL - Accounting Courses
3. Coursera - Financial Accounting
4. Udemy - Tally Prime Courses
5. YouTube - Tally Prime Tutorials

CO No.	CO Statements	Cognitive Level (K1–K5)
CO1	Explain the features of computerized accounting and the basics of Tally Prime.	K1
CO2	Demonstrate company creation, ledger setup, and preparation of financial accounts with adjustments in Tally Prime.	K2
CO3	Apply various accounting and inventory vouchers, stock valuation methods, and purchase & sales order processing in Tally Prime.	K3
CO4	Analyze payroll accounting, cost centers, budgeting, and variance analysis for financial decision-making.	K4
CO5	Evaluate AI-driven automation in accounting, predictive analytics, fraud detection, and business intelligence applications in Tally Prime.	K5

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**
3	25UBU33CC07		**Core Course - 7:** Tally prime					3		2
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	3	3	2	3	3	3	1	2	2.6
CO-2	2	1	2	2	2	2	1	1	1	2	1.6
CO-3	2	2	2	2	1	1	2	3	3	3	2.1
CO-4	2	2	2	2	2	3	3	3	3	2	2.4
CO-5	3	2	3	3	3	3	3	3	3	2	2.8
Mean Overall Score											2.3
											High

Semester	Course Code	Title of the Course	Hours	Credits
3	25UBU33CP01	**Core Practical - 1:** Tally Prime Software Lab	2	1

Course Objectives
To understand the basic concepts of Tally.
To know the procedure to create voucher.
To familiarise various stock groups.
To learn to create budget.
To study and apply the concepts of GST.

Practical Exercise
1. Creation of a company.
2. Creation of primary groups, single group and sub – groups.
3. Preparation of voucher entries for the given transactions.
4. Preparation of Trial Balance.
5. Preparing final accounts from the trial balance with few adjustments.
6. Formation of stock category, stock groups, and units of measure.
7. Creation and alteration of budget
8. Generating various reports in tally
9. Creation of payroll
10. Prepare inter- intra state purchase and sales order transaction under GST

CO No	CO- Statement	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Understanding the fundamental and key components of tally prime	**K1**
CO-2	Create ledgers and groups in various modes.	**K2**
CO-3	Record inventory transactions in inventory vouchers.	**K3**
CO-4	Generate various financial reports.	**K4**
CO-5	Prepare purchase and sales order and describe the fundamentals of GST	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
3	25UBU33CP01		**Core Practical - 1:** Tally Prime Software Lab						2		1
Course Outcomes	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	2	2	1	2	2	3	2	2	3	2.1
CO-2	2	2	1	3	3	3	2	3	2	2	2.3
CO-3	3	2	3	2	3	2	2	2	3	3	2.5
CO-4	2	2	2	1	2	2	2	1	2	2	1.8
CO-5	2	2	2	3	2	3	3	2	2	2	2.3
									Mean Overall Score		2.2
											High

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UBU33AO01A	**Allied Optional - 1:** Management Information System	6	4

Course Objectives
To identify the fundamental concepts of Management Information Systems (MIS) and describe their role in business operations.
To understand the various types of MIS and their applications in business decision-making, including database management, enterprise systems, and analytics.
To demonstrate the use of information systems for strategic advantage, business intelligence, and emerging technologies such as AI, IoT, and cloud computing.
To evaluate the impact of information systems on business processes, competitive strategies, and digital transformation initiatives.
To assess security, risk management, and ethical considerations in managing information systems while formulating IT policies and governance strategies.

UNIT-I: Introduction to Management Information Systems   (18 Hours)

Definition and Importance of MIS – Role of Information Systems in Business – Components of MIS – Types of MIS: Operational, Tactical, and Strategic – Capabilities and Complements of MIS – CCR Framework – Role of Managers in IT Decision Making – Business Applications of IT – Global Trends in Information Systems.

UNIT-II: Information Systems in Business Operations   (18 Hours)

Database Management Systems – Data Warehousing and Data Mining – Business Intelligence and Analytics – Transaction Processing Systems – Enterprise Resource Planning (ERP) – Supply Chain Management (SCM) – Customer Relationship Management (CRM) – Vendor and Supplier Relationship Management (SRM)

UNIT-III: Decision Support and Emerging Technologies   (18 Hours)

Decision Support Systems (DSS) – Executive Information Systems (EIS) – Expert Systems – Knowledge Management Systems – IT Strategy and Business Alignment – Balanced Scorecard – Cloud Computing – Big Data Technologies – Internet of Things (IoT) – Virtual Reality (VR) and Augmented Reality (AR) – Artificial Intelligence (AI) Applications in Business.

UNIT-IV: Information Systems for Strategic Advantage   (18 Hours)

Strategic Roles of IS – Enhancing Business Decision-Making with IS – Business Process Reengineering (BPR) – Improving Business Quality with IS – Enterprise-Wide Systems – Using IT for Competitive Advantage – Digital Transformation Strategies – Role of IS in Innovation – Challenges in Implementing Strategic IS – Case Studies on Successful IS Integration.

UNIT-V - Managing Information Systems and Security   (18 Hours)

Strategic IS Planning – Business Systems Planning – IS Planning Methodologies – IT Infrastructure Management – Information Security and Risk Management – IS Controls and Compliance – Ethical Issues in IT – Computer Crime and Privacy Concerns – Organizational IT Policies and Governance – Case Studies on IT Risk Management.

Teaching Methodology	Chart, PPT, Live demonstration, chalk and talk, Case Studies
Assessment Methods	Seminar, Snap Test, MCQ, Group Project

Books for Study:

1. Laudon, K. C., & Laudon, J. P. (2020). *Management Information Systems: Managing the Digital Firm*. Pearson Education.
2. O'Brien, J. A., & Marakas, G. M. (2019). *Introduction to Information Systems*. McGraw-Hill Education.

Books for Reference:
1. Turban, E., Pollard, C., & Wood, G. (2021). *Information Technology for Management: On-Demand Strategies for Performance, Growth and Sustainability*. Wiley.
2. Stair, R., & Reynolds, G. (2022). *Principles of Information Systems*. Cengage Learning.
3. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2020). *Managing and Using Information Systems: A Strategic Approach*. Wiley.
4. Rainer, R. K., & Prince, B. (2022). *Introduction to Information Systems: Supporting and Transforming Business*. Wiley.
5. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2022). *Managing and Using Information Systems: A Strategic Approach*. Wiley.
6. Alter, S. (2020). *Information Systems: A Manager's Guide to Harnessing Technology*. Flat World.

Websites and e-Learning Sources:
1. https://portal.abuad.edu.ng/lecturer/documents/1584984045MIS_LECTURE_NOTE_1.pdf
2. https://cvru.ac.in/PDFDoc/IODE/study-materials/BBA/Sem-3/3BBA6_Management-Information-Systems-(Eng.).pdf
3. https://oms.bdu.ac.in/ec-colleges/admin/contents/316_16MBECA2_2020052505172693.pdf
4. https://www.tutorialspoint.com/management_information_system/management_information_system.htm
5. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001400/M028258/ET/1521790154QudarantI_MISandDecisionSupportSystem.pdf

Course Outcomes		
CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K- level)**
CO-1	Identify the fundamental concepts of Management Information Systems (MIS) and describe their role in business operations.	**K1**
CO-2	Understand the various types of MIS and their applications in business decision-making, including database management, enterprise systems, and analytics.	**K2**
CO-3	Demonstrate the use of information systems for strategic advantage, business intelligence, and emerging technologies such as AI, IoT, and cloud computing.	**K3**
CO-4	Evaluate the impact of information systems on business processes, competitive strategies, and digital transformation initiatives.	**K4**
CO-5	Assess security, risk management, and ethical considerations in managing information systems while formulating IT policies and governance strategies.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours/Week**		**Credits**
3	**25UBU33AO01A**		**Allied Optional - 1:** Management Information System						**6**		**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	2	2	2	2	2	2	2	**2.1**
CO2	3	3	2	2	3	3	2	3	3	2	**2.6**
CO3	3	2	3	2	2	2	2	3	3	2	**2.4**
CO4	2	3	3	3	2	2	3	2	2	3	**2.5**
CO5	2	3	2	2	3	2	3	2	2	2	**2.3**
Mean Overall Score											**2.38 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UBU33AO01B	**Allied Optional - 1:** E - Commerce	6	4

Course Objectives
To identify the key milestones in the evolution of e-commerce in India, including its benefits and challenges.
To understand the fundamental web technologies and digital marketing strategies that underpins modern digital business practices.
To apply cyber security and legal frameworks to real-world e-commerce scenarios to manage and mitigate risks.
To analyse digital payment systems and online financial services to determine their security features and operational efficiencies.
To evaluate mobile commerce and e-business portal solutions to propose innovative, sustainable e-commerce models for business growth.

UNIT-I - Evolution of E-Commerce and Its Impact on Indian Business   (18 Hours)
Exploration of e-commerce origins (emergence of the Internet and WWW) – Advantages and opportunities of e-commerce – Transition to digital business in India – Challenges faced by Indian corporations during e-transitions – Overview of e-business models based on transaction relationships and types

UNIT-II - Web Technologies, Digital Marketing Fundamentals, and AI Integration
(18 Hours)
Overview of core web technologies (WWW, client-server applications, networking, software agents, internet standards, and ISPs) – Transition from traditional to digital marketing – Establishing and optimizing web presence – Introduction to online marketing, e-advertising, and e-branding – Integration of AI in digital marketing (e.g., use of chatbots, predictive analytics, and personalized advertising)

UNIT-III – Cyber security, Legal, and Ethical Aspects of E-Commerce   (18 Hours)
Examination of information system security and internet protection measures – Analysis of e-business risk management in India – Discussion on privacy issues, phishing, application fraud, and other online threats – Overview of copyright concerns, internet gambling, and digital safety for children

UNIT-IV - Digital Payment Systems and Online Financial Services   (18 Hours)
Understanding key concerns in internet banking and digital payments – Overview of digital token-based payment systems and classifications of modern payment methods – Analysis of electronic cash properties and online cheque systems – Risk evaluation and design considerations for e-payment systems – Introduction to digital signatures and online financial services including stock trading

UNIT-V - Mobile Commerce and E-Business Portals   (18 Hours)
Introduction to mobile commerce and its wireless applications – Overview of cellular networks, wireless spectrum, and emerging wireless technologies – Examination of security issues in mobile communications – Analysis of e-business portals and their applications in human resource management via various HRIS modules

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, on line quiz, Group Project

Books for Study:
1. Ravi Kalakota, Andrew Winston (2002).*Frontiers of Electronic Commerce*. Pearson Education.
2. Laudon, K. C., &Traver, C. G. (2020). *E-commerce 2020: Business, Technology, Society*. Pearson.

Books for Reference:
1. Jeffery F. Rayport, Bernard J.Jaworski (2002).*E-commerce*. TMCH.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.
3. E.Frami Turban, JAE Lee, David King, K.Michale Chung (2000).*Electronic Commerce*. Pearson Education, 2000.

4. Rayudu- C.S. (2015). *E-commerce E-business*. Himalaya Publishing House Mumbai.

Websites and E-Learning Sources:
1. https://gpbhubaneswar.org/public/uploads/dept-study-material/65d5447711cbb.pdf
2. https://oms.bdu.ac.in/ec-colleges/admin/contents/387_P16MCE4A020051801071611.pdf

	Course Outcomes	
CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K- level)**
CO-1	Identify the key milestones in the evolution of e-commerce in India, including its benefits and challenges.	**K1**
CO-2	Understand the fundamental web technologies and digital marketing strategies that underpin modern digital business practices.	**K2**
CO-3	Apply cyber security and legal frameworks to real-world e-commerce scenarios to manage and mitigate risks.	**K3**
CO-4	Analyse digital payment systems and online financial services to determine their security features and operational efficiencies.	**K4**
CO-5	Evaluate mobile commerce and e-business portal solutions to propose innovative, sustainable e-commerce models for business growth.	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**			**Hours/Week**		**Credits**		
3	**25UBU33AO01B**		**Allied Optional - 1:** E - Commerce			**6**		**4**		
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	3	2	2	3	3	2	2	2	2.5
CO-2	2	3	3	3	2	2	3	3	2	2	2.5
CO-3	2	2	3	3	2	2	2	3	3	2	2.4
CO-4	2	2	2	3	3	2	2	3	3	3	2.5
CO-5	2	2	2	2	3	2	2	3	3	3	2.4
									Mean Overall Score		**2.46 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UHE34VE03A	**Value Education - 3:** Social Ethics - 1	2	1

Course Objectives
To gain a comprehensive understanding of the principles advocated in social ethics.
To examine the different types of political systems in a thorough manner.
To comprehend the role and obligations of the educated youth.
To evaluate the conduct of the elected representatives in a detailed manner.
To thoughtfully analyze the various forms of cyber-crime.

UNIT I: Introduction to Social Ethics (6 Hours)

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

UNIT II: The Economic and Political System of Today (6 Hours)

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

UNIT III: Integrity in Public Life National Integration (6 Hours)

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

UNIT IV: Cyber Crime (6 Hours)

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

UNIT V: Social Integration (6 Hours)

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

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

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

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

Websites and eLearning Sources:
1. https://cybercrime.gov.in/
2. https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/
3. https://www.esv.org/resources/esv-global-study-bible/social-ethics/
4. https://en.wikipedia.org/wiki/Political_system

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

Relationship Matrix											
Semester	**Course Code**	**Title of the Course**							**Hours/Week**		**Credits**
3	**25UHE34VE03A**	**Value Education - 3:** Social Ethics - 1							**2**		**1**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	2	3	2	2	3	3	**2.7**
CO2	3	2	2	2	3	2	2	3	2	2	**2.3**
CO3	2	3	3	3	2	3	3	3	3	3	**2.8**
									Mean Overall Score		**2.6 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UHE34VE03B	**Value Education - 3:** Religious Doctrine - 1	2	1

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

UNIT I (6 Hours)

God of salvation

UNIT II (6 Hours)

Life & Mission of Jesus Christ

UNIT III (6 Hours)

The Holy Spirit

UNIT IV (6 Hours)

Gospel Values

UNIT V (6 Hours)

Mary, the mother of God

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

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

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

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

Relationship Matrix										
Semester	Course Code		Title of the Course					Hours/Week		Credits
3	25UHE34VE03B		Value Education - 3: Religious Doctrine - 1					2		1

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	2	3	3	2.7
CO2	3	2	2	2	3	3	3	3	2	2	2.5
CO3	2	2	3	3	2	2	3	3	3	3	2.6
									Mean Overall Score		2.6 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25USS34SE01	**Skill Enhancement Course - 1:** Soft Skills	2	1

Course Objectives
To help students understand, practice, and improve their communication skills
To enable students with effective presentation skills
To help students attend interviews confidently and participate effectively in group discussions
To make students realise their potential and excel on personal as well as professional grounds
To develop the thinking skills of students for better performance in competitive exams, interviews and u discussions

UNIT I Communication Skills (6 Hours)

Basics of Communication: Importance of Good Communication Skills, Types of Communication Skills, Verbal Communication, Non-verbal Communication, Tips for Improving Nonverbal Communication, Communication Styles, Barriers to Communication, Ways To Improve Communication Skills, Practicum. *Professional Grooming*: How to Create the Impact for that First Impression, Presentation Skills, Developing Handouts, Developing Notes, Adding Visual and Audio Effects, Practicum

UNIT II Resume Writing & Interview Skills (6 Hours)

*Resume Writing***:** The Purpose of a Resume, Finding a Job & Making a Career, Length of Resume, Order of Resume, Tailoring the Resume, What your Resume should include, Some Tips for Listing a Bachelor's degree on Your Resume, What NOT to put on your Resume, Formatting Resume, Difference between Resume, Biodata and Curriculum Vitae, Preparation of a Resume *Interview Skills***:** Meaning of Interview, Types of Interviews, How to get ready for the big day?, Appropriate Attire, Etiquette, Mastering the Art of Meet and Greet, Resume - Points to Remember, Practicum *Group Discussion:* Why is GD Essential?, Factors that influence GD, Outcome of GD, Tips for participation in a GD, Useful phrases for GD, Success Tips in GD, Practicum.

UNIT III Personal Effectiveness (6 Hours)

Self-Discovery: Characteristics of Personality, Kinds of Self, Who am I?, Personality Inventory Table *Goal Setting*: Why do Goal Setting?, Goal Setting Process, Smart Goals

UNIT IV Numerical Ability (6 Hours)

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

UNIT V (6 Hours)

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

Teaching Methodology	Chart, PPT, chalk and talk, Video Presentation

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

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

Websites and eLearning Sources:

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

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

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

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

கற்றலின் நோக்கங்கள் (*Course Objectives*)
இலக்கியங்களில் காணலாகும் வணிகச் செய்திகளை அறிதல்
பண்டைய தமிழர்களின் வணிக மேலாண்மையைத் தெரிந்துகொள்ளல்
பழந்தமிழரின் பண்பாட்டுச் செழுமையை உணர்தல்
நிகழ்கால வணிக நிகழ்வுகளைத் திறனாய்வுநோக்கில் ஆராய்தல்
வணிகக் கடிதங்கள், கட்டுரைகள் ஆகியன எழுதும் திறன் பெறுதல்

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

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

பண்டமாற்று: நள்ளிருள் விடியல் புள்ளெழ (பெரும்பாணாற்றுப்படை 155-163), நெய் விலைக் காட்டிப் பசும்பொன் 164 - 166)- காணறை வாழ்க்கைக் கதநாய் (புறநானூறு 33: 1 - 8) -முள் எயிற்றுப் பாண்மகள் (ஐங்குறுநூறு 47-49) - கதழ்கோல் உமணர்- (அகநானூறு140:5-8)

உரைநடைக்கட்டுரை: சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

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

அலகு-2: சங்க கால மக்களின் வாழ்வியல் *(12 மணி நேரம்)*

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

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

உரைநடைக்கட்டுரை: திருக்குறளில் வணிக மேலாண்மை

பயன்முறைக் கற்றல்: வணிகப் பதிவேடுகள் பராமரிப்பு - வணிகவியல் கலைச்சொல்லாக்கம்

அலகு-3: தமிழர் வணிக மேலாண்மை *(12 மணி நேரம்)*

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

உரைநடைக்கட்டுரை: பண்டைய தமிழர்களின் பிறநாட்டு வணிகத் தொடர்பும், துறைமுகங்களும்

பயன்முறைக் கற்றல்: வணிகக்கட்டுரை எழுதுதல் -வணிகக் கட்டுரைகளை மொழிபெயர்த்தல்

அலகு-4: தமிழர் துறைமுகங்கள் *(12 மணி நேரம்)*

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

புதினம் - உப்பு வயல், ஸ்ரீதர கணேசன்

உரைநடைக்கட்டுரை: காப்பியங்களில் வணிக மேலாண்மை

பயன்முறைக் கற்றல்: வணிக நிறுவன அறிக்கைகள் தயாரித்தல், வலைப்பூ உருவாக்கல்

அலகு-5: பழங்காலத் துறைமுகப் பட்டினங்கள் *(12 மணி நேரம்)*

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

உரைநடைக்கட்டுரை: பன்முகநோக்கில் உலகமயமாக்கல்

பயன்முறைக் கற்றல்: வணிக நிகழ்வைத் திறனாய்வு செய்தல்

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

பாடநூல்கள்:

1. வணிகத்தமிழ் *(2025), தமிழாய்வுத்துறை, தூயவளனார் கல்லூரி*

2.ஸ்ரீதர கணேசன், (2016), உப்பு வயல், நியூ செஞ்சுரி புக்ஹவுஸ்

பார்வை நூல்கள்:

1.கிருஷ்ணன்.எஸ் (மொ.பெ), (2015), பழந்தமிழர் வணிகர்கள், கிழக்குப்பதிப்பகம்.

2.கணியன் பாலன்,(2016), பழந்தமிழர் சமுதாயமும் வரலாறும், எதிர் வெளியீடு

3.நரசய்யா.(2005), கடல் வழி வணிக வரலாறு, பழனியப்பா பிரதர்ஸ்

4. வேங்கடசாமி. மயிலை சீனி., (2011), பழங்காலத் தமிழர் வாணிகம், நியூ செஞ்சுரி புக் ஹவுஸ்

Websites and eLearning Sources

- *https://www.sjctni.edu/Department/*

- *https://www.successcds.net/learn-english/writing-skills/business-letter-format.html*

- *https://ta.wikipedia.org/*

- *https://www.hindutamil.in/news/business/*

- *https://ta.wikisource.org*

Course Outcomes

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

Relationship Matrix

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

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	*PO2*	*PO3*	*PO4*	*PO5*	*PSO1*	*PSO2*	*PSO3*	*PSO4*	*PSO5*	
CO-1	2	3	2	2	1	3	3	2	3	3	2.4
CO-2	2	2	3	3	2	2	3	3	2	2	2.4
CO-3	2	3	1	3	1	3	3	3	1	2	2.2
CO-4	3	2	2	2	1	3	2	3	2	3	2.3
CO-5	2	2	2	2	2	2	3	2	2	2	2.1
										Mean Overall Score	*2.28 (High)*

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

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

UNIT – I   (12 Hours)
1. Titre - En cuisine
2. Lexique – les aliments, la restauration, les goûts et les sensations
3. Grammaire – les quantités et le pronom 'en', la restriction 'ne…que', l'obligation
4. Production orale- communiquer au restaurant
5. Production écrite - exprimer sa satisfaction et son insatisfaction

UNIT – II   (12 Hours)
6. Titre - A votre sante
7. Lexique – les corps et la sante, la médecine et les urgences
8. Grammaire – les pronoms COD et COI, le superlatif, les pronoms interrogatifs
9. Production orale- parler des problèmes de santé
10. Production écrite - Donner un conseil pour une condition médicale

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

UNIT – IV   (12 Hours)
16. Titre - Consommer responsable
17. Lexique – la consommation, les catégories de produits, le travail manuel
18. Grammaire – le conditionnel présent – formation et emploi, le gérondif
19. Production orale- demander et proposer un service
20. Production écrite - exprimer un souhait ou un désir

UNIT – V   (12 Hours)
1. Titre - Envies d'ailleurs
2. Lexique – le voyage, l'hébergement, le séjour, le tourisme
3. Grammaire – le passé composé et l'imparfait dans le récit, les pronoms démonstratifs
4. Production orale- demander des renseignements sur un voyage
5. Production écrite - parler d'une visite touristique
6. Indian knowledge system - Writing travel narratives based on ancient Indian pilgrimage sites and comparing with French monuments. Using French quantity expressions and pronouns to describe Ayurvedic food portions and dietary balance and offering Ayurvedic-based medical advice. (5%)

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

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

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

Websites and eLearning Sources:
1. https://cuisine-facile.com/
2. https://www.france.fr/en/
3. https://www.sncf-connect.com/
4. https://www.routard.com/
5. https://sante.lefigaro.fr/

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UHI41GL04	Language Hindi - 4	4	3

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

UNIT I (12 Hours)
1. Prathyay
2. Char Bhai
3. Adhunik Kaal - Introduction
4. Adhunik Kal – Namakarn

UNIT II (12 Hours)
5. Chitra Varnan(Advanced)
6. Paryayvachy Shabdh
7. Bathcheeth - Hotel mein
8. Adhunik Kal - Samajik Paristhithiyam

UNIT III (12 Hours)
9. Upasarg
10. Thulsi ke Dhoe
11. Apathit Gadyansh
12. Adhunik Kal – Sahithyakar

UNIT IV (12 Hours)
13. Review- Book/Film
14. Paryavaran Pradookshan
15. Adhunik Kal -   Main Divisions
16. Anuvad

UNIT V (12 Hours)
17. Kaal
18. Patra-Patrikao mein Prakashit Gadyansho ka Patan (Advanced)
19. Sapnom Kee Home Delivery (Novel)
20. Adhunik Kal - Visheshathayem

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

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

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

Websites and eLearning Sources:

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

<table>
<tr><td colspan="3" align="center">Course Outcomes</td></tr>
<tr><td rowspan="2">CO No.</td><td>CO–Statements</td><td rowspan="2">Cognitive Levels
(K –Levels)</td></tr>
<tr><td>On successful completion of the course, the student will acquire the listed skills.</td></tr>
<tr><td>CO1</td><td>List out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.</td><td>K1</td></tr>
<tr><td>CO2</td><td>Discuss the dialects of Hindi language.</td><td>K2</td></tr>
<tr><td>CO3</td><td>Illustrate the works of some eminent Hindi Writers related to society.</td><td>K3</td></tr>
<tr><td>CO4</td><td>Evaluate the film & Literary works in Hindi.</td><td>K4</td></tr>
<tr><td>CO5</td><td>Analyze the human values expressed in life and literature of Hindi Novelist "Mamatha Kaliya".</td><td>K5</td></tr>
</table>

			Relationship Matrix			
Semester	**Course Code**		**Title of the Course**		**Hours / week**	**Credits**
4	25UHI41GL04		Language Hindi – 4		4	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	3	2	3	2	3	1	2.4
CO2	3	2	3	3	2	3	2	3	1	2	2.4
CO3	3	2	2	3	2	2	1	3	2	3	2.3
CO4	3	2	3	1	3	3	2	3	3	2	2.5
CO5	3	2	2	3	3	2	3	2	3	3	2.6
								Mean Overall Score			2.44 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25USA41GL04	Language Sanskrit - 4	4	3

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

UNIT I (12 Hours)

Samskrita Vyavahara sahasri vakiya Prayogaha

UNIT II (12 Hours)

Lot Lakaarah, Prayaogh Kartari Vaakyaani

UNIT III (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Suffixs

UNIT IV (12 Hours)

Karnabhaaram, Naatakasya Visistyam

UNIT V (12 Hours)

Samskrita Racanani Vubhavoga

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

Books for Study:
1. Karnabhavam & Literature Language
2. Dhaatu Manjari
3. Samskrita Vyavahara Sahasri (A Collection of One Thousand Sentances),Samskrita Bharati, Delhi,2021

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

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

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

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
4	**25USA41GL04**		Language Sanskrit - 4							**4**	**3**
Course Outcomes	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	2	2	3	3	3	3	3	2	2.4
CO2	2	2	3	3	2	3	2	3	3	2	2.5
CO3	3	3	2	3	2	1	1	3	3	3	2.4
CO4	2	2	3	2	3	3	3	3	2	3	2.6
CO5	2	3	3	3	2	1	3	3	3	2	2.5
									Mean Overall Score		**2.48 (High)**

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

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

UNIT I: Business Economics (15 Hours)

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

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

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

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

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

UNIT III: Corporate Social Responsibility (15 Hours)

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

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

UNIT IV: Technology and Business (15 Hours)

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

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

UNIT V: Sustainability and Green Business (15 Hours)

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

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

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

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

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

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
4	25UBU43CC08	**Core Course - 8:** Financial Management	6	5

Course Objectives
To provide insights on the basic concepts of financial management.
To recognize time value of money, cost of capital, capital budgeting decisions are used in Financial Management
To Apply the financial decisions by implementing the tools such as time value of money and cost of capital
To examine the capital budgeting concepts in practical situations
To analyse and apply the critical thinking for effective decision making

Unit – I Introduction to Finance   (18 Hours)

Introduction to Finance - Definition and scope of Financial Management -   - Importance of Financial Management - Methods Of financial Management - Objectives of financial management - Profit Maximization - Wealth Maximization - Organization of Finance Function - Role of Finance manager - Time value of Money-Financial Management lessons from Arthasasthra (Theory Only)

Unit – II Cost of capital   (18 Hours)

Cost of capital - Importance of cost of Capital - Classification of cost of capital - Approaches to cost of capital - Determination of cost of capital - Computation of cost of capital – Cost of Debt - Cost of Preference Shares - Cost of Equity - Cost of Retained earnings - Weighted Average cost of capital. **(simple problems)**

Unit – III Capital Structure   (18 Hours)

Capital Structure - Capital structure and financial structure - Pattern of capital structure - Optimum capital structure - Capital structure theories - NI Approach - NOI Approach - MM Approach - Traditional Approach - Factors determining capital structure. (Theory Only). - Meaning of Leverage - Types of leverages - operating, financial and combined leverage.

Unit – IV Capital budgeting   (18 Hours)

Capital budgeting - Importance of capital budgeting - Factors affecting capital investment decision Capital Budgeting Appraisal Method – pay - back period, Average rate of return, NPV method - Profitability Index - IRR method **(simple problems)**

Unit – V Working Capital Management   (18 Hours)

Working Capital Management - Working Capital Management – Factors affecting Working Capital- operating cycle - Estimation of working capital requirements - Financing of Working Capital- Estimation of working capital requirements. **(simple problems)**

Teaching Methodology	Problem solving, Case studies,
Assessment Methods	Seminar, News Paper Analysis, Snap Test, MCQ's, Individual assignments

Books for Study:
1. Maheswari S N, 2019, Elements of Financial Management Sultan chand & sons, 12th Edition.

Books for Reference:
1. Prasana Chandra, 2020, Fundamentals of Financial Management, Tata McGraw Hill, 7th Edition.
2. Khan M Y and Jain P K, 2018, Financial Management (Text, Problems and Cases) Tata McGraw Hill, 8th Edition.
3. Pandey I M, 2015, Financial Management, Vikas Publishing House, 11th Edition.
4. Murtthy A, 2013, Financial Management, Margam Publications, 1st Edition.

Websites and eLearning Sources:
1. Corporate Finance Institute (CFI) – www.corporatefinanceinstitute.com (Courses on financial management, cost of capital, and capital budgeting)
2. MIT Open Course Ware – Finance – https://ocw.mit.edu (Advanced financial management materials)
3. Harvard Business Review (HBR) – Finance Articles – www.hbr.org (Latest trends in financial decision-making)

4. Reserve Bank of India (RBI) – www.rbi.org.in (Monetary policies and financial regulations in India)

CO	CO Statements	Cognitive Levels (K–Levels)
	On successful completion of this course, students will be able to	
CO1	Define the fundamental concepts of financial management, including profit maximization, wealth maximization, and the role of a finance manager.	K1
CO2	Explain capital structure theories and the impact of leverage on financial decision-making.	K2
CO 3	Compute the cost of capital, including debt, preference shares, equity, and weighted average cost of capital, and analyze dividend policy decisions.	K3
CO 4	Evaluate different capital budgeting techniques such as NPV, IRR, and Payback Period to assess investment decisions.	K4
CO 5	Assess the significance of working capital management and its impact on receivables, credit policy, and operational efficiency.	K5

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
4	25UBU43CC08		Core Course - 8: Financial Management						6	5
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	3	3	3	3	3	3	4	4	3.2
CO-2	3	3	3	4	4	3	3	3	3	4	3.3
CO-3	3	3	3	3	4	3	3	4	4	4	3.4
CO-4	3	3	3	3	4	3	3	3	4	3	3.2
CO-5	3	3	3	4	4	3	3	3	4	3	3.3
								Mean Overall Score			3.028
											High

Semester	Course Code	Title of the Course	Hours	Credits
4	25UBU43CC09	**Core Course - 9:** Business Analytics (Internship Embedded Course)	3	2

Course Objectives
To Understand the fundamentals of excel and its significance.
To Master the use of pivot tables for data summarization and to create, customize charts to visualize data effectively.
To Utilize advanced excel functions to analyse business data.
To Explore the role of Excel in business analytics.
To Apply your knowledge to real-world business case studies and Engage in hands-on projects to solve practical business problems.

UNIT I   Introduction to Business Analytics and MS-Excel   (9 Hours)

Excel Overview: Understanding Excel's interface and key features - Role in Business: How Excel is used for data analysis and decision-making – Basic and advanced spread sheet skills.

Unit-II   Data Analysis and Visualization   (9 Hours)

Data Analysis and Visualization - Pivot Tables: Creating, customizing, and analysing data with pivot tables - Charts and Graphs: Building and formatting various types of charts - Statistical Functions: Using functions like AVERAGE, MEDIAN, STDEV, and more for data analysis - Financial Modelling using Financial Functions in Excel

UNIT-III-Advanced Excel Functions and Tools   (9 Hours)

Advanced Excel Functions and Tools - Complex Formulas: Utilizing functions like VLOOKUP, INDEX-MATCH, and array formulas - Macros: Recording and running macros to automate tasks - Scenar Analysis, Data Tables in Scenario Analysis, What-if Analysis, Mats and Trig Functions, Text Functions in Excel.

UNIT IV   Business Analytics   (9 Hours)

Evolution of Business Analytics- Role of Business Analyst in Business & Society - Business Analytics Process - Business Analytics in Industries – Healthcare, Retail, Marketing, Finance and Human Resource – Social Media Analytics - Business Analytics Tools and Software (Power BI &Tableu).

UNIT V Applications of Business-Analytics   (9 Hours)

Real-World Case Studies: Analysing business scenarios and data sets - Projects: Working on hands - on projects to apply analytics skills - Presentation: Techniques for presenting data insights and Business Analytics with Excel

Teaching Methodology	Multimedia Presentations, Problem solving
Assessment Methods	Projects, Presentations, Practical exam

Books for Study:
1. Gross, D., Akaiwa, F., & Nordquist, K. (2016). Succeeding in business with Microsoft Excel 2013 – A problem solving approach. Cengage Learning India Pvt Ltd.
2. Cox, J., Frye, C., Lambert, M. D., Lambert, S., Pierce, J., & Preppernau, J. (2016). Step by step 2007 Microsoft Office System. PHI Learning Private Ltd**.**

Books for Reference:
1. Johri, A. (2016). *Business application software* (1st ed.). Himalaya Publication House.
2. Shelly, G., Cashman, T. J., & Vermaat, M. (2007). *Microsoft Office 2007: Introductory concepts and techniques*. Thomson Learning Publishers.
3. Evans, J. (2016). *Business analytics* (2nd ed.). Pearson Publishers.

Websites and eLearning Sources:
1. www.tutorialspoint.com/advanced_excel/index.htm
2. https://support.microsoft.com/en-us/office/analyze-data-in-excel-3223aab8-f543-4fda-85ed-76bb0295ffc4

3. https://www.imd.org/blog/digital-transformation/business-analytics/
4. https://www.iiba.org/business-analysis-blogs/top-industries-harnessing-the-power-of-business-analysis-for-success/

CO. No.	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Recall the Basic knowledge of Business analytics	K1
CO-2	Interpret the basic concepts and terminologies in business analytics.	K2
CO-3	Build MS Excel skills.	K3
CO-4	Analyse data visualization tools to present information for decision makers	K4
CO-5	Evaluate the Data with the use of MS Excel.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
4	25UBU43CC09		Core Course - 9: Business Analytics (Internship Embedded Course)						3	2	
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	3	2	2	3	3	2	1	2	2.2
CO-2	3	2	1	1	1	2	1	1	2	1	1.5
CO-3	2	1	1	2	2	2	2	2	2	2	1.8
CO-4	2	2	2	2	2	3	3	3	3	2	2.4
CO-5	3	2	3	3	3	3	3	3	3	2	2.8
									Mean Overall Score		2.14
											Medium

Semester	Course Code	Title of the Course	Hours	Credits
4	25UBU43CP02	**Core Practical - 2:** Business Analytics	2	1

Course Objectives
To handle data and prepare pay bills and invoice reports.
To prepare charts and graphs
To learn the various formulae and other built in functions.
To use a range of lookup and reference functions.
To apply excel techniques to perform practical business analysis tasks.

Practical Exercises
1. Individual Pay Bill preparation.
2. Invoice Report preparation.
3. Drawing Graphs. Take your own table.
4. Usage of Formulae and Built-in Functions
5. Usage of Auto Formatting
6. Create Hlookup and Vlook up Functions
7. Use IF,AND ,OR Functions
8. Creating Pivot Tables and Pivot Charts
9. Applications of Business Analytics (Simple Problems)
10. Power BI &Tableu

Teaching Methodology	Multimedia Presentations, Case studies, Problem solving
Assessment Methods	Projects, Presentations, Practical exam

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UBU43AO02A	**Allied Optional - 2:** Entrepreneurship Development	6	4

Course Objectives
To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
To discuss the role of financial institutions in developing entrepreneurship.
To know the various ideas and implementation of business plan.
To understand the significance of Government in entrepreneurship development
To Identify the driving forces of new venture success and to develop skills in innovation and business planning for entrepreneurial ventures

UNIT I Introduction to Entrepreneurship   (18 Hours)

Concept of Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur. Role of Entrepreneurship in the Economic Development

UNIT II Financial institutions supporting entrepreneurs   (18 Hours)

Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions –IDBI – IFCI – ICICI – IRDBI. - Self-help groups (Students are advised to visit the institutions and know about the schemes available)

UNIT III Project Management   (18 Hours)

Project Management - Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, and Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal.

UNIT IV   Entrepreneurial Development   (18 Hours)

Entrepreneurial Development Programme EDP. Role of Government organizing EDPS- Cultural and social Environment in promoting entrepreneurship–Entrepreneurial competencies- Entrepreneurial Motivation-Performance and rewards-Role of Women Entrepreneurs in the Economic development

UNIT V Entrepreneurial ventures   (18 Hours)

Entrepreneurial Innovative Strategy –Entrepreneurial technology driven Industries-Technological Innovation and Entrepreneurship-Successful entrepreneurial ventures –Drawback of entrepreneurial ventures and turnaround ventures Sickness in Micro, Small Medium Enterprises.

Teaching Methodology	Multimedia Presentations, Case studies, Role play
Assessment Methods	Projects, Presentations, Practical exam

Action Plan
1. Interview with Entrepreneurs
2. Preparation of Business Plan
3. Visit Financial Institutions
4. Market Research
5. Conduct Trade Fair

Books for Study:
1. Dr.Gupta,C.B.& Dr.Srinivasan,N.P.(2016).*Entrepreneurial Development*.Sultan Chand &Sons.

Books for Reference:
1. Gardon,E & Natarajan, K.(2012).*Entrepeneurship development*. Himalaya Publishing House.
2. Desai,V.(2016).*Project Management*.(2nd Ed.). Himalaya Publishing House.
3. Hisrich, Robert,D., Manimala,J., Mathew, Peters, Michael.P .&Shepherd, DeanA.(2015).
4. *Entrepreneurship*. Tata-McGraw-Hill.

5. Desai,V.(2014).*The Dynamics of Entrepreneurial Development and Management,*(6thEd.). Himalaya Publishing House.
6. David,H. (2013).*Entrepreneurial Development,*(5thEd.).Prentice Hall.

Websites and eLearning Sources:
1. https://msme.gov.in
2. https://www.msmeonline.tn.gov.in
3. https://www.tn.gov.in/department
4. http://www.smallindustryindia.gov.in/handtools

CO No.	CO – Statements On Successful completion of this course, students will be able to	Cognitive Levels (K-Level)
CO1	Identify the Knowledge of the nature of entrepreneurship.	K1
CO2	Find out the role of financial institutions supporting entrepreneurs	K2
CO3	Apply knowledge to write the the business plans and implementation.	K3
CO4	Understand the concepts of Entrepreneurship development.	K4
CO5	Develop the awareness about various schemes and subsidies of government for entrepreneurial development.	K5

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
4	25UBU43AO02A		**Allied Optional - 2:** Entrepreneurship Development						6	4
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	2	3	1	3	2	2	1	2	2.2
CO-2	2	3	2	1	3	2	3	1	2	3	2.2
CO-3	3	2	2	2	2	2	2	2	2	2	2.1
CO-4	2	3	2	3	2	3	1	1	2	2	2.1
CO-5	3	2	3	3	2	2	3	3	3	2	2.6
Mean Overall Score											2.24
											High

Semester	Course Code	Title of the Course	Hours	Credits
4	25UBU43AO02B	**Allied Optional - 2:** Management of Micro, Small and Medium Enterprises.	6	4

Course Objectives
To analyse emerging MSME sectors, assess business opportunities using SWOT analysis, and understand legal and financial frameworks.
To understand various MSME business models, implement growth strategies, and apply risk management techniques, including cyber security measures.
To evaluate the role of Small Scale Industries (SSIs), integrate e-commerce, and leverage digital marketing strategies for MSMEs.
To identify and utilize government incentives, funding schemes, and incubation support to scale MSMEs, with a focus on women and rural entrepreneurs.
To apply AI, automation, and digital transformation strategies in MSMEs, understand export & International Business Procedures

Unit – I: MSME Ecosystem & Business Framework   (18 Hours)

Evolution and Importance of MSMEs in Economic Development - Classification &Characteristics of Micro, Small, and Medium Enterprises - Emerging Trends in MSMEs – Green Businesses, Rural Enterprises, Tech-based MSMEs - Legal & Regulatory Framework – Business Registration, Compliance, Taxation, IPR - Role of Financial Institutions & Banks in MSME Growth.

Unit – II: Entrepreneurial Development & MSME Business Models   (18 Hours)

Entrepreneurial Mind-set – Qualities & Skills for MSME Success - Types of MSME Business Models – Traditional vs. Digital MSMEs - Innovation in MSME Business Models – B2B, B2C, D2C, Subscription-based - Risk & Crisis Management in MSMEs – Financial, Operational & Market Risks - Challenges & Opportunities for MSMEs.

Unit – III: MSME Marketing & Digital Strategies   (18 Hours)

Role of Marketing in MSME Growth – Branding, Customer Relationship Management - Digital Marketing for MSMEs – Social Media, SEO, Email & Influencer Marketing - E-commerce & Online Selling Platforms for MSMEs - Product Differentiation & Competitive Strategies for MSMEs - Case Studies of Successful MSME Marketing Strategies.

Unit – IV: Government Policies, Schemes & Institutional Support   (18 Hours)

Central & State Government Policies for MSMEs - MSME Financial Support – Loan Schemes, Subsidies, Grants & Tax Benefits - Role of MSME Development Organizations, Incubation Centers & Accelerators – Start-up India, Stand-up India & Make in India Initiatives - Women & Rural Entrepreneurship – Special Incentives & Challenges.

Unit – V: Innovation, Technology & Global Expansion of MSMEs   (18 Hours)

Role of AI, Automation &Digital Transformation in MSMEs - Sustainable Business Practices & Green MSME Models - MSMEs in International Trade – Export Opportunities & Challenges - Export Documentation & International Business Procedures - Future Trends in MSMEs – Smart Manufacturing, Block chain& Global Expansion.

Teaching Methodology	Live Demonstrations of E-commerce and Digital Marketing Strategies. Guest Lectures from Industry Experts and MSME Owners. Hands-on Training on Financial Planning Tools for MSMEs. Field Visits to Start-ups and MSMEs
Assessment Methods	Projects, Presentations, Practical exam

Books for Study:

1. Gopal, R. (2021). *Entrepreneurship and MSMEs: Challenges & Opportunities*. New Age International Publishers.
2. Chandra Bose, D. (2020). *Entrepreneurship development & MSMEs*. PHI Learning.

Books for Reference:

1. Desai, V. (2019). *Small scale industries and entrepreneurship*. Himalaya Publishing House.
2. Sudarsan, K. (2018). *Management of micro, small & medium enterprises*. Vijay Nicole Imprints.
3. Saravanan, P. (2019). *Micro, small and medium enterprises in India*. New Century Publications.

Websites and eLearning Sources:

1. https://msme.gov.in
2. https://www.msmeonline.tn.gov.in
3. https://www.nsic.co.in
4. https://www.sidbi.in/en

CO No.	CO – Statements	Cognitive Levels (K-Level)
CO1	Define the key concepts, classification, and significance of MSMEs in economic development.	**K1**
CO2	Explain various MSME business models, financial planning methods, and legal compliance aspects.	**K2**
CO3	Apply risk management techniques, digital marketing strategies, and operational best practices for MSME growth	**K3**
CO4	analyse the role of government support, funding schemes, and incubation programs in MSME development.	**K4**
CO5	Evaluate the impact of technological advancements, sustainability practices, and global trade opportunities on MSMEs.	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**			**Hours/Week**			**Credits**	
4	**25UBU43AO02B**		**Allied Optional - 2:** Management of Micro, Small and Medium Enterprises.			**6**			**4**	
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	

Course Outcomes↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Scores of COs
CO-1	3	2	3	2	3	2	2	3	2	3	2.5
CO-2	2	3	2	3	2	3	2	3	2	2	2.4
CO-3	3	2	3	3	2	2	3	2	3	3	2.6
CO-4	2	3	2	2	3	2	2	2	3	2	2.3
CO-5	3	2	2	3	2	2	3	2	2	3	2.4
									Mean Overall Score		2.4
											High

Semester	Course Code	Title of the Course	Hours / Week	Credits
4	25UHE44VE04A	**Value Education - 4:** Social Ethics - 2	2	1

Course Objectives
To understand the significance of natural resources and strive to coexist harmoniously with nature.
To implement strategies for disaster management within the community.
To evaluate the significance and distinctions between science and religion.
To recognize the importance of maintaining a healthy lifestyle.
To utilize counseling techniques to address and resolve individuals' issues.

UNIT I: Harmony with Nature (6 Hours)

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

UNIT II: Issues Dealing with Science and Religion (6 Hours)

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

UNIT III: Public Health (6 Hours)

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

UNIT IV: Disaster Management (6 Hours)

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

UNIT V: Counseling for Adolescents (6 Hours)

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

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

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

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

Websites and eLearning Sources:

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

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

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UHE44VE04B	**Value Education - 4:** Religious Doctrine - 2	2	1

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

UNIT I : The Catholic Church **(6 Hours)**

UNIT II : Sacraments of Initiation **(6 Hours)**

UNIT III : Sacraments of Healing & at the Service of Community **(6 Hours)**

UNIT IV : The Christian Prayer **(6 Hours)**

UNIT V : Harmony of Religions **(6 Hours)**

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

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

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

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

Relationship Matrix										
Semester	Course Code		Title of the Course						Hours	Credits
4	25UHE44VE04B		**Value Education - 4:** Religious Doctrine - 2						2	1
Course Outcome	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	3	2	3	2	2	3	3	**2.7**
CO2	3	2	2	2	3	3	3	3	2	2	**2.5**
CO3	2	2	3	3	2	2	3	3	3	3	**2.6**
								Mean Overall Score			2.6 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UBU44SE02	**Skill Enhancement Course - 2:** Business Ethics and Corporate Social Responsibility	2	1

Course Objectives

To Define the fundamental principles of business ethics and corporate social responsibility.
To Explain the impact of ethical leadership in organizations.
To Utilize the ethical frameworks to resolve complex business dilemmas.
To Analyse global business ethics to promote a culture of integrity in organizations.
To Assess basic principles of sustainability to suggest simple ways a business can reduce waste.

Unit – 1: Introduction to Business Ethics & CSR   (6 Hours)

Business Ethics – Meaning, definition, need and importance - Ethical Frameworks in business - Defining CSR - The Triple Bottom Line: People, Planet, Profit - CSR Strategies and Implementation - *J. R. D. Tata's Vision for Business and Society**

Unit – 2: Ethical Leadership   (6 Hours)

Defining ethical leadership - importance in creating an ethical organizational culture - The role of leaders in promoting ethical behavior and decision-making - Different leadership styles and their impact on ethical conduct - *Chanakya's Arthashastra**

Unit - 3: Ethical Decision Making & Compliance Programs   (6 Hours)

Ethical Decision-Making Models - Developing Ethical Leadership Skills - Creating Effective Ethics Programs - Compliance and Legal Requirements - Monitoring and Enforcement

Unit - 4: Global Business Ethics   (6 Hours)

Cultural Differences in Ethics - Ethical Issues in International Business - Emerging Ethical Challenges - The Role of Technology in Ethics - Promoting a Culture of Integrity.

Unit - 5: Sustainability and Environmental Ethics   (6 Hours)

Environmental Impact of Business - Sustainable Business Practices - Case Studies on Green Initiatives.

Teaching Methodology	Multimedia Presentations, Case studies, Role play
Assessment Methods	Projects, Presentations, Practical exam

Books for Study:
1. Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2019), Business ethics: Ethical decision making & cases, Cengage Learning.
2. Crane, A., & Matten, D. (2020), Business ethics: Managing corporate citizenship and sustainability in the age of globalization, Oxford University Press.
3. Trevino, L. K., & Nelson, K. A. (2021), Managing business ethics: Straight talk about how to do it right, Wiley.

Books for Reference:
1. Beauchamp, T. L., & Bowie, N. E. (2017), Ethical theory and business, Pearson.
2. Boatright, J. R. (2018), Ethics and the conduct of business, Pearson.
3. Velasquez, M. G. (2020), Business ethics: Concepts and cases, Pearson.

Websites and eLearning Sources:
1. https://www.investopedia.com/terms/b/business-ethics.asp
2. https://www.indeed.com/career-advice/career-development/business-ethics
3. https://online.marquette.edu/business/blog/what-are-the-12-ethical-principles-for-business-executives

	Course Outcomes	
CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K- level)**
CO-1	Define the fundamental principles of business ethics and corporate social responsibility (CSR)	**K1**
CO-2	Explain how ethical leaders influence employee behavior, decision-making, and organizational performance.	**K2**
CO-3	Identify the strengths and limitations of different ethical frameworks in resolving business ethics dilemmas.	**K3**
CO-4	Analyze global business ethics to promote a culture of integrity in organizations.	**K4**
CO-5	Evaluate the economic, social, and environmental benefits of implementing sustainable practices in business.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**				**Hours/Week**		**Credits**		
4	**25UBU44SE02**		**Skill Enhancement Course – 2:** Business Ethics and Corporate Social Responsibility				**2**		**1**		
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO-5**	
CO-1	3	3	3	3	2	3	2	3	2	3	2.7
CO-2	2	3	3	3	2	3	3	2	3	2	2.6
CO-3	2	2	3	3	3	2	3	3	2	3	2.5
CO-4	2	2	2	3	3	2	3	2	3	3	2.6
CO-5	3	3	3	3	3	3	3	3	2	3	2.9
Mean Overall Score											**2.66 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UBU44SL03	**Self Learning:** Advertising and Sales Promotion	0	2

Course Objectives
To identify the fundamental definitions, objectives, and functions of advertising, including its role in the marketing mix.
To explain key advertising concepts such as media types, consumer response models (e.g., AIDA, hierarchy of effects), and the elements of brand equity.
To construct effective advertisements by applying principles of copywriting, creative strategy, and budgeting techniques.
To analyse media planning strategies and sales promotion concepts to determine their effectiveness and impact on consumer behaviour.
To critically evaluate the integration and ethical implications of AI in advertising, proposing innovative AI-driven advertising strategies.

UNIT-I - Introduction to Advertising

Definition – Advertising: meaning, objectives, roles and functions – Advertising in the Marketing Mix – Advertising decisions – Types of Advertising – Economic, social, and ethical issues – DAGMAR approach – Integrated Marketing Communication – Strategic integration of marketing and promotional functions – Relationship between product mix and promotion mix.

UNIT-II - Advertising Media

Definition – Media types, characteristics, merits, and limitations – Types of media: press, broadcasting, outdoor, and others – Response Process in Advertising: Consumer and mental processes in buying – AIDA model, Hierarchy of effects model, Information processing model – Brand and Brand Equity: Definition of branding and characteristics of a good brand.

UNIT-III - Construction of an Advertisement

Definition – Advertisement visualization and copy – Basic approaches to copywriting – Types of copies, headlines, illustrations, and layout – Principles governing copywriting – Advertising Budgeting: Top-down and build-up approaches – Methods of advertising – Advertising Creativity: Meaning, creative strategy, creative tactics, advertising appeals, USP theory of creativity, and copywriting.

UNIT-IV - Media Planning Strategy& Sales Promotion

Media planning and scheduling strategy – Media planning parameters, media mix, media characteristics – Selection, evaluation, and scheduling of media – Evaluation of advertising effectiveness: Need, purpose, pre-testing, and post-testing techniques – Advertising agencies: Importance, role, functions, agency commission and fee, types of ad agencies.Sales Promotion: Definition, nature, objectives, and significance – Promotional Mix: Consumer-oriented and trade-oriented promotions – Promotional Tools.

UNIT-V - AI in Advertising

Introduction to AI in Advertising – Overview of AI-powered advertising tools and technologies – AI for customer segmentation, targeted advertising, and personalization – Programmatic ad buying, real-time bidding, and ad optimization using AI – AI for creative content generation: Chatbots, automated social media management, and generative design tools – Ethical, legal, and social considerations of using AI in advertising – Case studies and emerging trends in AI-driven advertising strategies.

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Group Project

Books for Study:

1. Chunawalla S.A., Kumar K.F. &Sethia K.C. (2004). *Advertising theory & Practice*. Himalaya Publishing House.
2. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective (12th ed.)*. McGraw-Hill Education.
3. Sterne, J. (2017). *Artificial Intelligence for Marketing: Practical Applications*. Wiley.

Books for Reference:

1. Wells, W., Burnett, J., & Moriarty, S. (2018). *Advertising (13th ed.)*. Pearson.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital and Social Media Marketing: A Strategic Approach (7th ed.)*. Pearson.
3. Geskey, R. D. (2017). *Media Planning & Buying in the 21st Century*. Routledge.

Websites and E-Learning Sources:

1. https://www.bdu.ac.in/cde/SLM/MBA/MBA%20IV%20Semester/ELECTIVES/MARKETING/Advertising%20and%20Sales%20Promotion.pdf
2. https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/Marketing/3AdvertisingandSalesPromotion.pdf

Course Outcomes		
CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K- level)**
CO-1	Identify the fundamental definitions, objectives, and functions of advertising, including its role in the marketing mix.	**K1**
CO-2	Explain key advertising concepts such as media types, consumer response models (e.g., AIDA, hierarchy of effects), and the elements of brand equity.	**K2**
CO-3	Construct effective advertisements by applying principles of copywriting, creative strategy, and budgeting techniques.	**K3**
CO-4	Analyse media planning strategies and sales promotion concepts to determine their effectiveness and impact on consumer behaviour.	**K4**
CO-5	Critically evaluate the integration and ethical implications of AI in advertising, proposing innovative AI-driven advertising strategies.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
4	**25UBU44SL03**		**Self Learning:** Advertising and Sales Promotion							**0**	**2**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	3	3	2	3	2	3	2	3	2.7
CO-2	2	3	3	3	2	3	3	2	3	2	2.6
CO-3	2	2	3	3	3	2	3	3	2	3	2.5
CO-4	2	2	2	3	3	2	3	2	3	3	2.6
CO-5	3	3	3	3	3	3	3	3	2	3	2.9
									Mean Overall Score		**2.66 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
5	25UBU53CC10	**Core Course - 10:** Business Communication	6	4

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

UNIT I Introduction to Business Communication   (18 Hours)

Introduction to Business Communication, Types, Channels and Barriers. 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

UNIT II Written Communication   (18 Hours)

Formal letters and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, CVs and Job application Letters, cover letters, resume, Resignation Letters. Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; E-mail etiquettes.

UNIT III Report Writing   (18 Hours)

Report Writing: Types of Business Reports, Formal Report - Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Project Reports, Business Proposals; Summarizing Annual Reports of Companies, Drafting Agenda and Minutes of a Meeting;

UNIT IV Negotiation Skills and Cross-Cultural Communication   (18 Hours)

Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation; Corporate Communication - Impact of globalization on organizational communication; Geert Hofstede Cross-Cultural frameworks, Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication.

UNIT V Contemporary Communication   (18 Hours)

Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship –digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts.

Teaching Methodology	Group Presentations, Individual Presentations, Role play
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Books for Study:
1. Tiwari, A. (2021). Communication skills in English (with lab manual). Khanna Book Publishing Co. Pvt. Ltd.
2. Lesikar, R. V., & Flatley, M. E. (2015). Business communication: Connecting in a digital world (13th ed.). McGraw Hill Education (India) Private Limited.

Books for Reference:
1. Culture as Communication (2001) by Stever Robbins
2. Mukerjee, H. S. (2016). Business communication: Connecting at work (2nd ed.). Oxford University Press.
3. Bisen and Priya – Business Communication (New Age International Publication)
4. P.D. Chaturvedi – Business Communication (Pearson Education, 3rdEdition).
5. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition).

Websites and eLearning Sources:

1. Culture as Communication (2001) by Stever Robbinshttps://hbsp.harvard.edu/product/C0108A-HCB-ENG
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press| BEP336-PDF-ENG | https://hbsp.harvard.edu/product/BEP336- PDF-ENG
3. https://www.elearninglearning.com/communication/

CO No	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Recognize the concepts and principles for effective oral and written communication.	K1
CO-2	Interpret strategies to adopt and develop communication skills in various models of work place.	K2
CO-3	Use skills relating to speaking, writing, and listening in order to maximize confidence and core strengths.	K3
CO-4	Correlate leadership skills and make use of opportunities for career growth.	K4
CO-5	Enable students appraise and plan modern communication methods related to the corporate world.	K5

Relationship Matrix											
Semester	**Course Code**			**Title of the Course**					**Hours**		**Credits**
5	25UBU53CC10			Core Course - 10: Business Communication					6		4
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.5
CO-2	3	2	3	2	2	3	2	3	2	3	2.5
CO-3	2	3	2	2	3	2	3	2	3	2	2.4
CO-4	3	2	3	2	3	3	2	2	2	3	2.5
CO-5	2	3	2	3	2	2	3	3	3	2	2.5
									Mean Overall Score		2.48
											High

Semester	Course Code	Title of the Course	Hours	Credits
5	25UBU53CC11	**Core Course - 11:** Business Law	6	4

Course Objectives
To enlighten the students on the basic principles and legal aspects of business laws
To promote the understanding of various legislations relating to contracts
To make them acquire knowledge on Indian Partnership Act
To educate on the mechanisms for consumer protection under the Consumer Protection Act and the importance of IPR.
To develop a comprehensive understanding of the regulatory framework for companies as defined by the Companies Act.

UNIT I - Introduction to Business Law (18 Hours)

Meaning, nature, and scope of business law - Indian Contract Act 1872 - Essentials of a valid contract - Types of contracts- Offer and acceptance, consideration, capacity to contract, free consent - Performance and discharge of contracts - Remedies for breach of contract Amendment of 2017 – Key changes.

UNIT II - Sale of Goods Act (18 Hours)

Sale of goods Act - Definitions – Goods, Sale, Agreement to sell – Conditions and Warranties – Doctrine of Caveat Emptor Rights and remedies in case of breach – Rights of Unpaid Seller. Negotiable Instruments – Definition, Types - Promissory note, bill of exchange, and cheque

UNIT III   Indian Partnership Act, 1932 (18 Hours)

Indian Partnership Act, 1932 - Amended up to act 34 of 2019 – Partnership - Definition–Formation – Types - Partnership at will – Particular Partnership – Rights & Duties of Partners – Dissolution of Partnership firm.

UNIT IV   Consumer Protection Act 1986 (18 Hours)

Consumer Protection Act 1986: Definitions – consumer, consumer dispute, Complaint Procedure, defect, deficiency, and service - Remedies, Consumer Protection Council. Intellectual Property Rights (IPR) Laws - Introduction to IPR: Patents, trademarks, copyrights.

UNIT V   Companies Act 2013. (18 Hours)

Companies Act 2013 - Meaning, Definition of a company- Kinds of Companies – Memorandum of Association - Articles of Association- Prospectus - Company Meetings, Resolutions and Meetings.

Teaching Methodology	Multimedia Presentations, Chalk and Talk, Case studies and Problem-Based Learning.
Assessment Methods	Quiz Test, Moot Court Competitions and Open Book Test.

Books for Study:
1. Business Laws- N.D. Kapoor, 2019, S.Chand & Company Ltd., New Delhi

Books for Reference:
1. Shukla, M. C. (2004). A manual of mercantile law (13th ed.). S. Chand & Company Ltd.
2. Kaur, H. (2013). Business and corporate laws. Lexis Nexis.
3. Sundaram, S. M. (2006). Industrial law (5th ed.). SreeMeenakshi Publications.
4. Ahuja, V. K. (2017). Law relating to intellectual property rights.
5. Bhandari, M. K. (2021). Law relating to intellectual property rights (IPR).
6. Bayern, S. (2021). Business law beyond business. Journal of Corporation Law, 46, 52

Websites and eLearning Sources:
1. https://www.coursera.org/browse/social-sciences/law
2. https://www.edx.org/learn/business-law
3. https://www.icsi.edu/media/webmodules/EC_IPL.pdf
4. Tulsian's Business Law For Ca Foundation, 3Rd Edition [3 ed.] 9789353163150
5. https://e-book.icsi.edu/default.aspx

CO NO.	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Define the law of contract and relate the important business laws in India to manage the businesses efficiently.	K1
CO-2	Relate the concepts of Business Law to familiarize the students with the legal scenario of doing business in India.	K2
CO-3	Apply the concepts of Business law while carrying on day to day business activities	K3
CO-4	Analyse the Law of contract, sale of goods Act, Partnership Act and Companies Act and simplify the Business.	K4
CO-5	Evaluate the analytical skills of students on their understanding of the concepts of Legal Aspects of Business.	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**	
5	25UBU53CC11		Core Course - 11: Business Law						6	4	
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	3	2	2	3	2	2	3	2	2.3
CO-2	3	2	2	3	2	2	2	3	3	2	2.4
CO-3	2	3	2	3	2	3	3	2	2	3	2.5
CO-4	2	2	3	2	3	2	2	2	3	2	2.3
CO-5	3	3	2	2	2	3	2	2	2	3	2.4
										Mean Overall Score	2.38
											High

Semester	Course Code	Title of the Course	Hours	Credits
5	25UBU53CC12	**Core Course - 12:** Organisational Behaviour	6	3

Course Objectives
To know the concepts of Organization behaviour
To study the individual behavioural of the person
To develop the personality of a person
To know the causes of stress and manage it
To manage the organizational change

UNIT I   Introduction to OB   (**18 Hours**)

Introduction to Organizational Behavior: Definition, Importance, Scope, models of OB - Various Disciplines contributing to OB.

UNIT-II-Individual-Behaviour & Personality   (**18 Hours**)

Concept of Individual Behavior: Personality- Meaning Definition, Types- (extrovert and introvert) Determinants- Role of Heredity and environment- Development of personality (Sigmund fraud's psycho analysis) - Perception- Meaning - Perceptual Process.

UNIT III Motivation   (**18 Hours**)

Motivation: Definition, Importance, Motives – Characteristics, Types of motives - Primary & Secondary motives. Theories of Motivation – (Maslow's and Herzberg's theory). Morale - Definition and relationship with productivity - Morale Indicators.

UNIT-IV-Group Dynamics &Conflict Management   (**18 Hours**)

Meaning, definition - Theories of Group Formation, Types (Formal and Informal Groups) Conflict Management: Definition. Traditional Vs Modern view of conflict – Types of conflict – Intrapersonal, Interpersonal, and Organizational. Constructive and Destructive conflict.

UNIT-V-Stress Management & Organizational Change   (**18 Hours**)

Stress meaning, definition, Stress management: Definition, Symptoms, Measurement of Stress- Sources and consequences of stress- Stress and task performance- Strategies for coping with stress- Yoga and Meditation for Stress Relief- Organizational Change: Meaning and definition - Why organizational change- Resistance to Change -Managing Resistance.

Teaching Methodology	Multimedia Presentations, Chalk and Talk, Case studies and Problem-Based Learning.
Assessment Methods	Quiz Test, Open Book Test, Role Play.

Book for Study:
1. Aswathappa, K. (2024). Organizational behaviour (14th ed.). Himalaya Publishing House.

Books for Reference:
1. Stephen P. Robbins – Organisational Behaviour – 11th edition (2005) - Pearson Education India, New Delhi.ISBN: 9780132834872
2. Fred Luthans – Organisational Behaviour – 12th Edition (2010) – Tata McGraw Hill, New Delhi. ISBN : 9780073530352
3. Sekaran, U. (2012). Organizational behaviour. Tata McGraw Hill.
4. Bhattacharya, D. K. (2016). Organization behaviour. Oxford University Press.
5. Khanka, S. S. (2013). Organisational behaviour (4th ed.). S Chand & Co Ltd.

Websites and eLearning Sources:
1.https://www.investopedia.com/terms/o/organizational-behavior.asp
2.https://www.jsscacs.edu.in/sites/default/files/Department%20Files/introduction%20of%20OB%20unit%201%20%281%29.pdf
3.https://onlineamrita.com/blog/what-is-organizational-behavior-ob-its-need-and-importance/

CO No.	CO- Statement	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Identify and learn the fundamental concepts of Organization behaviour	K1
CO-2	Relate the behavioural concepts in organization	K2
CO-3	Discover the leadership skills	K3
CO-4	Connect the knowledge about organizational Climate and change	K4
CO-5	Reframe the contemporary changes of organizational behaviour.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
5	25UBU53CC12		Core Course - 12: Organisational Behaviour						6	3	
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	2	2	3	2	3	3	2	2	2	2.4
CO-2	3	3	2	2	2	3	3	1	2	1	2.2
CO-3	2	3	3	3	1	2	3	3	3	1	2.4
CO-4	3	3	3	2	2	2	2	2	3	3	2.5
CO-5	3	2	2	2	3	3	3	2	2	3	2.5
									Mean Overall Score		2.4
											High

Semester	Course Code	Title of the Course	Hours	Credits
5	25UBU53ES01A	**Discipline Specific Elective - 1:** EXIM Policy and Documentation	4	3

Course Objectives
To Gain an in-depth understanding of the processes involved in exporting goods.
To Learn about the documentation requirements for exporting goods, including commercial invoices, bills of lading, and other relevant documents.
To Understand the legal requirements and regulations governing export transactions.
To Learn how to navigate through the export procedure, from preparation to shipment.
To Develop skills to effectively manage export transactions, including risk management, payment terms, and logistics.

Unit 1: Introduction to Imports and Exports   (12 Hours)

Introduction Role of exports and imports in economic development, Composition of India's foreign trade, Features and Rationale of Export Business, Essentials for Starting Export Business.

Unit 2: Export Procedure   (12 Hours)

Export Procedure: Registration of exporters, Export documentation (principal, auxiliary and regulatory documents) - Certificates, Bills and clearances - insurance cover - Role of ECGC (Export Credit Guarantee Corporation)

Unit 3: Quality control and pre shipment   (12 Hours)

Quality control and pre shipment inspection, HS System of classification and coding, Application of Electronic Data Interchange System (EDI) in export documentation.

Unit 4: Institutional Support for Export   (12 Hours)

Institutional Support for Export: Infrastructural facilities- Export Promotion organizations (EPC, EPZ, SEZ, FIEO, APEDA) - Role of Directorate General of Foreign Trade (DGFT) - Categorization of export houses.

Unit 5: Export Financing   (12 Hours)

Export Financing: Pre and post shipment finance, Role of EXIM bank, Mode of payment in international trade- Export pricing and terms

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Books for Study:
1. Export Management, Himalaya Publishing House, Divya Singh and Amit Gautam
2. Export Manual, Nabhi
3. International Marketing Management, Phillip R. Cateore and John M. Hess
4. Ministry of Commerce, Govt. of India, Hand book of Export-Import Procedures

Books for Reference:
1. Sudha, P., & Pradeep, V. (2023). A Study on Export Documentation and Clearance Process at Logistics Company. Central Asian Journal of Innovations on Tourism Management and Finance, 4(10), 165-182.
2. Kahiya, E. T., & Dean, D. L. (2016). Export stages and export barriers: Revisiting traditional export development. Thunderbird International Business Review, 58(1), 75-89.

Websites and eLearning Sources:
1. M.S. Auto India- Documentary Credit https://www.scribd.com/document/444129562/IB-assignment-7-M-S-AutoCase-Study-1
2. M/S Taneja Exports, Mumbai- Foreign Trade https://www.scribd.com/presentation/318981947/Case-Study
   *Mode of Evaluation: Continuous Internal Assessments

CO No.	CO- Statement	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Recognize the fundamentals of export regulations.	**K1**
CO-2	Identify the key documents required for export of goods	**K2**
CO-3	Apply the principles of infrastructural set-up during overseas trade	**K3**
CO-4	Assess the role of export financing to develop strategies for managing export transactions efficiency.	**K4**
CO-5	Appraise the Institutional Support for Export.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
5	**25UBU53ES01A**		**Discipline Specific Elective - 1:** EXIM Policy and Documentation						**4**		**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	2	3	2	2	3	2	2	3	2	2.3
CO-2	3	2	2	3	2	2	2	3	3	2	2.4
CO-3	2	3	2	3	2	3	3	2	2	3	2.5
CO-4	2	2	3	2	3	2	2	2	3	2	2.3
CO-5	3	3	2	2	2	3	2	2	2	3	2.4
									Mean Overall Score		2.38
											High

Semester	Course Code	Title of the Course	Hours	Credits
5	**25UBU53ES01B**	**Discipline Specific Elective - 1:** International Ventures, Mergers & Acquisitions	**4**	**3**

Course Objectives
To Comprehend the strategic, financial, and organizational aspects of international ventures.
To Examine the key theories, strategies, and practical considerations involved in M&A transactions.
To Understand the challenges and opportunities of operating across borders in a global context.
To Apply financial and legal concepts to international ventures and M&A transactions.
To Integrate theoretical knowledge with practical considerations to develop effective strategies for international ventures and M&A transactions.

Unit 1: Introduction to International ventures   (12 Hours)

Introduction Routes to go International: Exporting, Licensing, Franchising, Manufacturing, Assembly Operations, Management Contract, Turnkey Operations, Wholly-owned subsidiaries, Joint Ventures, Mergers and Acquisitions

Unit 2: International Joint Ventures   (12 Hours)

International Joint Ventures: Definition, characteristics, and objectives of International Joint Ventures; Motives and types of Joint Venture and Joint venture agreements; Key considerations in selecting International Joint Venture partners; Challenges and risks in joint venture management.

Unit 3: Mergers and Acquisitions   (12 Hours)

Mergers and Acquisitions: concepts and motives – Types and stages of M&A – Cross border M&A considerations – Post merger integration strategies and challenges

Unit 4: Mergers and Acquisitions: Financing and Implementation   (12 Hours)

Financing Mergers and Acquisitions - M&A Process and Integration - Demerger and Takeover – Types and strategy - Ethics and Governance in M&A

Unit 5: Valuation of Mergers and Acquisitions   (12 Hours)

Valuation of Mergers and Acquisitions: Factors affecting valuation - Methods of valuation - cash flow approaches, economic value added (EVA), sensitivity analysis; Valuation under takeover regulation. **(Theory only)**

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Books for Study:
1. International Financial Management. PHI., Amit Gautam, Twinkle Jaiswal, Aditya Keshari
2. Takeovers, restructuring and corporate governance (4th ed.). Pearson Education India., Fred, W. J.
3. Creating Value from Mergers and Acquisitions (2nd ed.). Pearson Education, Sudarsanam S.
4. International Mergers and Acquisitions: A Reader, Cengage Learning, Buckley, J. P. &Ghauri N.P.

Books for Reference:
1. Andrade, G., Mitchell, M., & Stafford, E. (2001). New evidence and perspectives on mergers. Journal of economic perspectives, 15(2), 103-120.
2. Datta, D. K., Pinches, G. E., & Narayanan, V. K. (1992). Factors influencing wealth creation from mergers and acquisitions: A meta-analysis. Strategic management journal, 13(1), 67-84. Hansen, R. G. (1987). A theory for the choice of exchange medium in mergers and acquisitions. Journal of business, 75-95.
3. Nahavandi, A., &Malekzadeh, A. R. (1988). Acculturation in mergers and acquisitions. Academy of management review, 13(1), 79-90. 5. Schwert, G. W. (1996). Markup pricing in mergers and acquisitions. Journal of Financial economics, 41(2), 153-192.

CO No.	CO- Statement	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Understand the key theories, concepts of international ventures, mergers and acquisitions	K1
CO-2	Identify the Challenges and risks in joint venture management.	K2
CO-3	Demonstrate critical thinking skills by proposing solutions to real-world international business issues.	K3
CO-4	Illustrate strategies for successful post-merger integration and navigate cultural, legal, and regulatory challenges in international business environments.	K4
CO-5	Evaluate market opportunities, select appropriate entry routes, and assess risks associated with global expansion	K5

Relationship Matrix											
Semester	**Course Code**	**Title of the Course**							**Hours**	**Credits**	
5	25UBU53ES01B	Discipline Specific Elective - 1: International Ventures, Mergers & Acquisitions							4	3	
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	3	2	3	2	2	3	2	3	2.5
CO-2	2	3	2	3	2	3	2	3	2	2	2.4
CO-3	3	2	3	3	2	2	3	2	3	3	2.6
CO-4	2	3	2	2	3	2	2	2	3	2	2.3
CO-5	3	2	2	3	2	2	3	2	2	3	2.4
									Mean Overall Score		2.4
											High

Semester	Course Code	Title of the Course	Hours	Credits
5	25UBU53ES02A	**Discipline Specific Elective - 2:** Financial Planning and Investment Management	4	3

Course Objectives
To inculcate knowledge on financial planning and investments.
To provide information on the various kinds of investment avenues.
To introduce the students to various financial regulatory authorities.
To impart knowledge on Stock Markets.
To provide insight on Portfolio construction and management.

UNIT I Introduction to Financial Planning (12 Hours)

Financial Planning – Importance of financial planning- Financial planning process-Smart Goals – Risk Vs Return - Saving Vs Investment. Investment – principles – various kinds of investment - Investment Strategies and sources of Investment information

UNIT II Introduction to stock exchanges and SEBI (12 Hours)

Securities and Exchange Board of India– Objectives–Functions– SEBI Guidelines. 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 –Stock Exchange – Derivatives

UNIT III Classification of Stock Markets (12 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 Index – Insider Trading.

UNITV Options and future trades (12 Hours)

Option – Meaning – Types – Option Trading – Margins Valuation of options – Valuation of put option – Index option - Hedgers and speculators – Future contracts – Future Markets – Spot prices - Forward prices Vs Future Prices- Future Vs Options.

UNIT V Introduction to Portfolio analysis (12 Hours)

Portfolio analysis meaning and concepts – Portfolio Construction & Management - Portfolio Evaluation.

Teaching Methodology	Multimedia Presentations, Case studies, Problem solving, stock market analysis
Assessment Methods	MCQs, Assignments, Quiz, Projects, News Paper Analysis

Action Plan (Practical Work):
1. Identify the types of Deposits, Government Schemes, Bonds, debentures, Mutual funds and Insurance policies
2. Practical Learning in the field of Capital and Money Market
3. Day To-Day Practices of Stock Market
4. Model Demo of Share Trading
5. Online Trading
6. Spot Trading and DMA

Books for Study:
1. Khan, M. Y. (2016). Indian financial system. Tata McGraw-Hill.

Books for References:
1. Rustagi, R. P. (2010). *Financial analysis and financial management*.
2. Varshney, P. N., & Mittal, D. K. (2015). *Indian financial system*. Sultan Chand & Sons. (Note: Year of publication is missing. If available, please add it.)
3. Gomez, C. (2012). *Financial markets, institutions and financial services*. PHI Learning Private Limited.
4. Bhalla, V. K. (2012). *Investment & securities markets in India*. Himalaya Publishing House.

5. Hull, J. C. (2016). Options, futures, and other derivatives (9th ed.). Pearson.
6. Indian Institute of Banking & Finance. (2017). Introduction to Financial Planning (4th ed.)

Websites and eLearning Sources:
1. www.sebi.gov.in
2. www.rbi.org.in
3. www.amfindia.com
4. www.mcx-sx.com
5. www.investor.sebi.gov.in
6. www.nseindia.com
7. www.federalreserve.gov.in
8. www.bseindia.com

CO.No	CO- Statement	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Identify investment and financial market and identifying new investment opportunities	K1
CO-2	Classify the Primary and secondary security markets	K2
CO-3	Discover the trading mechanism process and developing investment practices in the stock market	K3
CO-4	Take part in secondary market and experimenting with day to day trading	K4
CO-5	Plan and adapt investment ideas and re frame the portfolio.	K5

Relationship Matrix										
Semester	**Course Code**	**Title of the Course**							**Hours**	**Credits**
5	25UBU53ES02A	Discipline Specific Elective - 2: Financial Planning and Investment Management							4	3
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	3	3	3	2	2	3	3	3	2	2.6
CO-2	3	2	3	3	3	3	3	3	2	2	2.7
CO-3	3	3	3	3	3	3	2	3	3	3	2.9
CO-4	3	2	2	3	2	2	2	3	3	2	2.4
CO-5	3	3	2	3	3	3	3	2	3	2	2.7
									Mean Overall Score		2.66
											High

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	25UBU53ES02B	**Discipline Specific Elective - 2:** Accounts Assistant (NSQF Based Course)	4	3

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

UNIT I: Introduction to Accounts Assistant (15 Hours)

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

UNIT II: Financial Accounting and Reporting (15 Hours)

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

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

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

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

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

UNIT V: Employability Skills (15 Hours)

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

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

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

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

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

Relationship Matrix									

Semester	Course Code		Title of the Course						Hours	Credits
5	25UBU53ES02B		**Discipline Specific Elective - 2:** Accounts Assistant (NSQF Bassed Course)						4	3

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	3	2	1	2	1	2.1
CO2	3	2	3	3	2	3	2	2	2	1	2.3
CO3	3	2	3	2	3	3	3	3	3	3	2.6
CO4	3	2	3	2	2	3	3	3	2	1	2.6
CO5	3	2	2	3	3	3	3	3	3	1	2.6
									Mean Overall Score		2.6 (High)

Semester	Course Code	Title of the Course	Hours	Credits
5	**25UBU54OE01A**	**Open Elective - 1 (WS):** Global Supply Chain Management	**4**	**2**

Course Objectives
To introduce the key aspects of supply chain management
To familiarize with the drivers of Supply chain.
To analyse the supply and demand factors.
To develop an understanding of the importance of transportation and networks.
To understand the role of information Technology in Supply Chain Management.

UNIT I   Introduction to Supply Chain   (12 Hours)

Understanding Supply Chain - Objectives- importance Decision phases – Process view of a supply chain – Supply chain performance - Competitive and supply chain strategies- Achieving strategic fit-. Global supply chain transfer price and tax.

UNIT II   Drivers of Supply Chain   (12 Hours)

Drivers of Supply Chain Performance: Framework for structuring drivers- Facilities Inventory- Transportation- Information- Sourcing- Pricing -and overview of Network Design in the Supply Chain Network design in Uncertain Environment. global supply chain cost drivers.

UNIT III   Supply and demand factors   (12 Hours)

Aggregate Planning and Managing Supply- Demand and Inventory: Aggregate Planning in a Supply Chain strategies- Implementation Responding to predictable variability in supply chain – Managing Supply – Managing Demand – Overview of managing cycle inventory, safety inventory in supply chain.

UNIT IV   Transportation and networks   (12 Hours)

Sourcing and Planning Transportation Networks in Supply Chain: Sourcing decision in supply chain: Role of sourcing – in-house or outsource – – Party Logistics providers – Supplier scoring and assessment – Transportation in Supply Chain: – Logistics - Design options- - risk – Trade-offs in transportation design.

UNIT V   Information Technology and Supply Chain management   (12 Hours)

Information Technology in a Supply Chain: Information technology in a supply chain- role framework- Customer relationship management- Internal supply chain management- Supplier relationship management – Overview of recent trends in Supply Chain: e-SRM- e-LRM- e-SCM.

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Book for Study:
1. Sunil Chopra and Peter Meindl. (2012), Supply Chain Management: Strategy, Planning, and Operations (5th Edition) by Prentice Hall, New Delhi.

Book for Reference:
1. Chase, Shankar & Jacob (2010), Operations & Supply Chain Management, 14[th]Edition, McGraw Hill.
2. Alan Ruston, Phil Crouches, Peter Baker, 'The Handbook of Logistics and Distribution Management Kogan page.
3. Shah, J. (2016), Supply chain management: Text and Cases (2e), Pearson Education India
4. Hugos, M H (2007), Essentials of Supply chain Management (3rd ed.), New Delhi: Wiley.
5. Coyle J.J., Langley Jr. C.J.Novack R.A. and Gibson B.J. (2013), Managing supply chains-A logistics approach (9[th]ed.), Cengage Learning.

Websites and eLearning Sources:
1. https://en.wikipedia.org/wiki/Global_supply_chain_management
2. https://www.prologis.com/global-supply-chain-management
3. https://nimbuspost.com/blog/global-supply-chain-management-gscm-a-comprehensive-guide/

CO No.	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to:	
CO-1	Remember the concepts of Supply Chain Management from a global, multi-dimensional perspective	K1
CO-2	Analyze a company's strategic focus, its customer demand profiles, and its core competencies to design a supply chain that supports its business model.	K2
CO-3	Interpret the global company's key business functions, business processes, and stakeholders.	K3
CO-4	Illustrate the key activities that differentiate business practices from other countries – and how they affect management of the supply chain.	K4
CO-5	Evaluate how world-class companies encourage collaboration among international business partners.	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**				**Hours**			**Credits**	
5	25UBU54OE01A		Open Elective - 1 (WS): Global Supply Chain Management				4			2	
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	3	2	2	3	2	2	2	2	2.2
CO-2	3	2	2	2	3	2	3	3	1	2	2.3
CO-3	3	2	2	2	2	3	3	2	2	3	2.4
CO-4	2	3	2	3	2	3	1	1	2	2	2.1
CO-5	2	2	2	3	2	2	2	1	1	3	2
									Mean Overall Score		2.2
											High

Semester	Course Code	Title of the Course	Hours	Credits
5	**25UBU54OE01B**	**Open Elective – 1 (WS):** Start-ups and Small Business Management	**4**	**2**

Course Objectives
To analyse emerging start-up sectors, assess business opportunities using SWOT analysis, and understand legal aspects.
To understand growth strategies, and implement risk management techniques, including cyber-security measures.
To evaluate the role of SSIs, integrate e-commerce and social media marketing into small businesses.
To identify and leverage government incentives, funding schemes, and incubator support to scale small businesses and start-ups, with a focus on women entrepreneurs.
To apply AI, automation, and digital transformation strategies in start-ups, understand export procedures, and analyse the impact of policies such as Start-up India and Digital India.

Unit – I Business Opportunity & Legal Framework for Start-ups (12 Hours)

Identification of Business opportunity for Small Enterprise – SWOT Analysis –Emerging Sectors (AI Start-ups, Green Energy, Sustainable Businesses) - Bootstrapping vs. Fundraising– Legal Aspects of Start-ups – Business Registration, Intellectual Property Rights (IPR), Compliance & Taxation.

Unit – II Start-up Business Models & Risk Management (12 Hours)

Small Business – Definition – Features – Quality of Small Businessmen –Characteristics of Successful Small Businessmen– Steps in Setting up a Small Business – Types of Start-up Business Models – B2B, B2C, D2C, Subscription-based, Freemium - Risk Management in a Post-Pandemic World, Cyber security Challenges – Strategies for Growth, Challenges of Traditional Business vs. New Start-ups.

Unit – III Small Scale Industries (SSI) & Digital Business Growth (12 Hours)

Concepts and Definitions of Small Scale Industries (SSIs) – Role of SSIs – Recent Government Policy and Development –E-commerce Integration, Social Media Marketing – Reservation of items for SSI – Problems – Sickness of SSI: Causes, Symptoms and Cures - Social Media Strategies, Influencer Marketing

Unit – IV Government Support &Start-up Ecosystem (12 Hours)

Central, State and Other Institutional Support for MSMEs – Updated Policies & Digital Loan Schemes for MSMEs – Incentives and Subsidies –Start-up Accelerators, Incubators, and Innovation Hubs - Women-Led Start-ups.

Unit – V Technology, Innovation & International Business in Start-ups (12 Hours)

Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – Integration of AI & Automation, Digital Transformation. – Innovation, Digital Skills, Sustainability in Business - Latest Policies on MSMEs, Start-up India, Stand-up India, Digital India Initiative.

Teaching Methodology	Group Assignments and Presentations, Business pitch simulations, Workshops on Digital & Business Tools, Interaction with Successful Entrepreneurs, Field Visits to Start-ups and MSMEs
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Books for Study:
1. Jayshree Suresh, *Entrepreneurial Development*, Margham Publication, 2019.
2. Raj Shankar, *Essentials of Entrepreneurship*, Vijay Nicole Private Limited, 2019.
3. Eric Ries, *The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Crown Business, 2011.

Books for Reference:
1. Eter Thiel, *Zero to One: Notes on Start-ups, or How to Build the Future*, Virgin Books, 2014.
2. Prachi Garg, *Start-up India: The Complete Guide to Launching & Growing Your Business*, Bloomsbury India, 2017.

3. Thomas Eisenmann, *Why Start-ups Fail: A New Roadmap for Entrepreneurial Success*, Currency, 2021.
4. Steve Blank & Bob Dorf, *The Start-up Owner's Manual: The Step-by-Step Guide for Building a Great Company*, K&S Ranch, 2012.
5. Ash Maurya, *Running Lean: Iterate from Plan A to a Plan That Works*, O'Reilly Media, 2012.

Websites and eLearning Sources:
1. https://msme.gov.in
2. https://www.msmeonline.tn.gov.in
3. https://www.nsic.co.in
4. https://www.sidbi.in/en
5. https://www.tn.gov.in/department
6. https://www.startupindia.gov.in

CO No.	CO - Statements	Cognitive Levels (K-Level)
CO1	Define the key concepts, scope, and significance of start-ups and small businesses.	**K1**
CO2	Explain various start-up business models, funding options, and risk management strategies.	**K2**
CO3	Apply entrepreneurial strategies to identify business opportunities and develop start-up ideas.	**K3**
CO4	Analyze government policies, MSME support schemes, and the role of technology in start-up growth.	**K4**
CO5	Evaluate legal frameworks, sustainability practices, and global opportunities for start-ups.	**K5**

Relationship Matrix										
Semester	**Course Code**		**Title of the Course**						**Hours**	**Credits**
5	**25UBU54OE01B**		**Open Elective – 1 (WS):** Start-ups and Small Business Management						**4**	**2**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	3	2	3	2	2	3	2	3	2.5
CO-2	2	3	2	3	2	3	2	3	2	2	2.4
CO-3	3	2	3	3	2	2	3	2	3	3	2.6
CO-4	2	3	2	2	3	2	2	2	3	2	2.3
CO-5	3	2	2	3	2	2	3	2	2	3	2.4
									Mean Overall Score		**2.4**
											High

Semester	Course code	Title of the Course	Hours	Credits
5	25UBU54SL04	**Certificate Course:** Digital Marketing	0	2

Course Objectives
To identify the fundamental concepts, definitions, and historical developments of digital marketing.
To explain the functions and roles of various digital marketing tools used in business contexts.
To demonstrate the use of digital analytics and measurement tools to assess digital marketing performance.
To analyse online and social media marketing strategies by interpreting associated data analytics and measurement metrics.
To critically evaluate the effectiveness and potential of AI tools in enhancing digital marketing initiatives.

UNIT-I - Introduction to Digital Marketing

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

UNIT-II - Content Marketing

Content Marketing – Content Creation Process – Content Pillar & Types – A/B Testing – Display Advertising – Search Engine Marketing (On-page & Off-page SEO) – Email Marketing – Mobile Marketing.

UNIT-III - Social Media Marketing

Social Media Marketing – Building a Successful Social Media Digital Strategy – Piggy Bank Theory – Personal Branding in Social Media – Crowdsourcing – Lead Generation & Sales in Social Media.

UNIT-IV - Ratings & Reviews (Online Reputation Management) & Analytics

Online Reputation Management – Social Commerce – Ratings & Reviews – Word of Mouth – User Generated Content – Co-Marketing – Affiliate Marketing – Influencer Marketing. Google Analytics Structure – Conversion Tracking –Measuring Campaign Effectiveness (ROI & CLV).

UNIT-V –AI in Digital Marketing

significance of the digital AI-powered customer segmentation, targeting, and personalization – Leveraging AI in digital advertising: programmatic ad buying, real-time bidding, and ad optimization – AI for content creation and curation (chat-bots, automated social media management, and generative content tools) – Ethical, legal, and privacy considerations in applying AI to digital marketing – Case studies and future trends in AI-driven digital marketing strategies.

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Books for Study:
1. Gupta, S. (2017). *Digital marketing*. McGraw Hill.
2. Vandanahuja. (2015). *Digital marketing current trends*. (7th Ed.). Oxford University press. Journal of Digital & Social Media Marketing.
3. Thomas Young (2024). *Digital Marketing in the Age of AI: Get Found, Get Heard*. IW Publishing.

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

Websites And e-Learning Sources:
1. https://www.soravjain.com/ebook/ebook.pdf

2. https://www.optron.in/blog/digital-marketing/
3. https://digitalmarketinginstitute.com/blog/category/ai-digital-marketing

	Course Outcomes	
CO No.	**CO- Statements**	**Cognitive Levels (K- level)**
	On successful completion of this course, students will be able to	
CO-1	Identify the fundamental concepts, definitions, and historical developments of digital marketing.	**K1**
CO-2	Explain the functions and roles of various digital marketing tools used in business contexts.	**K2**
CO-3	Demonstrate the use of digital analytics and measurement tools to assess digital marketing performance.	**K3**
CO-4	Analyse online and social media marketing strategies by interpreting associated data analytics and measurement metrics.	**K4**
CO-5	Critically evaluate the effectiveness and potential of AI tools in enhancing digital marketing initiatives.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
5	**25UBU54SL04**		**Certificate Course:** Digital Marketing						**0**		**2**
Course Outcomes	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	3	2	2	3	3	2	2	2	2.5
CO-2	3	3	3	2	2	2	3	2	2	2	2.4
CO-3	2	3	3	3	2	2	2	3	2	2	2.4
CO-4	2	2	2	3	3	2	2	3	3	2	2.4
CO-5	2	2	2	2	3	2	2	3	3	3	2.4
									Mean Overall Score		**2.42 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
6	25UBU63CC13	**Core Course - 13:** Cost and Management Accounting	6	4

Course Objectives
To Identify the cost concepts and Elements of cost
To Apply the techniques of cost accounting and control the cost of material, Labour
To Interpret the Financial informatin based on the Financical Statements
To Understand marginal costing concepts and CVP analysis for effective decision making
To Evaluate and prepare various types of budgets for managerial control

Unit – I IntroductionCost accounting (18 Hours)

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. Cost accounting standards

Unit – II Material (18 Hours)

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. **Labour costing**: Labour control treatment of ideal time & overtime – methods of wage payment – straight and differential piece rate. Premium and bonus plans. **(Problems)** Over Heads **(Theory only)**

Unit – III Financial Statement Analysis (18 Hours)

Financial statement analysis- comparative, common size state and Trend Analysis- Meaning of Ratio-Classification of Ratios- Profitability ratios- Turnover Ratios- Solvency ratios-Uses and Limitations of ratio Analysis.

Unit – IV Marginal Costing (18 Hours)

Marginal Costing and Profit Planning- Absorption Costing Vs marginal Costing- Cost-volume- Profit Analysis. Computation of P/V Ratio, BEP MOS- Concept of Key factor Problem.

Unit – V Budgetary Control (18 Hours)

Meaning of Budget and Budgetary Control- Characteristics and Limitations. Types of Budgets- Preparation of Budgets- Raw Material, Labour, Over Head, Production, sales, Cash Budget, Master Budget, Fixed and Flexible Budgets- Zero Base Budgeting.

Theory -20% Problem 80%

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Books for Study:
1. Jain, S. P., & Narang, K. L. (2016). Cost accounting: Principles and practices, Kalyani Publishers.
2. Maheswari, S. N. (2014). Principles of management accounting. S. Chand & Sons Publications.

Books for Reference:
1. Maheswari, S. N., & Mittal, S. N. (2021). *Cost accounting: Principles & practices*. A Mahavir Publication.
2. Pillai, R. S. N., & Bagavathi, V. (2012). *Cost accounting*. S. Chand Publications.
3. Reddy, T. S., & Reddy, Y. H. P. *Cost accounting*. Margham Publications.
4. Pillai, R. S. N., & Bagavathi, V. (2006). *Management accounting* (2006 ed.). S. Chand & Sons Publications.
5. Reddy, T. S., & Reddy, Y. H. P. (2016). *Management accounting*. Margam Publications.

Web Resources for Reference:
1. Institute of Cost Accountants of India (ICAI-CMA) – https://www.icmai.in (Cost Accounting Standards and latest industry updates)

2. Corporate Finance Institute (CFI) – https://corporatefinanceinstitute.com (Courses and materials on costing and financial management)
3. Accounting Tools – https://www.accountingtools.com (Detailed explanations of cost accounting concepts)
4. MIT Open Course Ware – Accounting & Finance – https://ocw.mit.edu (Advanced learning materials on cost and financial accounting)

Websites and eLearning Sources:
1. https://www.accounting.com
2. https://corporatefinanceinstitute.com
3. https://www.topper.com

CO. No	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Define the objectives of Management Accounting and know the techniques of Management Accounting.	K1
CO-2	Analyse the Financial Statements and interpret the results thereof.	K2
CO-3	Study the cause-and-effect relationship by analyzing the different variables affecting the profits and profitability of the business.	K3
CO-4	Examine the Financial Statements and Estimate the future Proposals	K4
CO-5	Identify different techniques of Management Accounting to formulate the policies.	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
6	25UBU63CC13		Core Course - 13: Cost and Management Accounting							6	4
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	3	2	2	3	2	2	2	3	2	2.3
CO-2	3	2	3	2	3	2	2	3	3	2	2.5
CO-3	2	3	3	3	3	2	3	2	2	3	2.7
CO-4	3	2	3	4	4	3	2	3	4	2	3.0
CO-5	2	3	3	4	4	2	3	3	4	2	3.5
										Mean Overall Score	2.8
											High

Semester	Course Code	Title of the Course	Hours	Credits
6	25UBU63CC14	**Core Course - 14:** International Business	6	4

Course Objectives
On successful completion of this course, students will be able:
To recall the basic concepts of International Business
To extend the knowledge about the international Business Environment and its influence on business.
To identify the barriers to international trade
To analyse the international marketing mix.
To assess the activities of global financial institutions.

UNIT I Introduction to International Business (18 Hours)

International Business – Meaning, Definition - Advantages - Features - Scope - Factors causing globalization of business - Changing Scenario of International Business - Stages of internationalization - Theories of International Business - Difference between domestic and international Business.

UNIT II International business environment (18 Hours)

Global economic models (Capitalism, communism, Socialism and Mixed economy) - Concept of globalization, privatization and liberalization - International business environment - Factors influencing international business environment – Political and legal, economic, social cultural and technological, Cross cultural issues.

UNIT III Barriers to international trade (18 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 their impact on trade and investment flows.

UNIT IV International Marketing (18 Hours)

International Product Policy and Planning - International Promotion – Advertising - Distribution - Sales Promotion - International Pricing – EXIM policy.

UNIT V Global financial institutions (18 Hours)

Promotion of global business - The role of GATT - WTO - IMF - UNCTAD - NAFTA - EU - SAARC (History, objectives, functions and structure) - Multilateral trade negotiation and agreements - Challenges for global business - Global trade and investment - Need for global competitiveness.

Teaching Methodology	Group Discussions, PPT, chalk and talk
Assessment Methods	Seminar, Case studies, Group Presentations, Mini Projects.

Books for Study:
1. Cherunilam, F. (2020). *International business - text and cases* (6th ed.). PHI Learning Pvt. Ltd.
2. Sankaran, S. (2014). *International business & environment*. Margham Publications.

Books for Reference:
1. Aswathappa, K. (2015). International business (6th ed.). Tata McGraw Hill.
2. Hill, C. W. L., & Jain, A. K. (2010). International business (6th ed.). Tata McGraw Hill.
3. Daniels, J. D., & Radebaugh, L. H. (2010). International business (12th ed.). Pearson Education Asia.
4. Czinkota, M. R., Ronkainen, I. A., & Moffet, M. H. (2010). International business (7th ed.). Cengage Learning.

Websites and eLearning Sources:
1. https://www.shiksha.com/online-courses/articles/international-business-meaning-importance-its-forms/
2. https://www.iifl.com/blogs/business-loan/what-is-international-business
3. https://www.sciencedirect.com/topics/economics-econometrics-and-finance/international-business

CO No.	CO – Statements On Successful completion of this course, students will be able to	Cognitive Levels (K-Level)
CO1	Discuss the modes of entry to International Business	K1
CO2	Outline the Global Business Environment	K2
CO3	Explain international trade barriers	K3
CO4	Understand international marketing mix	K4
CO5	Identify the relevance of international institutions in trading	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
6	25UBU63CC14		Core Course - 14: International Business							6	4
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean score of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	3	2	3	1	3	2	3	3	1	2.4
CO2	3	3	2	2	2	2	3	3	2	2	2.4
CO3	3	3	3	3	1	3	3	3	3	2	2.7
CO4	3	2	3	3	2	2	2	3	3	1	2.4
CO5	2	3	2	3	2	3	2	2	2	2	2.3
											2.44

Semester	Course Code	Title of the Course	Hours	Credits
6	25UBU63CC15	**Core Course - 15:** Research Methodology	6	3

Course Objectives
To know what is management research
To study the types of research
To develop the knowledge to conduct the research
To learn the method of writing a research report
To develop the presentation skills

UNIT I Introduction to research methodology (18 Hours)

Research – Meaning, Definition, Scope and Significance – Types of Research – Process of Research – Characteristics of good research – scientific method – Problems in research – Identifying statement of research problem - Application of research concepts in Management.

UNIT II Research Design, Data collection and Hypothesis (18 Hours)

Review of literature – Research design - Constructing questionnaire - Data Collection –Types of data – Sources and methods of data collection - Hypothesis – Types, of hypothesis - Need for hypothesis in research.

UNIT III: Sampling Design (18 Hours)

Sampling - Meaning, Definition and Types of sampling: (probability and non-probability) - Criteria for good sampling - Scaling techniques - Types of scales - nominal, ordinal, five-point likert scale, Socio metric scale.

UNIT IV: Data Analysis and Interpretation (18 Hours)

Data processing (coding, editing and tabulation) - Data analysis - Percentage analysis and statistical analysis- (Mean, mode, median, Chi-squire test, Application of statistics in hypothesis testing) - Interpretation – Techniques of interpretation- tables and numbering- Pictorial presentations- chart and diagrams (pi chart, bar chart, graphs)

UNIT –V: Report Writing (18 Hours)

Report - Meaning and definition - Need and purpose of a report - Types of reports - layout of a report - Preparation of reports - oral & written presentation – Use of internet in research – Indexing - Bibliography and referencing (APA and Harward referencing) - Plagiarism checks.

Teaching Methodology	Case Studies, Discussions, chalk and talk
Assessment Methods	Research reports, Data analysis assignments, Literature reviews, Seminars.

Book for Study:
1. Sekaran, U., & Bougie, R. (2023). Research methods for business: A skill-building approach (8th ed.). Wiley.
2. Sekaran, U., Bougie, R., & Srivastava, M. (2021)., *Research methods for business 8ed: A skill-building approach, an Indian adaptation* [E-paperback]. Wiley.

Books for References:
1. Kothari, C. R., & Garg, G. (2023). Research methodology (5th ed.). Wishwa Prakashan.
2. Tirupathi, P. C. (2014). *A textbook of research methodology in social sciences*.
3. Rajkumar. (2014). *Methodology and social science*. Book Enclave, Jaipur.
4. Zikmund, W. G. (2006). *Business research methods* (1st ed.). Cengage Learning India Pvt Ltd.

Websites and eLearning Sources:
1. Research Gate. (n.d.). Discover scientific knowledge and stay connected to the world of science. Retrieved from https://www.researchgate.net
2. Google Scholar. (n.d.). Search scholarly literature across disciplines. Retrieved from https://scholar.google.com
3. Coursera. (n.d.). Research methodology courses. Retrieved from https://www.coursera.org
4. MIT Open Course Ware. (n.d.). Research methods. Retrieved from https://ocw.mit.edu

5. Springer Link. (n.d.). Find and access scholarly research articles. Retrieved from https://link.springer.com

CO. No	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Relate theoretical and practical background of research in Business Management	K1
CO-2	Solve business problems by means of scientific inquiry	K2
CO-3	Use analytical skills and sketch research design.	K3
CO-4	Devise strategies to conduct research	K4
CO-5	Plan and prepare systematic business research reports	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
6	25UBU63CC15		Core Course - 15: Research Methodology						6		3
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	3	3	2	3	3	3	1	2	2.6
CO-2	2	1	2	2	2	2	1	1	1	2	1.6
CO-3	2	2	2	2	1	1	2	3	3	3	2.1
CO-4	2	2	2	2	2	3	3	3	3	2	2.4
CO-5	3	2	3	3	3	3	3	3	3	2	2.8
								Mean Overall Score			2.3
											High

Semester	Course Code	Title of the Course	Hours	Credits
6	25UBU63ES03A	**Discipline Specific Elective - 3:** Production Management	4	3

Course Objectives
To provide comprehensive outlook on basic concepts of production.
To demonstrate product design
To examine the importance of plant location and layout
To illustrate the need for Material Management
To interpret the application of Inspection and Quality control

UNIT I Introduction to production management   (12 Hours)

Production system - Production function - Types of production system - Role and responsibility of production manager – Recent trends in Production management– Characteristics of Modern Manufacturing –World class manufacturing - *The Influence of Indian Philosophy on Lean Manufacturing**

UNIT II Product design   (12 Hours)

Product Design – New product development, process planning and design, value analysis, capacity planning

UNIT III Plant location and layout   (12 Hours)

Plant location – factors influencing plant location, Plant layout- classification of layout with advantages, layout design procedures, Production planning and control – aggregate planning-nature, Strategies, methods, Master production Plan.

Unit IV Material Control   (12 Hours)

Introduction -Elements of Material Handling System – Principles of Material Handling System- Unit Load Concept – Selection of Material Handling System – Types of Material Handling Equipment

Unit V Inspection and quality control   (12 Hours)

Inspection and Quality Control – Statistical Quality Control – Types of Control Charts for Variables and Attributes –Acceptance sampling - Basic Concepts in TQM- TQM-scope, benefits–JIT - *Use of Vedic Principles in Quality Control**

Teaching Methodology	Multimedia Presentations, Case studies
Assessment Methods	Group assignments, Case studies, Peer review

Book for Study:
1. Aswathappa, K., & Shridhara Bhat, K. (2015). *Production and operations management* (2nd ed.). Himalaya Publishing House.
2. Prasad, R. K., & Prasad, B. (2019). *Production management* (3rd ed.). Jain Brothers.

Books for Reference:
1. Gopalakrishnan, P., & Sundaresam, M. (2004). Materials management: An integrated approach. PHI Learning Private Limited.
2. Paneerselvam, R. (2012). Production and operations management. PHI Learning Private Limited.
3. SaravanaVel, P. (2012). Production and operations management (2nd ed.). Margham Publishers.
4. Ulrich, K. T., Eppinger, S. D., & Yang, M. C. (2020). Product design and development (7th ed.). McGraw-Hill Education**.**

Websites and eLearning Sources:
1. https://www.projectmanager.com/blog/production-management
2. https://www.winman.com/blog/bid/341826/the-basic-principles-of-production-management
3. https://www.productplan.com/glossary/product-design/
4. https://www.inboundlogistics.com/articles/materials-management/
5. https://www.marsquality.com/what-is-quality-control-inspection/

CO No.	CO – Statements On Successful completion of this course, students will be able to	Cognitive Levels (K-Level)
CO1	Provide comprehensive outlook on basic concepts, and practices of production	K1
CO2	Identify right plant location and plant layout of factory	K2
CO3	Know work study & method study, its procedure & importance of material handing	K3
CO4	Outline inventory control concepts and identify vendor rating mechanisms	K4
CO5	Evaluate quality control techniques	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
6	25UBU63ES03A		Discipline Specific Elective - 3: Production Management							4	3
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	3	3	2	3	2	2	2	3	2.5
CO-2	2	3	2	2	3	2	3	3	2	2	2.4
CO-3	2	2	3	3	2	2	3	2	2	3	2.4
CO-4	3	2	2	2	3	2	2	3	3	2	2.4
CO-5	3	2	3	3	2	3	2	2	3	2	2.5
									Mean Overall Score		2.44
											High

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	25UBU63ES03B	**Discipline Specific Elective - 3:** Logistics and Supply Chain Management	4	3

Course Objectives
To understand the fundamentals of logistics and supply chain management
To analyse strategic sourcing and inventory management principles, including source evaluation, buyer-supplier relationships, and inventory trade-offs.
To apply transportation and distribution management concepts, such as mode selection, network effectiveness, IT solutions, and cost considerations.
To evaluate global logistics and international supply chain issues including integration, security, risk management, and insurance.
To develop advanced SCM strategies by integrating information systems, performance measurement, and AI for predictive analytics and optimization.

UNIT-I - Fundamentals of Logistics and Supply Chain Management   (12 Hours)

Definition – Objectives – Scope – Key drivers and need for SCM – SCM as a profession – Decision-making and strategy formulation – Value creation and trade-offs – CRM integration – Logistical value proposition – Supply chain synchronization

UNIT-II - Strategic Sourcing and Inventory Management   (12 Hours)

Strategic sourcing – Source evaluation – Buyer-supplier relationships – Partner selection and collaborative partnerships – Inventory management essentials – Balancing inventory costs – Turnover ratios and uncertainties – Impact of inventory imbalances on performance

UNIT-III - Transportation and Distribution Management   (12 Hours)

Transportation selection – Modes of transportation – Trade-offs and distribution models – Factors affecting network effectiveness – Advantages of 3PL – Domestic transportation fundamentals – Economics, pricing and transport administration – IT solutions: EDI, e-Procurement, bar coding, RFID

UNIT-IV - Global Logistics and International Supply Chain Management   (12 Hours)

International logistics – Objectives and significance in the global economy – Global supply chain integration – Supply chain security – International sourcing and trade regulation – International insurance and risk management – Cargo risks, risk retention and transfer – Marine cargo insurance and air freight policies – Overview of global transportation modes

UNIT-V - Information Systems, Performance Measurement, Advanced SCM Strategies and AI Integration   (12 Hours)

Information systems in SCM – DBMS, ERP, and SCM software packages – Modelling and simulation concepts – Vendor analysis and coordinated SCM – Bullwhip effect and reverse supply chains – Collaborative planning (CPFR) – Advanced topics: agile systems, benchmarking, balanced scorecard – AI in SCM: predictive analytics, demand forecasting, inventory and route optimization, real-time monitoring – E-business impact, mass customization, globalization, and ethical supply chains

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Group Project

Books for Study:
1. Mohanty R.P., S.G.Deshmuki (2005). *Supply Chain Management*. Dreamtech Press, New Delhi.
2. Bowersox, Closs, Cooper (2024). *Supply Chain Logistics Management*, McGraw Hill.
3. Prakash Kumar Udupi, Vishal Dattana, Jitendra Pandey (2023). *AI in Supply Chain and Logistics: Revolutionize Your Supply Chain and Logistics with AI.*

Books for Reference:
1. Christopher, M. (2016). *Logistics & Supply Chain Management (5th ed.).* Pearson.
2. Chopra, S., &Meindl, P. (2019). *Supply Chain Management: Strategy, Planning, and Operation (7th ed.).* Pearson.

3. Simchi-Levi, D., Kaminsky, P., &Simchi-Levi, E. (2008). *Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies (3rd ed.).* McGraw-Hill.
4. Ivanov, D., Dolgui, A., &Sokolov, B. (2020). *Digital Supply Chain: Concepts, Methods, and Case Studies*. Springer.

Websites and e-Learning Sources:
1. https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/Marketing/4LogisticsSupplyChainMgt.pdf
2. https://ocw.mit.edu/courses/esd-273j-logistics-and-supply-chain-management-fall-2009/pages/lecture-notes/

Course Outcomes		
CO No.	**CO- Statements**	**Cognitive Levels (K- level)**
	On successful completion of this course, students will be able to	
CO-1	Understand the fundamentals of logistics and supply chain management	**K1**
CO-2	Analyse strategic sourcing and inventory management principles, including source evaluation, buyer-supplier relationships, and inventory trade-offs.	**K2**
CO-3	Apply transportation and distribution management concepts, such as mode selection, network effectiveness, IT solutions, and cost considerations.	**K3**
CO-4	Evaluate global logistics and international supply chain issues including integration, security, risk management, and insurance.	**K4**
CO-5	Develop advanced SCM strategies by integrating information systems, performance measurement, and AI for predictive analytics and optimization.	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**				**Hours**			**Credits**	
6	**25UBU63ES03B**		**Discipline Specific Elective - 3:** Logistics and Supply Chain Management				**4**			**3**	
Course Outcomes	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	3	2	3	3	3	2	3	2	2.7
CO-2	2	3	3	3	2	2	3	3	2	2	2.5
CO-3	2	2	3	3	3	2	2	3	3	2	2.5
CO-4	3	3	2	3	3	3	3	2	3	3	2.8
CO-5	3	3	3	2	3	3	3	2	3	2	2.7
									Mean Overall Score		**2.64 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	25UBU63ES04A	**Discipline Specific Elective - 4:** Industrial Relations	4	3

Course Objectives
To define key concepts related to industrial relations.
To educate students about trade unions and their role in the industrial sector.
To provide knowledge on maintaining harmonious industrial relations in India and resolving disputes.
To develop strategies for handling labour issues through grievance redressal mechanisms.
To design mechanisms for employee safety and welfare in compliance with legal provisions.

UNIT I Introduction to IR (12 Hours)

Meaning, Definition - objectives – Need for IR - Theories of IR –ILO – Structure and Functions – ILO conventions - Role of ILO in Industrial relations.

Unit II   Trade Union (12 Hours)

Objectives, Purpose, and Functions – Types of Trade Unions – Impact of Trade Unions on Economic Development- Emerging Trends in Unionization.

UNIT III   Industrial disputes (12 Hours)

Industrial disputes: Meaning and causes-Types - Importance of labour management relations - Industrial Dispute Act 1947- Disputes settlement machineries, Awards and settlements, Strike and lockout, Lay-off and retrenchment.

UNIT IV   Grievance Redressal (12 Hours)

Meaning- Definition - Principles, Procedure - Disciplinary Procedure - Red hot stove rule - Collective Bargaining - Negotiation and its procedure - Domestic Enquiry - The Industrial Employment Standing Orders Act.

UNIT V H**ealth and Safety Measures** (12 Hours)

The Factories Act 1948 – Health, Safety and Welfare Measures, Occupational Hazards – Industrial Counselling - Constitutional measures for workers. (Directive Principles of State Policy)

Teaching Methodology	Multimedia Presentations, Case studies, Role play
Assessment Methods	Snap test, Seminar, Assignments, Quiz

Books for Study:
1. Srivastava, S. C. (2022). *Industrial relations and labour laws* (8th ed.). Vikas Publishing.

Books for Reference:
1. Kumar, N., & Mittal, R. (2001). *Personnel management and industrial relations*. Anmol Publications Pvt. Ltd.
2. Monappa, A., Nambudiri, R., & Selvaraj, P. (2017). *Industrial relations and labour laws*. McGraw Hill Education.
3. Bhatia, S. K. (2003). *Constructive industrial relations and labour laws*. Deep and Deep.

Websites and eLearning Sources:
1. https://www.coursera.org/learn/industrial-relations-fostering-workplace-climate
2. https://labour.gov.in/e-book-1
3. https://onlinecourses.nptel.ac.in/noc24_mg104/preview
4. https://www.itcilo.org/courses/industrial-relations-toolkit
5. https://ebooks.inflibnet.ac.in/mgmtp01/chapter/industrial-relations/

CO No	CO-Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Define the role and importance of Industrial Relations	K1
CO-2	Describe the concept of Trade Union and its functions.	K2
CO-3	Illustrate the concepts of industrial Disputes and settlement machineries.	K3
CO-4	Analyse the importance grievance redressal and collective bargaining	K4
CO-5	Evaluate the health, safety and welfare measures that need to be deployed in industries	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**					**Hours**		**Credits**	
6	25UBU63ES04A		Discipline Specific Elective - 4: Industrial Relations					4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	2	2	2	2	2	2	3	2.3
CO2	2	3	2	2	3	2	3	3	2	1	2.3
CO3	2	2	3	3	2	2	2	2	3	1	2.2
CO4	2	3	3	3	1	2	3	3	3	3	2.6
CO5	3	3	2	3	1	3	3	2	2	2	2.4
									Mean overall score		2.36
											High

Semester	Course Code	Title of the Course	Hours	Credits
6	25UBU63ES04B	**Discipline Specific Elective – 2:** Performance Management	4	3

Course Objectives
To provide learners with understanding of performance management concepts.
To equip learners with the dynamics of performance appraisal.
To learn and develop criteria for assessing performance.
To enable learners to develop effective appraisal systems that can be linked to managerial objectives and compensation.
To enable learners with contemporary issues and solutions in appraisal systems.

Unit 1: Introduction to Performance Management (12 Hours)

Meaning, Principles, Objectives, Purpose of Performance Management, Performance Management Vs Performance Appraisal, Performance management as a System and Process of Management.

UNIT– II: Performance Planning and Managing Performance (12 Hours)

Developing Performance Planning: Agreement and Action Planning, Modern Methods of managing performance, Performance Feedback & Counselling, Performance analysis for Individual and organizational Development.

UNIT – III: Performance Based Compensation (12 Hours)

Performance Management and Compensation: Concept of Performance Related Pay, Criteria for Performance Related Pay, Installing and Monitoring PRP.

UNIT – IV: Implementation of Performance Management (12 Hours)

Performance Management and Career Planning: Advantages and Significance, Coaching and Mentoring in Performance Management: Concept, Roles, Advantage and Disadvantage of Coaching and Mentoring, Performance Management.

UNIT – V: Talent Management (12 Hours)

Talent Management: Concepts, Features and Strategies to retain employees. Competency Mapping, Competency Mapping & its Linkage with Career Development and Succession Planning, Performance Management Audit, Ethical and Legal issues in Performance Management.

Teaching Methodology	Interactive lectures, learner discussions and PPTs, research articles, case studies, and simulation exercises.
Assessment Methods	Test, Seminar, Assignments

Books for Study:
1. Armstrong, M. (2003). Handbook of Strategic Human Resource Management: a guide to action. Crest.
2. Armstrong, M. (2006). Performance management: Key strategies and practical guidelines. Kogan page.
3. Berger, L. A., & Berger, D. R. (2004). The talent management handbook. New York, NY: McGraw-Hill.
4. Bhattacharyya, D. K. (2011). Performance management systems and strategies.Pearson Education India.

Books for Reference:
1. Rao, T. V. (2004). Performance Management and Appraisal Systems: HR tools for
2. global competitiveness. SAGE Publications India.
3. Silzer, R., & Dowell, B. E. (2009). Strategy-Driven Talent Management. John
4. Wiley & Sons.

Websites and eLearning Sources:
1. McDonnell, A. (2011). Still fighting the "war for talent"? Bridging the science

versus practice gap. Journal of business and psychology, 26, 169-173.

2. https://learning.linkedin.com/content-library/online-business-courses/performance-management-training
3. https://training.thehrsuite.com/fundamentals-of-performance-management/

CO No.	CO - Statements	Cognitive Levels (K-Levels)
	On Successful completion of this course, students will be able to	
CO1	Describe the key concepts of performance management	K1
CO2	Interpret the methods of performance management	K2
CO3	Apply the elements of performance appraisal and potential appraisal and devise a system of performance-based compensation systems.	K3
CO4	Compare the organisations in the context of Talent Management and its linkage with Performance	K4
CO5	Devise the performance management system in the organisation, with the help of performance planning.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
6	25UBU63ES04B		Discipline Specific Elective – 2: Performance Management							4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	1	3	2	3	3	2	3	2	2.4
CO-2	2	3	2	3	2	3	3	2	3	2	2.5
CO-3	3	2	2	3	3	3	2	3	3	3	2.7
CO-4	3	1	3	2	3	2	1	3	2	2	2.2
CO-5	2	3	3	3	3	3	3	2	3	3	2.8
									Mean Overall Score		2.52
											High

Semester	Course Code	Title of the Course	Hours	Credits
6	**25UBU64OE02A**	**Open Elective – 2:** Practical Stock Trading	**4**	**2**

Course Objectives
To introduce the concepts of financial planning.
To impart knowledge on primary and secondary markets.
To understand the mechanisms of stock exchange.
To provide understanding on options and futures.
To develop action plan based on the learning.

UNIT I - Introduction to Financial Planning (12 Hours)

Financial Planning – Importance of financial planning-Financial planning process-Smart Goals – Risk Vs Return- Saving Vs Investment- Investment Strategies

UNIT II – Primary and Secondary Market (12 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 III – Mechanism of Stock Exchange (12 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 IV – Options & Future (12 Hours)

Option – Meaning – Types – Option Trading – Margin Valuation of options – Valuation of put option –Index option - Option Markets Hedgers and speculators – Future contracts – Future Markets – Clearing house – Margin future positions – Spot prices- Forward prices Vs Future Prices- Future Vs Options.

UNIT V ACTION PLAN (Practical Work) (12 Hours)

1**.** Identify the types of Deposits, Government Schemes, Bonds, debentures, Mutual funds and Insurance policy
2. Practical Learning in the field of Capital and Money Market
3. Day To-Day Practices of Stock Market
4. Model Demo of Share Trading
5. Online Trading
6. Spot Trading and DMA

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Books for Study:
1. Gomez, C. (2012). *Financial markets, institutions and financial services*. PHI Learning Private Limited.
2. Bhalla, V. K. (2012). *Investment & securities markets in India*. Himalaya Publishing House.

Books for Reference:
1. Rustagi, R. P. (2009). Financial analysis & financial management for CA final: Quick overview. Sultan Chand & Sons.
2. L.C. Gupta, "Export Study of Tracking in Shares and Stock exchange".
3. Report on Currency and Finance – RBI.
4. Varshney, P. N., & Mittal, D. K. (2015). 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

Websites and eLearning Sources:
1. www.sebi.gov.in

2. www.investor.sebi.gov.in
3. www.nseindia.com
4. www.federalreserve.gov.in
5. www.bseindia.co

CO No	CO- Statement On successful completion of this course, students will be able to	Cognitive Level
CO-1	Grasp the importance of investment and financial market and identifying new investment opportunities	**K1**
CO-2	Get insights about the Primary and secondary market in the place of stock market	**K2**
CO-3	Develop and make the trading mechanism process and apply investment practice in the stock market	**K3**
CO-4	Take part in secondary market and experimenting with day to day trading	**K4**
CO-5	Evaluate the emerging ideas and practices in the field of stock market	**K5**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**			**Hours**		**Credits**			
6	**25UBU64OE02A**		**Open Elective – 2:** Practical Stock Trading			**4**		**2**			
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	3	2	3	2	2	3	2	3	2	2.4
CO-2	3	2	3	3	2	2	2	2	2	2	2.3
CO-3	2	2	3	3	2	2	2	3	2	3	2.4
CO-4	1	2	2	2	2	2	2	3	2	2	2.0
CO-5	3	2	2	2	3	2	3	2	2	2	2.3
								Mean Overall Score			2.28
											High

Semester	Course Code	Title of the Course	Hours	Credits
6	25UBU64OE02B	**Open Elective – 2:** Export Management	4	2

Course Objectives
To understand the basic concepts of Import - Export management.
To understand the basic principles and ways of interaction with a foreign client /supplier.
To teach the nuances of Domestic and International Marketing.
To impart knowledge in the area of logistics.
To develop an understating towards export procedures & documentation

UNIT I   Introduction to Import - Export Management   (12 Hours)

Import - Export Management - Concept, -Foreign trade, Trade policy, Simplification of document, Reduction in document for custom purpose. Export-Import policy of India-Counter trade-Global Business Environment- Impact of Globalization

UNIT II Procedure for starting foreign trade   (12 Hours)

Identify and sourcing   of International buyers, -IEC and RCMC, Pricing (INCO-terms) Documentation- Pro-forma Invoice, sales contract, Purchase order, Custom Clearance, Documentation and freight forwarding documentation. Exporting through export houses

UNIT III   Domestic and International marketing   (12 Hours)

Difference between Domestic and International marketing-Basic principles of International marketing- STP, brand image, International product life cycle, International market research process-Identify the product – Demand-supply

UNIT IV Marketing and logistics   (12 Hours)

Interfaces between Marketing and logistics –Warehousing, Material Handling, Inventory control, Packing, Labelling and Marketing in logistics operations-Various modes of transportation for logistical operations-Clearance agent and freight forwarding.

UNIT V   Exchange rate Mechanism   (12 Hours)

Role of banks in foreign trade, outward& inward remittance, different types of foreign currency rates. EXIM Bank role and functions, FEMA-ECGC-RCMC-DGFT-FIEO-APEDA-NABARD

Teaching Methodology	Chart, PPT, chalk and talk
Assessment Methods	Seminar, Snap Test, MCQ, Mini Project

Book for Study:
1. Building an Import/Export Business- Kenneth D. Weiss

Books for Reference:
2. International Marketing— CATEORA,MC GRAW HILL INDIA- 18th edition
3. Export Import management-Justin Paul& Rajiv Aserkar Oxford Education-2nd edition

Websites and eLearning Sources:
1. https://www.indiantradeportal.in/
2. https://www.dgft.gov.in/
3. https://commerce.gov.in
4. https://apeda.gov.in/apedawebsite/
5. http://plantquarantineindia.nic.in/

CO NO	CO- Statements	Cognitive Level (K- level)
	On successful completion of this course, students will be able to	
CO-1	Identify the theories of International trade.	K1
CO-2	Interpret the Procedures, documentations and select the mode of Export	K2
CO-3	Analyse International marketing strategies, identify the product, Choose the location and trade	K3
CO-4	Connect the marketing operations and decide the mode of Logistics	K4
CO-5	Evaluate the role of foreign banks and exchange rate mechanisms.	K5

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
6	25UBU64OE02B		**Open Elective – 2:** Export Management							4	2
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	2	3	2	2	2	3	2	2.3
CO-2	2	2	2	2	2	2	2	3	2	2	2,1
CO-3	2	2	3	3	2	2	3	2	2	3	2.4
CO-4	2	2	3	3	4	3	2	3	4	2	2.8
CO-5	2	2	3	4	4	2	3	3	4	2	2.9
									Mean Overall Score		2.5
											High